

## DR. AMY D. KREMENEK

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### **EDUCATION:**

**Doctor of Management**, Community College Policy and Administration  
University of Maryland Global Campus – 2021.  
Dissertation: The Temporary President in the Community College.

**Master of Public Administration**  
Syracuse University, Maxwell School of Public Affairs and Citizenship – 2011.

**Bachelor of Science, Communications**  
Syracuse University, Newhouse School of Public Communications – 1991.

### **PROFESSIONAL EXPERIENCE:**

#### **VICE PRESIDENT, ENROLLMENT, DEVELOPMENT, & COMMUNICATIONS**

(7/15 – present) – Onondaga Community College, Syracuse NY

- Senior leadership and administrative responsibilities, member of President’s Executive Council, and direct report to President. Direct responsibility for 22 professional administrators and staff.
- Manage an institutional division consisting of Enrollment Development, K-12 Programs (Concurrent Enrollment, Dual Enrollment, Early College and Early College Academies, Pathways in Technology Early College High School), Student Recruitment, Marketing, Digital Media, Development, and the OCC Foundation, with a total annual college operating budget responsibility of \$4.3 million, in addition to a \$22 million foundation.
- Restructured the college’s student recruitment function based upon extensive analysis of application and enrollment patterns. Interventions included the development and implementation of measurable goals, departmental operating procedures and tracking/assessment protocols, and implementation of digital recruitment strategy. Expanded services to more than 100 school districts and 50 community-based organizations over a five-county region.
- Stabilized the Development office and the \$22 million OCC Foundation by increasing staff capacity for fundraising, updating structure, revising policies, developing a focused and strategic operational plan to align with the college’s Strategic Plan, improving processes for budget development and reporting, and strengthening campus and community support for fundraising. Led efforts to strengthen the foundation’s equity and diversity focus, including the induction of the most diverse board class in the history of the organization. Service as Acting Executive Director, including responsibility to Board Chair and 25-member Board of Directors.

- Overhauled college's extension site to improve services and support for students. Developed an operating plan, led improvements to technology, facilities, and equipment, as well as working with deans and faculty to improve planning and processes for course selection, scheduling, faculty, and course availability.
- Led college marketing and branding strategy, including the development and implementation of marketing plans focused on strategic enrollment and retention, institutional branding, and advancement. Strategic assets include college websites, social media properties, e-marketing, text/email/live chat platforms, direct mail, print collateral, and a paid advertising schedule that exceeds \$400,000 annually.
- Implemented early college models based on academic degree and certificate pathways in collaboration with 37 area school districts. Revamped the college's concurrent enrollment program to strengthen compliance and daily operation in accordance with college policy and accreditation requirements. Implemented web-based technology platform to improve service to affiliated school administrators, teachers, and students. Earned reaccreditation through the National Alliance of Concurrent Enrollment Partnerships (NACEP) in 2020.
- Developed and implemented an on-campus Early College High School dual enrollment program based on academic degree and certificate pathways that has grown to nearly 150 students in 14 school districts over the past four years.
- Led the college's implementation, management, and expansion of four NYS Department of Education's Pathways in Technology Early College High Schools (P-Tech). Worked directly with academic administration and faculty on curricular issues, academic support, and student progression. The OCC P-Tech's serve more than 400 students each year.
- Led the college's efforts to successfully secure grant funding through the New York State Department of Education in partnership with two area school districts, launching in 2017 two early college academies with transfer degree pathways in Computer Science, Engineering Science, and Math/Science.
- Developed and implemented institutional leadership program focused on succession planning and professional development in collaboration with two sister SUNY institutions. Program has grown to nearly 200 SUNY alumni spanning five institutions. Worked directly with three SUNY college presidents on the implementation, management, and growth of the program.

### **VICE PRESIDENT, HUMAN RESOURCES & EXTERNAL RELATIONS**

(6/11 – 7/15) – Onondaga Community College, Syracuse, NY

- Core areas of responsibility included employee relations, human resources/employee services, college advancement and communications, and business workforce development, including the Onondaga County collaborative "welfare-to-work" program.
- Led and managed an effective and cohesive operation through significant transition focused on strengthening intra-institutional relationships, managing core constituencies, advancing competitiveness in the marketplace, and realizing synergies through the alliance of common functions.
- Revamped the college's workforce development operation, including the addition of five staff to lead the implementation of a lead \$2.5 million Trade Adjustment Assistance Community College Career Training (TAACCCT) grant focused on agribusiness and advanced manufacturing. Refocused programs for non-credit health careers, including medical assisting, billing, and phlebotomy.

- Led efforts to restore confidence and improve service standards in the Human Resources department following difficult leadership transition. Identified and hired experienced staff to improve collaboration with the college's two collective bargaining units. Successor contract with faculty and professional administrators successfully negotiated and signed by all parties.
- Managed internal and external communications for several significant institutional issues and changes, including presidential transitions (two permanent and one interim), labor negotiations, and student and athlete-related crises.

### **CHIEF PUBLIC AFFAIRS OFFICER**

(9/05 – 6/11) – Onondaga Community College, Syracuse, NY

- Direct report to the President. Served on President's Executive Council. Served concurrently as Assistant to the President for approximately 18 months.
- Developed and implemented comprehensive communications programs to advance the strategic goals of the institution, advance and safeguard the institutional brand, and assure close campus relations with the community, the public, and governmental jurisdictions.
- Served as college spokesperson and as the campus' primary access and exchange point with the local, trade and national media.
- Served on the accreditation team for the college's decennial reaccreditation with the Middle States Commission on Higher Education.

### **PUBLIC RELATIONS COORDINATOR**

(10/03 – 8/05) – Student Recruitment and Communications, Onondaga Community College, Syracuse, NY

- Implemented communications strategies for multiple college programs and projects; researched, prepared, and edited communications for senior administrators, including remarks, presentations, and reports.
- Developed and implemented the communications strategy for the college's successful \$11 million capital campaign.
- Served as the college's spokesperson and primary access and exchange point with the local, trade, and national media.

### **SENIOR PUBLIC INFORMATION COORDINATOR**

(10/99 – 10/03) - Southern Nevada Water Authority (SNWA), Las Vegas, Nevada

- Managed and implemented \$2 million public relations and advertising campaign and media relations efforts to influence water use and conservation behaviors of more than 2 million residents and 35 million annual visitors.
- Managed media relations and interacted regularly with the SNWA Executive Leadership.

### **COMMUNICATIONS COORDINATOR**

(9/97 - 10/99) – HealthInsight, Las Vegas, Nevada

- Responsibility for overall organizational communications and marketing targeted at physicians, allied health professionals, hospital administration, community-based organizations, and government and regulatory entities. Reported remotely to corporate office in Salt Lake City.

### **PUBLIC AFFAIRS SPECIALIST**

(9/95 - 9/97) – PacifiCare of Nevada, Las Vegas, Nevada

- Responsibility for communications, marketing, public relations, and government relations for one of the largest managed care organizations in the state. Dual responsibility to in-state management and corporate office based in Orange County, California.

### **COMMUNICATIONS COORDINATOR**

(5/92-9/95) – Nevada Power Company, Las Vegas, Nevada

- Responsibility for corporate communications and employee and community relations for an investor-owned electric utility, the largest in the state of Nevada. Managed and implemented communications efforts through significant industry and corporate restructuring.

### **PROFESSIONAL AND COMMUNITY SERVICE:**

- SUNY Council on University Advancement
  - Board President – 2011-2013
  - Board Vice President – 2009-2011
  - Educational Conference Co-Chair, 2007
  - Chair, Charlton Scholarship Awards Committee, 2013-2016
  - 13 Awards for Excellence
- Graduate, Leadership Greater Syracuse, 2009
- SUNY “Group of 200” System Strategic Planning Committee, 2011
- 50<sup>th</sup> Anniversary Committee, Onondaga Community College, 2011-2012
- SUNY Leadership Institute, Hamilton, NY, 2012
- American Association of Women in Community Colleges Leaders Institute, 2014
- Achieving the Dream OCC Leadership Team, 2015-16
- American Association of Women in Community Colleges, 2015-present
  - Founding chapter president
- Syracuse City School District Partnership Council, 2015-present
- Central New York STEM Hub, 2015-present
- Board of Trustees, Onondaga Free Library, 2015-2021
  - Board Secretary, 2016-2018
- Say Yes to Education Syracuse Advisory Committee, 2015-present
- East Syracuse Minoa School District College to Career Consortium, 2015-present
- Hillside Syracuse Regional Advisory Board, 2019-present
- United Way of Central New York, Women United – 2019-present
- Everson Museum of Art, Board of Directors, 2020-present
  - Co-chair, Equity and Engagement Committee
- Redhouse Arts Center, Board of Directors, elected 2021

### **SELECT AWARDS AND RECOGNITION:**

- SUNY Council on University Advancement Hall of Fame, 2015
- SUNY Chancellor's Award for Excellence in Professional Service, 2009
- Honoree, Greater Syracuse 40 Under 40 Awards, 2007
- Onondaga Community College, Trustee Recognition Awards, 2012, 2007 and 2006

### **PROFESSIONAL AFFILIATIONS:**

- SUNY Council on University Advancement, 2006-present
- SUNY Chief Enrollment Officers, 2016-present
- SUNY Chief Advancement Officers, 2019-present
- American Association of Women in Community Colleges, 2015-present
- National Alliance of Concurrent Enrollment Partnerships (NACEP) – 2015-present
- National Council on Marketing and Public Relations (AACC affiliate), 2014-present
- League for Innovation, Executive Leadership Institute, 2021

### **PROFESSIONAL REERENCES:**

Available upon request.