

Mark Secrist***Professor of Advertising, University of Idaho College of Letters, Arts and Social Sciences***

As teacher, advisor and mentor, Professor Mark Secrist has dedicated himself to cultivating connections between University of Idaho students, alumni and media professions in Idaho and across the nation. Although he's not a UI graduate, he has worked for more than 30 years to build ties among thousands of UI students and alumni.

Professor Secrist formed strong bonds with his students starting at year one. He has advised thousands of journalism and mass media students who have risen to the highest echelon in their fields of marketing, advertising and strategic communications.

As the leading professor and architect of the UI School of Journalism and Mass Media's (JAMM) very successful major in advertising, he has been responsible for the progress of as many as 100 students at a time. He was there for them from the moment they arrived at UI and beyond.

Alumni often speak passionately about Professor Secrist as a program organizer and faculty advisor for the University of Idaho National Student Advertising Competition (NSAC) student team, which he coached for twenty years with excellent results. Participation on the ad team, which continues to this day, frequently leads directly to jobs while offering students an opportunity to compete on the national level for national clients.

Through his tireless efforts, Professor Secrist was able to pioneer JAMM's Ad team program and guide many students to professional careers. Professor Secrist is a great friend to UI, his colleagues, current students and UI supporters everywhere.