



MEDIA RELEASE

— For Immediate Release —

College Success Arizona Team Expands With New Communications Director

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Phoenix, Arizona – College Success Arizona, an organization leading the way in increasing college graduation rates among Arizona students, welcomes their newest team member. Greg Hyland, CPM, former Director of Communications for the City of Yuma joined the team effective January 1st as the Director of Communications and Engagement.

“I’m excited about this great opportunity to be working as a member of the College Success Arizona team,” Hyland stated. “My family has always been involved in education, and I look forward to working around the state promoting the great programs College Success Arizona has to offer. I know how important college graduates are to Arizona’s economy. At College Success Arizona, we’re working to significantly increase the college graduation rate of students in Arizona, particularly for those who otherwise would not be able to attend, or graduate from, college. By improving the graduation rate, we believe that we will improve the quality of life not just for those individuals and their families but also for the state of Arizona as a whole. By the year 2020, nearly 65% of Arizona’s jobs will require a college degree. Our organization has been able to assist thousands of students so far with college access information, mentoring services and nearly \$13 Million in scholarships. 70% of our students are first generation college students and I want to do my part to help the future leaders of Arizona obtain their degrees.”

Hyland, who after serving the citizens of Yuma for nearly 23 years, retired in December, 2011, and has been serving the Yuma community at Crossroads Rescue Mission, a faith based, non-profit, homeless shelter and rehabilitation facility, working the areas of Development and Information Technology.

While with the City of Yuma, Hyland revamped their communications programs, garnering several communication awards in the process. Hyland oversaw the development of the City’s Government and Educational Access Channels, providing 24/7/365 programming in both English and Spanish, on a total of six channels on the Time Warner cable network. Hyland also served as project leader on several other projects in the Yuma community, including developing the Yuma Crossing National Heritage Area program, chairing the Heritage Area Taskforce, championing the Stewart Vincent Wolfe Creative Playground, promoting Yuma’s riverfront development, and developing marketing programs to promote Yuma’s climate and open space to national and international travelers with the Yuma Visitors Bureau.

In addition, Hyland also served as President of the American Academy of Certified Public Managers® (AACPM), an International organization dedicated to promoting excellence in public service through local, state, and federal agencies. During his tenure with AACPM, Hyland was awarded the Kenneth K. Henning award for Excellence in Public Service. Hyland also served multiple terms as President and Board Member of the Arizona Society of Certified Public Managers® (ASCPM), commuting up from Yuma for nearly 20 years, and served as a member of the Certified Public Manager® Educational Consortium, which is comprised of educational professionals from across the country and the U.S. Virgin Islands.

Hyland has degrees from Brooks Institute of Photography in Santa Barbara and Southern Illinois University, and received his Certified Public Manager credentials from Arizona State University.

Hyland moved to Arizona in 1973 from Minnesota. He is married and has two daughters that attend Barrett, The Honors College at Arizona State University.

About College Success Arizona: College Success Arizona is a 501(c)3 not-for-profit organization working to significantly increase the post-secondary attainment rate of students in Arizona, particularly for those who otherwise would not be able to attend or graduate. The organization was started as the Arizona College Scholarship Foundation in 2005. For more information about College Success Arizona and its partners, visit www.collegesuccessarizona.org.

For further information contact Greg Hyland, CPM, Director of Communications and Engagement for College Success Arizona at (602) 636-1850 – office, (928) 580-4751 – cell, or ghyland@collegesuccessarizona.org – email.

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