



Rochelle Goodwin serves as the Senior Associate Vice President for Academic and Public Strategy at West Virginia University. Rochelle has had a 20-year career in public service, law, and policy. After practicing law and directing the state's pro bono legal program, she spent nearly a decade leading the offices, policy work, economic development efforts and constituent services for Senator Jay Rockefeller. During her tenure with the Senate office, Rochelle

managed policy, communications, and service, and convened statewide conversations with key stakeholders on priority issues such as health care, economic diversification, education, technology and infrastructure. In her current role, she furthers those efforts of aligning policy, service and education. Rochelle works to support WVU's land grant mission through partnerships with academic and public leaders, community redevelopment, and economic development.