

VITA

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*Provost's Distinguished Fellow, Graduate School of Education
Vice Provost for Student Engagement
University of Pennsylvania*

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PROFESSIONAL EXPERIENCE

Vice Provost for Student Engagement

2020 – present

University of Pennsylvania, Philadelphia, PA

- On behalf of the President, Provost, and Deans, lead the Penn Pipeline Council and the Penn Pipeline Programs Directors Group, both of which include representatives from all 12 schools and major University divisions and represent more than 150 programs. Penn Pipeline, or access, programs encompass those that are designed at all levels of education for groups under-represented in U.S. higher education baccalaureate, graduate, and professional programs, disciplines, and industries and aim to recruit, enroll, retain, and support students to thrive—academically, socially, and emotionally—in their chosen ambitions, fields, and careers
- Oversee the work of the University's pipeline initiatives including the following: recommend, and consider, University-wide pipeline and access program priority concerns; serve as a forum for generating potential and real-time University-wide pipeline and access program collaborations; continuously review the Penn Pipeline Program programs' database to help optimally ensure the representation of School, Division, and Center pipeline and access programs, and implement best-practices, and innovative new approaches, for the review and assessment of existing pipeline programs
- Have administrative oversight for VPSE departments including Department of Education TRIO programs (including Educational Talent Search Program, Upward Bound, Upward Bound Math-Science, Veterans Upward Bound); grant-funded Penn Knowledge is Power Program (PennKIPP), and Provost's Summer Mentorship Program (SMP), in addition to oversight of the University of Pennsylvania College Achievement Program (PENNCAP), the Mellon Mays Undergraduate Fellowship (MMUF), and the Penn Rising Scholars Summer Academy (PennRSSA)
- Develop and implement a comprehensive strategy for Penn pipeline K-12, college preparatory, baccalaureate, and pre-doctoral access and preparation programs offered through Penn's 12 Schools and academic divisions
- Work with students, faculty, and campus leaders in innovative, radically inclusive ways to enhance student engagement in pipeline educational programs, while partnering with Philadelphia school leaders to support college preparation in Philadelphia public and charter schools
- Develop, recommend, and implement long- and short-range divisional goals, objectives, policies, and procedures to pioneer change in alignment with the Penn Compact

Vice Provost for University Life

1995 – 2020

University of Pennsylvania, Philadelphia, PA

- Served as the University's executive officer responsible to the President and Provost for the leadership of University Life departments and programs serving the 25,000 undergraduate, graduate, and professional students at the University of Pennsylvania
- Had administrative oversight for 28 departments and services with annual division operating and associated budgets of over \$58 million
- Provided leadership in the areas of long-range University Life strategic planning, student outcomes assessment, VPUL facilities planning and renovation, development and resource acquisition opportunities, program review, and staffing
- Developed, recommended, and implemented long- and short-range VPUL goals, objectives, policies, and procedures
- Served as a member of the President's Senior Planning Group, the Council of Graduate Deans, the Council of Undergraduate Deans, and the University Academic Planning and Budget Committee
- Oversight departments included: Access and Achievement Programs (including TRIO programs); Alcohol and Other Drug Programs (AOD); Career Services; Center for Hispanic Excellence: La Casa Latina; Campus Health; Civic House; Counseling and Psychological Services (CAPS); Greenfield Intercultural Center (GIC) Lesbian Gay Bisexual Transgender (LGBT) Center; Makuu, the Black Cultural Center; Naval Reserve Officer Training Corps (NROTC); Office of Fraternity & Sorority Life (OFSL); Office of Student Affairs (OSA); Penn Women's Center (PWC); Perelman Quadrangle and VPUL Facilities (including student union buildings); Platt Student Performing Arts House; Student Disabilities Services (SDS); Student Health Service (SHS); Student Intervention Services (SIS); VPUL Technology Services (VPULTS); and Weingarten Learning Resources Center

Associate Vice President

1992 – 1995

University of Pennsylvania, Philadelphia, PA

- Served as a member of the President's Senior Planning Group, the Provost's Council, the Council of Graduate Deans, and the Provost's Council on Undergraduate Education
- Responsible to the President and Provost for designated areas of institutional relations, academic planning, and diversity development programs
- Served as a spokesperson to internal and external constituent groups; disseminated information on designated institutional initiatives; helped devise program strategies and worked with the Vice Presidents, Vice Provosts, Deans, faculty members, students, staff, and alumni to promote University cultivation, solicitation, and stewardship efforts; worked with institutional community members to frame agenda issues, and recommended program implementation strategies to the President and Provost
- Had coordinative oversight for additional institutional advancement, government liaison, and other central University programs including Minority Permanence Development Funds, the Andrew W. Mellon Undergraduate Fellowship Program, and the William Penn Undergraduate Engineering, Mathematics, and Science Initiative
- Oversaw the presentation of applicable institutional research, program, training, and budget proposals, and served as liaison to appropriate individual institutional, foundation, federal, commonwealth, and city agencies and officials

President (Interim)

1991 – 1992

Cheyney University of Pennsylvania, Cheyney, PA

- Served as chief executive officer of the University
- Lead in the development and implementation of all aspects of institutional policies and programs including academic affairs; faculty recruitment, promotion, tenure and development; staff development and human resources; capital facilities project construction

- Administered a \$20 million operating budget; reduced prior administration's accumulated operating budget deficit of \$6.8 million to \$4.2 million during position tenure; and markedly increased institutional development receipts
- Established policies and procedures governing the maintenance and use of institutional facilities and property in accordance with guidelines established by the Cheyney University of Pennsylvania Council of Trustees and the State System of Higher Education Board of Governors
- Successfully completed the University's Middle States Reaccreditation Review
- Determined, from appropriations, tuition fees, charges and other fees, and other available funds, the expenditures to be made for instructional, extracurricular, administrative, custodial and maintenance services, equipment, and supplies; reallocated such sums among the various expenditure classifications as were necessary for the effective management of the institution
- Worked collaboratively with, and developed grants and assistance from, federal and state agencies, local governments and other political subdivisions, foundations, corporations, private individuals, and other sources for all aspects of institutional advancement
- Developed and implemented, in active partnership with the Cheyney University Student Government Association, policies and procedures by which student organizations were created and operated

Assistant Provost and Assistant to the President

1987 - 1991

University of Pennsylvania, Philadelphia, PA

- Served as the Provost's chief space allocation officer; administered a \$2 million annual minority central programs budget; and advised the Provost on institutional facilities allocation issues
- As Assistant to the President, supported the President in outreach programs to groups historically underrepresented in U.S. higher education

Executive Assistant to the Provost

1985-1987

University of Pennsylvania, Philadelphia, PA

- Served as the Provost's chief deputy and liaison to the Deans of the University's twelve graduate and professional schools
- Served as chief staff officer of the University's Academic Planning and Budget Committee (the University group charged with advising the President and Provost on all matters pertaining to budget, resources, space allocation and academic planning priorities) and to the Council of Deans

Assistant Associate Provost, Graduate Academic Affairs

1983 – 1985

University of Pennsylvania, Philadelphia, PA

- Served as chief deputy of the Associate Provost to the Schools, Resource Centers, graduate deans, graduate group chairpersons, and graduate/professional students
- Helped develop and implement graduate academic policies, department and center reviews, and graduate student recruitment and retention strategies

Director, Commonwealth Programs

1978 - 1983

University of Pennsylvania, Philadelphia, PA

- Included Undergraduate Affairs, Pre-College, Developmental, U.S. Department of Education TRIO, and Honors Programs
- Was responsible to the Vice Provost for Undergraduate Studies and University Life for the development of all aspects of the programs, including recruitment, counseling, tutorial, retention, instructional, administrative, residential, and other academic support components

- Successfully competed for \$1.2 million in grants to support the programs

Faculty Master, W. E. B. DuBois College House

1978 - 1980

University of Pennsylvania, Philadelphia, PA

- Served as the senior faculty officer for the intellectual development of students in the residential program
- Supervised college house recruitment, admissions, curricular activities, and staff
- Coordinated educational symposia, guest lecture series, art and sculpture exhibitions, faculty/student panels and receptions, and in-house basic skills, career planning and placement, and honors programs
- Was responsible to the Vice Provost for the development, implementation, coordination, evaluation, and supervision of applicable student life programs and a variety of additional co-curricular activities and programs

Assistant to the Vice Provost for Undergraduate Studies and University Life

1977 - 1978

University of Pennsylvania, Philadelphia, PA

- Directed undergraduate honors programs (Benjamin Franklin and University Scholars Programs) and served as Coordinator of the Delaware Valley Higher Educational Regional Seminar Program (Delaware Valley Seminars)
- Was responsible to the Vice Provost for the development, implementation, coordination, evaluation, and supervision of applicable student life programs and a variety of additional co-curricular activities and programs

FACULTY and TEACHING EXPERIENCE

- **Provost’s Distinguished Senior Fellow**, University of Pennsylvania, Graduate School of Education, Higher Education Division, 2020-present
- **Andrew W. Mellon Project Coordinator**, University of Pennsylvania Mellon-Mays Undergraduate Fellowship (MMUF) Program, 1989-present
- **Adjunct Faculty**, University of Pennsylvania, Graduate School of Education; School of Social Policy and Practice; and School of Arts and Sciences, 1978-2019
- **Assistant Professor of English**, Rutgers University – Camden, 1976-1978
- **Learning and Study Skills Specialist**, Camden County Community College Learning Skills Center, 1976-1977
- **Language Arts and Reading Instructor**, Hatch Middle School and Camden High School, 1974-1976
- **Language Arts Instructor** (Substitute, Long-Term Substitute, and Permanent), School District of Philadelphia, 1972-1974

EDUCATION

- **Ed.D., Urban Education (with Adolescent Psychology sub-field)**, Temple University, 1978
Dissertation: “An Evaluation of Camden County College’s Developmental Studies Program” (1977)
- **M.Ed., Secondary English Education**, Temple University, 1976
- **B.A., magna cum laude, Individualized Major, Liberal Arts** Pennsylvania State University, 1973
- **H.S. with honors**, The Philadelphia High School for Girls, 1969
- Julia Reynolds Masterman Laboratory and Demonstration School, 1965

POST-DOCTORAL TRAINING

- **Institute for Educational Management**, Harvard University, 1988
- **Wharton Executive Education Program**, The Wharton School, University of Pennsylvania, 1987
- **Family Therapy Training Program**, Philadelphia Child Guidance Center, 1981-2

SELECTED FELLOWSHIPS *and* AWARDS

- Court of Honor of Distinguished Daughters: Philadelphia High School for Girls Lifetime Achievement Award, 2014
- 50th Anniversary Distinguished Service Award: Delta Sigma Theta Sorority, Inc., Epsilon Gamma Chapter, 2010
- Pennsylvania State University College of Liberal Arts Centennial Fellow, 2009
- University of Pennsylvania Dr. Helen O. Dickens Lifetime Achievement Award, 1999
- City of Philadelphia City Council Achievement Citation, 1992
- University of Pennsylvania Women of Color Distinguished Service Award, 1991
- University of Pennsylvania Sphinx Senior Honor Society, 1991
- Who's Who Among Black Americans, 1988
- Harvard University IEM Program Fellowship, 1988
- Delta Sigma Theta Sorority, Inc. – Philadelphia Alumnae Chapter Distinguished Service Award, 1987
- Pennsylvania Association of Educational Opportunity Outstanding Achievement Award, 1983
- Temple University Russell Conwell Center Award, 1983
- Pennsylvania State University Achievement Award, 1983
- Onyx Senior Honor Society, University of Pennsylvania, 1979
- Doctoral Fellow, Temple University, 1976-1978
- NAACP Achievement Award, 1969
- National Merit Foundation Achievement Scholar, 1969-1973

SELECTED MEMBERSHIPS

A list of current memberships is available upon request.

- **Board Member**, *Center for Emerging Visual Artists, 2007-2009*
- **Board Member**, *Philadelphia Open Studio Tours Planning Committee, 2006-2009*
- **Chair**, *Commonwealth Court of Pennsylvania Educational Team for the School District of Philadelphia, 1994*
- **Executive Board Member**, *Council for Opportunity in Education (COE), 1981-1985*
- **Board Member**, *School District of Philadelphia Latino Scholarship Fund, 1993*
- **Board Member**, *The Philadelphia Urban League, 1991-2001*
- **Institutional Representative**, *American Council of Educational National Identification Program, 1989-1992*
- **President**, *Mid-Eastern Association of Educational Opportunity, 1983*
- **Board Member**, *Commonwealth of Pennsylvania House of Representatives Legislative Black Caucus Advisory Committee on Higher Education, 1992-2002*

- **Board Member**, *League of United Latin American Citizens Advisory Board, 1979-1985*
- **Eastern Region Chair**, *ACT-101 Directors Group, 1979-1980*
- **Pennsylvania Coordinator**, *Tri-State Council on Equal Educational Opportunity, 1978-1981*
- **Board Member**, *Association of Black Admissions and Financial Aid Officers, Ivy League and Seven Sister Schools, 1978-1980*
- **Chairperson**, *University of Pennsylvania Black Faculty and Administrators, 1978-1979*
- **Executive Board Member and Mid-Atlantic Regional President-Emeritus**, *National Council of Educational Opportunity, 1982-1984*
- **Executive Board Member**, *Mid-Eastern Association of Educational Opportunity, 1981-1983*
- **Board Member**, *Philadelphia Economic Monitoring Project, 1989-1991*

SELECTED PRESENTATIONS

Have presented at over 600 international, national, regional, state, and local symposia, conferences, and meetings including events sponsored by organizations such as:

- American Council on Education (ACE)
- Council for the Advancement and Support of Education (CASE)
- National Association of Educational Opportunity Program Personnel
- Andrew W. Mellon Foundation
- University of Pennsylvania
- Columbia University
- Urban League of Philadelphia
- Mid-Eastern Association of Educational Opportunity Program Personnel
- Pennsylvania State University
- Temple University
- Council for Opportunity in Education (COE)
- Lincoln University
- Commonwealth of Pennsylvania State System of Higher Education
- Commonwealth of Pennsylvania Legislative Black Caucus
- Ivy League Affirmative Action Council
- University of Cape Town in South Africa

PRINT PUBLICATIONS

- Swain-Cade McCoullum, Valarie. **Brickyard Notebook**. Philadelphia: Northwest Artists Collective, 2008
- Swain-Cade McCoullum, Valarie. **Chrysalis**. Philadelphia: Center for Emerging Visual Artists, 2008
- Swain-Cade McCoullum, Valarie. **POST Sampler: Philadelphia's Emerging Visual Artists**. Philadelphia: Lulu Press, 2007.
- Swain-Cade McCoullum, Valarie et al. **A Philadelphia Primer: The School District of Philadelphia Educational Team Report**. Philadelphia: Commonwealth Court of Pennsylvania, 1994.
- Swain-Cade, Valarie. **Retention: A Development Model**. Cheyney: Cheyney University Press, 1992.