

**CARLEE DRUMMER, PH.D.**  
1115 Valley Road, Lake Forest, IL 60045  
• 847.212.3424 • [carlee@icloud.com](mailto:carlee@icloud.com)

## **RESULTS-ORIENTED LEADER AND FUNDRAISER – ADVOCATE FOR ACCESSIBLE EDUCATION**

---

### **PROFESSIONAL HIGHLIGHTS**

- Entrepreneurial thinker who identifies opportunities and builds partnerships
- Proven track record of fundraising and strategic relationship development
- Previous leadership experiences as a Vice President in higher education consulting and as an Associate Vice President in education
- Demonstrated ability to create and manage college's brand and message to internal and external constituencies
- High-energy team developer; committed to highest standards of integrity
- Active community participant; communicate effectively with students, families, union leaders, Board members, business leaders, elected officials
- Faculty teaching experience at multiple institutions

### **EDUCATION**

**PhD in English, 1989.** The State University of New York at Stony Brook  
Dissertation: *The Broken Chrysalis: Virginia Woolf's Grieved Grief*

**Master of Arts in English, 1976.** The State University of New York at Stony Brook

**Bachelor of Arts, 1972.** *Magna Cum Laude*, Wittenberg University

**Study Abroad:** University of Exeter, Devon, England, 1971

**Continuing Education:** Oakton Community College (Spanish)

### **EXPERIENCE**

**Executive Director of College Advancement**  
**Executive Director of the Educational Foundation**  
Oakton Community College  
Des Plaines and Skokie, Illinois, 2001 – Present

Hired to develop and provide leadership for institutional advancement including fundraising (alumni relations, annual appeal, major and planned gifts, prospect research, special events) and marketing (advertising, branding, community events, graphic design, public and media relations, publications, social media, video production, web design and communications).

- Serve on the President's Council, the executive team for strategic planning, and numerous committees. Supervise 14 staff; manage budget of \$1.72 million.
- Develop and implement annual fundraising and marketing plans for the College.
- Maintain collaborative working relationships with administrators, faculty, staff, union leaders, Trustees, Foundation Board of Directors, Student Government Association, and volunteers.
- Represent the College to external groups and influence public opinion. Serve as counsel and spokesperson for the President.
- Appointed Interim Director of Admission and Enrollment Management, 2004.

## ***Accomplishments***

### *Fundraising*

- In conjunction with the Educational Foundation's Investment Committee, increased the endowment from \$5.7 million to \$14 million.
- Instituted the College's first alumni relations program and feasibility study for a capital campaign.
- Awarded 541 scholarships during 2013, setting a College record. Established 68 new scholarship funds.
- Secured major funding for a radio frequency identification lab (\$650,000); engineering and manufacturing technology center (\$250,000); human patient simulator, hospital beds, and medication station for the nursing program (\$160,000); upgrades in the Performing Arts Center (\$95,000); electronics technology laboratory (\$30,000); and Storybook Garden for the Early Childhood Education Center (\$10,000).
- Initiated *Business Briefings*, a quarterly breakfast attracting community leaders, politicians, and potential donors to campus.
- Deployed internal fundraising campaign, *Rock the Foundation*, increasing faculty and staff participation by 20 percent.

### *Marketing / Branding*

- Informed by research, developed the College's first marketing plan for the two campuses. Launched integrated branding and marketing campaign, *Start Here. Go Anywhere*. Initiative included print, electronic, and out-of-home advertising; direct mail; publications; special events; and strategic public relations.
- Partnering with Information Technology, overhauled the design and content of the College's website.
- Launched aggressive social media campaigns.
- Developed and implemented marketing campaigns for engineering, global business, manufacturing, paralegal studies, and radio frequency identification programs; Performing Arts Center; and various new certificates including elder care, horticulture therapy, massage therapy, pharmacy technician, and radiologic technology.
- Developed and executed a new College identity that included a logo, exterior signage at each campus, promotional banners, and a ceremonial mace.
- In concert with Institutional Research, crafted and distributed community surveys and conducted focus groups to assess public perceptions about Oakton. Designed a unique photo research project for students and staff that informed marketing strategies.
- Produced *Outlook*, the College's first magazine for alumni, friends, and influencers.

### **Vice President**

Lipman Hearne, Inc.  
Chicago, Illinois, 1996 - 2001

Provided strategic enrollment, marketing, and fundraising communications counsel to associations, educational and cultural institutions, non-governmental organizations, and social service agencies. Specific responsibilities included auditing communications programs, conducting research, developing integrated marketing plans and collateral materials, preparing capital campaign communications packages, and providing public and media relations strategies.

- Maintained monthly consulting relationships with the Chicago History Museum, Dominican University (formerly Rosary College), Roosevelt University, and the University of Chicago Graham School. (A complete client list follows on page eight.)
- Provided leadership for Lipman Hearne's advertising division, overseeing annual placements for clients of approximately \$3.5 million in print, electronic, and out-of-home media.
- Managed annual client budgets totaling \$15 million.

## ***Accomplishments***

- Produced capital campaign packages (brochure, flipchart, flyer, letterhead, video) for Coe College, Dominican University, Illinois State University, the University of Evansville, and Wittenberg University; all campaigns exceeded projected goals.
- Produced fundraising communications pieces for Indiana University Purdue University Indianapolis, Ithaca College School of Music, and American College of Radiology.
- Developed and implemented admissions materials for Dominican University, Roosevelt University, and Valparaiso University, generating significant increases in student applications and enrollments.
- Won a number of awards including a CASE gold medal for Roosevelt University's radio advertising campaign and a CASE silver medal for Dominican University's direct mail and advertising initiatives.
- Launched an integrated marketing campaign for the Chicago History Museum that significantly increased visitors. Tactics included an aggressive advertising and direct mail campaign and robust media relations strategies.
- Developed advertising campaigns for the Alliance for Justice, American College of Radiology, Burnham Institute, Columbia College Chicago, Dominican University, Jewish United Fund, Morton Arboretum, Reinhardt College, Roosevelt University, Rush Presbyterian-St. Luke's Medical Center, St. Ambrose University, University of Chicago Graham School, and University of St. Francis.

### **Associate Vice President for Communications**

#### **Associate Professor of English**

Carthage College

Kenosha, Wisconsin, 1992 - 1996

Responsible for strengthening and building the College's reputation among diverse constituencies through media relations, publications, advertising, and marketing campaigns. Served as chief spokesperson for the College.

- Collaborated with the Trustees, President, and Officers of the College to enhance student recruitment, faculty recruitment, and fundraising initiatives.
- Oversaw all internal and external College publications including the *Annual Report*, *The Carthaginian*, *College Catalog*, and assorted materials for the Offices of Admissions, Academic Enhancement, Academic Information Services, and Institutional Advancement; School of Professional Studies; and the Todd Wehr Center.
- Taught English literature and Heritage Studies to freshmen and freshmen honors students.
- Helped develop curricula for Women's Studies and Junior Symposia.

## ***Accomplishments***

- Cultivated and developed print and electronic media contacts in the Chicago-Milwaukee corridor, increasing coverage significantly of College events and activities.
- Established a Sports Information Office to promote Carthage's athletic programs.
- With Computer Services, launched website, putting Carthage among the first private colleges on the Internet. Created *Reality Bytes*, an electronic weekly newsletter for the campus community.
- Created and produced all print and electronic materials for the College's first significant capital campaign, *Transforming Tomorrow*, which exceeded the \$25 million goal by \$2 million.

### **Manager of Public Relations / Communications**

The New York Public Library

New York, New York, 1989 - 1992

Responsible for publicity, media relations, advertising, fundraising publications, and graphic design for 82 Branch Libraries and four Research Libraries of The New York Public Library system in Manhattan, the Bronx, and Staten Island. Member of the Library's Senior Management Team; supervised staff of 22; managed budget of \$1.5 million.

- With the President and Senior Vice President for External Relations, conceptualized the Library's public relations strategy for fundraising events including Literary Lions, Lawyers for the Library, and Publishers for the Library; an ambitious exhibitions program; public lecture series; newsworthy acquisitions such as the *New Yorker* archive, Tiananmen Square archive, AIDS Oral History Project, and H. L. Mencken Papers.

### **Accomplishments**

- Generated significant publicity for fundraising events in the Sunday *New York Times*, *New York Daily News*, *New York Post*, *Town and Country*, and *Vanity Fair*. Launched public relations campaign, "Save our Libraries," to keep branch libraries open during fiscal retrenchment under the David Dinkins administration.
- Placed some 650 news and feature stories annually about the Library in various media including *The New York Times*; *New York Times Sunday Magazine*; *Time*; *Newsweek*; *Wall Street Journal*; *New York Newsday*; *London Sunday Times*; *Vogue*; *Vanity Fair*; *Town and Country*; *Women's Wear Daily*; *Manhattan, Inc.*; *Village Voice*; and *Christian Science Monitor*.
- Served as liaison with Public Broadcasting System during production of a documentary, *The People's Palace: Secrets of The New York Public Library*, which aired on all PBS affiliates in 1992.
- Conceived and executed public relations event with the Berg Collection archive and actress Eileen Atkins, commemorating the 50th anniversary of Virginia Woolf's death.
- Set up technologically advanced computer system in the Graphics Office, dramatically reducing production costs. Redesigned *Staff News* and *New York Public Library News*.

### **Director of Public Relations and Publications**

Baruch College / The City University of New York  
New York, New York, 1983 - 1989

Responsible for all college public relations, publications, media relations, student and faculty recruitment advertising, and marketing campaigns.

- Represented the College in various public and CUNY-wide activities and events.
- Elected secretary of the Baruch College Art Gallery Program Committee.
- Served as the principal designee for the Vice President for Development. Member of adjunct English faculty.

### **Accomplishments**

- Developed and produced new publications for the college including *Baruch Today*, a 48-page quarterly magazine for alumni, faculty, and staff; *The Baruch College Fund Annual Report*; college viewbook; monthly college calendar; fortnightly internal newsletter; media guide to the faculty; and art gallery posters and announcements.
- Cultivated successful relationships with major New York City media including *New York Times*, *Wall Street Journal*, *New York Magazine*, *Crain's New York Business*, and *Village Voice*.
- Implemented marketing campaigns for the Executive Master of Business Administration, Executive Master of Public Administration, and Executive Master of Science in Taxation; the MBA in Health Care with Mt. Sinai; the MBA satellite programs on Long Island and Staten Island; and the MS in Industrial and Labor Relations with Cornell University.

### **Director of Communications / Advertising**

Hygiene Industries (Division of Nabisco Brands, Inc.)  
New York, New York, 1981 - 1983

Directed all advertising and internal communications for a shower curtain and bath accessories manufacturer.

### **Sportswear Buyer**

Rike's Department Store (now Macy's)  
Dayton, Ohio  
1972 - 1975

## TEACHING EXPERIENCE

Associate Professor of English  
Carthage College  
1992 – 1996

Business Writing Instructor  
Baruch College/ The City University of New York  
1986 – 1989

Experiential Learning Evaluator  
Empire State College  
1985 - 1992

English Composition / Fiction Instructor  
The State University of New York at Stony Brook  
1975 – 1980

## CONSULTING AND PUBLIC SERVICE

Chicago Action for Jews in the Former Soviet Union  
Chicago History Museum  
Chicago Multi-Cultural Dance Center  
National Hellenic Museum  
International Center on Deafness and the Arts  
Metropolitan Family Services  
Volunteers in Teaching Adults (VITA)  
The Art Center Highland Park  
The University of Chicago Celiac Disease Center  
West Suburban Literacy Partners

## CIVIC ACTIVITIES

Des Plaines Chamber of Commerce  
Evanston Chamber of Commerce  
Glenview Sunrise Rotary  
Greater O'Hare Association  
Kenosha Symphony Association, Board of Directors, 1992 – 1999  
*President, 1996-1998*  
Presence Health Care Community Advisory Board  
Roosevelt University Community Advisory Board  
*Co-chair, Fundraising Committee, 2002 - 2007*  
Skokie Chamber of Commerce  
Skokie Hospital Women's Board  
Skokie Valley Rotary  
Skokie Village Communicators  
The Art Center Highland Park

## PRESENTATIONS, WORKSHOPS

### **Co-Presenter:**

**Noel Levitz National Conference on Student Recruitment, Marketing, and Retention**  
"Developing and Implementing a Two-Year College Recruitment Plan"  
July 2013

### **Facilitator:**

**Illinois Community College Resource Development**  
Panel Discussion: "Board Leadership"  
September 2012

**Keynote speaker:**  
**Simon Youth Foundation National Conference**  
"Connections that Impact"  
October 2011

**Participant:**  
**American Council on Education: Women in Higher Education National Leadership Forum**  
June 2011

**Presenter:**  
**Council for Resource Development Webinar**  
"Planning a Board Retreat"  
March 2009

**Presenter:**  
**Council for Resource Development National Conference**  
"Planning a Board Retreat"  
November 2008

**Panelist:**  
**Advisors in Philanthropy**  
"The Gap Between Planned Giving Professionals and Philanthropic Advisors"  
April 2008

**Presenter:**  
**Illinois Community College Resource Development Annual Conference**  
"Ethics in Fundraising"  
September 2007

**Presenter:**  
**CASE Conference**  
"Marketing Community Colleges"  
December 2005

Information about other presentations and workshops available upon request.

## **PUBLICATIONS**

Co-author, "Philanthropy and Private Foundations: Expanding Revenue Resources," *New Directions for Community Colleges*; Jossey-Bass (publishes spring 2015).

Co-author, *Picturing Perceptions: A Photographic Approach to Understanding Students' Views of a College*, American Institutes for Research, 2003.

Editor and co-author, *Contexts and Comparisons: A Student Guide to the Great Works*; Kendall-Hunt, 1991.

Co-editor, *A Commonplace Book: Honoring the Literary Lions 1981 - 1990*; The New York Public Library, 1990.

## **AWARDS**

Council for the Advancement and Support of Education (CASE): 4 Gold, Silver, and Bronze Medals (1999 – 2000)

Higher Education Marketing: 8 Gold, Silver, and Bronze Medals (2001 – 2013)

National College Marketing and Public Relations (NCMPR): 22 Gold, Silver, and Bronze Medals (2001 – 2013)

Publicity Club of Chicago: Silver Trumpet Award, 2010

## HONORS

Member Wittenberg Honor Society (now Phi Beta Kappa)  
Outstanding English Student, Wittenberg University  
Presidential Scholar, Wittenberg University  
Marilyn and Ira Hechler Dissertation Award, SUNY Stony Brook  
New York Public Library Skeel Award for Scholarly Research

## ORGANIZATIONS

Alpha Delta Pi Sorority  
American Association for Community Colleges  
American Association for Women in Community Colleges  
Association for Fundraising Professionals  
Chicago Council for Planned Giving  
Council for Resource Development  
*Region V Conference Chair, 2009*  
Council for the Advancement and Support of Education  
Illinois Community College Board  
*Alexi Giannoulis' Task Force for Promoting Community College Alumni*  
Illinois Council of Community College Administrators  
Illinois Community College Resource Development  
*Program Planning Committee, 2008 - present*  
*President, 2007 - 2008*  
*President-elect and Conference Program Chair, 2006 - 2007*  
Illinois Network for Women in Higher Education  
*Co-chair, Awards Committee, 2008*  
Oakwood High School Alumni Association  
*Co-chair, Reunion Committee*  
Publicity Club of Chicago  
*Co-chair, Education Committee, 2004*  
Stick and Rudder Flying Club  
*Editor, "Hangar Talk," 2010 - 2011*  
Women in Aviation

## PERSONAL

Married 39 years; husband Michael Drummer is an architect, fine artist, photographer, and filmmaker.

## **CONSULTING ASSIGNMENTS, LIPMAN HEARNE**

### **Cultural Institutions**

Chicago History Museum  
Guthrie Theater  
Lincoln Park Zoo  
Morton Arboretum  
Pacific Northwest Ballet  
Walsh Art Gallery

### **Educational Institutions**

Bethel College  
Coe College  
College of Notre Dame  
College of St. Elizabeth  
Dominican University  
Emerson College  
Fuqua School  
Illinois State University  
Indiana University Purdue University Indianapolis  
Iona College  
Ithaca College School of Music  
Kohl/McCormick Early Childhood Teacher Awards  
Loyola University (Chicago, IL)  
Marygrove College  
Reinhardt College  
Roosevelt University  
St. Ambrose University  
St. Xavier University  
University of Birmingham (Birmingham, England)  
University of Chicago Graham School  
University of Detroit-Mercy  
University of Evansville  
University of Kansas  
University of Michigan Library  
University of Michigan School of Information  
University of St. Francis  
Valparaiso University  
Wittenberg University

### **Organizations**

Alliance for Justice  
American College of Radiology  
Buffalo Prairie Gang Camp  
Burnham Institute  
Cancer Wellness Alliance of Metropolitan Chicago  
Little Company of Mary  
Joliet Girl Scout Council  
Jewish United Fund  
Radiological Society of North America Research and Education Foundation  
Ronald McDonald House Charities  
Rush Presbyterian-St. Luke's Medical Center  
Trailways Girl Scout Council  
The Urban Institute  
WBEZ-FM

### **Social Service Agencies**

Children's Home and Aid Society of Illinois  
Court Appointed Special Advocates (Miami, FL)  
Women Employed