



LYNDA WALLACE-HULECKI

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Facilitator Since: 2017

Foundation Academy Graduate: Ontario 2006

Advanced Academy Graduate: British Columbia 2016

Leadership Editorial Board: 2015 to present

International Practitioner's Advisory Board: 2011-2015

Dr. Lynda Wallace-Hulecki is an experienced enrollment management consultant specializing in higher education. Her consulting and career experience spans more than thirty-five years in working with colleges, universities and government agencies. As an experienced strategic enrollment management (SEM) consultant, former SEM leader-practitioner, strategic planner, registrar and institutional researcher, she brings a unique multi-disciplinary and international perspective to higher education consulting. Her clients have included a multitude of two-year, four-year, public, and private institutions across the USA and Canada.

Following several years as a senior consultant and member of the management team with a North American enrollment management consulting firm, Lynda now operates as an independent higher education management consultant. Prior to her consulting career, she held a diversity of senior leadership roles with accountability for advancing strategic change in university and college settings in Canada. For twenty-three years, Lynda directed an institutional research and planning office—a position for which she was awarded a distinguished administrator award. She has an extensive background and record of accomplishments in bringing about campus-wide strategic success, an integrated approach to academic and enrollment planning, transformative change in policies, systems and practices, as well as in fostering a culture of evidence for continued high performance.

Lynda has been an active member of numerous professional organizations (e.g., AACRAO, ARUCC, NASPA, AIR, SCUP, EDUCAUSE) as a conference presenter and presentation reviewer. She has written white papers and authored book chapters on the application of SEM theory in practice and on building organizational capacity in strategic enrollment intelligence (research, data, analytics).

Lynda completed Harvard's Institute for Management and Leadership in Education (MLE), as well as the foundation and advanced leadership training and development programs with the world-class Chair Academy for college and university leaders. Since 2005 to date, Lynda has been an active conference participant and board member of the Chair Academy. She currently serves on the Editorial Board of the Academy's peer-reviewed professional journal, *Leadership*; and is an invited facilitator of the Academy's advanced leadership program in 2017.

A native of Winnipeg, Manitoba, Lynda earned a B.Sc. in the mathematical sciences from the University of Manitoba. She received a M.Ed. in higher education administration—student affairs, and an Ed.D. in leadership and higher education from the University of Nebraska-Lincoln. As a component of her doctoral studies, Lynda conducted considerable research on the application of best practices in SEM, and in building organizational capacity for high performance through the development and effective use of strategic enrollment intelligence.