

James (Jim) Woodell, Ph.D.

James K. Woodell (Jim) is Vice President for Economic Development and Community Engagement at APLU. He works closely with member institutions to develop tools and resources to enhance their regional engagement and economic development efforts. He serves as the lead staff member for APLU's Commission on Innovation, Competitiveness and Economic Prosperity (CICEP), and also the Association's Council on Engagement and Outreach (CEO), advancing APLU's economic and community engagement agenda.



Woodell recently earned a Ph.D. in higher education at Penn State University. His scholarly interests are in the ways in which public research universities organize for their “fourth mission” of economic engagement. He examines how institutions respond to regional, state, and federal economic and research policy with initiatives in innovation, technology transfer, and economic, community, and workforce development.

Prior to joining APLU, Woodell served as Assistant Director for Transformative Regional Engagement (TRE) Networks, focused on bringing together business, government, universities, and non-profits for innovation-driven regional development. Previously, he worked in distance education, instructional media, and e-learning for nearly 20 years. Woodell was a college teacher and administrator for ten years, including managing a large-scale distance learning program for Southern New Hampshire University. He also served as Dean of Academic Technology and Distance Learning at North Shore Community College in Massachusetts.

Woodell holds a master of education degree from Harvard University, and a BS in Public Communications (TV, Radio, and Film) from Syracuse University.