

Laura A. De Veau, Ed.D.
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Professional Summary & Education

Dynamic leader with proven track record of strategic achievement, program development and personnel management. Especially accomplished project and change management. Reputation as an innovative and progressive thinker and exemplary supervisor. Adjunct faculty member educating the next generation of higher education administrators. Exemplary history of volunteer engagement, training, and operations.

Doctor of Education, Northeastern University, 2021.

Dissertation Topic: *What Happens to us when we close? An interpretative phenomenological study of Mount Ida College students' lived experiences after institutional closure.*

Master of Education Higher Education Administration, Boston University, 1995

Bachelor of Science Journalism, Boston University, 1989

Self-Employment/Consulting

Principal & Founder

Fortify Associates, LLC

October 2018 - Present

- **Principal & Founder** of Fortify Associates, LLC. Boutique consulting firm providing workplace optimization solutions including strategic planning, program reviews, training and development workshops, and digital training solutions.
- **Recruitment of Contractors** to provide broad and relevant offerings to clients, the engagement of contractors who are experts in their field are engaged on a contract-by-contract basis by Fortify Associates.
- **Business Operations** responsible for business accounts, social media, strategic operations and other day to day and strategic initiatives.
- **Creator** of Higher Education content on Substack newsletter and Fireside Chat podcasting platforms. Utilizing most current and innovative content platforms for distribution of weekly newsletters and live audio podcasts. Newsletter, "What's Up in the Academy?" ranked as #1 newsletter for Higher Education content. "Office Hours with Dr. De Veau" live audio podcast currently broadcast/recording season 2.
- **Subcontractor /Consultant for Higher Ed Consolidation Solutions** a consultancy focusing on mergers, partnerships, and innovative solutions for Higher Education.

Faculty Experience

Boston College, Lynch School of Education & Human Development (Visiting Asst. Professor & Adjunct M.A. Program):

In addition to teaching, faculty responsible includes advising a cohort of M.A. students, strategizing the recruitment efforts for the M.A. program in conjunction with the Graduate Admissions Office, representing the M.A. program at recruitment events and panels, and co-chairing the graduate assistantship interview and placement process.

- Field Experience in Higher Education (ELHE7901: Fall 2024)
- Advanced Field Experience in Higher Education (ELHE 7902: Spring 2025)
- Student Affairs Administration (ELHE7401: Fall 2022, Fall 2023, Fall 2024)
- Student Development Theory (ELHE/PSY7404: Spring 2022; Spring 2023, Spring 2024)
- Special Topics: Strategic Planning (ELHE7555; Fall 2024)
- Crisis Management in Higher Education (ELHE7314: Summer 2021, Summer 2022)

Boston University, Wheelock School of Education & Human Development (Adjunct M.A. Program):

- Getting to and Getting through: Enrollment & Student Success in U.S. Higher Education (AP688: Fall 2023)
- Current Issues in Higher Education (AP699: Spring 2019, Spring 2022)
- Strategic Planning and Implementation (AP662: Spring 2019, Summer 2019, Spring 2020, Summer 2021, Summer 2022)
- Student Affairs & The Profession (AP622: Summer 2021, Spring 2022)

Undergraduate Courses (Adjunct Undergraduate Programs):

- Public Speaking (EN105, Mount Ida College, Fall 2009, Spring 2009, Spring 2010)
- First Year Seminar (CC101, Mount Ida College, Fall 2007, Fall 2008)
- First-Year Seminar (FYS1000, Babson College, Fall 1999, 200, 2001; Also served on curriculum committee for the development of the course)

Student Affairs/Higher Education Administration Experience _____

**Vice President for Student Affairs
Mount Ida College, Newton, MA**

April 2013 – May 2018

- **Direct report** to the President of the College. Serve as a member of the College's administrative council/senior leadership team providing decision making a strategy for the College (FTE 1,300).
- **Led a structural reorganization of the division of student affairs** to align with the fiscal, operational, and strategic priorities of the institution.
- **Provided budgetary oversight** of seven (7) distinct departments (including 9 direct reports) with over 50 full time employees and the student government fee. Total operational budgetary responsibility: \$6.5 million/year. Portfolio:
 - Athletic Department (DIII Athletic Program, Intramural, Recreation, Fitness Facility)
 - Center for Leadership & Civic Engagement (Student Organizations, Leadership Programs, Civic Engagements, Campus Center Operations, Social Justice & Inclusion)
 - Wellness Services (Health Services, Prevention Programs & Counseling Center)
 - Office of Campus Living (Residence Life & Community Standards)
 - Office of Career Services (Career Counseling, Employer Development & Internships)
 - Office of Accessibility Services (Disability services & accommodations)
- **Demonstrate analysis in best practice and federal mandates** in areas such as FERPA, CLERY, Title IX, as well as a track record in the development of effective internal processes, procedures and services that meet student and institutional needs.
- **Lead creation of a Divisional assessment model that merges outcomes assessment with annual data reporting.** Developed a synergistic plan for department and functional area program reviews utilizing CASS standards and best practice benchmarking. Program reviews were performed for the following departments/functional areas: Intercollegiate Athletics, Career Center, Accessibility Services, Community Standards.
- **Lead and served on campus wide committees** and efforts aligned with the college's strategic plan and divisional goals. Including: 2013 Strategic Plan, Vision 2020 (co-chair), SGA Charter Review & Reorganization (Co-Chair), Parent Orientation Program (Chair) and NEASC Accreditation Team (co-chair).
- **Collaborate across divisional lines to enhance quality of student life and service** through the creation of three (3) new campus wide committees and initiatives resulting in an increased student retention and satisfaction.
- **Collaborate with Provost and four School Deans** in creation of sustainable programs that enhance student retention and learning including: CONNECT, Living Learning Community, an enhanced Orientation Program, Inspiration Nation, Jump Start student athlete academic support program, and the creation of the Center for Community Engagement.
- **Development of student-centered relationships with auxiliary services including:** Facilities (Aramark), Dining (Aramark), Transportation, Bookstore (Follett), One Card (Blackboard), and Campus Police. Student concerns and feedback regarding these services and the impact on their

quality of life was funneled through Student Affairs, while contracts were managed by Business Services.

- **Oversight of campus-wide events** including All-College Awards, Orientation, Inspiration Nation, and Commencement.
- **Serve campus roles including** Deputy Title IX administrator, final appellate in student conduct matters including cases of sexual assault and misconduct, crisis management and DOC duty rotation, management of inclement weather closings.

Additional Mount Ida College Experience: Assistant Dean of Students for Residence Life, July 2008 – April 2013

Assistant Director of Residence Life for Student & Staff Development

Boston University, Boston, MA

December 2005 – June 2008

- **Direct report to the Assistant Dean for Residence Life** and served as a member of the four-person leadership team providing oversight of the Office of Residence Life.
- **Facilitated the application, selection, evaluation processes and training** of the Resident Assistant and Senior Resident Assistant (Graduate Assistant) staff of over 270 Resident Assistants annually.
- **Implemented Annual (August) Professional Staff training** program and evaluation process.
- **Managed several key processes for the department including** professional staff recruitment process, specialty housing program, and faculty in residence (FIR) program.
- **Chaired and served on divisional and campus wide committees and efforts.** Highlights include: Division Day (chair) and Safety Committee (chair).
- **Co-Supervised with a member of the Office of Student Activities staff the Residence Hall Association program**, which represented 10 separate RHAs on the campus, and over \$90,000 in funds allocations.
- **Served as a member of the Administrator on Call** as the top level of the Residence Life on-call system on a rotating basis.

Additional Higher Education Experience:

- *Director of Residence Life, Endicott College, Beverly, MA, July -November 2002*
- *Associate Director of Campus Life, Babson College, Wellesley, MA, June 1998 – July 2002*
- *Area Director, Boston University, Boston, MA, April 2004-December 2005 & May 1997-June 1998*
- *Residence Hall Director, Boston University, Boston, MA Nov. 2002 – April 2004, Jan. 1997– May 1997 & August 1992 – June 1995*
- *Area Coordinator, Indiana University of PA, Indiana, PA June 1995 – December 1996*

Volunteer, Political Organizing & Community Leadership Positions _____

Newtonville (MA) Area Council

President (January 2025 - President)

The nine-member Newtonville Area Council is an official elected body under the City Charter. Its purpose is to facilitate communication between Newtonville residents and the City Council and other city departments. It also serves as a forum/mechanism for dealing with various local issues and for fostering community spirit through special events. [Vice President, February 2023 - January 2025]

Jon Ossoff for Senate

Out Of State Team: Digital Organizer

As a member of the Ossoff Out of State (OOS) team responsible for engaging coalitions, supporters, and volunteers in online communities. Oversees building online presences and networks of volunteers to talk to Georgian voters, amplify the campaign's messaging, and do whatever it takes to help win the Senate. Utilizing a love for digital organizing and sharp sense for what engages and motivates online action. [November 2020 - January 2021]

Joe Biden/Kamala Harris 2020 Campaign

Co-Director, Biden Digital Coalition

Responsible for the design & leadership for a national team of 300+ digital grassroots organizers across six social media platforms. Responsible for the development of operational work-flow to maximize efficiencies for data team, content team and policy teams to provide support for platform hype and rapid

response teams. Responsible for organizational strategy, operations and communication within the organization. Communicate with campaign digital staff as needed. [March 2020-November 2020]

Pete Buttigieg Presidential Campaign 2020

Grassroots Organizing Lead, Massachusetts & Lead Digital Captain

Under the direction of and in partnership with Marathon States and Early States Pete for America staffers, coordinated grassroots volunteers in Massachusetts and New England on activities including visibility events, relational organizing, event coordination (town halls, fundraisers), ballot access and Get Out The Vote (GOTV). Hosted text banking and phone banking activities. Served in the role of Lead Digital Captain providing leadership for a national team of digital grassroots organizers under the guidance of Pete for America Digital staffers. Activities focused on digital engagement on various platforms. [April 2019-February 2020]

GALA Choruses

Board of Directors

GALA Choruses leads the North American LGBT choral movement. With more than 190 member choruses and their 10,000 singers, GALA Choruses provides support and leadership for these organizations. Dedicated to helping choruses become more effective both administratively and artistically. [2019-2022]

Boston Gay Men's Chorus

Board of Directors

Boston Gay Men's Chorus Creates musical experiences to inspire change, build community and celebrate difference. Appointed to several positions within the Board of Directors as well as was elected to the positions of Vice President and President [2007-2014]

Student Affairs Administrators in Higher Education (NASPA)

NASPA is the leading association for the advancement, health and sustainability of the student affairs profession. NASPA's work provides high-quality professional development, advocacy and research for 15,000 members in all 50 states, 25 countries and 8 US territories. Leadership and awards include:

- The Manicur Symposium Faculty
- New VPSA Institute Faculty
- Massachusetts State Director State Director
- Co-Chair New Professional/Graduate Student KC
- Co-Founder of the NASPA Region 1 New Professional Mentoring Institute (NPMI).
- "Hill Days" Days of Advocacy in Washington DC; Represented Massachusetts Delegation
- Recipient of multiple awards including 2024 Region 1: Service to Student Affairs Award

Massachusetts Association for Women in Education (MAWE)

Served several positions including Vice President and President [1992-1999]

References Available on Request