

Feb. 2016 Member Spotlight



Name: Lori Weir

Title: Communications Specialist and University Policy Coordinator

Employer: Michigan Technological University

Career: During her six years at Michigan Tech, Lori has worked in Human Resources and the Center for Diversity and Inclusion. In her current communications position, she provides writing, editing, reporting and content development for a variety of purposes and works with departmental leaders to create a cohesive vision and ensure brand stewardship. She also oversees the Administration's policy development process across the campus community.

Education: Two degrees from Northern Michigan University – a BS in English Language and Literature and an MA in Writing with a dual focus on creative non-fiction and technical writing.

What You Should Know about Lori:

- **Strategies for Success** – She teaches a freshman course that covers time management, organization, study skills, leadership, communication, resume writing, etc.
- **CopperDog 150 Sled-Dog Races** – As assistant director in 2010, she managed the planning, promotion and staging of the inaugural running of the race.
- **Mackinac Island** - She worked at the Grand Hotel for five seasons.

AWC Focus:

"I hope to build relationships that will provide me with a network of resources in a variety of communication fields. I am very interested in branding and leadership development. Working with female students at a STEM institution (heavily male populated) has shown me how important it is to have strong women role models professionally."

Personal:

- Family – I was born and raised in the Upper Peninsula (Menominee on the Wisconsin border), but my husband is from metro Detroit (Troy). We have 3 sons, a dog, a cat and a guinea pig.
- Interests – Reading, Theater, Travel.
- Causes/Volunteerism – Treasurer of the Copper Country United Way. "Big sister" with the Big Brothers/Big Sisters organization. Assistant program manager and grant writer for the Calumet High School Drama Club.



Lori and son bundled up for the CopperDog 150 sled-dog race