

ABBY LEE

SUMMARY OF QUALIFICATIONS

- Outstanding communication skills
- Exceptional media relations experience
- Proven grant-writing and fundraising skills
- Strong legislative advocacy experience
- Strategic planning leadership
- Crisis management experience

EDUCATION

PhD Public Policy & Administration, Boise State University, *in progress (ABD)*

Dissertation: "**Who runs for the community college board: Developing a theoretical understanding of candidacy.**" Expected completion Dec. 2022

Master of Science, Instructional & Performance Technology, Boise State University

Bachelor of Arts Communications/ Public Relations, Brigham Young University

PROFESSIONAL EXPERIENCE

Associate Vice President of College and Public Relations, Treasure Valley Community College, 2007 to present

Responsible for developing and implementing legislative and community relation strategies, producing college marketing and information materials, leading and creating communication initiatives, writing and editing news releases, authoring byline articles on complex topics, advising TVCC president and Board of Education members on community relations and public affairs issues, developing crisis management plans, and providing crisis response leadership.

Key accomplishments:

- Managed faculty contract negotiations, employment grievances, lawsuits and several significant community relations responses including but not limited critical campus crisis in response to student deaths, faculty injury and death on campus, hazardous materials, guns on campus, threatening and violent students on campus,
- Developed case statement and all promotional materials for the successful TVCC Science Center fundraising campaign which garnered more than \$3 million in less than 18 months; wrote position paper and formal legislative requests to the State of Oregon for the additional \$3 million needed
- Helped advance strategic planning and institutional effectiveness efforts to move TVCC from "warning" to "good standing" with the Northwest Commission on Colleges and Universities (NWCCU)
- Secured partnership with Oregon Army National Guard for new armory facility and developed a renewable energy program onsite
- Developed operations and enrollment plans for 2010 opening of TVCC Caldwell Center in downtown Caldwell
- Participated in the creation of a comprehensive facilities master plan
- Oversee Information Technology Department and secured funding for new information system, new website, and increased student technology resources
- Led marketing efforts that increased enrollment in key academic programs

Career & Technical Education, Academic Experience

As a key administrative leader, I helped develop the strategic proposals, partnership agreements, and marketing documents for new CTE degree programs including:

- Aviation Program
- Medical Assistant Program
- Industrial Manufacturing & Automated Controls Program
- Registered Nursing Program
- Cybersecurity Program
- Plumbing Apprenticeships

Regional Center Director, Eastern Oregon University, 2004 to 2007

Responsible for marketing and promoting distance education degree programs, advising students and serving as EOU's liaison to Treasure Valley Community College.

Key accomplishments:

- Increased participation in online degree advising process from 60 percent to 100 percent of all students in first year of program
- Increased outreach to non-traditional students through community involvement and participation
- Improved transfer advising with TVCC through participation in annual advising training with TVCC advisors

Director of Public Information & Executive Director of TVCC Foundation, TVCC, 1999 to 2004

Responsible for developing and implementing legislative and community relation strategies, producing college marketing and information materials, leading and creating communication initiatives, advising TVCC president on community relation and public affairs issues, and developing crisis management plans and providing crisis response leadership.

Key accomplishments:

- Established policies and procedures for TVCC Foundation on fundraising initiatives.
- Created first quid-pro-quo agreement between the College and the TVCC Foundation; established first audit process for TVCC Foundation financial records
- Led first building renaming process to honor donors since the 1960s
- Directed and completed final fundraising initiatives to reach initial \$1 million in endowed scholarships for TVCC Foundation with the "Million by the Millennium" Campaign
- Led the communication efforts to rebuild community support following a campus crisis and embezzlement incident
- Developed a direct-mail community magazine in partnership with other community groups to promote the College and improve community relations
- Developed plan and policy proposal that resulted in opening TVCC's new Caldwell Center which annually returns funds to the College from an entrepreneurial out-of-state center
- Developed and maintained relationships with journalists in print, online and broadcast media across a variety of regional markets

Director of Public Relations, Pullman Memorial Hospital, 1997 to 1999 ~ Pullman, WA

Responsible for all media relations, public information, marketing and advertising activities, coordinating all special events and staff recognition activities, and serving as hospital liaison to the PMH Foundation, Volunteer Auxiliary and Board of Commissioners.

Key accomplishments:

- Managed critical campus crisis response to media inquiries and interviews, physician recruitment issues, community involvement, and public relation strategic responses to community needs
- Created bond campaign proposal and all communication materials that resulted in a successful \$12 million public bond campaign to construct a new hospital
- Developed new logo and marketing materials as part of an overall re-branding of the hospital name and image

Community Editor, Idaho Press-Tribune, 1995 to 1996 ~ Nampa, ID

Responsible for writing and editing lifestyle features, developing story ideas, conducting interviews, and working as community liaison.

Food & Lifestyle Editor, Provo Daily Herald, 1994 to 1995 ~ Provo, UT

Responsible for writing feature stories, developing story ideas, designing pages, and creating community involvement strategies.

POLITICAL EXPERIENCE

Idaho State Senator, District 9 – currently serving 4th Term

Assistant Majority Leader, Idaho Senate

Senate Committees: State Affairs, Health & Welfare, Judiciary & Rules

Co-Chair Legislative Child Protection Oversight Committee; Governor's Taskforce on Opioid Abuse Prevention; Governor's Higher Education Taskforce (2017, 2018); Western States Legislative Forestry Taskforce; Governor's Esto Perpetua Drug Taskforce; Supreme Court Guardian Ad Litem committee

OTHER EXPERIENCE

Adjunct Instructor, Treasure Valley Community College,

POLS 201 - Introduction to Political Science; Early Childhood Education classes

Regional Achievement Collaborative Co-Lead, Oregon Education Investment Board; secured \$40,000 to begin development work on Poverty to Prosperity efforts aimed at Career & Technical Education expansion and collaboration between TVCC and three local school districts. Initial efforts focused on welding, computer science, and allied health programs.

Community Education Instructor, Treasure Valley Community College, 2004 -2010

Introduction to Grant Writing; Grant Writing Basics

Bond Campaign Coordinator, Community for Classrooms, Fruitland, Idaho, 2004

Coordinated all campaign communications and presentations; secured 70% approval for \$10 million bond to construct a new elementary school in Fruitland, Idaho.

Community Coordinator, Cycle Oregon, 2001

Coordinated event planning and volunteer recruitment for annual cycling event for than 3,000 cyclists and 125 volunteers in Ironside, Oregon.

SERVICE, AFFILIATIONS & AWARDS

- Recipient of Inaugural Primary Legislator Award by Idaho Children Are Primary (ICAP) - 2021
- Recipient of 2020 Idaho Business Review Women of the Year
- Idaho's 2018 Outstanding Mother of Achievement, American Association of Mothers
- American Association of Women in Community Colleges – State Vice President of Communications, (2000-2003),
- American Association of Women in Community Colleges - Community College Excellence Award (2003)
- Ontario Chamber of Commerce Leadership Committee Member, *advisory steering committee*
- Outstanding Student Services Support Award (2003) and (2013) – presented by TVCC Students
- Eastern Oregon University Malheur County Advisory Board Member (2000-2004)
- Ontario Kiwanis Club President 2010-2012 – Member of Kiwanis since 1996
- Saint Alphonsus Medical Center – Ontario, Community Board Member since 2015

GRANTS & FUNDRAISING

- Co-authored \$1.8 million Title III Grant designed to strengthen institutions by improving access and performance of community colleges through improved student intervention, new institutional research and enhancements to gateway courses to increase student success. Served as Title III Coordinator for the grant.
- Drafted original proposal to the City of Caldwell to support TVCC services in Idaho; resulted in construction of a \$3 million building by the City and the East Caldwell Urban Economic Development Council.
- Wrote needs-analysis, case statements, legislative briefs and presentations as well as public relations and marketing collateral pieces in support fundraising campaign for TVCC's capitol construction projects including Laura Moore Cunningham Science Center, TVCC's CTE Center and the new Nursing and Allied health Professions Center slated to open in 2023.
- Researched and presented needs-analysis for Board of Trustees and community leaders to support \$12 million public bond campaign to construct a new hospital; developed marketing materials for successful bond campaign