LAGUARDIA COMMUNITY COLLEGE

Appointment of Susan Lyddon as Acting Vice President for Institutional Advancement

RESOLVED, That the Board of Trustees of The City University of New York approve the appointment of Susan Lyddon as Acting Vice President for Institutional Advancement at LaGuardia Community College, effective June 4, 2013.

EXPLANATION: As the Acting Vice President for Institutional Advancement at LaGuardia Community College, Susan Lyddon will be the College’s senior communications and fundraising professional, responsible for leading all efforts to advance the College with internal and external constituencies. She will lead activities such as strategic communications, liaison with external funding sources, and maintenance of public, corporate, philanthropic and community relations. Ms. Lyddon will play an extremely visible part in advancing the College’s objectives through fundraising, public service, cultural collaboration and community and business partnerships.

Ms. Lyddon has over 18 years of organizational leadership and development experience with nonprofit organizations and in higher education. She has served as an Associate Administrator at LaGuardia Community College since September 1, 2010 and in that role she has been responsible for providing leadership to enhance and strengthen the College’s resources and relationships, creating strategic solicitation, communications and stewardship strategies for all levels of foundation support and spearheading a major branding campaign at the College. Before being appointed Acting Vice President, from September 2007 through August 31, 2010 Ms. Lyddon served as the College’s Director of Marketing and Communications, managing several areas including website development and public relations. She was very successful in managing public relations and branding firms and advertising agencies. She increased media coverage significantly and was responsible for placing stories in several prestigious media outlets.

Prior to her positions at LaGuardia, Ms. Lyddon served as Associate Director for Marketing and Membership at the 14th Street Y (2003-2007) and Communications Director of the New York Food Stamp Media Outreach Campaign (2001-2003). She also served as the Communications Director at Prospect Park YMCA (1998-2001) and was Founder and CEO of Apple School in Jakarta, Indonesia (1995-1998). In addition, she has taught English in Indonesia and Japan and worked as a tutor in Belfast, Ireland.

Ms. Lyddon’s educational background includes a Bachelor of Arts in English from the University of Massachusetts, Boston, and the completion of some graduate coursework in Education at Brooklyn College.

The appointment of Susan Lyddon as Acting Vice President for Institutional Advancement will ensure that the College has the leadership and direction necessary to oversee all of the College’s public relations activities, in addition to expanding public understanding of the College’s programs and services. The President strongly recommends this appointment.