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## SUMMARY OF QUALIFICATIONS

- Over 20 years of Student Success/Development direction and leadership experience
- Institutional strategic planning experience
- Cross development and committee experience (First Year Experience, Male Success Initiatives, Student Leadership, Academic Integrity, Academic Advising, Student Retention, Student Athlete Success, Budget, Online Technology, Title IX, Veteran Success)
- Program development, community relations, academic advising, training and policy development, administration and retention data management
- Curriculum development, classroom lecturing
- Staff supervision, grant writing (Student emergency aid funding), budget management and business development
- Media, public relations, event planning, volunteer coordination
- Outreach, marketing, public speaking and networking
- Certified Coach - 4 Disciplines of Execution (4DX), *Franklin Covey*.

## EDUCATION

<b>Ph.D. in Leadership Studies</b> <i>Our Lady of Lake University</i> <i>San Antonio, TX</i>	Dec. 2016
<b>Master of Science in Sociology</b> <i>The University of Texas Pan American</i> <i>Edinburg, TX</i>	May 2006
<b>Bachelor of Arts in Journalism-Communication</b> Minor in English <i>The University of Texas Pan American</i> <i>Edinburg, TX</i>	Dec. 2000

## Awards/Honors

<b>Enlace Mid-Level Leadership Program</b> <i>Hispanic Association of College and Universities (HACU)</i>	2026
<b>Alamo Colleges Leadership Academy of Success (ALAS)</b> <i>Alamo College District</i>	2022
<b>Trusted Leader Award</b> <i>Alamo College District</i>	2022
<b>Emerging Leader</b> <i>Alamo College District</i>	2018
<b>Rosemary Saenz Rising Star Staff Award</b> <i>Our Lady of the Lake University</i>	2014
<b>Student Life Staff Excellence Award</b> <i>South Texas College</i>	2010

## **RELATED EXPERIENCE**

### **Interim Director of Advising**

July 2024-current

*Northwest Vista College*

*San Antonio, TX*

- Promoted to Interim Director of Advising leading a team of advising team leaders and academic advisors, enhancing student support services and increasing retention and graduation rates.
- Provided collaborative leadership that led to the college reaching institutional graduation and completion benchmarks during the first year of interim service, reaching 3,059 conferred awards for the 24-25 academic year.
- Develops and implements strategic advising initiatives that improve student retention and graduation outcomes.
- Analyzes student success data to identify trends, optimizes advising processes, and drives data-informed decision-making
- Collaborates with faculty and student services to create holistic student support strategies that improve engagement and academic performance.
- Collaborates with institutional leadership to align advising initiatives with accreditation standards and institutional strategic plans.
- Advocates for student needs by developing policies that remove barriers to academic success and increased access to resources.

### **Leadership Consultant**

May 2019 - current

*Leadership Empowerment Group, LLC*

*San Antonio, TX*

- Provides strategic leadership consulting and dynamic training in Servant Leadership, Conflict Management, and Team Building for college and university leaders, Fortune 500 organizations, corporate executives, and public-school administrators.
- Designs customized leadership development experiences that strengthen team performance, communication, and organizational culture.

### **Advising Team Lead for Degree Completion and Vista Central**

June 2018 – July 2024

*Northwest Vista College*

*San Antonio, TX*

- Promoted to Advising Team Lead providing direction to support graduating students while leading The Degree Completion Team, as well as first-semester onboarding and advising for former, transfer, and transient students leading the Vista Central Welcome & Admissions Center Advising Teams Support Specialists.
- Amplified processes to boost our minority male success initiative as we target to increase minority male registration to 55% for the next year
- Spearheaded student advocacy initiatives by successfully submitting and managing an Emergency Student Aid Grant, which awarded our department with \$30,000 in student emergency aid for the year.
- Created new strategic initiatives to train and collaborate with Northwest Vista's Records Team which led to Northwest Vista surpassing over 3,000 graduates for the 2018-2019 academic year
- Introduced impactful process improvements as well as develops strategies to drive degree completion as one of the organization's top strategic priorities.
- Provided rationale for institutional policies, procedures, and requirements that serve our diverse student population.

- Developed written assessments of all events/team initiatives, including student data, impact and process improvements.

**Adjunct Professor**  
*Northwest Vista College*  
*San Antonio, TX*

October 2017 - current

- Instructor for Learning Framework (EDUC 1300) and Foundations of College Learning (SDEV 0370) which focuses on research and theory in the psychology of learning, cognition, and motivation.

**Associate Director of Student Success**  
*Northwest Vista College*  
*San Antonio, TX*

May 2017 – June 2018

- Addressed the need for process improvement in the delivery of services within Student Services such as enrollment, retention, grants, counseling, special populations, recruitment, advising, testing, welcome, wellness, student discipline, events programming, student development, and student engagement by contributing in best practice collaborations and unit assessment initiatives.
- Developed a communication model between students, staff, faculty and administrators; providing referral services for students through an online outreach system
- Promoted Strategies of Behavioral Intervention (SOBI) to provide safety for students, staff, faculty and visitors.
- Worked directly with Title IX policy, initiatives and investigations.
- Collaborated with the Dean of Student Success to develop informative material relating to student services, including but not limited to: counseling, educational support, general wellness and health.
- Co-created “Men of Vista Engaged” providing leadership and mentorship focused on the experiences of Men of color in post-secondary education

**Director of Advising and Retention**  
*Our Lady of the Lake University*  
*San Antonio, TX*

December 2014 – May 2017

- Promoted to Director of Advising and Retention. Directed academic advising and retention efforts on campus including selecting, training and supervising retention staff, student success advisors, student success coaches and office assistants.
- Increased university first-year student retention in the fall of 2015 to 63% from 56% the prior year
- Introduced systems and strategies for intervention and support for students at academic risk, and worked directly with students to explore self-directed activities that provided opportunities for self-realization, personal growth, and academic success.
- Created the collaborative advising model utilized between freshman and faculty advisors and assisted in the introduction of our student planning software at Our Lady of the Lake University.
- Collaborated in the introduction and the utilization of a predictive model for first year student success at Our Lady of the Lake University. This is a statistical model that identifies first year students who are “at-potential” academically.
- Lead, implemented, and evaluated methods to identify and outreach target populations, including collaboration with University departments (i.e., Early Alert, Academic Outreach, Admissions).

- Managed the Our Lady of the Lake University's Retention Alert student-tracking database documenting student contact hours and analyzed student usage of the various program components (i.e., workshops, individual meetings, and referrals).
- Created the master schedule for all general education courses.
- Served as a Title IX deputy investigator conducting prompt and thorough investigations, acting as a neutral party, and providing a detailed, unbiased report regarding the findings of my investigations.

### **Applications of Learning Instructor**

August 2012 – May 2017

*Our Lady of the Lake University*

*San Antonio, TX*

- Instructed first-year experience seminar "Applications of Learning" course all first-year students must take geared towards best success practices.
- Developed learning initiatives and course planning as a member of the "Applications of Learning" first-year seminar courses planning committee.
- Selected, assigned and trained all student mentors who assisted instructors.
- Assisted students in becoming grounded in the college environment and motivated them to become active participants in the educational process.

### **Retention Coordinator**

May 2012 - December 2014

*Our Lady of the Lake University*

*San Antonio, TX*

- Developed and maintained strategies and initiatives to improve retention and graduation rates.
- Supervised retention assistant and student workers.
- Collaborated in increasing the freshman retention rate by 10% for the 2013-2014 academic year.
- Collaborated in decreasing the number of students placed on enforced scholastic withdrawal by 50% for the 2013-2014 academic year
- Orchestrated plans of action to address negative attrition/retention patterns.
- Developed re-entry campaigns to achieve established re-entry goals.
- Developed new reports to better quantify, manage, motivate, and predict student performance.
- Orchestrated a new process in the outreach and counseling of students in jeopardy of withdrawing from the university.

### **Student Activities Specialist**

December 2005 - April 2012

*South Texas College*

*McAllen, TX*

- Implemented and evaluated district-wide activities and programs for first-year students.
- Supervised student workers and part time workers.
- Rejuvenated and redeveloped our Student Government Association, Student Leadership Academy and created our institution's first Oratory Academy.
- Increased Student Leadership Academy graduation numbers every year while at South Texas College ending in a 307% increase in graduation from my first to last year as Student Leadership Academy Advisor.
- Programmed district wide activity programs involving social, cultural, and recreational events, including extensive interaction with student clubs/organizations and the Campus Activities Board.
- Initiated innovative programs and activities promoting student engagement, retention and academic success through student, staff and faculty feedback and the availability of supporting resources.
- Selected as my department lead to represent Student Life in the planning of our college's Institutional Effectiveness Plan.

- Organized and implemented district wide intramural sports and activities promoting physical, mental, social and emotional well-being of students, faculty and staff.

### **PROFESSIONAL PRESENTATIONS**

- **40<sup>th</sup> Annual HACU Conference, “The Power of the Middle: Strengthening Leadership Pathways to Advance Student Completion at HSIs,”** (proposal submitted for 2026).
- **South Texas College Professional Development Day, February 2026, “Are you a Ten? The 10 Characteristics of a Servant Leader”**
- **San Antonio ISD Principals and Assistant Principals, February 2022, “Situational Leadership and Emotional Intelligence.”**
- **Cuellar & Associates, LLC, December 2021 “Situational Leadership.”**
- **Cornerstone Lending Professional Development Presentation, August 2019, “Leading in Customer Service”**
- **Robert G. Cole High School National Honor Society Presentation, April 2019, “Knowing Your Brand.”**
- **Alamo Colleges Student Success Summit, March 2019, “Building Community by Meeting Students’ Needs.”**
- **Tesoro Industries Professional Development Presentation, May 2017, “Let’s Talk About Culture”**
- **National Academic Advising Association Conference, October 2016 “Dismissed, Not Done: Strategic Approaches to Student Reinstatement That Work”**
- **Collaborative Education for the Americas (CEPA) Conference, October 2016, “A Study of College Athletes’ Perception of Coaches’ Authentic Leadership and Source of Power and Athletes’ Satisfaction.”**
- **33<sup>rd</sup> Annual Conference on The First Year Experience, February 2014, “It’s the Assignment!”**
- **South Texas College Professional Development, September 2010, *Conflict Resolution Management.***
- **South Texas College First-Year Connection Freshman Orientation, 2009-2012, “Your Success Completes You.”**

### **PROFESSIONAL AFFILIATIONS**

<b>Hispanic Association of Colleges and Universities</b>	2025-current
<b>My Brother’s Keeper – San Antonio</b>	2017-2019
<b>Association of Title IX Administrators (ATIXA)</b>	2015-2017
<b>Student Affairs Administrators in Higher Education (NASPA)</b>	2015-2017
<b>National Academic Advising Association (NACADA)</b>	2013-current
<b>Texas Academic Advising Network (TEXAAN)</b>	2013-2015
<b>American Student Government Association (ASGA)</b>	2008-2012
<b>The Association for the Promotion of Campus Activities (APCA)</b>	2009-2012
<b>The President’s Council on Service and Civic Participation</b>	2007-2012
<b>The Corporation for National and Community Service</b>	2007-2012

### **COMPUTER SKILLS**

Microsoft Office Applications: Word, PowerPoint, Excel, Publisher; SPSS Statistics Software; Who’s Next-Blue Eons Solutions Software; Student Planning, Retention Alert , Canvas, Schedule Anywhere, Navigate, Banner 9 and Colleague by Ellucian,