

Missy Mathis-Hanlon

104 Norman Avenue | Syracuse, NY 13207 | 315-729-5551 | mmathis@syr.edu

EXPERIENCE

Syracuse University, Syracuse, NY (September 1996 to present)

Director, Parent and Family Services

November 2022 to present

- Oversee all operational components of the department including budget, human resources, and assessment.
- Develop objectives for the department to align with the Student Experience divisional goals.
- Implemented the CampusESP Family Communications portal to improve communication with all families.
- Created and produced a brand new, six hour Family Orientation program that was available in-person and via live stream for families new to the University.
- Collaborate with other departments to successfully achieve important University initiatives.
- Serve as the primary point of contact for all families seeking support, problem-solving, and crisis response.

Director, New Student and Family Programs

August 2021 to November 2022

- Merged Parent and Family Services with First-Year and Transfer Programs to create a new department at the request of new divisional leadership.
- Partnered with the student-facing director to improve communications and programs for new students and their families.
- Welcomed new families through a series of twenty-three virtual “New Family Meet and Greets” during summer 2022.
- Co-managed the centralized check-in and COVID screening process for 8,000 residential students and concurrently hosted Winter Welcome 2022 for new students.
- Streamlined several operational processes for the Syracuse Welcome orientation program.
- Hired, trained and supervised a full-time Program Coordinator; assisted the department in hiring a new administrative assistant and Senior Program Coordinator.
- Coordinated and executed the Family Weekend program for over 2,000 families (over 7,000 guests).

Director, Parent and Family Services

September 2018 to August 2021

- Established a virtual learning series for parents and families to keep them informed and connected during the COVID-19 pandemic. Extended this program into “Growing Oranges”—a series of student development focused learning opportunities for families.
- Designed and implemented an entirely new Family Weekend program “Experience Syracuse” in October 2019 with focus on the student academic and co-curricular experience, the local community, and campus traditions.
- Developed learning outcomes for Parent and Family orientation and redesigned the family portion of Syracuse Welcome new student orientation to reflect this.
- Hired, trained, and supervised a full-time Coordinator of Parent and Family Services and a half-

time Graduate Assistant.

Interim Director, Parents Office

August 2015 to September 2018

- Managed the administrative and operational activities of the department.
- Served as primary liaison between parents and families and the University, performing as institutional respondent to their concerns and emergencies. Supported families during crises or following the death of a student.
- Established the availability of the Parents Office and performed an outreach role to the parent and family constituency by orienting them to the institution, its organization, and processes.
- Collaborated with multiple campus departments to communicate with, support, and provide programming for the parent and family constituency.
- Promoted the positive reputation of the University through public relations.
- Utilized tools such as Constant Contact, Guidebook, and social media to engage and inform parents and families about the student experience and University resources.
- Designed, implemented, and reported on all assessment projects for the Parents Office.
- Hired, trained, supervised, and evaluated a part-time professional Office Coordinator.

Associate Director, Parents Office

November 2012 to August 2015

Assistant Director, Parents Office

September 2001 to November 2012

- Managed and administered social media for the department. Created and moderated the Syracuse University Parents Office Facebook Group. Provided timely information, answered questions, handled challenging situations, and mediated conflict.
- Managed the Parents Office website and maintained the Parents and Families portal on the Syracuse University website.
- Collaborated with First-Year and Transfer Programs and other campus departments to plan and implement Syracuse Welcome parent orientation programs.
- Planned and implemented annual programs and events, including all aspects of Family Weekend. Coordinated staffing and volunteers, public relations, logistics, and execution of events.
- Administered the Family Weekend registration process for over 1,800 families (approximately 6,000 guests)
- Administered the Family Weekend budget.
- Produced, edited, and delivered all Parents Office publications, including the Parents Handbook and electronic newsletters.
- Created and maintained databases to track office inquiries, event participation, and general office activity. Developed and implemented data retrieval systems for subsequent analysis and reporting to internal and external constituencies.
- Developed and promoted the positive reputation of the Parents Office and the University through effective, prompt, and courteous communication with external constituents.
- Responded to a vast array of parent inquiries, provide resource and referral information, and intervened in and managed crises.

- Served the parent constituency of the State University of New York College of Environmental Science and Forestry (SUNY-ESF) in addition to that of Syracuse University.

Assistant to the Senior Vice President and Dean of Student Affairs for Communications and Events
August 1999 to September 2001

Administrative Assistant to the Vice President for Student Affairs and Dean of Student Relations
September 1996 to August 1999

- Provided daily administrative support for the Chief Student Affairs Officer, including scheduling and regular communication with 19+ division departments and other University faculty, staff, and senior leadership.
- Collaborated with students and their families to solve problems and resolve academic and personal issues.
- Counseled students about and approved leaves of absence and applications for readmission to the University.
- Designed, prepared, and edited communication vehicles and publications for diverse constituencies and coordinated division-wide communications projects.
- Planned special events for the Division of Student Affairs.
- Hired, trained, supervised, and evaluated one Graduate Assistant and several student employees.
- Initiated and administered a division-wide graduate assistant application and selection process in conjunction with the Higher Education program in the School of Education.
- Selected and trained Orientation Leaders and managed projects related to the Preview summer orientation program.
- Co-directed an Office of Student Affairs/Office for Student Assistance re-organization into the Office of the Senior Vice President for Student Affairs.
- Assisted Senior Vice President with crisis management and served as on-call emergency contact.
- Presented about programs and services offered by the Office of the Senior Vice President for Student Affairs.
- Coordinated meetings of, and provided administrative support for, several University-wide committees.
- Wrote speeches for, and drafted and edited daily communication and reports on behalf of, the Senior Vice President and Dean
- Handled confidential and sensitive information on a regular basis.

BOARDS, COMMITTEES, AND MEMBERSHIPS

AHEPPP: Family Engagement in Higher Education (2011 to present)

NODA (2022 to present)

NASPA (1996 to 2007, 2018 to 2020)

ACPA (2019 to present)

AHEPPP Awards Committee (2023)

Chair, Search Committee, Associate Director of Student Engagement (2023)

Chancellor's Task Force on Sexual and Relationship Violence (2022 to present)

University Appeals Board (2014 to present)
 Co-Chair, Student Experience Strategic Planning Steering Committee (2022)
 Chair, Search Committee, Director of Apartment and Off-Campus Living (2020)
 Syracuse University Ad Hoc Committee on Deferred Action for Childhood Arrivals (DACA)/Undocumented Students (2017 to 2019)
 Syracuse University Academic Strategic Plan, Workgroup on The Student Experience (2015 to 2016)
 Student Support and Success Subcommittee (2016)
 Recruitment and Advising Subcommittee (2016)
 Convener and Chair, Homeless and Housing Vulnerable Student Workgroup (2015)
 Mandatory Health Insurance Communications Group (2015 to 2016)
 First Year Student Processes & Communications Group (2014 to 2016)
 Executive Committee, Taste of Strathmore: Fundraiser for Most Holy Rosary School (2014 to 2019)
 Executive Board, Parent/Teacher Council, Most Holy Rosary School (2012 to 2015)
 Division of Student Affairs Communications Council (2012 to 2017)
 Board of Directors, Girl Scout Council of Central New York, Inc. (2006 to 2009)
 Nominating Committee Chair (2007 to 2009)
 Community Program Fund Review Team, United Way of Central New York (2008, 2011)
 Syracuse Welcome Implementation Team (2005 - 2018)
 Division of Student Affairs Strategic Thinking and Planning Team (2009)
 Division of Student Affairs Assessment Committee (2001-2007)
 Division of Student Affairs Strategic Planning Steering Committee (2000–2001)
 Co-Chair, Division of Student Affairs Strategic Planning Technology Subcommittee (2001)
 Division of Student Affairs Strategic Planning Communications Subcommittee (2003-2004)
 Executive Board Member, Nazareth University Alumni Association (2000 - 2002)
 Division of Student Affairs Assessment Quality Improvement Team (1997-1998)

HONORS, AWARDS, PUBLICATIONS, AND PRESENTATIONS

The Robert C. Wilson Legacy Award with gratitude for dedication to student success and support of the Arthur O. Eve Higher Education Opportunity Program and TRIO Student Support Services, Syracuse University Office of Supportive Services, May 2022

Developing Strategies around Crisis Communications on Your Campus, AHEPPP: Family Engagement in Higher Education Virtual Communication Summit, co-presented with Kerrie Fowler (North Carolina State University), April 2022

Outstanding Senior Level Professional Award, AHEPPP: Family Engagement in Higher Education, November 2020

Tips and Tricks: College Admissions for Alumni Parents, Syracuse University Metro NYC Office of Alumni Engagement, 2019-2022

Thinking Beyond Family Weekend: Engaging Parents Year Round, AHEPPP National Conference (Boulder, CO), co-presented with Jeffrey Brown (Clemson University), Glenn Gittings, Ph.D. (University of Louisville) and Laci Weeden (Georgia Institute of Technology), November 2016

Presentation for family members and guidance counselors, IT Girls Conference (Syracuse University iSchool program for prospective students), October 2016

Bench, C. O. and Mathis-Hanlon, M. (2012). The History and Mission of the Parents Office at Syracuse University. *AHEPPP Journal*, 3(1), 18-20.

Do You Use the Parents Office? It's All a Matter of Perspective, NASPA National Conference (Washington, DC), co-presented with Colleen O. Bench and Anne Shelly, Ph.D., March 2006

Senior Vice President's Award for Assessment, Division of Student Affairs, 2004

Grant Recipient, NASPA Foundation. Project entitled *The Quest for Critical Knowledge: A Qualitative Study of Historically Underrepresented Families at Syracuse University*, 2002

Division of Student Affairs "Students First" Award for Excellence, 1999

Syracuse University Improving Quality (SUIQ) Exemplary Achievement Award, 1998

EDUCATION

Leadership Greater Syracuse, Class of 2006

Master of Science, Higher Education
Syracuse University, School of Education

Bachelor of Science, Speech Pathology
Nazareth University, Rochester, NY