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PRESS RELEASE
FOR IMMEDIATE RELEASE
May 13, 2026

Natalie Trent, Director of Talent Management at Grand Valley State University, to Serve as Chair of CUPA-HR's Chapter Support Council

Natalie Trent, director of talent management at Grand Valley State University, has been selected to serve as chair of the College and University Professional Association for Human Resources ([CUPA-HR](#)) Chapter Support Council, effective July 1, 2026.



Trent is an active member of CUPA-HR and has served in leadership roles at all levels of the association. She was a member of the Michigan Chapter board of directors from 2019 to 2022, culminating in a term as president during the 2020-21 fiscal year. She also served on the Midwest Region board as an at-large member and as chair-elect in 2024-25. At the national level, Trent has been a member of CUPA-HR's Learning and Professional Development and Public Policy committees in addition to serving as vice chair of the Chapter Support Council in 2025-26. She was also selected to participate in the 2020-21 cohort of the Emerging CUPA-HR Leaders program.

About CUPA-HR

CUPA-HR is higher ed HR. We serve higher education by providing the knowledge, resources, advocacy and connections to achieve organizational and workforce excellence. Serving more than 23,000 HR professionals and other higher ed leaders at more than 1,700 member organizations around the country and abroad, the association offers learning and professional development programs, higher education salary, benefits and demographic data, extensive online resources and just-in-time regulatory and legislative information.

Contact Information

Katie Edmiston
Communications Manager – Communications and Marketing
kedmiston@cupahr.org