MEMORANDUM

May 8, 2019

TO: Members of the Board of Trustees

FROM: Kristina M. Johnson, Chancellor

SUBJECT: Appointment of Carlee Drummer as President of Columbia-Greene Community College

Action Requested

The proposed resolution approves the appointment of Carlee Drummer as president of Columbia-Greene Community College.

Resolution

I recommend that the Board of Trustees adopt the following resolution:

Resolved that the appointment of Carlee Drummer as President of Columbia-Greene Community College, by the Columbia-Greene Community College Board of Trustees, effective July 8, 2019, at a salary of $160,000, be, and hereby is, approved.

Background

Since 2014, Dr. Carlee Drummer has served as the President of Quinebaug Valley Community College (QVCC) in Danielson, Connecticut. QVCC is located in one of the more economically challenged areas in Connecticut, and serves approximately 1,500 full and part time students, and over 2,000 students taking non-credit, workforce, or personal development courses.

Under Dr. Drummer’s leadership, QVCC established a food pantry to assist students facing food insecurity; opened a 10,000 square-foot, LEED Silver Certified Advanced Manufacturing Technology Center; introduced new
academic programs in cyber security, mechatronics, and medical laboratory technician; and partnered with General Electric to install 2,500 solar panels on campus, saving the college an estimated $1.75 million over 20-25 years. The college also increased its foundation’s endowment from $2 million to $4.5 million, and Dr. Drummer and her husband Michael established and endowed a new President’s Scholarship Fund. During Dr. Drummer’s time at QVCC, no student has graduated with federal student loan debt.

Prior to her tenure at QVCC, Dr. Drummer served as the Executive Director of College Advancement and the Executive Director of the Educational Foundation at Oakton Community College in Illinois. During her 14 years with Oakton Community College, Dr. Drummer oversaw all aspects of college advancement, managing a budget of more than $1.7 million and implementing innovative, research-based marketing and branding campaigns to promote the college.

Dr. Drummer earned both her doctorate and Master of Arts in English from the State University of New York at Stony Brook. She received her Bachelor of Arts, magna cum laude, from Wittenberg University. She also attended the Seminar for New Presidents at the Harvard University Graduate School of Education.
CARLEE DRUMMER, PH.D.

RESULTS-ORIENTED LEADER AND FUNDRAISER – ADVOCATE FOR ACCESSIBLE EDUCATION

PROFESSIONAL HIGHLIGHTS

• Entrepreneurial thinker who identifies opportunities and builds partnerships
• Proven track record of fundraising and strategic relationship development
• High-energy team developer; committed to highest standards of integrity
• Active community participant; communicate effectively with donors, students, families, union leaders, Board of Regents, business leaders, elected officials
• Faculty teaching experience at multiple institutions
• Commissioner-elect for New England Commission on Higher Education (July 2019 – June 2023); American Association of Community Colleges Commissioner for Public Relations, Advocacy, and Advancement

EDUCATION

PhD in English: The State University of New York at Stony Brook
Dissertation: The Broken Chrysalis: Virginia Woolf’s Grieved Grief

Master of Arts in English: The State University of New York at Stony Brook

Bachelor of Arts: Magna Cum Laude, Wittenberg University

Study Abroad: University of Exeter, Devon, England

Continuing Education: Harvard University Graduate School of Education, Seminar for New Presidents
Oakton Community College (Spanish and classical piano)

EXPERIENCE

President
Quinebaug Valley Community College
Danielson, Connecticut, 2014 – Present

Serve as the Chief Executive and Academic Officer of the College, reporting to the President of the Board of Regents for Connecticut State Colleges and Universities. Located in one of the most impoverished counties in Connecticut, QVCC enrolls some 1,500 full- and part-time students and more than 2,000 students in non-credit, workforce, or personal development courses at the Danielson campus and Willimantic Center.

• Provide leadership that focuses on student learning and success.
• Advance dual mission of liberal arts and professional education.
• Support visionary strategic planning, transparent budget development, and shared governance.
• Monitor academic programs for rigor and relevancy.
• Collaborate closely with the QVCC Foundation Board of Directors to broaden private and public support.
• Build partnerships with the high schools in QVCC’s service area.
• Co-chair the Connecticut State Colleges and Universities’ Branding/Marketing Workgroup and serve on the Center for Teaching Steering Committee, the Sabbatical Review Committee, and the Student Retention Task Force.

Accomplishments

Fundraising

• Provided guidance to increase the Foundation’s endowment from $2 million to $4.5 million.
• Initiated and endowed the President’s Scholarship Fund.
• Inaugurated the Alumni Relations Program.
• Secured three new endowed scholarships during FY 2018.
• With the Director of Institutional Advancement and Director of the Advanced Manufacturing Technology Center, launched a unique endowment campaign to support advanced manufacturing technology.
• Established a partnership with General Electric to install 2,500 solar panels on campus, saving $1.75 million over 20 – 25 years.
• Acquired $1.7 million in grant funding for the Advanced Manufacturing Technology Center.
• Obtained grant funding for an Early College Opportunity Program, Open Educational Resources, Second Chance Pell Pilot Program, Dual Enrollment Pell Experiment, and Opioid Awareness.
• Serve as an ex officio member of the Foundation’s standing committees; provide input in developing the annual and multi-year fundraising plans.
• Contribute to Giving Tuesday by personally matching every gift up to $2,500.
• Play a key role in cultivating and soliciting individuals and businesses for increased scholarship support to assist credit and non-credit students; scholarship awards in FY 2018 totaled $220,000.
• Recruit new Foundation Board members.
• Encourage College-wide participation in Foundation and community events.

Academic Affairs and Student Services

• Earned trust and respect of faculty, staff, and students through an “open door” policy that encourages dialogue and idea sharing.
• Maintained a balanced budget, ending each year with a modest surplus.
• Opened a 10,000-square-foot LEED Silver Certified Advanced Manufacturing Technology Center.
• Established new programs in Cyber Security, Mechatronics, and Medical Laboratory Technician.
• Joined Second Nature’s Climate Leadership Commitment and developed the QVCC Climate Action Plan.
• Adopted a tobacco- and vape-free policy at the Danielson campus.
• Expanded continuing and professional education course offerings.
• Initiated “Friday Footnotes”, a weekly e-mail to all employees providing announcements, updates, and a look at future activities and events; and Quidnunc, a monthly newsletter reporting on employee accomplishments, activities, and milestones.
• Collaborated with the Academic Dean and Academic Senate President to develop an Honors Program.
• Overhauled the design and content of the QVCC website and student recruitment publications.
• Inaugurated the College’s first Student Ambassadors Program.
• Reinstated defunct committees including Strategic Planning and Accreditation, Campus Life, Cultural Programming, Educational Technology, and Environmental Health and Safety.
• Launched monthly “Pizza with the President” events to engage students.
• Restructured the College’s Willimantic Center to improve student service and foster student learning.
• Cemented relationships with high school superintendents, principals, and guidance counselors.
• Developed an Early College Opportunity program with Windham High School.

• Chaired a New England Commission on Higher Education (formerly New England Association of Schools and Colleges) accreditation site visit at Massachusetts Bay Community College.
• Established a Food Pantry to assist students facing food insecurity.
• Earned recognition from The Chronicle of Higher Education as “A Great College to Work For”.
• Elected to numerous community boards (Eastern Workforce Investment Board, Northeast Connecticut and Windham Chambers of Commerce, Northeast District Department of Health, Killingly High School Agricultural Education, Quinebaug Middle College Governing Board, and Woman’s Board of Day Kimball Hospital).
• Selected as a regular guest on WINY Radio and Charter Cable TV.
• Hosted U. S. Senators Richard Blumenthal and Chris Murphy for a student discussion about “America’s College Promise” proposal.
• Expanded programs for Veterans, including organizing the first Veterans’ Stand Down; earned distinction as the fifth most “military friendly” community college in the nation.

Executive Director of College Advancement
Executive Director of the Educational Foundation
Oakton Community College

Hired to develop and provide leadership for institutional advancement including fundraising (alumni relations, annual appeal, major and planned gifts, prospect research, special events) and marketing (advertising, branding, community events, graphic design, public and media relations, publications, social media, video production, web design and communications).

• Served on the President’s Council, the executive team for strategic planning, and numerous committees. Supervised 14 staff; managed budget of $1.72 million.
• Developed and implemented annual and multi-year fundraising and marketing plans for the College.
• Maintained collaborative working relationships with administrators, faculty, staff, union leaders, Trustees, Foundation Board of Directors, Student Government Association, and volunteers.
• Represented the College to external groups and influenced public opinion. Served as counsel and spokesperson for the President.
• Appointed Interim Director of Admission and Enrollment Management, 2004.

Accomplishments

Fundraising
• In conjunction with the Educational Foundation’s Investment Committee, increased the endowment from $5.7 million to $14 million.

• Instituted the College’s first alumni relations program and feasibility study for a capital campaign.

• Obtained planned gifts and charitable gift annuities.

• Awarded 541 scholarships during 2013 - 2014, setting a College record. Established 68 new scholarship funds.

• Secured major funding for the Wentcher Scholars’ Program ($1+ million); radio frequency identification lab ($650,000); upgrades in the Performing Arts Center ($500,000); engineering and manufacturing technology center ($250,000); human patient simulator, hospital beds, and medication station for the nursing program ($160,000); electronics technology laboratory ($30,000); and Storybook Garden for the Early Childhood Education Center ($10,000).

• Initiated Business Briefings, a quarterly breakfast attracting community leaders, politicians, and potential donors to campus.

• Deployed internal fundraising campaign, Rock the Foundation, increasing faculty and staff participation by 20 percent.

Marketing / Branding

• Informed by research, developed the College’s first marketing plan for the two campuses. Launched integrated branding and marketing campaign, Start Here. Go Anywhere. Initiative included print, electronic, and out-of-home advertising; direct mail; publications; special events; and strategic public relations.

• Partnering with Information Technology, overhauled the design and content of the College’s website.

• Launched aggressive social media campaigns.

• Developed and implemented marketing campaigns for engineering, global business, manufacturing, paralegal studies, and radio frequency identification programs; Performing Arts Center; and various new certificates including elder care, horticulture therapy, massage therapy, pharmacy technician, and radiologic technology.

• Developed and executed a new College identity that included a logo, exterior signage at each campus, promotional banners, and a ceremonial mace.

• In concert with Institutional Research, crafted and distributed community surveys and conducted focus groups to assess public perceptions about Oakton. Designed a unique photo research project for students and staff that informed marketing strategies.

• Produced Outlook, the College’s first magazine for alumni, friends, and influencers.

Vice President
Lipman Hearne, Inc.

Provided fundraising, strategic enrollment, and marketing counsel to associations, educational and cultural institutions, non-governmental organizations, and social service agencies. Specific responsibilities included auditing communications programs, conducting research, developing integrated marketing plans and collateral materials, preparing capital campaign communications packages, and providing public and media relations strategies.

• Maintained monthly consulting relationships with the Chicago History Museum, Dominican University, Roosevelt University, and the University of Chicago. (A complete client list follows on page nine.)

• Provided leadership for Lipman Hearne’s advertising division, overseeing annual placements for clients of approximately $3.5 million in print, electronic, and out-of-home media.
• Managed annual client budgets totaling $15 million.
• Won a number of awards including a CASE gold medal for Roosevelt University’s radio advertising campaign and a CASE silver medal for Dominican University’s direct mail and advertising initiatives.

**Associate Vice President for Communications**  
**Associate Professor of English**  
Carthage College  
Kenosha, Wisconsin, 1992 - 1996

Responsible for strengthening and building the College’s reputation among diverse constituencies through media relations, publications, advertising, and marketing campaigns. Served as chief spokesperson for the College.

• Collaborated with the Trustees, President, and Officers of the College to enhance fundraising initiatives, student recruitment, and faculty recruitment.
• Created and produced all print and electronic materials for the College’s first significant capital campaign, *Transforming Tomorrow*, which exceeded the $25 million goal by $2 million.
• Inaugurated class agents, an initiative that expanded alumni giving by five percent the first year.
• Taught English literature and Heritage Studies to freshmen and freshmen honors students.
• Helped develop curricula for Women’s Studies and Junior Symposia.

**Manager of Public Relations / Communications**  
The New York Public Library  

Responsible for publicity, media relations, advertising, fundraising publications, and graphic design for 82 Branch Libraries and four Research Libraries of The New York Public Library system in Manhattan, the Bronx, and Staten Island. Member of the Library’s Senior Management Team; supervised staff of 22; managed budget of $1.5 million.

• With the President and Senior Vice President for External Relations, conceptualized the Library’s public relations strategy for fundraising events including Literary Lions, Lawyers for the Library, and Publishers for the Library; an ambitious exhibitions program; public lecture series; newsworthy acquisitions such as the *New Yorker* archive, Tiananmen Square archive, AIDS Oral History Project, and H. L. Mencken Papers.
• Conceived and executed a fundraising and public relations event with the Berg Collection archive and actress Eileen Atkins, commemorating the 50th anniversary of Virginia Woolf’s death.

**Director of Public Relations and Publications**  
Baruch College / The City University of New York  
New York, New York, 1983 - 1989

**Director of Communications / Advertising**  
Hygiene Industries (Division of Nabisco Brands, Inc.)  
Sportswear Buyer
Rike’s Department Store (now Macy’s)
Dayton, Ohio
1972 – 1975

TEACHING EXPERIENCE

Instructor in Integrated Marketing Communications
Quinebaug Valley Community College
2018

Associate Professor of English
Carthage College
1992 – 1996

Business Writing Instructor
Baruch College/The City University of New York
1986 – 1989

Experiential Learning Evaluator
Empire State College
1985 - 1992

English Composition / Fiction Instructor
The State University of New York at Stony Brook
1976 – 1980

FUNDRAISING CONSULTING (PRO BONO)

Chicago Action for Jews in the Former Soviet Union
Chicago History Museum
Chicago Multi-Cultural Dance Center
Day Kimball Hospital Woman’s Board
National Hellenic Museum
International Center on Deafness and the Arts
Metropolitan Family Services
Volunteers in Teaching Adults (VITA)
The Art Center Highland Park
The University of Chicago Celiac Disease Center
West Suburban Literacy Partners

CIVIC ACTIVITIES

Connecticut
Day Kimball Hospital Woman’s Board
Eastern Connecticut Workforce Investment Board (EWIB); Healthcare Pipeline Subcommittee chair
Killingly High School Agricultural Education Advisory Board
Northeast Connecticut Chamber of Commerce Board of Directors
Northeast District Department of Health Advisory Board
Putnam Business Association
Quinebaug Middle College Governing Board (chair)
Windham Chamber of Commerce Board of Directors

Illinois
Des Plaines Chamber of Commerce
Evanston Chamber of Commerce
Feed My Starving Children
Glenview Sunrise Rotary
Greater O’Hare Association
Presence Health Care Community Advisory Board
Roosevelt University Community Advisory Board
   Co-chair, Fundraising Committee, 2002 - 2007
Skokie Chamber of Commerce
Skokie Hospital Women’s Board
Skokie Valley Rotary
Skokie Village Communicators
The Art Center Highland Park

Wisconsin
Kenosha Symphony Association, Board of Directors, 1992 – 1999
   President, 1996-1998
Meals on Wheels

PRESENTATIONS, WORKSHOPS

Keynote speaker:
Women’s Heritage Month at Naugatuck Valley Community College
“From Dayton to Danielson: A Journey of the Heart and Mind”
March 2019

Lunch speaker:
Schwab Institute for Academic Leadership
“Connections that Matter”
March 2019

Keynote speaker:
Northeast Connecticut Women and Girls’ Fund
“Celebrate Possibilities”
December 2018

Keynote speaker:
Manufacture Your Future Annual Expo
“Make it in Connecticut”
October 2018

Presenter:
American Association of Community Colleges, Presidents’ Academy Summer Institute
“Community Colleges Reach the New Frontier: Asking for Money”
July 2017

Presenter:
American Association of Community Colleges
“Transforming the Financial Loan Office to the Financial Grant Office”
April 2017

Presenter:
Willimantic, CT Rotary
“What’s Brewing at the Willimantic Center”
January 2017

Presenter:
Danielson, CT Rotary
New Directions for Quinebaug Valley Community College
September 2014

Co-Presenter:
Noel Levitz National Conference on Student Recruitment, Marketing, and Retention
“Developing and Implementing a Two-Year College Recruitment Plan”
July 2013

Keynote speaker:
Simon Youth Foundation National Conference
“Connections that Impact”
October 2011

Participant:
American Council on Education: Women in Higher Education National Leadership Forum
June 2011

Presenter:
Council for Resource Development Webinar
“Planning a Board Retreat”
March 2009

Presenter:
Council for Resource Development National Conference
“Planning a Board Retreat”
November 2008

Panelist:
Advisors in Philanthropy
“The Gap Between Planned Giving Professionals and Philanthropic Advisors”
April 2008

Presenter:
Illinois Community College Resource Development Annual Conference
“Ethics in Fundraising”
September 2007

Presenter:
Information about other presentations and workshops available upon request.

PUBLICATIONS

“Stand By Your Brand”, Stamats Insights, January 2018


AWARDS

Elbert K. Fretwell Outstanding Educator Award, 2019
Publicity Club of Chicago: Silver Trumpet Award, 2010

HONORS

Member Wittenberg Honor Society (now Phi Beta Kappa)
Outstanding English Student, Wittenberg University
Presidential Scholar, Wittenberg University
Marilyn and Ira Hechler Dissertation Award, SUNY Stony Brook
New York Public Library Skeel Award for Scholarly Research

ORGANIZATIONS

American Association for Community Colleges / Commission on Public Relations, Advocacy, and Advancement
Council for Resource Development
Region V Conference Chair, 2009
Illinois Community College Board
Alexi Giannoulas’ Task Force for Promoting Community College Alumni
Illinois Community College Resource Development
Program Planning Committee, 2008 - 2014
President, 2007 - 2008
President-elect and Conference Program Chair, 2006 - 2007
Illinois Network for Women in Higher Education
Co-chair, Awards Committee, 2008
Oakwood High School Alumni Association
Co-chair, Reunion Committee
Publicity Club of Chicago  
*Co-chair, Education Committee, 2004*

Stick and Rudder Flying Club  
*Editor, “Hangar Talk,” 2010 - 2011*

Women in Aviation

**PERSONAL**

Private pilot, avid reader, classical pianist, dedicated walker; married to Michael Drummer, an architect, fine artist, photographer, and filmmaker.

**CONSULTING ASSIGNMENTS, LIPMAN HEARNE**

**Cultural Institutions**
- Chicago History Museum
- Guthrie Theater
- Lincoln Park Zoo
- Morton Arboretum
- Pacific Northwest Ballet
- Walsh Art Gallery

**Educational Institutions**
- Bethel College
- Coe College
- College of Notre Dame
- College of St. Elizabeth
- Dominican University
- Emerson College
- Fuqua School
- Illinois State University
- Indiana University Purdue University Indianapolis
- Iona College
- Ithaca College School of Music
- Kohl/McCormick Early Childhood Teacher Awards
- Loyola University (Chicago, IL)
- Marygrove College
- Reinhardt College
- Roosevelt University
- St. Ambrose University
- St. Xavier University
- University of Birmingham (Birmingham, England)
- University of Chicago Graham School
- University of Detroit-Mercy
- University of Evansville
- University of Kansas
- University of Michigan Library
- University of Michigan School of Information
- University of St. Francis
- Valparaiso University
- Wittenberg University

**Organizations**
- Alliance for Justice
- American College of Radiology
Buffalo Prairie Gang Camp
Burnham Institute
Cancer Wellness Alliance of Metropolitan Chicago
Little Company of Mary
Joliet Girl Scout Council
Jewish United Fund
Radiological Society of North America Research and Education Foundation
Ronald McDonald House Charities
Rush Presbyterian-St. Luke’s Medical Center
Trailways Girl Scout Council
The Urban Institute
WBEZ-FM

Social Service Agencies

Children’s Home and Aid Society of Illinois
Court Appointed Special Advocates (Miami, FL)
Women Employed