

Jodi Smith

SUMMARY OF QUALIFICATIONS

- Experience working in higher education administration and student affairs with the ability to establish, cultivate, and maintain effective relationships within a diverse academic setting.
- Experience developing, implementing, managing, and evaluating strategic initiatives, budget planning and resource allocation, contract negotiation and management, and facility management.
- Ability to manage and lead staff and volunteers, including hiring, training, supervision and evaluation of professional and student staff and interns. Ability to mentor and motivate personnel to achieve success. Certified Human Resource Generalist and Member of the Society of Human Resource Management.
- Possess excellent organizational, leadership, communication, interpersonal and customer service skills. Successful service on corporate, government, and alumni boards, and numerous committees and task forces. Experienced with meeting planning, organization and implementation, including agenda and meeting minute preparation.
- Self-starter driven to continually exceed expectations with the ability to manage multiple priorities and meet deadlines.

RELEVANT EXPERIENCE AND ACCOMPLISHMENTS

Administrative Leadership and Financial Management

- As Executive Director of Affiliate and Auxiliary Operations for the newly integrated Commonwealth University provides strategic leadership, oversight and direction for the auxiliary and affiliate 501c3 non-profit organization operations at the multi-campus locations of Bloomsburg, Lock Haven and Mansfield. Responsibilities include providing strategic leadership to three separate 501c3 non-profit organizations with each having their own independent board of directors with combined operating budgets in excess of \$7 million, which includes university bookstores, affiliate housing, vending operations, and the allocation and distribution of \$4.6 million of student activity fees to University Athletics, University Departments, and recognized student clubs and organizations. Serves as the University's liaison to each affiliate organization and provides operational management oversight services and providing structure for business and marketing operations, human resources, budget and financial accounting, investment opportunities, contract negotiation and review, risk and liability concerns, corporate policies and procedures, partnerships and strategic planning for affiliate operations. Advises and makes recommendations to ensure internal controls and fiduciary responsibilities are met.
- As Director of Student Activities provided day to day oversight of administrative and operational activities for the following areas at Lock Haven University: Student Activities and Involvement Office, Community Service Office, campus clubs, cultural and diversity organizations and Greek organizations, Parsons Union Building, Student Recreation Center and intramurals, University ID Office, and the University's auxiliary affiliate 501c3 organization – Lock Haven University Student Auxiliary Services, Inc, which includes oversight of the University Bookstore, campus vending contracts, and the allocation of student activity fees. Successfully led the organization through no activity fee increases while facing reduced enrollment revenue challenges by implementing strategic budget and planning initiatives and reallocation of resources.
- Partners with University leadership, departments, student leaders and the affiliate organizations corporate board of directors to develop, implement and evaluate innovative strategies to develop programs and initiatives, manage fiscal resources, provide services and resources, solve campus concerns and issues, and establish long-term goals to support, enhance and contribute to student success and retention. Monitors expenditures, communicates and enforces corporate, University, PA State System of Higher Education and PA State Funding policies and procedures.
- Experience in providing administrative support and advisement to University Leadership including Vice Presidents and University Presidents related to policies, procedures, assessment and evaluations for student services to support data driven decision-making, goal setting and strategic planning as an associate director, director and executive director. Lead the development of data collection tools and data bases used to streamline the gathering of data for monthly and annual reports.
- Served on various University committees including, Athletics Advisory Board, Community Advisory Board, LHU SAS, Inc. Corporate Board of Directors, University Strategic Planning Committees and Sub-Committees, University Integration Committee, Campus Collaboration Committee, Student Activity Fee Committee – chair, Alumni Program Management Committee, and various staff search committees. Also served as a board member and an appeal officer for the University Hearing Board, dealing with a variety of student misconduct investigations and cases, and worked through case concerns with PA State System of Higher Education legal counsel members.

- Served as the weekend on-call administrator handling crisis situations and management guidance for the Student Affairs Division at Lock Haven University housing and student services operations. Worked with University Public Safety, University Public Relations and Facilities Department personnel to handle emergency situations as warranted. Communicated with University Administration as necessary during crisis situations, and followed policies and procedures as outlined by the University. Provided guidance, support and coordinated counseling efforts for students and staff during crisis and emergency situations. Managed staff and student employees through the unexpected death of a student member of union building team.

Management and Supervision

- Hired, trained, managed and evaluated 15+ full-time and 120+ part-time employees and 100+ volunteers of various ages and skills throughout career, and has dealt with a variety of management issues including screening complaints, internal investigations, misconduct, and addressing personal issues as they affect the workplace.
- Experienced with mentoring and coaching employees, student leaders, interns and volunteers through evaluations, performance improvement plans and successfully encouraged disengaged employees to refocus their efforts toward their career goals. Ability to engage in difficult conversations as needed while maintaining a professional demeanor under stress. Successfully led teams through downsizing and periods of restructure, integration and change.
- Experience in facility management and supervision, including scheduling and coordination, staff management, maintenance, repair and renovation oversight, and daily operational supervision. Facilities include student union buildings, campus recreation centers, housing and dining facilities, alumni and community centers, recreational and athletic fields, and community park lands. Involved in multi-million-dollar renovation and construction projects and facility project management.

Program, Project and Event Management and Marketing

- As Director of Student Activities, coordinated campus wide co-curricular activities that included coordination of social, cultural, educational and recreational programming, planning and development of student leadership, recruitment and retention efforts related to student services in the areas of student and campus life, student involvement, and student leadership for Lock Haven University, including the program initiatives and operational oversight for Lock Haven University's 150+ clubs and organizations. Experience in advising, counseling and educating young adults through their leadership and involvement experiences. Evaluated and assessed student, alumni and community programming initiatives that promoted the integration and utilization of continuous improvement models and created planning initiatives that complemented organizational mission and goals.
- Strong program and event management experience, including development, coordination and evaluation of large-scale events and concerts. Also experienced in developing training programs, seminars, workshops, lectures, presentations and interviews. Awarded the 2018 National Association of Campus Activities *Best Campus Tradition* programming award for an annual homecoming program. Collaborated with various university departments to development and implement programs, including Admissions, Diversity Equity and Inclusion Office, Housing and Residence Life, Community Service, President's Office, Public Safety, Facilities and Maintenance, Alumni Relations and Development, Athletics Department and Student Success.
- Responsible for the overall marketing efforts for Lock Haven University's Student Activities Department. Developed and implemented new marketing strategies, including weekly email blasts, social media initiatives, and marketing campaigns to increase program attendance and involvement in campus activities. Developed press releases and publicity materials with the University's Public Relations Office.
- Represented the Penn State Alumni Association on cross-functional and/or cross-departmental planning teams to achieve strategic programming and marketing goals. Developed and implemented alumni programs including reunion events, networking events, special events with the University President, Athletic Department Coaches and distinguished alumni. Connected with alumni at networking and connection events and acted as a liaison between the Alumni Association and reunion committees while serving as Associate Director of Program Management with the Penn State Alumni Association.
- Developed relationships with corporate and community partners to acquire sponsorships for events and programs throughout career. Developed proposals, negotiated sponsorship agreements with corporate sponsors, and provided oversight of agreement detail implementation.

EMPLOYMENT HISTORY

Executive Director Affiliate and Auxiliary Operations, <i>Campus Life</i> Commonwealth University of PA	2022 – Present
Director of Student Activities, <i>Student Affairs</i> Lock Haven University of PA	2000 – 2022
Associate Director Program Development, <i>Alumni Association</i> Penn State University	2000 – 2003

EDUCATION

Master of Science
California University of PA

Bachelor of Science
Lock Haven University of PA

Professional Development

- Strategic Management Certificate Program
- Human Resource Generalist Certificate
- Internal Investigations Certificate
- The Penn State Leader
- Mastering Supervision: Excellence in Leadership and Management
- The Management Institute: Leadership and Management

REFERENCES

Available Upon Request

