

Marc P. Singer, EdD

Experience:

Northampton Community College, Bethlehem, PA, 2023-present.
Provost and Vice President, Academic and Student Affairs.

Provide strategic leadership, oversight, and management for the College's academic and student affairs divisions at three campus locations. Oversee \$55 million in operating, capital, and grant budgets. Directly supervise the Deans of four Academic Schools, the Vice Provost for Academic Affairs, the Dean of Students, the Library Director, and the Athletic Director.

- Serve on the President's Senior Leadership Team and the President's Cabinet.
- Lead the college's academic and workforce development programs, including the implementation, coordination, and assessment of student learning outcomes and assessment of all academic programs.
- Conduct market research, data analytics, and outreach to ensure that programs and curricula respond to the academic and workforce needs of the region.
- Work to raise the profile of the institution regionally and nationally through educational and student support offerings as well as creating and maintaining key partnerships.
- Build alignment and effective communications between academic and student affairs functions.
- Lead administration negotiating team for collective bargaining and addressing ongoing issues.
- Responsible for the development and implementation of a comprehensive student retention plan using data analytics, marketing, recruitment, and regular assessment.
- Notable initiatives include:
 - Overhauled new student orientation program focusing on retention and student success strategies.
 - Initiated and led committees to review and update Shared Governance model and General Education/Institutional Learning Outcomes.
 - Created Budget Committee to ensure faculty and staff in out into planning and prioritization of funding for programs and initiatives.
 - Led college through MSCHE Self-Study process to successful reaccreditation, March 2025.
 - Created Task Force on Generative AI to address academic and workplace challenges and opportunities.
 - Initiated the development of a comprehensive community engagement strategy, focused on promoting efforts to bring the community to campus and encouraging the campus to be more involved in the community. Incorporated the college's efforts in cultivating employers, donors, working learners, participation in addressing civic challenges, diversity and inclusion initiatives, as well as arts and sports programming both on campus and in the region.
 - Received \$5 million grant from Pennsylvania Department of Education for new Learning Commons/Library initiative for two NCC campuses.

SUNY Sullivan, Loch Sheldrake, NY, 2021-2023.

Vice President for Academic and Student Affairs.

- Vice president at State University of New York-affiliated community college. Responsibilities include oversight of curriculum, workforce development, admissions and enrollment management, student support services (registration services, tutoring, advising, mental health and well-being), Division II Athletics programs, residence life, and dining services.
- Academic programs include health sciences and professions, liberal arts, career and technical education, and the Catskill Hospitality Institute.
- Launched new programs in cannabis studies, Green Building Management/Carpentry, and non-credit CNA and EMT training, and eliminated low- and zero-enrollment programs.

Key accomplishments:

- Received \$700,000 grant from NY State Assembly for Health Sciences programs.
- Instituted new process for processing student payments, recouping \$97,000 in first year.
- Received (with Hudson Valley Education Consortium) \$1 million grant from State of New York to study feasibility and implement workforce development program with cannabis industry.
- Led college through Middle States Self-Study process to successful re-accreditation, April 2023.
- Created "Dual admission" partnerships with Fairleigh Dickinson University and SUNY New Paltz, and expanded other articulation agreements.
- Established accredited locations at several local high schools.
- Established SUNY Educational Opportunity Program and GED prep and testing facilities on campus.

Golden Gate University, San Francisco, CA, 2018-2021.

Dean of Undergraduate Studies.

- Inaugural dean for the adult-focused School of Undergraduate Studies. Responsible for overseeing curriculum and developing and implementing strategic approaches for new degree and certificate programs and improvement of existing programs.
- Partnered with Marketing and Communications to plan and launch advertising and promotion campaigns for new school.
- Oversaw enrollment management activities for the School of Undergraduate Studies, including recruitment strategies, outreach initiatives, inquiry tracking, lead generation.
- Managed full-time and part-time faculty and staff. Responsible for creating and managing external relationships with employers, the Chamber of Commerce, Guild, Onlinedegree.com, Study.com, and government partners to enhance curricular offerings.
- As member of President's Cabinet, introduced plans for creating sustainable business model for School and entire university.
- Instructor in US History.

Key accomplishments:

- School of Undergraduate Studies recognized by Washington Monthly as #1 for adult learners three years in a row.
- Launched 4 new market-relevant degree programs, leading to 66% enrollment increase in one year.
- Launched cannabis studies course and coordinated plans for certificate program.
- Introduced several certificates and "last-mile" programs in data analytics, organizational leadership, and project management.

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- Introduced hybrid course delivery modes combining online, in-person, synchronous, asynchronous formats.
- Created program for faculty to introduce open educational resources into courses, leading to 30% adoption in first year.
- Created new processes to align and streamline prospective student experience, including orientation, admissions, academic advising, resource libraries, and automated messaging.
- Improved retention rates for underrepresented minority students by 12 points—eliminated achievement gap.
- Created GGU Presents, an outreach strategy combining webinars, panels, and a talk show (hosted by me) as part of broader community engagement approach.
- Responsible for bringing in over \$1 million in alumni donations in first year.

Thomas Edison State University, Trenton, NJ, 2010-2018.

Vice Provost, Center for the Assessment of Learning.

- Directed all operations and policies of the University's Center for the Assessment of Learning and its academic programs, including the TECEP credit-by-exam program, Prior Learning Assessment (PLA) portfolio development and assessment courses and processes, Open Educational Resources, Competency-Based Education, and the Office for the Assessment of Professional and Workplace Learning, which conducts reviews of workplace and professional training for college-level equivalency and credit. Programs served over half of all TESU students.
- Managed the University's development and implementation of competency-based education programs. Led team to earn Middle States Commission on Higher Education and US Department of Education approval.
- Led University's initiatives integrating open educational resources into the University's curriculum and courses. Launched two-year, \$3,600 ASBA degree consisting of open courses, assessment by exam, and portfolio. Introduced one-year First-Year Foundations certificate program, consisting of 10 credit-bearing open courses.
- Initiated and managed the University's participation in US Department of Education Experimental Sites programs, including EQUIP program and Competency-Based Education Experiment.
- Directed the National Institute on the Assessment of Adult Learning, an annual conference hosted by the University; served as head of Planning Committee and Program Committee. Managed budgets, created marketing, designed program and schedule, coordinated with venues and event planners. Managed social media accounts, including Twitter, LinkedIn, and Facebook page.
- Established and maintained relationships with corporate and non-profit organizations such as JetBlue, UPS, and Westinghouse, establishing pathways to college credentials for employees and trainees, participating in joint marketing efforts, managing processes.
- Participated in and oversaw research projects on effectiveness of PLA programs for adult and non-traditional learners, Latino students, and impact on workforce development for New Jersey. Research partners included Council for Adult and Experiential Learning, Quality Matters, and ETS.
- Conceived and oversaw implementation of the Consortium for Assessment of College Equivalency, a six-member consortium of institutions that review non-collegiate training, licenses, and certifications.

- Created and oversaw NJ PLAN, the New Jersey Prior Learning Assessment Network, designed to provide PLA services to students at institutions around the state.
- Obtained grants totaling over \$600,000 to support work in open access, competency-based education, workforce development, and assessment of work-based learning.

Key accomplishments:

- Oversaw 380% growth in TECEP program volume over four years
- Earned Middle States approval of Competency-Based Education Associate degree
- Spearheaded development of First-Year Foundations certificate program, consisting of open, textbook-free, freshman general education courses
- Developed National Institute sponsorship program
- Primary media contact/expert on Prior Learning Assessment, Open Educational Resources, and Competency-Based Education, interviewed/quoted in local and national media (*Inside Higher Ed*, NJN TV, *US News & World Report*, *Philadelphia Inquirer*, *Trenton Times*, etc.)
- Mentor (Instructor) in History, 2004-2010.

Committees and Service:

- Thomas Edison State University Academic Council
- Provost's Cabinet
- School of Business and Management Curriculum Review Committee
- University Learning Outcomes Committee
- Academic Integrity Committee

The College Board, New York, NY, 2007-2010.

Associate Director, Academic Initiatives. Oversaw content development of 34 CLEP exams that provide college credit for life experience and/or prior learning. Advocate for academic community within College Board. Responsible for recruiting college faculty to serve on test development committees and managing relations with higher education institutions. Spearheaded College Board's efforts to develop general education learning outcomes.

Educational Testing Service, Princeton, NJ, 2003-2007.

- 2006-2007: Program Administrator, College Board Programs. Planned, scheduled, and managed development and production of publications for the PSAT/NMSQT, highest volume program at ETS.
- 2003-2006: Assessment Specialist, History and Social Sciences. Coordinated development of tests and related programs for College Board's Advanced Placement and CLEP programs, NAEP, and ETS-owned programs such as Praxis and Major Field Tests. Oversaw scoring of 280,000 AP US History exams annually.

Queens University, Charlotte, NC, 1998-2003.

Instructor in History and American Studies. Courses developed and taught include: Sport History, US History Survey, World Civilization, Race and Ethnicity, The US in the '50s. Team-taught in writing-intensive Freshman Initiative Program.

Omega Performance Corp., Charlotte, NC, 1997-2001.

Project Coordinator/Editor, Facilitator, Acting Publications Manager. Managed the development of training materials for the financial services industry, including print, audio, and video elements, from initiation to delivery.

Bloomfield College, Bloomfield, NJ, 1992-1997.

- Assistant Director, Center for Adult Learning. Academic Advisor, Evening and Weekend Divisions.
- Instructor in Humanities and History.

Other Teaching:

Mercer County College, Trenton, NJ, 2008-2010. Courses in United States and World History.

University of North Carolina-Charlotte, Charlotte, NC, 1999-2002. Courses in History, Sports in the Americas.

Bronx Community College, Bronx, NY, 1994-1996. Courses in History and Cultural Geography.

Consulting:

2017-2023:

Provide consulting services to universities, nonprofit organizations, and education providers on projects relating to adult learners, competency-based education, and open educational resources and practice. Trained faculty and staff, created project plans, guided organizations through change management processes and business model planning. Special areas of focus: Workforce Development, Adult and Nontraditional Learners, Credit for Prior Learning, Sustainable Business Models. Clients include:

- Council for Adult and Experiential Learning
- Kwantlen Polytechnic University (British Columbia)
- University of Emerging Technologies
- IBM SkillsBuild
- South Seattle College/Washington Student Achievement Council
- University of Maine at Augusta
- Mercy College (NY)

2001-2003:

Provided writing, editing, and consulting services to various publications and print/multimedia projects. Developed marketing and promotional materials for business clients. Clients included:

- ESPN Regional: Researched and developed ideas for historical documentary film projects for ESPN Classic Network.
- Charlotte Museum of History and Museum of New South: Researched historical materials for museum programs and exhibits. Conceptualized educational and communication needs and wrote interpretive materials. Developed traveling exhibits for high schools.
- Interactive Knowledge: wrote and edited online and CD-ROM-based materials for BetterReader, an adult literacy program, under a grant from the US Department of Education.
- Kaplan Publications: wrote and edited educational materials for classroom and electronic materials. Developed and conducted outreach programs at trade shows and schools.

Education:

- EdD, Distance Education, Athabasca University, Alberta, Canada. Research focus: Open Educational Resources and sustainable business models for postsecondary education. Advisors Rory McGreal, David Annand, and George Siemens.

- MPhil in American Studies, New York University. Recipient, University Fellowship.
- MA in American Studies, University of Alabama. Recipient, Graduate Council Fellowship.
- BA in English/American Civilization, Oberlin College, Ohio.

External Service and Leadership:

- Program Committee, Every Campus a Refuge Annual Convening, 2025
- University of Emerging Technologies Advisory Board, 2022-2024
- Sullivan County Chamber of Commerce Learning and Development Committee, 2022-2023
- Saylor Academy Advisory Board, 2017-2021
- Member, San Francisco Chamber of Commerce Workforce Development Committee, 2019-2020
- OERu Managing Committee, 2013-2018
- Modern States Education Alliance Leadership Team, 2015-2019
- Competency-Based Education Network, 2015-2018
- College Board Middle States Regional Academic Council, 2013-2017
- American Council on Education Quality in Competency-Based Education Advisory Board, 2015-2016
- American Council on Education Alternative Credit Project, 2014-2017
- Educational Testing Service Beatrice/HEighten Advisory Council, 2014-2015

Selected Publications:

- Cini, M. & Singer, M. (2022). Alignment for the Student Experience: The Key to Serving Adults. *Medium*.
- Singer, M. (2022). Seeing Your University as a Community Institution. *Evolution* 3 January 2022.
- Cini, M. & Singer, M. (2021). For Adults Learning is More than Skill Development. *Medium*.
- Singer, M. & Krupnick Walsh, K. (2020). How to Support Students Through the Online Transition. *Evolution* September 2020.
- Singer, M. (2018). Using Open Educational Resources and Open Educational Practices in PLA and Competency-Based Education. *Journal of Continuing Higher Education*, 66(3), 204-208.
- Singer, M. (2018). Motivating Institutions to Learn: A Response to Patrick Werquin's Motivating Adults to Learn. In Mandell, A., Ed., *Explorations in Adult Higher Education* 5.
- Singer, M. (2017, August). What Are Open Education Degrees?, Open Ed Consortium Year of Open Blog.
- Singer, M. (2016). The Consortium for the Assessment of College Equivalency: Its Origins and Its Goals. *Journal of Continuing Higher Education* 64(1), 56-60.
- Singer, M. & Porter, D.A. (2015). Exploring the process of using OER to build transnationally accredited courses within the OERu partner network - an activity theory perspective. In *Proceedings of Open Education Global 2015: Innovation and Entrepreneurship*.
- Singer, M. (2014). The Rise of the For-Profits: Assessing Their True Impact. *Evolution* 10 July 2014 and 17 July 2014. <http://www.evolution.com/opinions/rise-for-profits-assessing-true-impact-part-1/>.
- Singer, M., Riccioni, R., & Travers, N. (2013). Reviewing Workplace College-Level Learning: Creating a Consortium. *Prior Learning Assessment Inside Out* 2(1).
- Harrison, M. & Singer, M. (2008, Spring). How the CLEP Introductory Sociology Exam Can Help Your Department. *Teaching/Learning Matters* 36(3), 2-3.
- Singer, M. (2007). Cultural History in the AP U.S. History Program, College Board AP Central, 2007. http://apcentral.collegeboard.com/apc/members/courses/teachers_corner/155208.html
- Singer, M. (2006). "Whose Neighborhood Is It?" Teaching the Historical Geography of New York City. In Purnell, K., Lidstone, J, and Hodgson, S., Eds., *Changes in Geographical Education: Past, Present, and*

- Future, Proceedings of the IGU-CGE Symposium*. Brisbane: Royal Geographical Society of Queensland.
- Singer, M. (2004). A History of Banking in Charlotte. *Hornet's Nest* 2(1).
- Singer, M. & Sumner, R. (2003). *Auto Racing in Charlotte & the Piedmont*. Charleston: Arcadia.
- Singer, M. (2001). Fear of the Public Sphere: The Boxing Film and the Idea of Citizenship. *Film and History* 31(1).
- Singer, M. (1999). Various entries. In Kirsch, Harris, & Nolte, eds., *Encyclopedia of Ethnic Sports in the United States*. Westport, CT: Greenwood Press.
- Singer, M. (1997). Media Review: *Muhammad Ali: The Whole Story* and *When We Were Kings*. *Journal of Sport History* 24(2), 206-209.
- Singer, M. (1996). "Loud in Talk, Flashy in Dress": The American Hebrew and distinctions among American Jews. In Leonard Greenspoon, ed., *Representations of Jews through the Ages*. Omaha: Creighton University Press.
- Singer, M. (1996). Book Review: Leena Laine, ed., *On the Fringes of Sport*. *Journal of Sport History* 23(2), 181-185.

Selected Presentations:

- Building Blocks for Collaborative CPL/PLA Success (co-presenter with Alfred Griswold). PA Convening on Holistic Credit Mobility, Shippensburg, PA, 2025.
- The Current Landscape and the "State of Play" (Panel Moderator). Every Campus a Refuge Annual Convening, Easton, PA, 2025.
- The power of CPL for all through exploring, sharing, and collaborating (Panel Moderator). Council for Adult and Experiential Learning International Conference, New Orleans, 2024.
- How To Manage a Virtual Office/How To Be An Effective Virtual Worker. Sullivan County Chamber of Commerce, Loch Sheldrake, NY, January, 2023.
- How Prior Learning Can Help Students Accelerate Into the Future of Work (co-presenter with Scott Campbell, Ami Magisos, and Steve Abercrombie). Council for Adult and Experiential Learning International Conference, Chicago, 2022.
- From Money Pit to Bottom-Line Booster: How Higher Ed Leaders Are Unlocking Savings in Print & Parcel Management (Invited Panelist). Higher Ed Dive Webinar, March 2022.
- Engaging and Rigorous Learning (Discussant). With Mark Milliron. Quality Matters Presidents' Summit on Leading Quality, Virtual, 2021.
- Is "free" more expensive than commercial? OER as part of a sustainable postsecondary business model. Open Ed Week, Research and Showcase of Open Education, Athabasca, AB, 2021.
- The Reinvention of Higher Education: Rebuilding Our Workforce Amid COVID-19 (Invited Panelist). California Economic Summit, Virtual, 2020.
- OER is Poised to Close the Global Skills Gap (Panel Moderator). Saylor Academy Summit on the Global Skills Gap, Washington, DC 2019.
- Connecting Credentials for Lifelong Learning (Invited Panelist). Saylor Academy Summit on the Global Skills Gap, Washington, DC 2019.
- What is PLA and How Does it Work? (Keynote address). New Jersey Transfer Coordinators Association, Trenton, NJ, 2018.
- Using Open Educational Resources and Practices in PLA and Competency-Based Education. Council for Adult and Experiential Learning International Conference, San Diego, CA, 2017.
- OER as Part of a Sustainable Business Model for Higher Education. ICDE World Conference for Online Learning, Toronto, ON, 2017.

- Employers as Higher Education Partners: A New View into Degree Completion. (Panel Moderator). Saylor Academy Higher Education Summit, Washington, DC, 2017.
- Employers as the New Accreditor (Invited Panelist). Parchment Summit on Innovating Academic Credentials, Washington, DC, 2017.
- The OERu First year of Study: Open, Online, and International. Open Education Conference, Richmond, VA, 2016.
- Serving Nontraditional Students: Using CLEP for Flexible Degree Paths. With Annalisa DeJesus. College Board National Forum, Chicago, 2016.
- VNIL in the Ivory Tower: Non-formal and Informal Learning in the Context of Higher Education in the United States (Keynote address). VALERU Conference, Moscow, Russia, 2016.
- Exploring the process of using OER to build transnationally accredited courses within the OERu partner network - an activity theory perspective. Open Education Global Conference, Banff, Alberta, 2015.
- Intro to Critical Reasoning: The Journey. OERu International Meeting, Hobart, Tasmania, 2014.
- Prior Learning Assessment at Thomas Edison State College (Invited Speaker). Kansas Board of Regents, Topeka, KS, 2014.
- Building Regional Capacity through Institutional Collaborations (Invited Speaker). Ohio PLA With a Purpose Symposium, Columbus, OH, 2014.
- Local Control vs. Economies of Scale: On Partnering, Consortia, and MOOCs. Council for Adult and Experiential Learning International Conference, San Diego, CA, 2013.
- Looking Back: 25 Years of the National Institute. National Institute on the Assessment of Adult Learning, Atlantic City, NJ, 2013.
- The Future of the College Degree: Pathways to Matriculation (Invited Panelist). Saylor Digital Education Conference, Tyson's Corner, VA, 2013.
- Designing Assessments and Granting Credit for Open Courseware and Prior Learning. Open Education Conference, Vancouver, British Columbia, 2012.
- CBE to the Max: Leveraging Credit-by-Exam Toward Degree Completion. With Ruth Olmsted, Paul Morganti, & Tom Brady. National Institute on the Assessment of Adult Learning, Atlantic City, 2012.