

# CYNTHIA L. HILL

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1521 Kennelworth Court | State College, PA 16801  
814.571.8166 | cyndyhill3@gmail.com

## STRENGTHS

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- Higher education professional experienced in student and family programming and support
- Relationship building and developing key partnerships
- Conceptualize and develop integrated marketing plans including social media, web, and print and online publications
- Understand and support the role of parents and families in higher education
- Recruit and train student leaders and community volunteers
- Create and manage large-scale special events and establish collaborative partnerships across multiple units
- Committed to innovation and using new technology to connect with audiences
- Excel in a demanding work environment with the ability to balance multiple projects and meet deadlines

## EXPERIENCE

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**The Pennsylvania State University, University Park, PA**  
**Director, Penn State Parents Program**

**July 2015 – Present**

### Leadership

- Provide leadership and advocacy for parents and families of Penn State students
- Serve as a central point of contact for parent and family questions and concerns
- Participate on Undergraduate Education Council and Student Affairs Directors Group
- Serve as the University's data steward for parents and family information

### Communications & Marketing

- Increased parent and family engagement through a comprehensive communications plan that includes email communication campaigns to 150,000+ parents and families at 20 unique campuses with average open rates of 65%
- Established a successful social media plan reaching more than 17,000 people
- Lead the annual development of the *Parents and Families Guide*, a comprehensive, university-wide publication for new parents and families.
- Create publications to better meet the needs of under-represented and underserved families including families of international and first-generation students
- Created and implemented a new brand and image for the Parents Program
- Developed a webinar series, *Parent and Family Connections*, with campus experts sharing timely and relevant information with families
- Present to large groups in person and virtually

### Event Planning

- Provide campus-wide leadership for Parents and Families Weekend at University Park
- Develop event schedules and manage overall event planning and staffing and coordinate participation of academic colleges and other units
- Create welcome events for parents and families
- Create opportunities to meet the needs of international families and marginalized populations including first-generation, low-income, and diverse families through special events and increasing avenues for connection with the University

## **Collaboration**

- Collaborate with campus partners to enhance parent involvement at Penn State by identifying volunteer opportunities for parents and family members
- Partner with Undergraduate Admissions Office to assist in recruitment and yield efforts
- Work with Penn State Global to develop new transition programming
- Meet regularly with the Office of Parent Philanthropy to support development efforts
- Collaborate with the Student Orientation and Transition Programs office to develop curriculum and coordinate parent and family programming during New Student Orientation
- Develop resources and transition programming for parents and families during key times of student transition

## **Management**

- Manage individual, one-on-one support or make referrals to campus partners when families share student concerns
- Enhance communications and programming through quick assessments and a large-scale survey every three years
- Recruit and supervise the efforts of the 50-person Parents Council and the Parent Ambassadors volunteer program
- Coordinate bi-annual Parents Council meetings, and ongoing committee work
- Manage day-to-day operations of the office
- Develop and oversee budget of \$250,000
- Supervise one full-time administrative support staff and one half-time graduate assistant and 8-15 volunteer student ambassadors

**The Pennsylvania State University, University Park, PA**  
**Office for Student Orientation and Transition Programs**  
**Assistant Director, New Student Programs**

**January 2010 – July 2015**

### **Leadership & Collaboration**

- Chaired campus-wide Welcome Committee
- Served as a member of the Orientation Implementation Committee and the sub-committee responsible for developing the initial program curriculum and publications
- Assumed additional administrative and programming responsibilities including support staff supervision during office staff transition

### **Communications**

- Created a communications plan for new students including event invitations, resource guides, and welcome materials.
- Wrote and edited *Preface*, a magazine sent to 12,000 new Penn State students
- Designed and wrote Welcome Week publications
- Updated and maintained website content for Welcome Week
- Presented orientation program content to groups of 500+ students and families
- Participated on the New Student Publications Committee to compile a complete inventory of communications sent to new University Park students and families
- Compiled and edited the 2010 Parents & Families Guide for new Penn State families
- Supervised student-produced videos for orientation programming

### **Event Planning & Project Management**

- Collaborated with academic colleges and students service units to develop an annual comprehensive welcome week schedule
- Developed and coordinated multiple welcome and orientation events including the President's New Student Convocation, Nittany Block Party, and the Change-of-Campus Student Orientation

- Managed \$100,000+ programming budget including the annual budget request

#### **Student Development**

- Recruited and trained student leaders for transition programs
- Supervised and trained orientation leaders and student office workers
- Advised University Park Undergraduate Association's student handbook committee

#### **Centre Volunteers in Medicine, State College, PA**

**2006 – 2009**

##### ***Development Director***

- Raised funds for a free medical and dental clinic serving uninsured residents
- Coordinated external communications including developing publications, writing quarterly newsletters, maintaining website, and writing press releases
- Developed and implemented plan for annual fund activities, including large-scale special events and quarterly direct mail campaigns
- Worked with community volunteers to support development efforts
- Managed the donor database with 5,000+ constituents

#### **Mount Nittany Medical Center, State College, PA**

**1993 – 2003**

##### ***Golf Classic Coordinator, 1997 – 2003***

- Supervised staff and volunteers throughout the planning and implementation of annual charity golf event
- Developed and coordinated publicity, golf day activities, and donor recognition
- Increased net profits from \$35,000 to \$85,000

##### ***Director of Development, 1995 – 1996***

- Directed staff and volunteers in the final stages of a \$5 million capital building campaign, including large corporate gifts and public portions of the campaign
- Implemented and planned annual fund activities including direct mail campaigns.

##### ***Annual Fund Coordinator, 1993 – 1995***

- Planned and organized annual fund campaign and special events
- Wrote and produced a 40,000-piece direct mail annual fundraising campaign
- Coordinated efforts of volunteers
- Organized annual charity golf tournament and 5k run
- Served as the liaison to hospital volunteer auxiliary

#### **Texas A&M University, College Station, TX**

**1990 – 1993**

##### ***Program Coordinator, Student Activities Office***

- Supervised 150-member student committee
- Assisted with marketing, publicity, and annual fundraising events for the university performing arts series
- Served as a liaison to the community volunteer board of directors
- Assisted in contracting for 2,500-seat auditorium and coordinated artist hospitality

## **EDUCATION**

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#### **The Pennsylvania State University, 2017**

Masters in Higher Education

GPA: 3.92

#### **University of California, Santa Barbara, 1987**

Bachelor of Arts: Communication Studies

Bachelor of Arts: Psychology

## **COMMITTEES**

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Co-Chair, Fraternity & Sorority Life Relationship Statement Review	2023
Chair, Search Committee for Student Affairs Communications and Marketing Director	2023
AHEPPP Awards Committee	2023
Chair, Search Committee for Senior Director of Student Conduct	2021
Student Affairs Equity and Inclusion Team	2021 – present
Search Committee for Associate Director for Community Health	2021
AHEPPP Mentor	2020
Core Group member for Student Health Insurance	2018 – present
AHEPPP National Conference Planning Committee	2017
Undergraduate Admissions Office College Representatives	2017 – present
Student Affairs Directors Group	2015 – present
Undergraduate Education Council	2015 – present
New Student Orientation Implementation Committee	2012 – 2013
Arrival Committee	2012 – present
Welcome Committee, Chair	2010 – 2015
Student Handbook Book Advisor, UPUA	2011 – 2015
New Student Publications Committee	2011 – 2013
Search Committee, Student Orientation and Transitions Program	2012
Staff Development Committee, Union and Student Activities	2011 – 2012
FTCAP (orientation) Student Curriculum Committee	2010 – 2012

## **PUBLICATIONS AND PRESENTATIONS**

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- Mentoring Parents and Families of First-Gen Students.* First-Gen Student Support Summit, Penn State University, March 2023.
- No money? No problem! Leveraging Assessment and Engaging Volunteers to Meet program and Institutional Needs.* AHEPPP National Conference, Virtual, November 2021
- Parents the Parents (and Families) of the Next Generation;* AHEPPP National Conference, Louisville, KY, November 2018
- Unexpected Benefits of Strategic Planning with Parent Volunteers: A Bold Undertaking.* AHEPPP National Conference, Dallas, TX, November 2017
- When Tragedy Strikes: Healing and Action After a Campus Crisis.* Co-presenter with Brian Watkins. AHEPPP National Conference, Dallas, TX, November 2017
- Elevating Your Engagement for Contemporary Parents;* AHEPPP National Conference, Boulder, CO, November 2016
- Finding Their Place: Helping Families During the College Transition;* Penn State Academic Advising Conference, University Park, PA, September 2016
- Welcome Week: The Importance of a Collaborative Campus-Wide Program;* Penn State Enrollment Management Conference, University Park, PA, September 2014
- No Coffee on Sundays: Opportunities and Challenges Faced During the Development of a New Orientation Program;* National Orientation Director's Association Conference, San Antonio, November 2013
- Grand Slam: Creating and Marketing Successful Events;* Penn State Student Summer Leadership Conference, August 2011
- Schulenberg, J. & Biek, C. (2011). *Introducing Academic Advising at Orientation: Penn State's Strategy.* *The Journal of College Orientation and Transition*, 19(1), 113-118.

## **PROFESSIONAL DEVELOPMENT AND MEMBERSHIPS**

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AHEPPP Family Engagement in Higher Education	2015 – present
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Big 10 Parent and Family Programing Professionals	2015 – present
National Orientation Directors Association, Member	2010 – 2015
NASPA, Student Affairs Administrators in Higher Education, Member	2010 – 2015
Big 10 Orientation Director's Meeting	2010 – 2015
Orientation Professionals Institute	2011
Leadership Centre County	2007 – 2008

**TECHNICAL SKILLS**

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Microsoft Office365  
 Adobe Creative Suite  
 Canva  
 CampusESP – Parent and Family Communications System  
 PeopleSoft (LionPATH) – Student Information System  
 Qualtrics – Survey Software  
 Social Media Platforms

**VOLUNTEER AND RELEVANT EXPERIENCE**

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Central Pennsylvania Festival of the Arts  
 Gamma Phi Beta, Membership and Chapter Advisor  
 Ski Instructor for Penn State Kinesiology Class, Tussey Mountain Ski Area  
 National Collegiate Leadership Consultant, Gamma Phi Beta  
 Penn State Master Gardener  
 State College Junior Woman's Club, President