

Leanna Laskey McGrath

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About Me

I am a former Student Affairs professional, currently revolutionizing university communication and streamlining administrative and organizational processes with OrgSync. Currently residing in Texas, though a native of Pittsburgh and many other parts of the country.

I completed my undergraduate work in psychology and math from West Virginia Wesleyan College. At Wesleyan, I became very involved on campus outside of the classroom and in student organizations. During my undergraduate years, my co-curricular leadership experience paved the way to a career in college student advising with the aim of supporting student leadership development.

I earned my master's degree in Educational Leadership with a focus in Higher Education Administration from San José State University. At SJSU, I worked in both the Office of Student Involvement and University Housing Services. My graduate research focused on how student involvement affects student satisfaction, school pride, and intent to graduate. Before joining the OrgSync team, I served as an advisor to student organization leaders in the Office of Student Activities at Johnson & Wales University-North Miami. I have attended, volunteered, and presented at several Student Affairs conferences and still remain an active member of the community through my volunteer work with the Junior League of Dallas and the Collegiate STEPS program through the Boys & Girls Club of Greater Dallas.

I am extremely passionate about working with our campus partners to provide an excellent product and outstanding services that benefit the higher education and student affairs community.

Areas of Expertise

- Administration & Supervision
- Communication
- Customer Relations
- Education
- Leadership
- OrgSync
- Process Development
- Staff Development
- Technology

Interests

Activities: Reading, Volunteering, Coaching, Mentoring, Helping, Developing
Books: Crucial Conversations, The Five Dysfunctions of a Team, Catcher in the Rye, Anything Dan Brown
Sports: Steelers football, Soccer

Involvement

Boys and Girls Clubs of Greater Dallas

05/02/12 - Present

<http://www.bgcdallas.org/>

Description

Boys & Girls Clubs of Greater Dallas enables all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

The programs offered provide strong moral guidance, positive role models and life-changing educational programs. Boys & Girls Clubs of Greater Dallas is an organization that stands for traditional values, while providing progressive programs that address the problems faced by the youth of today. Today, over 5,000 Club members benefit from the programs and services designed specifically for them at thirteen local Clubs.

Positions Held

- College Tours Committee (2012-2013)
- Collegiate STEPS Program Volunteer (2012-present)
- Collegiate STEPS Program Co-Chair (2013-present)

Responsibilities

- Mentor high school students
- Lead college prep sessions for high school students
- Manage the volunteer database and communications

Junior League of Dallas

01/02/11 - Present

<http://www.jld.net/>

Description

The Junior League of Dallas is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers.

Positions Held

- Active Member (2012-present)
- Provisional Member (2011-2012)

Reflection

As a member of JLD, I have had the opportunity to meet and network with several other professional women, as well as get involved with the Dallas community.

National Association of Student Personnel Administrators (NASPA)

03/02/07 - Present

<http://naspa.org/>

Description	Student Affairs Administrators in Higher Education is the leading voice for student affairs administration, policy, and practice, and affirms the commitment of the student affairs profession to educating the whole student and integrating student life and learning. With over 11,000 members at 1,400 campuses, and representing 29 countries, NASPA is the foremost professional association for student affairs administrators, faculty, and graduate and undergraduate students. NASPA members are committed to serving college students by embracing the core values of diversity, learning, integrity, collaboration, access, service, fellowship, and the spirit of inquiry.
Positions Held	<ul style="list-style-type: none"> - Educational Programs Reviewer (2010, 2013) - Annual Conference Presenter (2013, 2014) - TPE Volunteer Career Coach (2014) - Annual Conference Attendee (2007, 2008, 2009, 2011, 2012, 2013, 2014) - Western Regional Conference Attendee (2008, 2009) - Member (2007-present)
Responsibilities	<ul style="list-style-type: none"> - Miceli, M., Lengen, M. & Laskey, L. (2013, March). Examining Current Trends in Effective Communication with Students. Educational session presented at the National Association of Student Personnel Administrators Annual Conference, Orlando, FL. - Kegolis, J., Laskey, L., & Whipple, E. (2014, March). Balancing Leadership with Management: Navigating Culture, Expectations, and Supervision. Educational session presented at the National Association of Student Personnel Administrators Annual Conference, Baltimore, MD.
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American College Personnel Administrators (ACPA) http://www2.myacpa.org/	03/02/07 - Present
Description	<p>ACPA leads the student affairs profession and the higher education community in providing outreach, advocacy, research, and professional development to foster college student learning.</p> <p>ACPA supports and fosters college student learning through the generation and dissemination of knowledge, which informs policies, practices and programs for student affairs professionals and the higher education community.</p>
Positions Held	<ul style="list-style-type: none"> - Convention Planning Team (2012) - Conference Attendee (2007, 2009, 2010, 2011, 2012, 2013) - Member (2007-Present) - Educational Programs Reviewer (2012)
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National Orientation Directors' Association (NODA) http://nodaweb.org/	09/02/10 - Present
Description	<p>The National Orientation Directors Association (NODA) was chartered in 1976 and continues the tradition of orientation, retention and transition professionals who have met annually for over 40 years. The Association is governed by a Board of Directors consisting of regional representatives and officers. Editors for the various NODA publications, regional coordinators, and other appointed positions work closely with the Board to plan and implement activities and services.</p> <p>The mission of the National Orientation Directors Association is to provide education, leadership and professional development in the fields of college student orientation, transition and retention.</p>
Positions Held	<ul style="list-style-type: none"> - Member (2010-present) - Annual Conference Presenter (2010, 2011, 2012) - Annual Conference Attendee (2010, 2011, 2012, 2013)
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FIRST Robotics http://www.usfirst.org/	03/02/12 - 03/02/12
Description	<p>The mission of FIRST is to inspire young people to be science and technology leaders by engaging them in exciting mentor-based programs that build science, engineering and technology skills, that inspire innovation, and that foster well-rounded life capabilities including self-confidence, communication, and leadership.</p> <p>Vision: "To transform our culture by creating a world where science and technology are celebrated and where young people dream of becoming science and technology leaders."</p>
Positions Held	- FRC Dallas Judge
Reflection	I love the FIRST organization because it is dedicated to improving education for our youth and getting them excited about science and technology. I really enjoy working with the kids and experiencing their passion and excitement about robotics!
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Zeta Tau Alpha International Fraternity http://www6.miami.edu/studorgs/zetataualpha/	02/02/02 - Present
Description	The purpose of Zeta Tau Alpha International Fraternity is the intensifying of friendship, the fostering of a spirit of love, the creating of such sentiments, the performing of such deeds, and the moulding of such opinions as will be conducive to the building up of a purer and nobler womanhood in the world.

Positions Held	<ul style="list-style-type: none"> - Gamma Alpha Membership Advisor (2008-2010) - Delta Upsilon Collegiate Member (2002-2005) - Delta Upsilon Panhellenic Delegate (2003) 	
Reflection	Involvement in ZTA, both at the collegiate and advisor level, has helped me develop valuable leadership and organizational management skills. I thoroughly enjoy networking with other members and learning from each other.	
Association of Fraternity/Sorority Advisors (AFA) http://fraternityadvisors.org/		08/02/05 - Present
Description	AFA enhances its members' ability to create fraternity and sorority experiences that positively affect students, host institutions, and communities	
Positions Held	<ul style="list-style-type: none"> - Member (2006-present) - Graduate Staff Selection Committee (2009) - Annual Meeting Presenter (2009) - Annual Meeting Attendee (2005, 2006, 2007, 2008, 2009, 2012) 	
Responsibilities	<ul style="list-style-type: none"> - Castro, M. & Laskey, L. (2009, December). Who Moved My Recruitment? How One Campus Made the Switch to Deferred. Educational session presented at the Association of Fraternity Advisors Annual Meeting, Jacksonville, FL. - Bohman, J. & Laskey, L. (2009, December). Alternative Funding Opportunities for Greek Life Offices. Educational session presented at the Association of Fraternity Advisors Annual Meeting, Jacksonville, FL. 	
Reflection	AFA was my first professional membership and conference, and I have learned so much from the educational sessions and networking opportunities at the annual conferences.	
University of North Carolina-Pembroke IMPACT http://www.nicindy.org/programs/impact/		02/02/10 - 02/02/10
Description	<p>IMPACT is a campus-based leadership institute designed to foster improved relationships among campus leaders through an intensive, interactive two and one half day program. The IMPACT curriculum emphasizes problem solving, leadership development, values-based decision making, effective communication, and community development. It is expected that change will be the result of an IMPACT weekend. Participants determine what that change is through their participation in the institute.</p> <p>The goal of IMPACT is to enable positive change within a fraternity/sorority community. This is accomplished through a variety of methods throughout the institute. Through large group sessions, complimented by small group discussions, each participant has the opportunity to personalize the IMPACT experience. All sessions offer hands-on experimental activities and ample discussion time to address individual concerns. The sessions are led by two experienced presenters (identified by the NIC) and several small-group facilitators (identified by the host campus).</p>	
Positions Held	- Small Group Facilitator	
Responsibilities	<ul style="list-style-type: none"> - Counsel students throughout their weekend of learning and developing - Facilitate small group discussions and activities - Work closely with a group of 8 fraternity/sorority collegiate members 	
Reflection	IMPACT is an excellent structured weekend program hosted by the NIC, and it was an extremely valuable learning experience for me as a facilitator. I was very fortunate to be a part of the students' development as they identified areas for improvement and committed to leading change in their community.	
Western Region Greek Leadership Association (WRGLA)		08/02/05 - 08/02/06
Positions Held	<ul style="list-style-type: none"> - Professional Member (2005-2006) - Conference Attendee (2006) - Case Study Participant (2006) 	
WVWC Panhellenic Council		04/02/02 - 04/02/05
Description	The Panhellenic Council of West Virginia Wesleyan College	
Positions Held	<ul style="list-style-type: none"> - Delegate (2002) - Judicial Chair (2002-2003) - Vice President (2003-2004) - President (2004-2005) 	
WVWC Student Senate http://www.wvwc.edu/campus/studentsenate/		01/02/02 - 02/02/05

Description	The coordination of campus activities and student organizations and the oversight of quality of life issues on campus and in the residence halls are the responsibilities of Student Senate. Membership consists of student representatives as well as representatives of campus organizations, faculty, and administration. Student Senate meets bi-weekly to facilitate campus communication and to provide leadership in dealing with campus problems and issues.
Positions Held	- Panhellenic Representative - Member-at-Large - Secretary

Academics

San Jose State University 08/01/05 - 12/01/06
<http://www.sjsu.edu/>

Degree	Master of Arts
Major	Higher Education Administration
Overall GPA	4.0
Honors	<p>Honor: Omicron Delta Kappa Date: 03/01/06 Description: Omicron Delta Kappa is the premier national leadership honor society. The purpose of ODK is to recognize those who have attained a high standard of efficiency in collegiate activities and to inspire others to strive for conspicuous attainments along similar lines.</p> <p>Five indispensable qualifications for membership include exemplary character, responsible leadership and service in campus or community life, superior scholarship, genuine fellowship, and consecration to democratic ideals.</p> <p>Honor: Phi Kappa Phi Date: 03/01/06 Description: Founded in 1897, Phi Kappa Phi is the oldest and largest collegiate honor society dedicated to the recognition and promotion of academic excellence in all disciplines.</p> <p>Honor: Graduated Summa Cum Laude Date: 12/01/06 Description:</p>

West Virginia Wesleyan College 08/01/01 - 05/01/05
<http://wwc.edu/>

Degree	Bachelor of Arts
Major	Psychology
Minor	Math
Honors	<p>Honor: Greek Woman of the Year Date: 05/01/05 Description: This award is presented annually to a senior woman who has distinguished herself in service to and participation in the Greek community. This award is the highest Greek individual honor a Wesleyan sorority woman can achieve.</p>

Seneca Valley High School 08/01/97 - 06/01/01
<http://www2.svsd.net/~shs/>

Degree	High School Diploma
Major	Honors Track
Minor	Soccer
Honors	<p>Honor: National Honor Society Date: 11/01/99 Description: Established in 1921, the National Honor Society (NHS) is the nation's premier organization established to recognize outstanding high school students. More than just an honor roll, NHS serves to honor those students who have demonstrated excellence in the areas of Scholarship, Leadership, Service, and Character.</p> <p>Honor: Graduated Magna Cum Laude Date: 06/01/01 Description:</p>

Employment

OrgSync, Inc.
<http://www.orgsync.com/>
Vice President, Customer Success

06/02/08 - Present
Dallas, TX

OrgSync offers an online community management system that centralizes campus involvement. Our web-based platform streamlines communication and helps to build a stronger campus community.

I have learned so much from my experience at OrgSync in several areas, including leadership, management, business acumen, training, development, public speaking, and presentation skills. I am very fortunate to work with a team of passionate people to deliver a product I truly believe supports student development and engagement.

Responsibilities

- Lead the Client Services team and guide employees to success
- Establish and maintain strong working relationships with 350+ client campuses
- Travel to over 90 colleges & universities for implementation and strategic meetings
- Conduct regular trainings with staff and students both in person and over the phone
- Design and deliver educational webinar presentations for OrgSync users
- Serve as liaison between the OrgSync team and clients to provide suggestions for platform improvements
- Build and lead a team from two to thirteen employees
- Develop and implement the employee onboarding process for all new hires
- Create the new client implementation process

References Eric Fortenberry
CEO
9729070900
eric@orgsync.com

Johnson & Wales University - North Miami
<http://www.jwu.edu/northmiami/#fbid=0ISXrEf4q7d>
Coordinator of Student Organizations

08/02/07 - 06/02/08
North Miami, FL

The mission of Johnson & Wales University is to empower its diverse student body to succeed in today's dynamic world by integrating general education, professional skills and career-focused education. To this end, the university employs its faculty, services, curricula and facilities to equip students with the conceptual and practical tools required to become contributing members of society.

I learned how much I love working with, advising, and mentoring students, and helping them become better leaders and citizens of the world. I learned valuable facilitation and event planning skills.

Responsibilities

- Advised the leadership of 40 student organizations
- Created and executed the inaugural organization registration process
- Facilitated and planned several leadership programs, workshops, and retreats
- Co-advised the All Greek Council, consisting of nine fraternities and sororities

San Jose State University Housing Services
<http://housing.sjsu.edu/>
Resident Services Coordinator

10/02/05 - 08/02/07
San Jose, CA

As an integral component of San José State University and the Division of Student Affairs, the mission of University Housing Services is to provide supportive and affordable residential learning communities that promote academic success and individual development. Towards this end, UHS strives to create living-learning environments throughout our community

In my first professional job, I was fortunate to have the opportunity to supervise several staff and oversee three programming areas within UHS: the Faculty/Staff/Guest program and residence hall, the UHS Front Desk and customer service, and the UHS Mail Room.

Responsibilities

- Managed the faculty/staff/guest building of 120 residents and 70 guest rooms
- Increased revenue for the building through collaborative marketing efforts
- Supervised 12 professional, graduate, and student staff
- Ran the UHS mail room for all SJSU on-campus residents
- Oversaw the UHS front office operations team

References Rachel Delucchi
Conference & Special Projects Coordinator
408.795.5637
Rachel.Delucchi@sjsu.edu

San Jose State University - Office of Student Involvement
<http://www.sjsu.edu/getinvolved/>
Fraternity & Sorority Life Graduate Assistant

08/02/05 - 08/02/06
San Jose, CA

The vision of SJSU's Office of Student Involvement is to transform student experiences into learning opportunities.

Our Mission is to engage students in learning and personal development by fostering connections within our diverse university community, promoting campus citizenship, and preparing students for current and future leadership roles.

Responsibilities

- Managed ICS Recruiter for Panhellenic Recruitment
- Ran Greek community grade reports through PeopleSoft
- Advised Panhellenic Council with five national sororities
- Co-advised Interfraternity Council, National Pan-Hellenic Council, and USFC
- Planned and co-facilitated the first All Greek Leadership retreat

References Angela Harper-Pederson

File Name	Georgetown Law
URL	http://my.orgsync.com/leannalasky/documents/43211/download
Description	Eric and me with Amy Garrison at Georgetown Law
File Name	West Chester University of Pennsylvania
URL	http://my.orgsync.com/leannalasky/documents/43212/download
Description	WCU Staff & Students at the Annual Leadership Conference!
File Name	OrgSync Campus Consultants
URL	http://my.orgsync.com/leannalasky/documents/43213/download
File Name	National Orientation Directors' Association Conference (NODAC) 2010
URL	http://my.orgsync.com/leannalasky/documents/43214/download
Description	Cayce and me after our Educational Session

Recommendations

Name	Cayce Stone
Company	OrgSync, Inc.
Title	Sr. VP Business Development
Email address	cayce@orgsync.com
Relationship	knows Leanna but not as a client or colleague
Date	01/01/12
Recommendation	<p>I have worked with Leanna for 3 years and I am consistently impressed by her professionalism and dedication to working with our campus partners. I remember 3 years ago when Eric and I called and begged from our knees for Leanna to join our family and since she has set an example the entire team follows.</p> <p>Leanna started her OrgSync career bringing new campuses into the OrgSync family, but when the need arose to build a client services department internally she jumped at the challenge and from nothing built the corner stone of our company. There are hundreds of campus partners and hundreds of thousands of users that have benefited from the policies Leanna has created to ensure everyone has a reliable and enjoyable experience in OrgSync.</p> <p>I couldn't be more proud to work with Leanna both professionally and personally.</p>