LAGUARDIA COMMUNITY COLLEGE

Appointment of Susan Lyddon as 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 Vice President for Institutional Advancement at LaGuardia Community College, effective November 5, 2013.

EXPLANATION: Susan Lyddon has served as Acting Vice President for Institutional Advancement at LaGuardia Community College since June 4, 2013. In that role, she has been the College’s senior communications and fundraising professional, responsible for leading all efforts to advance the College with internal and external constituencies. Ms. Lyddon has played an extremely visible part in advancing the College’s objectives through fundraising, public service, cultural collaboration and community and business partnerships.

Ms. Lyddon has more than 18 years of organizational leadership and development experience with nonprofit organizations and in higher education. From September 1, 2010 to June 3, 2013, she served as LaGuardia’s Executive Director of Institutional Advancement, responsible for enhancing and strengthening 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. Prior to that appointment, Ms. Lyddon served as the College’s Director of Marketing and Communications. She was very successful in managing public relations firms and advertising agencies, increased media coverage significantly and was responsible for placing stories in several prestigious media outlets.

Previous positions include Associate Director for Marketing and Membership at the 14th Street Y from 2003-2007 and Communications Director of the New York Food Stamp Media Outreach Campaign from 2001-2003. Ms. Lyddon served as the Communications Director at Prospect Park YMCA from 1998-2001 and was Founder and CEO of Apple School in Jakarta, Indonesia from 1995-1998. Additionally, she 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 and graduate work in Education at Brooklyn College.

The appointment of Susan Lyddon as Vice President for Institutional Advancement will ensure that the College has the leadership and direction necessary to oversee its public relations activities and expand public understanding of its programs and services.

The President strongly recommends her appointment.