

# INSTITUTIONAL EFFECTIVENESS

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## Gerald Boyd (2010)

*Special Assistant to the President for Institutional Effectiveness*  
B.A., M.A., George Mason University

## Mari-Viola Bocchetto (2021)

*Executive Administrative Associate, Institutional Effectiveness*  
A.A.S., Mohawk Valley Community College

## Marketing

### Michael Baisey (2015)

*Executive Director of Marketing and Web Management*  
B.S., East Carolina University. M.S., Northwestern University

### Angela Cochran (2015)

*Art Director*  
B.S., Indiana Wesleyan University

### Christina Eichelberger (2009)

*Content Marketing and Social Media Manager*  
B.A., Salisbury University

### Jennifer Kline (2013)

*Digital Marketing Manager*  
B.S., Salisbury University

### Edwin Koester (2019)

*Videographer/Producer*  
B.A., Pennsylvania State University

### Cindy Osbon (1993)

*Website Project Manager*  
A.A., Frederick Community College. B.S., University of Maryland University College

### Charles Pham (2011)

*Photographer/Producer*  
A.S., Everest University

### Matthew Piersall (2023)

*Graphic Designer/Production Coordinator*  
B.F.A., West Virginia University

### Carolyn Tunney (2019)

*Marketing Strategist*  
B.S., University of Maryland College Park

### Laurie Younkens (2011)

*Front-End Web Developer*  
A.A.S., Frederick Community College. B.S., University of Maryland University College

## Planning, Assessment & Institutional Research

### Gohar Farahani (1995)

*Executive Director, Planning and Institutional Effectiveness*  
A.A., Santa Monica College. B.A., University of California, Los Angeles.  
M.S., California State University, Domingues Hills. Ph.D., Virginia Polytechnic Institute & State University

### Cheoleon Lee (2014)

*Senior Researcher, Institutional Research and Compliance*

M.A., University of Florida. Ph.D., University of California, Riverside

### Kevin Martin (2021)

*Senior Researcher for Institutional Effectiveness*  
M.S., Georgetown University. Ph.D., Walden University

### Andrea Matthews (2001)

*Research Analyst*  
B.A., York University