



News Release
Office of University Relations

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Whitney Calhoun Goetz named ETSU alumni director

JOHNSON CITY – Whitney Calhoun Goetz has been named Executive Director of the ETSU National Alumni Association. She assumes this position July 1.

Goetz is a member of the Class of 2005 at East Tennessee State University and holds a B.A. degree in mass communications. She later earned an M.B.A. from Milligan College.

“Whitney is a proud graduate of ETSU and has many deep ties within the Appalachian Highlands community,” said Pam Ritter, Vice President of University Advancement. “I am impressed by her passion for identifying new ways to engage with our alumni and to share their accomplishments while also discovering additional opportunities for how we can work together. She is the ideal person to continue the legacy of Dr. Bob Plummer, who led our alumni programs for a few decades and is now overseeing new initiatives at ETSU.”

After graduating from ETSU, Goetz began her career at Ballad Health where an internship led to a full-time position in communications. She later moved into the human resources office as a nurse recruiter.

She left Johnson City in 2009 to take a legislative staff position with the Office of U.S. Senator Bob Corker working in constituency relations and policy. Upon returning to Tennessee, she assumed a role with the state treasury leading public policy and later human resources.

“Since the first class of Normal School students graduated from this institution and began serving as teachers, our alumni have been doing amazing things,” Goetz said. “I am honored to have this opportunity to listen to their stories and to hear their vision for how our alumni association and ETSU can deepen their relationship. I am honored to serve in this role and I can’t wait to begin this journey.”

Goetz and her husband, John, reside in Johnson City with their two sons.

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