



Melissa M. Lubin, Ph.D.

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Melissa M. Lubin, Ph.D. is the Associate Vice Provost for Outreach & Engagement at James Madison University. In this role, she oversees a broad and deep portfolio, including the Adult Degree Program, K-12 youth experiences, Off-campus and online graduate degree and certificate programs, Non-credit professional development programming, the Lifelong Learning Institute and the Madison Institutes. Melissa serves as a champion for Community Engagement at JMU and is a “practitioner-scholar” who infuses an entrepreneurial spirit to her work in the academy.

Previously, Melissa was at Virginia Tech, where she was the director of the university’s Commonwealth Campus Centers in Richmond, Newport News and Virginia Beach, where she created, customized and facilitated a series of human development programming for organizations in the private and public sector. She is a credentialed coach and currently serves as immediate past-president for the International Coach Federation, Virginia Chapter. Prior to Virginia Tech, Melissa held leadership positions at the Institute for Professional Development, This End Up Furniture Company and Circuit City Stores, Inc. and was an instructor in the Marketing Department for Radford University.

Melissa earned a Ph.D. in Adult Learning and Human Resource Development from Virginia Tech, a Master in Business Administration from Georgia Southern University and a Bachelor of General Studies from Armstrong State College. Melissa’s research interests include andragogy, mentoring and coaching. She is passionate about learning beyond the degree, empowering individuals to expand their own body of knowledge throughout adulthood to positively impact the well-being of our society.