

Dr. Kevin Snider - Professional Summary

Education

- **Ph.D., Political Science**, The American University
 - **M.A., International Relations**, San Francisco State University
 - **B.A., International Relations**, San Francisco State University
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Leadership and Administrative Accomplishments

Chancellor, Penn State New Kensington (PSNK)

New Kensington, Pennsylvania

2008–January 2025

Chancellor Emeritus (2025 to Present)

With over sixteen years of proven success as Chancellor, I have elevated PSNK's educational reputation and implemented strategic initiatives that drive innovative academic and community engagement opportunities. Highlights include:

- **Culture of Innovation and Collaboration**
Cultivated a campus culture of creativity and cooperative work, resulting in an enhanced standing for PSNK within Penn State and the wider region.
- **GREAT Program for Engineering Students**
Launched the “Growing Regional Excellence through Experience, Academics, and Training” (GREAT) program, linking first-year engineering students with local employers. This ongoing program has increased retention and job placement rates by fostering long-term industry connections for students.
- **ABC/Create STEM Collaboration**
Built ABC/Create, a STEM-focused partnership with 14 regional school districts, now in its eleventh year, equipping K–12 students with future-ready skills through hands-on learning.
- **Westmoreland Economic Development Initiative for Growth (WEDIG)**
Founded WEDIG to unite five municipal leaders for regional economic progress, achieving nearly a decade of impact through public-private collaboration.
- **Nextovation™ Initiative for Rust Belt Revitalization**
Conceived and implemented Nextovation™, a model for economic revitalization that has directly raised over \$20 million and leveraged \$40 million in external funds, bringing together stakeholders from business, government, foundations, and education sectors. Key achievements include:

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- **Corner Launchbox:** A \$1 million co-working and entrepreneurial facility in downtown New Kensington, generating over \$120 million in new investments and establishing 100+ new businesses.
- **Digital Foundry:** A \$16 million, fully externally funded facility providing access to cutting-edge Industry 4.0 technologies for skill-building across southwest Pennsylvania's manufacturing sector.
- **Corridor of Innovation:** Designated by the city mayor, this initiative transformed New Kensington's downtown, enhancing foot traffic and attracting research-focused businesses, with substantial involvement from PSNK students and faculty.
- **Faculty Academy:** Designed a faculty academy to help faculty adjust to the effects of the Digital Age. This initiative attracted \$1.2 million in funding to help faculty across disciplines and across the 29 universities and colleges in Southwest PA become aware of cutting-edge technology, determine it will impact students pursuing careers in their disciplines, and integrate those findings into their curricula.
- **Fundraising and Scholarship Success**
Exceeded goals in two major fundraising campaigns, with the most recent campaign reaching 265% over target. The funds directly supported scholarships and new programming, with annual giving now surpassing prior campaign totals.
- **Strategic Enrollment and Recruitment Initiatives**
Expanded recruitment in diverse markets, leading to a 7% increase in new student enrollment for Fall 2024 and an 18% rise in applications for Fall 2025. These efforts strengthened PSNK's position as one of the few Pennsylvania campuses to experience growth amid regional declines.

Key Responsibilities:

As Chancellor, I oversee all aspects of campus operations, including strategic visioning, academic programming, budget planning, enrollment strategy, community engagement, and fundraising. I also represent PSNK within university leadership, serving on the Academic Leadership Committee and Commonwealth Chancellors Council, and act as a liaison to community and state organizations.

Chief of Staff and Executive to the President for Strategic Planning, Institutional Research, and Effectiveness, Indiana State University

Terre Haute, Indiana

2007–2008

Provided executive leadership over 500 faculty and 900 staff, focusing on strategic initiatives to elevate institutional distinction and strengthen external community ties. Key achievements:

- **Regional and International Partnerships**
Led international delegations to develop academic programs in China and Morocco and

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partnered locally to create a rural health innovation corridor, fostering community health and engagement.

- **Legislative and Budget Advocacy**

Spearheaded legislative strategies that secured essential state and federal funding, supporting the university's operational budget and strategic priorities.

Key Responsibilities:

Directed daily operations for the Office of the President, managed crisis response, coordinated strategic planning, and oversaw federal and state funding strategies.

Interim Associate Vice President for Enrollment Management, Indiana State University

2006–2007

- **Improved Admissions Response Time**

Reduced admissions processing from three weeks to 24 hours, enhancing applicant engagement and response rates.

- **Student Recruitment and Retention Initiatives**

Developed a scholarship program targeting high-performing students, resulting in a 20% application increase and 9% enrollment growth, the largest annual increase in over a decade.

Key Responsibilities:

Overhauled enrollment operations to align with strategic goals and supported Indiana State's distinctive focus on community engagement and experiential learning.

Executive Assistant to the President for Strategic Planning, Institutional Research, and Effectiveness

2001–2007

- **Strategic Visioning and Grant Success**

Led a campus-wide strategy to position the university prominently in Indiana's higher education sector, securing a \$3 million grant to fund strategic initiatives.

Key Responsibilities:

Served as the President's senior advisor, overseeing strategic planning, institutional research, and accreditation-related initiatives. Helped manage daily operations for the Office of the President, managed crisis responses, coordinated strategic planning, and aligned strategic priorities with campus initiatives.

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Additional Roles at Indiana State University

Assistant Vice President of Institutional Research and Assessment

1998–2001

Director of Institutional Research and Testing

1995–1998

Research Analyst, The American University

Washington, D.C.

1993–1995

Data Analytics & Research

- Served as faculty consultant on various academic program development and review committees. Responsible for gathering and analyzing university data regarding students, programs, faculty, and staff. Managed studies on student retention, graduation, achievement, and post-graduation success.
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Admissions Counselor, College of Notre Dame

Belmont, California

1987–1989

Recruitment Strategies & Implementation

- Responsible for determining recruitment markets and strategy for the College, as well as oversight of travel plans for five counselors. Developed and implemented matriculation agreement between Bay Area private universities and colleges and local community colleges. Served as coordinator of community college outreach and worked to attract high school students of various backgrounds to the College and higher education in general. Spoke to thousands of students throughout California about the benefits of a college education.
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TEACHING EXPERIENCE, CREATIVE ACTIVITIES, and CONSULTING

Overview: Since assuming the Chancellorship at PSNK, I have presented in hundreds of venues, from Rotary clubs to corporate board rooms, university campuses, k-12 education meetings, conferences, seminars and more. I am frequently interviewed and quoted in various publications, podcasts, and in local television shows. As the Chancellor of a campus with limited resources that needed to transform not only itself on multiple fronts but also a region, my creative energy as an educator over the past 15 years has been spent researching challenges needing to be overcome in order to move the city, region, and university campus toward revitalization. The accompanying graphic contains the ingredients of

the Nextovation™ project we are implementing in New Kensington. I researched, conceived, designed, and pitched each of the major concepts. These took months and/or years of gathering input, writing white papers, and presenting to groups across the region and state in multiple venues in order to gain adhesion. As the concepts gained shape, traction, and funding, staff began applying their talents to

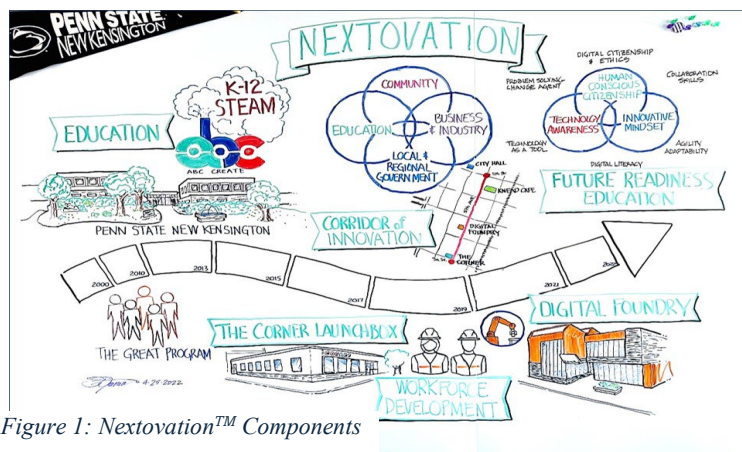


Figure 1: Nextovation™ Components

refining and implementing the initiative, enabling me to move to the next challenge. While I have stopped committing to paid consulting opportunities, I typically spend three to five hours per week advising others on issues related to economic development, community engagement, future-readiness, Industry 4.0, as well as on the concepts outlined in the Nextovation™ graphic.

Indiana State University, Terre Haute, Indiana – Adjunct & Provisional Graduate Faculty

- Introduction to Political Science
- American Values and Foreign Policy, Graduate and Honor's course Ph.D. Seminar in Higher Education Resource Management
- Served on several dissertation committees

American University, Washington, D.C. – Adjunct Professor

- Politics in the U.S.; Foreign Influences in American Politics
- Introduction to Political Science Research Methods Cooperative Education Field Experience

San Francisco State University, San Francisco, California – Adjunct Professor

- Introduction to International Relations

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SELECTED PUBLICATIONS

Harnish, R. J., & Snider, K.J. (2013). Understanding community engagement motives: A “functional” approach. *PRISM: A Journal of Regional Engagement*, 2 (2).

Bierly, Greg, D., Rogers, Nancy B., & Snider, Kevin J.G. (2006). Creating synergy between learning and service: A university responds to the needs of students and community. *Journal of Higher Education Outreach and Engagement*, 10 (3), 69-82.

Ishitani, Terry & Snider, Kevin (2006). Longitudinal Effects of College Preparation Programs on College Retention. *IR Applications: Using Advanced Tools, Techniques, and Methodologies*, May 3, 2006.

Snider, Kevin (2004). Interest Groups and U.S. Foreign Policy. In Clive Thomas (Ed). *Research Guide to U.S. and International Interest Groups*. Westport, CT: Praeger Publishing.

Snider, Kevin (2004). The Foreign Lobby in the United States. In Clive Thomas (Ed). *Research Guide to U.S. and International Interest Groups*. Westport, CT: Praeger Publishing.

Dovidio, John F., Gaertner, Samuel L., Nienmann, Yolanda F., & Snider, Kevin (2001). Racial, Ethnic, and Cultural Differences in Responding to Distinctiveness and Discrimination on Campus: Stigma and Common Group Identity. *Journal of Social Issues*, 57, 167-188.

Snider, Kevin, Hermann, Douglas, & Simpson-Taylor, Dorothy (Eds.) (2001). *A Study of Racial and National-Origin Climate at Indiana State University: A Collection of Pertinent Memoranda and Reports: 1995-1998: Terre Haute: Indiana State University Press.*

Langbein, Laura & Snider, Kevin (1999). The Impact of Teaching Evaluations on Retention: Some Quantitative Evidence. *Social Science Quarterly*, 80, 457-472.

DeGregorio, Christine & Snider, Kevin (1995). Leadership and Appeal in the U.S. House of Representatives: Comparing Officeholders and Aides. *Legislative Studies Quarterly*, 20, 491-511.

PROFESSIONAL ASSOCIATIONS DURING CHANCELLORSHIP

- Economic Growth Connection, Board Member
- New Kensington Downtown Partnership, Founding Member
- Northern Westmoreland Foundation, Board Member
- Pennsylvania Economy League of Southwestern Pennsylvania, Board Member
- Westmoreland Economic Development Initiative for Growth, Founding Member & Former President of the Board
- Allegheny Valley Hospital Trust Board of Directors, Former Board Member
- Allegheny Valley Hospital Quality Safety Value Committee, Former Board Member
- Lower Burrell Rotary Club, Former Board Member
- Westmoreland/Fayette Investment Board, Former Board Member

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OTHER

- Grew up in Africa. Spent kindergarten through third grade in Nigeria and lived in Malawi for grades five and six. Went to boarding school in England for grade seven before returning to the US for the rest of my k-12 education.
- Songwriter and bandleader.
- Hobbies include boating, swimming, bike riding, writing, and continuing to play music.

REFERENCES

- Provided Upon Request