

# Hing D. Potter, M.Ed.

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## Education

B.A. Political Science - International Relations, Boise State University (May, 2013)  
M.Ed. Higher Education Administration, Northeastern University (June, 2019)

## Professional Experience

**John Jay College of Criminal Justice** | New York City, NY (01/18 – Present)

### ***Coordinator, Center for Student Involvement & Leadership***

- Coordinator responsible for a cohort of 22 student clubs and organizations with combined budgets ranging between \$50,000 to \$55,000 and hosting over 130 programs/events per year.
  - o Supported clubs with event logistics, budget management, cross-campus collaboration, outreach coordination and mission focused programs.
  - o Ensured clubs and organizations met department and institutional compliance policies.
  - o Provide trainings and mentorship on club and team leadership practices.
  - o Acted as a liaison between clubs and campus departments.
- Supported department initiatives and experiential co-curricular learning programs.
  - o Helped with department S.W.O.T. analysis using C.A.S. to ensure alignment with mission, goals and outcomes of the division and institution.
  - o Hosted monthly celebratory and cultural events with an annual budget of \$15,000.
  - o Implemented first time events to highlight the following:
    - Indigenous restorative justice
    - Asian Pacific Islander Desi Americans (APIDA) awareness
    - Arab-Americans advocacy
    - LatinX/Hispanic issues
    - Migrant community concerns
  - o Offered new and inclusive ways to offer students leadership development opportunities.
    - Helped revamp annual student leadership retreat to be accessible online.
    - Provided opportunities at Circle of Change Leadership Conference - NYC.
    - Offered workshops to empower personal, professional and cultural competencies that engaged an average attendance of 10-15 students.
      - Social Justice 101: Foundations of Social Justice
      - Public Speaking: Find Your Voice (Toastmasters Style)
      - Time Management: How to Eat an Elephant
      - Inclusive Leadership: Inspiring Others
  - o Revamped department's marketing efforts to promote the benefits of student involvement.
    - Responsible for the Social Media Team of student employees who helped with content creation and innovative promotions.
      - Tracked analytics that resulted in over 1,000 new followers in 12 months and 95 average impressions per post on Instagram.
      - Created a student leadership newsletter sent to 260 club executives and both student and academic affairs staff and faculty showcasing involvement opportunities and benefits of campus engagement.
    - Designed marketing content using Canva, Adobe Illustrator and Photoshop.

**Edmonds Community College** | Lynnwood, WA (05/16 – 12/17)

### ***Admissions Specialist – Community Outreach***

- Led community-based outreach, recruitment and admissions under a \$20,000 budget.
  - o Increased community-based applications by 33% over 12 months.
  - o Initiated 7 new strategic community partnerships creating access for adult learners.
  - o Adopted 2 new outreach programs to support 15 young adults experiencing homelessness.
    - Developed *Triton Scholars Program* as a wrap-around support pilot program.
    - Partnered with *Student Homeless Project* to increase support and resources.
  - o Transformed *Acing College* to support adult learners, transfer-in students, at-risk young adults, and underrepresented communities.
  - o Collaborated with Worker Retraining, BFET, I-Catch, and Workforce Development, Financial Aid and the Foundation to increase recruitment and college access.
- Responsible in co-managing daily Admissions & Recruitment programs and multicultural efforts.

- o Involved with Admissions CRM development and implementation (Hobsons Radius).
- o Helped with creating and executing strategic enrollment management initiatives.
- o Created *Triton Previews Sessions* to enhance campus visit experience.
- o Charged with researching AANAPISI compliance qualifications.
- o Collaborated to design and implement 5-8 recruitment events per month.
- o Attended regional job and educational fairs to promote Edmonds CC opportunities.
- o Assisted with K-12 and Latino/a and I-CATCH outreach and recruitment programs.

**College of Western Idaho | Nampa, ID (July, 2015 – Feb, 2016)**

***Student Life Coordinator***

- Co-Managed the Student Life Office with administrative and operational support.
  - o Involved in oversight, reconciliation, and development of \$25,000 department budget.
  - o Collaborated with Student Life staff to develop department strategic plans and learning outcomes to offer co-curricular learning experiences.
  - o Supported with day-to-day operations of department affairs, student event spaces, fiscal management, and cross-campus collaboration efforts.
  - o Researched student engagement platform options (Presence & OrgSync).
- Responsible for supervising, recruiting and training 10 student-staff and student leaders.
  - o Developed and implemented EmpowerMe Student Leadership orientation training for 60 students-staff and student club leaders.
    - Advised student-staff and student leaders on budgets, program design and implementation, initiatives and events planning.
  - o *TIPPS Leadership Camp* facilitator working with colleagues and partners to support low-income and first-generation college-bound students.
- Advised Student Activities Programming Board (SAPB), United Registered Organizations Council (UROC) and 40 student clubs and organizations.
  - o Supported SAPB with campus-wide activities, programs and events for student body of 20,000 with a \$10,000 budget.
  - o Aided UROC with oversight of student organizations with \$30,000 budget allocations.
- Accountable for department program efforts to support community, retention and success.
  - o Implemented *Welcome Week* programs and activities.
  - o Created Finals Week distress activities, events and programs - 4 per semester.

**Lorig | Lynnwood, WA (Jul. 2009 – Aug. 2010)**

***Rainier Place Student Apts. Building Manager***

- Property management oversight of Rainier Place Student Apartments at Edmonds Community College that served 160 student residents.
  - o Responsible for a \$500,000 operating budget, including reconciliation and purchasing.
  - o Oversight of property maintenance, capital improvements, and facilities management.
  - o Primary risk management and student safety administrator
  - o Supervised professional and student-staff with daily property functions and acted as a resource for support and campus assistance.
  - o Managed marketing, recruitment, and outreach efforts in partnership with the college for in-state and international promotions.

**Edmonds Community College | Lynnwood, WA (Jul. 2007 – Jun. 2009)**

***Residence Hall Coordinator***

- Supported the daily operations of the residence halls and residence life programs supporting 130 student residence - 40% U.S. and 60% International.
  - o Aided in developing strategic plans and goals with staff and student involvement.
  - o Created policies and processes for student safety, and emergency management concerns.
  - o Developed, revised and implemented housing operations, policies and procedures.
  - o Conducted quarterly room and property inspections for cleanliness and safety.
- Recruited, trained and advised Residence Assistant (RA) team of 10 student employees.
  - o Advised RAs with residence life programs and diversity initiatives
  - o Conducted quarterly performance reviews, and weekly one-on-one meetings
- Counseled student residents on residence life policies, processes and procedures, mediate conflicts and reviewed student conduct cases to impose possible sanctions as necessary.

### **College and University Committees and Involvement (2007 – Present)**

- Edmonds CC Soccer Club Advisor
- Edmonds CC Intramural Sports Advisor
- Edmonds CC & Rainier Place Project All-Hands Team Committee
- Edmonds CC International Night Celebration Committee
- Edmonds CC SpringFest Committee Advisor
- Edmonds CC College Accreditation Subcommittee, Residence Life and Student Development
- Boise State University Beach Coach Pete, Volunteer and Participant
- Boise State University Broncos Guiding Broncos, Mentor
- NCAA Famous Idaho Potato Bowl Volunteer
- College of Western Idaho Campus Safety and Risk Management Team
- College of Western Idaho Events Planning Team
- College of Western Idaho Recruitment and Marketing Team
- College of Western Idaho Diversity and Inclusion Committee
- Edmonds CC Campus Outreach Team
- Edmonds CC Small Business Summit Team
- Edmonds CC HEART Student Wellness Team
- Edmonds CC 50<sup>th</sup> Anniversary Planning Committee
- Edmonds CC Foundation 5K Walk and Run Committee
- Edmonds CC New Student Online Orientation Task Force
- John Jay College CSIL CAS Assessment Team
- John Jay College Senior Cruise Chaperone

### **Professional Development, Affiliations & Presentations (2007 – Present)**

- Association of College and University Housing Officers – International
- Northwest Association of College and University Housing Officers
- Boise Metro Chamber of Commerce Governmental Affairs Committee
- Boise Young Professionals Civic Engagement Committee
- Toastmasters International, Boise Capitol Club
- Edmonds CC Undoing Institutional Racism Workshop 2016
- Leadership Snohomish County, Young Professionals Class of 2017
- Edmonds Chamber of Commerce Board of Directors (2016-2017)
- Edmonds Young Professionals Advisor Board (2016-2017)
- Young Leaders United of United Way of Snohomish County Advisor Board (2016-2017)
- NASPA – Student Affairs Administrators in Higher Education
  - MultiRacial/Transracial Adoptees KC (2019-Present)
  - Asian Pacific Islander KC (2017-Present)
  - Parent & Family Relations KC (2017-Present)
  - Enrollment Management KC (2017-2018)
  - Region V Advisory Board Member (2017-2018)
- Circle of Change Student Leadership Conference (COCLC), Leadership Coach (2016 - Present)
- PNACAC 2017 Conference Presentation - *Acing College: Meeting Students Where They're At*
- NW ACCESS 2017 Summer Quarter Drive-In Presentation - *Recruiting Diverse Populations*
- Social Justice 101: Why Social Justice Matters Presentations (2017-Present)
- CUNY Student Life Directors Conference (2018, 2019)
- NASPA National Conference Presentation 2019 – *On Belonging and Being Enough: Narratives of Transracial Adoptees in Higher Education*
- NASPA Asian-Pacific Islander Desi Americans Leadership Academy (APIDALA) Cohort (2019)

### **Publications**

- Walking the Talk #SAvolunteers – Student Affairs Collective (Dec. 23, 2015)
- Geeking Out About Talking Politics – HigherEdGeek.com (July 18, 2016)
- Make Community College Admissions Family Friendly – NASPA Region V Blog (Nov. 2, 2016)
- The Transracial Adoptee Experience in Higher Education – NASPA Multi-Racial KC Fall Newsletter (2017)