RESOLVED, That the Board of Trustees of The City University of New York approve the appointment of Rebecca Kornfeld as Vice President for Communications and Public Affairs at The Graduate Center, effective February 29, 2016.

EXPLANATION: In order to effectively manage the marketing and public affairs of The Graduate Center, and to provide the necessary leadership and oversight to the Office of Communications and Marketing, the College seeks approval to appoint Rebecca Kornfeld as Vice President for Communications and Public Affairs. Ms. Kornfeld brings to the position twenty years of communications and marketing experience. Currently serving as Vice President for Marketing at the National Multiple Sclerosis Society, Ms. Kornfeld offers in-depth experience in the areas of regional and enterprise-wide communications, marketing, branding, social and digital media, and partnership building. She has a strategic approach to communications and marketing, and has managed large teams in complex organizations with many internal and external stakeholders. Her experience and qualifications demonstrate her ability to serve as a leader. Ms. Kornfeld holds a Bachelor’s degree from Cornell University.

The appointment of Ms. Kornfeld will provide The Graduate Center with a skilled and experienced leader in communications, marketing, and public affairs, which are essential for the continuous visibility of the College. The President strongly recommends her appointment.