

## Cindy Parnell, M.Ed.

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### CAREER SUMMARY

A strategic and collaborative **Public Service leader** committed to student success, community partnerships, and civic engagement. Extensive experience in student development, community relations, partnership implementation, and department operations in education and nonprofit sectors. Proven organizational skills, proactive team involvement, and collaborative strategic planning and decision-making have yielded significant results in reaching metrics and objectives. Passionate about public education, student development and success, cross-sector partnerships, and leading action for the greater public good. Expertise includes:

- ◆ Strategic Planning
- ◆ Building Community Partnerships
- ◆ Staff Development and Growth
- ◆ Budget Development & Management
- ◆ Fundraising & Grant Management
- ◆ Cross-Sector Collaborations
- ◆ Systems Thinking and Design
- ◆ Improvement & Expansion of Key Initiatives, Services, and Centers
- ◆ Program Design, Implementation, Evaluation & Reporting
- ◆ Workforce & Skills Development
- ◆ Leadership Curriculum Development
- ◆ Teaching & Coaching

### HIGHER EDUCATION EXPERIENCE

#### **Chief of Public Service**

**March 2022-present**

#### **Michael M. Crow and Sybil Francis Endowed Directorship, Public Service Academy**

*Arizona State University, Watts College of Public Service and Community Solutions*

- Serve as the inaugural Chief of Public Service to lead the strategic design, implementation, and continuous evaluation of ASU's flagship community-embedded and student leadership programs, aligning with institutional and community goals.
- Appointed to the Michael M. Crow and Sybil Francis Endowed Directorship, providing oversight for the Public Service Academy focused on student leadership pipelines rooted in national service, civic engagement, and cross-sector collaboration.
- Direct and support the senior leadership of the Action Nexus on Housing and Homelessness, Design Studio for Community Solutions, the Pastor Center for Politics and Public Service, and Next Generation Service Corps, with a collective staff of 16 full-time professionals, 20+ student staff, and 10+ interns.
- Partner with over 200 community organizations to collaborate on class projects, student internships, civic engagement programs, and university initiatives. Collaborate with military-affiliated units like the National Guard, ROTC, U.S. Air Force, and the Pat Tillman Veterans Center to expand civilian-military engagement opportunities.
- Cultivate cross-sector relationships with public, private, nonprofit, and sometimes military leaders to amplify program reach, shape shared impact strategies, and center community voice in all initiatives.
- Lead fundraising efforts in collaboration with the ASU Foundation and secure gift and grant funding to support program growth, innovation, and long-term sustainability.
- Represent ASU nationally through engagement with the Volcker Alliance and 24 other universities, representing ASU as the flagship institution and model of success for the Next Generation Service Corps and a national model for public service education.
- Facilitate a workgroup of 26 Watts College faculty serving on the Public Service Advancement Team to showcase the Public Service Team's initiatives, priorities, and work while securing faculty partnership and collaboration on programs that align with community-based research and grants.
- Oversee fiscal operations and management of a \$1M+ budget, including revenue, expenses, grants, gifts, endowments, and strategic initiative funds.

**Assistant Vice President & Executive Director**  
*Arizona State University, Career & Professional Development Services*

**January 2016-February 2022**

### **Strategic & Operational Leadership**

- Provide vision, strategic leadership, and daily oversight of a premier Career Services department serving over 120,000+ diverse students, 9,500+ global employers and community partners, and 600,000+ alumni.
- Oversee all aspects of the department, including the development and management of up to 8 direct reports who lead 21 full-time professional staff and 3 management interns, as well as 50+ student leaders working across four campus locations, 5 centers, and virtual services.
- Plan, develop, and manage a \$4.2M+ annual operating budget including personnel services, student programming, community relations, technology, marketing and staff recognition, training, and development. Oversight includes 12 budgets from state, local, SIF, grant, and foundation accounts. Analyze department and program needs and determine staffing resources, materials, and costs necessary to drive strategy.
- Lead the strategic direction and development of short-range and long-term goals, objectives, and metrics for 5 Core Units and their programs that have internal and external facing priorities.
- Serve as a member of the Student Services senior leadership team with Deans of Students, Deputy Vice Presidents, and the Chief of Staff. Serve on several cross-functional committees for major University-wide initiatives, community programs, and special projects as a collaborative leader.
- Liaise with faculty, university staff, and leadership at all levels to ensure organizational development, initiatives, and programs align strategically to support and achieve the division's and the University's goals.
- Conduct needs assessments, create strategy and design metrics - alongside academic colleges, student services departments, faculty, and program staff – and share the impact and progress towards goals with internal and external stakeholders as well as the public.
- Serve as the Career & Professional Development spokesperson to internal and external audiences regarding career readiness, skills in the workforce, student preferences, and the employment market.
- Work closely with professional associations and alliances to showcase and maintain ASU CPDS as the national model and flagship for innovative Career Services in higher education.
- Write annual reports and visual presentations that accurately tell the story and impact of the department's initiatives, services, and programs.
- Foster and promote programming and staff development to ensure diversity, inclusiveness, equity, and belonging in our workplace.

### **Public Service & Cross-Sector Leadership**

- Serve as liaison to the Greater Phoenix Economic Council, presenting student/talent demographic data, degree-granting programs, and students' career outcomes to community partners looking to expand or move their business to the Valley Metro area.
- Appointed to the Arizona@Work - Phoenix Business and Workforce Development Board, serving as a catalyst, identifying and addressing the evolving business needs of Greater Phoenix by convening partners to provide community solutions and resources that offer employers access to a skilled workforce across the State.
- Facilitate bi-annual community symposiums that engage, teach, and connect Valley nonprofit, government, and human service agencies to experiential learning and internship efforts between ASU and our community.
- Build and maintain relationships with C-level leadership at targeted, national companies/organizations for the purpose of business development, advisory board engagement, and talent acquisition.
- Collaborate and consult with stakeholders in Watts College to increase students' engagement in career preparation and internship/job opportunities in the nonprofit, public, private, government, healthcare, and education sectors.
- Lead strategy and implementation for *High Impact Careers*, including Peace Corps, Teach For America, and AmeriCorps programs and classes while increasing national rankings.

- Indirectly oversee professional staff and student workers involved in program components of ASU's Peace Corps Prep Program, which assists students in acquiring the knowledge, skills, and experience needed to be accepted and to serve in the Peace Corps.
- Collaborate with the Greater Phoenix Urban League Young Professionals to implement the YP CoNEXT leadership, mentorship, and service program at ASU.
- Support and collaborate with the Public Service Academy by integrating career-readiness education, internship opportunities, and community learning experiences into courses.
- In collaboration with EOSS leadership and the ASU Foundation team, design and implement a strategic fundraising, grant writing, and revenue-generating plan to meet program development and department operation goals. Secured 22 sponsorships from the private and government sectors; contributed to the writing of 4 major grants and were awarded 3, including State Farm (Pathways for the Future), Bank of America (Higher Education and Workforce Development), and APS (Diverse Workforce in AZ).
- Facilitate bi-annual Advisory Board meetings while cultivating effective, mutually beneficial relationships with local and national partners in the private, nonprofit, and public sectors to advance program priorities, ensuring the voice of community partners remains infused through program design and implementation.

### **Military & Government Leadership**

- Work closely with the Executive Director for the Pat Tillman Veteran Center to support and enhance the professional development of student veterans in the Veteran Scholars Program. Engage alumni, hiring managers and community partners as mentors, on professional panels and in career events for VSP.
- Showcase student-veteran Career Outcomes data each year, by graduating class, with the Pat Tillman Veteran Center Executive Director and staff. Set metrics for student veterans to engage in High Impact Practices while advancing their career and professional development, as well as connection to employers in a variety and multitude of sectors.
- Serve on ASU's Department of Defense (DOD) SkillBridge Work Group researching, designing, and proposing a vision and plan for Arizona State University to become a SkillBridge hosting site for transitioning military service members across all rankings.
- Support enrolled student veterans and military-affiliated family members in their military-to-civilian career exploration, job search strategies, resume writing, interviewing skills, 007A, and networking connections.
- Facilitate partnerships between local, state, and federal departments/agencies and ASU, including City of Phoenix, Maricopa County, State of Arizona, CIA, FBI, DOD, DHS, and CBP, to name a few.
- Led a partnership program between ASU, Pat Tillman Veteran Center, and Cisco for a day dedicated to raising awareness of careers in Information Technology with our military students, veterans, and service members - locally and around the globe - featuring prominent members of the military community transitioning to the tech sector.

**Director, *Arizona State University***

**July 2011-December 2015**

**Assistant Director, *Arizona State University***

**September 2007-July 2011**

**Career Service Specialist, Sr., *Arizona State University, West and DPC***

**June 2006-August 2007**

- Opened the inaugural Career Services office for ASU's Downtown Phoenix campus in 2007 and served as the sole leader and staff for the first year in operation.
- Set a forward vision for community partnerships and employer relations between ASU's Downtown Phoenix campus and community organizations, nonprofit service providers, local schools, and corporate businesses.
- Developed, organized and facilitated 25+ major events each academic year, including leadership development and job preparation workshops and webinars, community networking fairs, and alumni panels. Semi-annual Internship & Career Fairs hosted 50+ community organizations, 450+ students, and 40+ volunteers each semester.

- Met regularly with campus staff and faculty and enhanced relationships with internal and external constituents that promoted student learning, retention, graduation, and professional success.
- Served as a strategic partner in the development, training, and evaluation of the partnership between ASU and St. Vincent de Paul. Focused on creating quality internship opportunities for ASU students.
- Developed and facilitated workshops and sessions for Public Allies Arizona in writing resumes, practicing interviews, and articulating Allies' service experience for their next steps.
- Invited to attend the Nonprofit Leadership Alliance (American Humanities) National Conference and serve as an ASU collaborator to advance student connections and preparation for service and leadership in the nonprofit sector.
- Collaborated with The Child Welfare Education Program-School of Social Work and AZ Department of Child Safety to develop and facilitate mock interview training targeting stipend BSW and MSW students in the Phoenix and Tucson areas.

### **OTHER EXPERIENCE**

**Program Director, Scottsdale/Paradise Valley YMCA, Scottsdale, AZ** **June 2000-March 2005**

- Managed and redesigned the Teen & Family Department, increasing participation in outreach programs, youth/family services, and major community events by 400%.
- Developed and maintained collaborative working relationships with the Scottsdale Mayor's Office, National Conference for Community and Justice, Scottsdale Leadership, non-profit organizations, local businesses, and community schools.
- Created an Advisory Committee of staff, board members, and community volunteers to evaluate programs and services for retention and program quality purposes.
- Created and served as the first Program Director for the Scottsdale Youth Leadership program, alongside Scottsdale Leadership's Executive Director, modeling the cross-sector leadership program design after the program's namesake. Served as Community Board Member on Scottsdale Leadership's Youth Committee.

**Program Director, Pilgrim Pines Camp & Conference Center, Oak Glen, CA** **June 1997-November 1999**

- Designed, implemented, and evaluated a series of comprehensive in-service training programs and leadership workshops for 190 staff members that focused on risk/crisis management, student development theory/practice, and program development/leadership.
- Created and facilitated a social-justice leadership program that prepared young adults to be future civic leaders and change agents.

### **BOARD APPOINTMENTS**

**Board Member, Phoenix Business and Workforce Development Board, Arizona@Work** **2015-2017**

Served on the City of Phoenix's workforce development board, helping shape strategic priorities to meet the evolving talent needs of Greater Phoenix. Acted as a catalyst for cross-sector collaboration by convening education, industry, and government partners to deliver customer-focused workforce solutions. Supported initiatives that expanded employer access to a skilled statewide workforce.

### **PROFESSIONAL ASSOCIATIONS**

<b>Network of Schools of Public Policy, Affairs, and Administration (NASPAA)</b>	<b>2021-current</b>
<b>Network of Academic Corporate Relations Officers (NACRO)</b>	<b>2018-2021</b>
<b>National Association of Colleges and Employers</b>	<b>2006-2021</b>
<b>Mountain Pacific Association of Colleges &amp; Employers</b>	<b>2008-2020</b>

**EDUCATION**

**Master of Education in Educational Leadership**, *Emphasis in Higher Education Administration*  
Northern Arizona University, 2005

**Bachelor of Arts in Education**, *Emphasis in Teaching & Learning*,  
Arizona State University, 1997