

Erin E. Lassial

lassiale@canton.edu • (315) 276-8135

EDUCATION

M. Ed., Educational Administration May 2013
St. Lawrence University, Canton, NY

B.A., Performance and Communication Arts May 2007
St. Lawrence University, Canton, NY

- Study Abroad: United Kingdom (Fall 2006), Trinidad and Tobago (Spring 2005), France (Spring 2002)

PROFESSIONAL WORK HISTORY

Director of International Programs, SUNY Canton, Canton, NY Jan 2018 – Present

Coordinator for International Student Initiatives Jan 2014 – Jan 2018

Principal Designated School Official, Immigration Advisor for International Students and Scholars

- Administer institutional compliance with SEVIS
- Develop rapport with international institutions for articulation agreements and campus programs
- Represent International Programs Department for administration meetings on and off campus
- Oversee Designated School Officials (SEVIS)
- Document, report on, and advise approximately 50 current F and J status students and scholars
- Sustained a 98% (average) retention rate for international student cohort since 2014
- Present on international education and study abroad initiatives at regional and national conferences
- Update office policies and procedures according to current regulations for maximum efficiency
- Assist with agreements and MOU review and composition in development and renewal stages
- Supervise administrative support staff
- Conduct international student and scholar orientations each semester
- Plan visits for dignitaries and officials from international higher education institutions
- Create integration events and outings for international and domestic students
- Advise students seeking study abroad opportunities both within and outside of institutional options
- Maintain relationships with local Customs and Border Patrol and SEVP Field Representative
- Advocate for students academically, culturally, and socially from a local and national perspective
- Facilitate summer program development for incoming international cohorts
- Remain up to date on SUNY/SUNY CISSS and Exchange Visitor processes and policies
- Envision methods for making study abroad opportunities available to fully online students
- Offer increased support for students transitioning from 2 to 4-year degree

Study Abroad Coordinator for Traveling Students and Faculty, SUNY Canton, Canton, NY Jan 2014 – Present

- Coordinate the development of new study abroad opportunities and international experiences
- Represent International Programs during overseas partnership negotiations and summer programing
- Co-created a summer study abroad program to Senegal increasing winter-term tuition revenue
- Review MOU's and agreements for prospective study abroad and exchange partnerships
- Develop mini-experiential trips for cost effective international travel to neighboring Canadian cities
- Support faculty throughout Faculty Led Program development, submission, and implementation
- Conduct outgoing student orientation for SUNY Canton sponsored programs
- Maintain outgoing health insurance rosters for SUNY Canton Sponsored programs
- Maintain 50+ accounts for prospective and accepted study abroad students

Admissions International Applications Coordinator, SUNY Canton, Canton, NY 2009 – 2012

- Acted as a Designated School Officer on SEVIS to assist in processing I-20 documentation
- Collected, verified, and reviewed international applicant documentation
- Served as campus liaison for prospective and accepted students and families
- Assisted with planning and development for International Student Orientation

Senior Admissions Counselor, SUNY Canton, Canton, NY

August 2008 – January 2014

- Cultivated strategic enrollment programming initiatives for first year, transfer, and returning students
- Advanced and administered policies and procedures for scholarship and student worker programs
- Managed institutional scholarship funds and software
- Hired, trained, and supervised 15-20 student tour guides
- Conducted interviews and grant admission decisions for applicants
- Evaluated transcripts and transfer applications for prospective students
- Arranged 1 – 10-week travel plans for spring and fall recruitment seasons
- Recruited students and maintained professional connections across New York State territories
- Organized recruitment events for groups ranging from 20-300 participants
- Sat on the First Year Experience Program committee

New York City/ Western New York Bus Trip Coordinator, SUNY Canton, Canton, NY 2011 – 2013

- Arranged on-campus hosts for visiting students
- Planned activities for event participants
- Scheduled detailed itinerary for transportation and other supporting departments

MEMBERSHIPS AND TRAINING

International Association of Counselors and Therapists (IACT) June 2021 – Present

Associated Colleges International Student and Scholar Services Committee 2014 – Present

SUNY Counsel for International Student and Scholar Services Meetings 2014 – Present

SUNY Counsel for International Education (CIE) Meetings 2014 – Present

- Treasurer, Steering Committee (2021 – Present)
- Steering Committee Member (2017 – Present)
- Subcommittee Member, Marketing Committee (2020 – Present)
- Subcommittee Member, New CIE Program Directory Website (2014 – 2016)

NAFSA Association of International Educators Jan 2014 – Present

- National Conference Attendee, Washington, DC (Spring 2018)
- National Conference Attendee, Boston, MA (Spring 2015)
- National Conference Attendee, San Diego, CA (Spring 2014)

NAFSA Region Ten Jan 2014 – Present

- Regional Conference Attendee, Lake Placid, NY (2017)
- Regional Conference Attendee, Long Island, NY (2015)

CAIE – Conference of the Americas on International Education, Montreal, Quebec October 2017

Immigration Concepts, Fundamentals of Foreign Student Advising, Cincinnati, OH April 2014

PRESENTATIONS AND GUEST TALKS

Podcast Guest: Wellness and International Education, International Renegades Podcast, August 14, 2021

Mindful Living Guest Speaker, Heath Education - Canton Central School, Canton, NY, Spring 2018 – 2019

On-Line Student Friendly Approach to Study Abroad Recruitment. Presented to SUNY Senior International Officers, Spring 2019

Increasing Conversion Rates in Study Abroad. Presented at the members of the NAFSA Regional Conference, Long Island, NY, 2015

CAMPUS AND COMMUNITY SERVICE

Non-Academic Assessment Committee Member, SUNY Canton, Canton, NY 2017 – Present

Student-Faculty Hearing Board Member, SUNY Canton, Canton, NY 2017 – Present

Career Services Mock Interview Volunteer, SUNY Canton, Canton, NY 2018 – Present

Dance Team Advisor/Leadership Mentor, St. Lawrence University, Canton, NY Spring 2004 – Present

High School Musical Choreographer , Canton Central School, Canton, NY	2002 – Present
E.J. Noble Guild Hospital Guild Board Member , Canton Branch, Canton, NY	2015 – 2016
Small Business Development Center Guest Presenter , St. Lawrence County, NY	June 2015
SLU Leaders among Leaders Keynote Speaker , St. Lawrence University, Canton, NY	Spring 2015
Global Graduates Keynote Speaker , St. Lawrence University, Canton, NY	Fall 2014
Young Alumni Networking Event Keynote Speaker , St. Lawrence University, Canton, NY	Spring 2014
Small Business Development Center Panelist , St. Lawrence County, NY	Spring 2014

ADDITIONAL PROFESSIONAL EXPERIENCE - HEALTH & WELLNESS

Founder – Grasse River Wellness , Canton, NY	2020 – Present
<ul style="list-style-type: none"> • Trained as a Reiki Master Practitioner and Certified Hypnotist for clinical and spiritual applications • Conduct individual and group education sessions on mindful living and meditation • Oversee a multi-services practice, collaborating with independent practitioners • Develop guided meditations for dissemination on social media, including Facebook and Instagram • Manage public relations, marketing and social media, finances, and events • Evaluate practitioner certifications, insurance, and ethics • Participate in annual professional development and continued education 	

RELATED TRAINING & CERTIFICATIONS

Certified Master of Hypnotherapy	March 2021
Usui Advanced Reiki Training, Master Practitioner Certification	October 2019
Usui Reiki II – Attunement and Training Course	January 2019
Usui Reiki I – Attunement and Training Course	August 2018