

EDUCATION

Doctorate in Education (2009), Northern Illinois University, DeKalb, IL

Department: Department of Leadership, Educational Psychology and Foundations

Specialization: Higher Education

Dissertation: "The impact of cultural capital on the experiences of Latino undergraduate college students of Mexican and Mexican American origin at a private university"

Education Specialist (1994), Northern Illinois University, DeKalb, IL

Department: Department of Leadership, Educational Psychology and Foundations

Specialization: Adult and Higher Education

Masters in Business Administration (1986), University of Dallas, Dallas, TX

Major Field: International Management

Bachelor of Arts (1983), Mundelein College of Loyola University, Chicago, IL

Major: Spanish

Minor: French

Associate of Arts (1981), Morton College, Cicero, IL

Major: Education

FELLOWSHIPS

University of Michigan (2016), New Leadership Academy, Ann Arbor, MI

Harvard University (2005), JFK School of Government Executive Education Program, Cambridge, MA

American Association of Hispanics in Higher Education, Faculty Fellow (2012), Tempe, AZ

National Hispana Leadership Institute (2004-2005), Arlington, VA

Center for Creative Leadership (2005), Colorado Springs, CO

U.S. Department of Agriculture (2003), Hispanic Serving Institutions Fellow, Washington, DC

WORK EXPERIENCE

Aurora University, Aurora, IL (2004-Present)

Director, Latino Initiative (2015-Present)

Responsibilities: Develop strategic plan aimed to position Aurora University, based on ten-year track record, as a model of excellence for Latino and Latina undergraduate student recruitment, retention, and graduation. Report to Executive Vice President. Serve as faculty advisor to the Latin American Student Organization, and, in February 2016, joined the university-wide Retention Task Force led by Vice President for Student Life. Nominated and sponsored by Aurora University President to participate in the inaugural class of the New Leadership Academy taught by nationally-recognized leaders in American higher education.

Assistant Professor of Foreign Languages and

Administrator, Latino Student Initiatives (2009-2015)

Responsibilities: Developed, implemented, and assessed strategies aimed to increase recruitment, retention, and graduation of Latino/a undergraduate students in light of growing Latino/a demographics in Aurora, IL and surrounding towns. In addition to teaching load, spearheaded and administered Latino Student Initiatives and served as faculty advisor to student club, Latin American Student Organization (LASO).

Eva Serrano, Ed.D.

Academic Accomplishments:

- Designed curriculum for academic minor in Latin American and Latino Studies (LTS) and presented to faculty senate for approval in December 2013, resulting in minor comprised of three new undergraduate courses supplemented by existing Latin American History, Spanish, and Latina Writers courses
- Created new syllabi for first-year LTS courses, and taught several sections of LTS, IDS, SPN, and FRN courses
- Taught four sections of EDU 8170 and two sections of EDU 7190/8190 in College of Education as adjunct faculty member
- Served on four doctoral committees with successful dissertation defenses; currently serving on one doctoral committee
- Served on Faculty Senate Academic Conduct and Integrity Committee, Faculty Athletics Committee, and Arts and Sciences Research Oversight Committee
- Completed year-long Course Portfolio Project designed to teach faculty how to effectively assess student learning in the classroom

Recruitment Accomplishments:

- Achieved increase in Latino undergraduate student enrollment through community outreach, family engagement, and academic and social integration. Latino/a student enrollment grew from 213 students in 2004 to 799 students in 2015 (3.5x growth) resulting in institutional eligibility for federal designation as Hispanic Serving Institution (25.5% of total undergraduate student body; 799/3132)
- Designed near-peer one day Power Up! youth leadership curriculum and conference where Aurora University college students develop and offer workshops to area high school youth on topics related to motivation, leadership, and college awareness
- Worked closely with Office of Admissions and Financial Aid leadership to ensure alignment between my efforts in building close ties with students and families and recruitment efforts carried out by admissions representatives

Student Support and Retention Accomplishments:

- Re-launched dormant Latin American Student Organization (LASO) with new mission focused on leadership development, academic and social integration, community service, and promoting Latino cultural awareness; introduced new LASO Family Fest with academic success panel in Spanish in fall semester; introduced new Latino Student and Alumni Graduation Banquet in spring semester with high profile keynote speakers; introduced high impact outdoor high ropes leadership training at George Williams Campus in Williams Bay, WI in fall semester; assist students in the planning, execution, and funding of 20 events per year; 2015-2016 student membership reached 80 undergraduates; two new Latino/a Serving Organizations started by LASO members since appointed as LASO faculty advisor
- Established partnerships with two national Latino Serving Organizations (U.S. Hispanic Leadership Institute and National Council of La Raza) leading students to win scholarships; give workshop presentations; be hired as volunteer conference staff; and attend out-of-state national conferences. Partnerships started in 2006 and continue in 2016. Chaperoned approximately 415 Latino/a 18-21 year olds to national out-of-state conferences and assisted in raising 50-60% of \$184K needed to pay for student conference travel through letter writing to local elected officials, local businesses, special event planning, and community outreach
- Collaborated closely with multiple Student Life Offices (Student Activities, Residence Life, Athletics) to ensure alignment between institutional goals and student organization goals
- Have written several hundred letters of recommendation for scholarships, university wide student leadership positions, employment, internships, and graduate school applications

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Director, Community Partnerships and Instructor, College of Education (2004-2009)

Responsibilities: Designed and carried out new position reporting to the Dean of the College of Education.

Accomplishments:

- Conducted audit of university departments, and presented institutional strategy to President's cabinet on how to increase Latino/a student recruitment, enrollment, and retention
- Organized 60+ community and church leaders for feedback on ways to improve University position in local communities
- Recruited by Illinois Department of Public Health to replicate one-day Latina Women's Health Conference in Aurora based on previous success in Latino-majority community; served on planning committee
- Managed \$1 million, 5-year Aurora University grant as member of multi-college collaborative led by Associated Colleges of Illinois (ACI); facilitated and led monthly meetings of ~20 Aurora University faculty, staff and K-12 representatives, including K-12 District chief human resource officers, assistant superintendents, curriculum, and professional development directors. Built relationships with local school districts that led to the delivery of course work needed to increase teacher quality and credentialing. Prepared budget reports and monitored grant status. Represented Aurora University at ACI quarterly collaborative meetings
- Authored and was awarded a USDOE planning grant for small learning communities (\$50K to East Aurora School District #131); secured \$75K grant through USDOE Diversity at the Blackboard grant

Morton College, Cicero, IL

Director of U.S. Department of Education Title V Grant (2002-2004)

Responsible for administering first-ever \$2.1 million, 5-year Title V Grant awarded to community college with 70% Latino/a full-time student enrollment. Reported directly to college President, advisor on Latino/a issues, and served on President's senior leadership team.

Accomplishments:

- Managed \$2.1 million grant from USDOE aimed at promoting Hispanic student success at two-year public community college
- Organized twelve workshops on Hispanic Cultural Awareness for college faculty, staff, students and community at-large
- Negotiated with Illinois Department of Public Health for first-ever Spanish-only Latina Women's Health Day conference to take place at Morton College; served as event chairperson
- Coordinated faculty workshops on how to integrate technology into classroom
- Entered partnership with MacNeal Health Foundation and Associated Colleges of Illinois to develop and offer Pre-College Summer Academy to area high school students; 120 students participated in years I & II
- Started student club, H.A.L.O. (Hispanic American Leadership Organization); over 100 students involved

Hispanic Alliance for Career Enhancement, Chicago, IL

Executive Director (2000-2002)

- Provided day-to-day leadership to professional and career development organization
- Oversaw planning and execution of premier regional Hispanic recruitment/career conference for 1,000 attendees from across the Midwest (revenues +20%)
- Built partnerships with CEOs, Chief Diversity Officers, VPs of HR at Fortune 100 companies aimed at increasing diversity recruitment and employment of Hispanic professionals

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Girl Scouts of the U.S.A., Whispering Oaks Council, La Grange Park, IL Executive Director (1999-2000)

- Responsible for setting direction and implementing strategic goals and objectives for council serving twenty suburbs in southwest Cook County; managed \$1.1 million budget, 120-acre camp in Sheridan, Illinois, 15 staff members, 850 adult volunteers; oversaw programs serving 3,500 girls, ages 5-17

Roosevelt University, Chicago, IL Independent Consultant, Office of the Provost (1998)

- Performed organizational study of how Hispanic students are recruited, registered, and incorporated into Roosevelt University
- Compiled competitive analysis of how other universities recruit and retain Hispanic students
- Presented Provost, Vice President for Administration, and Dean of University College with strategies to increase presence of Hispanics across all segments of the university

El Valor, Chicago, IL (1987-1997) Vice President, Children and Family Programs (1994-1997)

- Established El Valor's 1st comprehensive children and family center; directed day-to-day operations of center with enrollment of 500 children and budget of \$1.1 million
- Defined personnel needs; recruited, interviewed and hired staff
- Supervised directors of infant, toddler and preschool programs and oversaw management, training and mentoring of 45 employees
- Brought graduate programs to the Latino community through UIC, NIU, Roosevelt University, GSU
- Negotiated contractual and interagency agreements
- Presented on leadership development and service delivery models at national conferences.
- Co-hosted Emmy award-winning monthly program for Spanish-language TV (*Telemundo*)
- Coordinated building design and construction of 2 children and family centers valued at \$6 million

Director of Planning and Resource Development (1987-1994)

- Developed short- and long-term objectives and budgets for organization as a member of senior management team
- Served as key liaison with national and local government agencies, corporations, and media
- Led organization's first development office and was responsible for \$6 million capital campaign and increasing revenues for the operation. General operating budget grew from \$2.9 million to \$8 million
- Directed public relations efforts (English/Spanish)
- Initiated collaborative efforts with the Leo Burnett advertising agency, which resulted in national public awareness campaign for Spanish language TV (in-kind value of \$6 million)
- Led policy group with representatives from the Illinois State Board of Education, Illinois Resource Center, Voices for Illinois Children, Northern Illinois University, Northeastern Illinois University, and Chicago Public Schools on design of new early childhood and family programs. As a result, El Valor received U.S. Department of Education's "Breaking the Mold in Education" Award in 1992

TEACHING EXPERIENCE

Aurora University, Aurora, IL (2006-2015)

Assistant Professor of Foreign Languages (2009-2015)

Courses taught:

- Introduction to Latino Cultural Studies [LTS 1200] (Fall 2009, 2010, 2011, 2012, 2013, 2014; Spring 2010, 2011, 2012, 2013, 2014)
- Latinos and Latinas in the United States [LTS 1300] (Spring 2015)
- Latina Writers [LTS 2100] (Fall 2013)
- Culture, Diversity and Expression [IDS 1600] (Fall 2010, Spring 2010, 2011, 2012, 2013, 2014)
- Elementary French [FRN 1810] (Fall 2010 and Spring 2011)
- Latin American Culture and Civilization [SPN 3600] (Fall 2011)
- Awarded tenure and promotion to Associate Professor in November 2014

Adjunct Instructor, College of Education (2006-2009)

Courses taught:

- Race, Gender, Culture and Ethnicity in Curriculum [EDU 8170] (Summer 2010, 2011, 2012, 2013), Qualitative Research Methods [EDU 7190/8190] (Fall 2011 and Fall 2012)

Instructor, Latino Studies (2006-2009)

Courses taught:

- LTS 1200 (Fall 2006, 2007, 2008, Spring 2008)

PROFESSIONAL PRESENTATIONS

“Models of Classroom Inquiry,” Aurora University Teaching and Learning Symposium, Aurora, IL (2014)

“Use of a Course Portfolio to Document and Assess Student Learning in First-Year Latino Studies Course,” ACCA Scholarship of Pedagogy Symposium, Elmhurst College, Elmhurst, IL (2014)

“Latino/a Students in Higher Education: Strategies that Promote Success,” Student Diversity Leadership Conference North Park University, Chicago, IL (2013)

“How to Write a Teaching Philosophy Statement,” American Association of Hispanics in Higher Education, Costa Mesa, CA (2012)

“Latino and Latina Undergraduate College Student Experiences,” Aurora University Teaching and Research Symposium, Aurora, IL (2012)

“The Educational Experiences of Latino and Latina Undergraduate College Students of Mexican and Mexican American Origin at a Private University in the United States,” International Conference of Education, Research and Innovation, Madrid, Spain (2011)

“The Impact of Cultural Capital on the Experiences of Latino and Latina Undergraduate Students of Mexican and Mexican American Origin at a Private University,” National Association of Hispanic and Latino Studies, Baton Rouge, LA (2010)

“The Attraction and Reality of Hispanic Serving Institutions (HSIs),” Illinois College Access Network, Chicago, IL (2009)

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“The Impact of Cultural Capital on the Experiences of Latino and Latina Undergraduate Students of Mexican and Mexican American Origin at a Private University,” Associated Colleges of Illinois Multicultural Colloquium, Joliet, IL (2009)

PUBLICATIONS

Puente, S., Zurita, M., Serrano, E., & Castro, V. (2004). *Strategies for Success: Cicero Education Forum Summary*. Notre Dame, IN: University of Notre Dame, Institute for Latino Studies.

AWARDS

Cynthia Lattimer Phenomenal Woman of the Year Award presented by local non-profit, Boys II Men, Inc.; Creation of “Dr. Eva Serrano Phenomenal Woman of the Year” Award announced (2016)

Phenomenal Woman Award presented by Aurora University student group, ARISE, at inaugural luncheon (2016)

Aurora University Dunham Fund Faculty Development grant in support of service-study trip with five undergraduate students to U.S. Mexico Border in San Diego, CA (2015)

Student Advisor of the Year Award by Aurora University Office of Student Activities (2015)

Student Advocate Award by the Aurora University Student Association (2012)

Peter J. Perez Award by City of Aurora Hispanic Heritage Advisory Board (2012)

Student Advisor of the Year Award by Aurora University Office of Student Activities (2011)

VOLUNTEER ACTIVITIES

708 Community Mental Health Board Member, Aurora, IL (2016-Present)

Aurora Puerto Rican Cultural Council, Board Member, Aurora, IL (2015-Present)

Guest columnist, *Ultimas Noticias* (bilingual newspaper), Aurora, IL (2004-2006)

Des Plaines Valley Council, Boy Scouts of America, Executive Board, La Grange, IL (2002-2006)

Voices for Illinois Children, Board Member, Chicago, IL (2000-2004)

LANGUAGES

Fluent in English, Spanish and French