

**Kerri A. Fowler**  
**Curriculum Vitae**

KEY SKILLS

- Confident and highly motivated team leader
- Strong commitment to success and professionalism
- Passionate about leadership and enhanced skill development
- Exceptional written and verbal communication skills
- Widespread software proficiency covering a variety of web development and social media applications

PROFESSIONAL EXPERIENCE

North Carolina State University Parents and Families Services

**2018 - Present**

**Director**

- Responsible for the direct leadership of the Parents and Families Services program with a mission to best serve the 30,000+ families of enrolled undergraduate students
- Provide the overall vision and implementation of programs and services
- Establish program goals, strategic planning, and annual program and unit assessment
- Effectively oversee all print and electronic communications, publications, and web and social media presence with the support of the lead unit communications team
- Cultivate relationships with the parents/families of enrolled undergraduate students
- Advance the critical resources and communications necessary to inform and connect parents/families with the university
- Proactively supervise, lead and educate administrative and student staff
- Provide opportunities and strategies for training and professional development of administrative and student staff
- Develop program strategies in support of both current and prospective families with consideration of campus partner initiatives and enrollment efforts
- Seek innovative relationships and increase campus partnerships to implement and enhance parent programming efforts
- Manage financial overview for program expenditures, strategic planning and annual auxiliary budget submission and review process

North Carolina State University Parents and Families Services

2012 - 2018

**Associate Director**

**Communications and Marketing Manager**

- Develop, coordinate, and market parent programming events such as Parents and Families Weekend, Spring Fling, and family engagement initiatives
- Cultivate relationships with the parents/families of enrolled undergraduate students
- Maintain the critical resources and communications necessary to inform and connect parents/families with the university
- Support the Director with programming for NC State's annual University Open House
- Responsible for the Parents and Families Service 2013 website redesign and relaunch and social media communications plan with the support from lead unit communicators
- Supervise Parents and Families Services Program Assistant
- Development and implementation of the Parent Ally student leadership program
- USC 225, Leadership & Development co-instructor
- Attend Undergraduate Admissions recruitment events, college information days, and TRiO events to educate and inform parents on how to successfully support their student(s) in higher education

Vermont Child Health Improvement Program (VCHIP) Burlington, VT

2010 – 2012

**Project Coordinator & Web Manager**

- Provide organizational management and administrative support for multiple perinatal and adolescent healthcare quality improvement projects
- Coordination of statewide conferences and hospital training
- Manage CE certification distribution for participants
- Establish and maintain ongoing relationships with community partners
- Implement website redesign and maintain updates

Lyndon State College Admissions, Lyndonville, VT

2007 – 2010

**Admissions Counselor and Financial Aid II**

**Admissions Events Manager**

**Student Supervisor**

- Admissions recruitment and retention counselor for extended Northeast travel territory
- Financial Aid II Counselor for FY students and families
- Provide programming support for the diverse student populations and their transition of these students into a Vermont higher education institution

- Manage hiring, training, and supervision of the student ambassador leadership team
- Oversee the planning and execution of Admissions yield events

NFI-Northern New Hampshire Youth Services (NNHYS) Bethlehem, NH

**Residential Counselor**

**2006 - 2007**

- Residential counselor for young women ages 12-18 state-mandated to reside in this long-term, intermediate-level residential facility
- Practice and demonstrate a normative community approach
- Teach residents and families adequate life skills, appropriate coping mechanisms, and positive community interactions
- Provide individual and family counseling to help establish healthy relationships, strong communication skills, and enhance the family dynamic, and best promote the transition of these young women with the goal of transitioning residents back into their everyday lives at home

Northeast Kingdom Community Action (NEKCA) Newport, VT

**2006 - 2007**

**Parent-Child Center Teaching Assistant/Youth Services**

- Advocate for the Newport Teen Center; a local after-school program aimed at high school students
- Teacher and educator of life skills and critical courses in support of students seeking alternative HS credits
- Developed a creative therapy learning module providing education around appropriate parent-child dynamics, creative emotional outlets (for both parent and child), and positive parenting for teenage mothers
- earning their high school diploma for which they received credit

Nurturing Parenting Program-Prevent Child Abuse-VT St. Johnsbury, VT

**2006**

**Child Advocate/Counselor**

- Facilitated weekly training for parents to develop and strengthen positive parenting styles and healthy family dynamics
- Coordinated creative units for children teaching them positive adult-child interactions, self-advocacy, and how to communicate with adults
- Supported families with the information and resources for necessary growth each individually and as a family unit

EDUCATION

Springfield College, Springfield, MA

**M.S. Human Services**

**2009**

Areas of Concentration: Community Services, Organizational Management

Lyndon State College, Lyndonville, VT

**B.S. Human Services**

**2007**

Minor: Psychology

### PUBLICATIONS

Fowler, K. (2022). Is my job as a parent over now? How to shift into parenting an adult. In C. Petree (Ed.), *Post-college ready: Expert advice for parents to support their college senior*. (pp. 13-21). Wise Action.

### PROFESSIONAL AFFILIATIONS

#### **Association of Higher Education Parent/Family Program Professionals**

Board of Directors	<b>2018 - Present</b>
Conference Committee	<b>2014 - Present</b>
Member	<b>2012 - Present</b>

<b>Collegiate Information and Visitor Services Association</b>	<b>2012 -Present</b>
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<b>Consortium of Vermont Colleges, Officer</b>	<b>2010</b>
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<b>National Association for College Admissions Counseling</b>	<b>2007 - 2010</b>
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<b>North American Family Institute (NAFI) Youth Counselor</b>	<b>2007</b>
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<b>Vermont State College Student Association, Board Member</b>	<b>2006</b>
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### PROFESSIONAL PRESENTATIONS

#### **AHEPPP National Conference**

- Discovering the ME in Mentor **2022**
- Starting Over: A commitment to reconnect Second-Year families **2022**
- Thank you, COVID-19: A tribute to the pandemic that shut down our world and opened the door for Parent Program Professionals **2021**
- Responding with Care: Crisis Communications, Issues Management, and COVID-19 **2020**
- Leveraging Data to Show How Family Involvement Impacts Retention **2019**
- Creating a Collaborative Campus Culture That Embraces Parent Involvement **2015**

#### **SACRAO**

- Leveraging Parent Programs in Enrollment Management: A partnership with Undergraduate Admissions **2020**

#### **ACT Enrollment Managers National Conference**

- Leveraging Data to show How Family Involvement Impacts Retention **2016**

#### **Leadership Development Training and Materials**

The Matrix of Me  
Strengthening Your Skills for the Team

**2022**  
**2010**