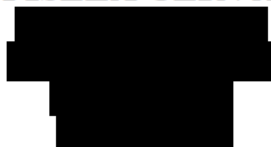


ROSA ISELA CERVANTES



EDUCATION

Doctoral Studies (ABD) Educational Leadership and Administration
New Mexico State University, Las Cruces, New Mexico.

Master of Arts, Family Studies, emphasis in Human Development and Family Relations
The University of New Mexico, Albuquerque, New Mexico. December 2001.

Bachelor of Arts, Sociology and Spanish.
The University of New Mexico, Albuquerque, New Mexico. May 1997.

CORE COMPETENCIES

- Bilingual communication in English and Spanish
- Strategic planning and organizational leadership
- Program development, implementation, and assessment
- Student retention, recruitment, and success initiatives
- Budget management, fundraising, and grant oversight
- Staff supervision, training, and performance management
- Community engagement and partnership development
- Proficient in Microsoft Office Suite and various UNM applications

TEACHING EXPERIENCE

Family Studies Program, College of Education, University of New Mexico
Part-time Instructor (Fall 2002, Fall 2003 – Spring 2007, Fall 2009 and Fall 2010 through Fall 2014)

- Taught Family Studies 213, Marriage and Family Relations
- Taught Family Studies 343, Family Resource Management
- Taught Family Studies 443, Application of Family Resource Management

Undergraduate Studies, University of New Mexico
Part-time Instructor (Fall 2003 – Fall 2006)

- Taught a Freshman Interest Group entitled “Living Healthy in College

PROFESSIONAL EXPERIENCE

El Centro de la Raza, University of New Mexico
Director and Special Advisor to the President on Latina/o Affairs, (January 2014 – Present)

- Provide strategic direction, consultation, and support to the University community in addressing education needs, prospects, and related concerns of Latina/o students at the University.
- Provide leadership to university departments, as well as government and community agencies and organizations in the development, implementation, and administration of programs designed to improve retention and graduation rates of Latina/o students.
- Provide leadership, consultation and coordination to university constituencies in their various interactions with and services targeted to Latina/o communities and represents both the University and the constituency externally at local, state, national and international levels, as appropriate.

- Serves in the capacity of special advisor to the President on student and community matters related to Latino/Hispano students and communities.
- Direct organizational strategy, staffing, and daily operations to achieve program goals while ensuring compliance with university, state, and federal policies and regulations.
- Recruit, supervise, train, and evaluate professional and support staff, including work allocation, performance management, employee development, and personnel recommendations to support high productivity and effective operations.
- Develop and manage annual budgets, conduct cost and productivity analyses, and oversaw administrative and operational functions to ensure efficient resource management.
- Serve as Principal Investigator for the College Assistance Migrant Program (CAMP) and High School Equivalency Program (HEP) Funded by the US Department of Education Office of Migrant Education Office, as well as the Grant to Reduce Sexual Assault, Domestic Violence, Dating Violence, and Stalking on Campus Program (known as the Campus Grant), by the U.S. Department of Justice's Office on Violence Against Women (OVW).
- Oversee and coordinate the University's efforts to advance and achieve key short- and long-term goals, priorities, and commitments specifically as they pertain to Latino/Hispano communities.

College Enrichment and Outreach Programs, University of New Mexico

Program Operations Director, (March 2008 – December 2013)

- Served as Principal Investigator, managed and coordinated a set of programs established to promote Higher Education including TRIO and OME programs funded by the US Department of Education.
- Provided advanced professional/technical leadership, consultation, and expertise.
- Set strategic direction, developed and implemented work scope and related operational policies and procedures.
- Established funding, and provided operational planning, budgeting, and assessment.
- Provided direction and integrative coordination in the planning, development, and implementation of programs.
- Served as a principal point of collaboration, leadership, and expertise to both internal and external constituencies on professional and operational matters pertaining to the mission, goals, objectives, and work scope of the program.
- Designed, implemented, and evaluated organization and staffing to effectively accomplish the goals and objectives of the program; recruited, employed, trained, and managed professional/technical and support staff on both a professional and administrative basis.
- Developed and managed annual budgets for the organization and performed periodic cost and productivity analyses.
- Oversaw all facets of the daily operations of the organizational unit, ensuring compliance with university, state, and federal laws, policies, and regulations.
- Oversaw the supervision of personnel, which included work allocation, training, and problem resolution; evaluates performance and makes recommendations for personnel actions; motivates employees to achieve peak productivity and performance.

El Centro de la Raza, University of New Mexico

Student Program Specialist (October 2001 – March 2008)

- Co-developed and co-coordinated El Centro Internship, a leadership and academic student program designed to promote student success and civic engagement through academic, cultural and social objectives.
- Provided academic and financial aid advisement, career exploration and personal support.
- Planned, developed and coordinated student support programs and special projects for the retention and recruitment of underrepresented students

- Worked closely with and served as a liaison to student and community organizations.
- Assisted in hiring staff and student personnel as well as provided leadership and training for such personnel.
- Coordinated and supervised ten student employees in Innovative & Cultural Programs, a program responsible for planning cultural and special events for the campus community in a qualitative effort of educating and connecting students with the University of New Mexico.
- Community outreach which included editing and designing documents such as postcards, newsletters, brochures and other materials as needed.

El Centro de la Raza, University of New Mexico

Sr. Student Program Advisor, (January 1999 – October 2001)

- Financial Aid/Scholarship advisement.
- Academic and general advisement.
- Program and Student Staff Development
- Actively fundraised for program scholarships and events.
- Supported student organizations in student leadership building and motivation.
- Community outreach.
- Actively involved in campus recruitment and retention programs, special events, and support services for underrepresented student groups.
- Parent presentations through MALDEF (Mexican American Legal Defense Fund).
- Greek Life support – Founding Advisor for UNM Omega Delta Phi Chapter.

COMMUNITY INVOLVEMENT & PROFESSIONAL MEMBERSHIPS

Our Lady of Sorrows Catholic Church

Finance Council Member (November 2012 – present)

San Jose Mission Church - Mayordoma (April 2011 – April 2014)

- Council church Pastor on annual budget and finances. Assist with parish administrative decisions as they pertain to finances and fundraising.
- With a team, serve as caretaker of the mission church. Clean and open the church for parishioners. Coordinate fundraising activities and organize the annual Fiestas.

National HEP/CAMP Association

Member (November 2009 – Present)

- The HEP/CAMP Association is a 501(c)(3) organization whose membership is comprised of universities, colleges, and non-profit organizations that implement a HEP and/or CAMP project. The Association is committed to improving the quality and effectiveness of HEP and CAMP programs and disseminates information regarding HEP and CAMP.

Southwest Association of Student Personnel Assistance Programs (SWASAP)

Member (October 2008 – 2016)

- Executive Board Member – April 2009 to November 2010
- The purpose of SWASAP is to advance and defend the ideal of equal educational opportunity for all TRiO eligible individuals by providing its members the guidance and support needed to foster those activities necessary to cause the target population to persist in achieving their educational goals. SWASAP represents the states of Arkansas, Louisiana, New Mexico, Oklahoma and Texas.

TRiO-NM (Formerly New Mexico/West Texas Association of Student Assistance Programs)

Member (April 2008 – 2016)

- Secretary - April 2009 to November 2010
- Executive Board Member - April 2009 to November 2010
- The purpose of NM/WTASAP is to advance and defend the ideal of equal educational opportunity for all TRiO eligible individuals by providing its members with the guidance and support needed to foster those activities necessary to cause the target population to persist in achieving their educational goals. NM/WTASAP represents the state of New Mexico and West Texas.

National Association of Student Personal Administrators (NASPA)

Member (October 1995 – May 1997 and January 1999 – Present)

- Minority Undergraduate Fellows Program Alumni
- Serve as a National Undergraduate Fellows Program (NUFP previously MUFP) Mentor
- Region IV-West Regional Board Member Latino/a Knowledge Community Representative
- Latino/a Knowledge Community Leadership Board Member
- Presenter at 2001 National Conference in Seattle, Washington
- Presenter at 2004 National Conference in Denver, Colorado
- Presenter at 2008 National Conference in Boston, Massachusetts

HONORS AND AWARDS

- NASPA Region IV West Rising Star Award (1996)
- YWCA Women on the Move Award in Student Category (1997)
- UNM Clauve Outstanding Senior Award (1997)
- Raza Excellence Outstanding Student Award (1997)
- National Hispanic Scholarship Fund Recipient (1998)
- Graduate Fellowship (1998)
- MANA de Albuquerque, Brindis a la Mujer Hispana Award (1999)
- El Centro de la Raza Staff Award (2001)
- De Colores Inc. Hispanic Culture Festival Grassroots Leadership Award (2003)
- Division of Student Affairs Employee of the Year (2005)
- The Recuerda a Cesar Chavez Committee “Dolores Huerta Si Se Puede” Award (2017)
- UNM Greek Chapter Advisor of the Year (2018)

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