

# ROSANN SANTOS

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## **PROFESSIONAL PROFILE**

I am a highly energetic and motivated professional with a breadth of experience in higher education: academic affairs, student affairs, enrollment management, communications, alumni engagement and annual giving. My strengths lie in my relationship building and influencing skills with diverse stakeholders. I am an outstanding communicator with excellent interpersonal skills. I am a team player, strategic thinker, consensus-builder, and ethical leader adept at diplomacy, event planning and assessment. Committed to a collaborative and diverse work environment and high-quality service to students and alumni, I believe in working toward 100% engagement at all levels. Outside of my 20 years in higher education, I am active in my community having been on non-profit boards over the past decade.

## **PROFESSIONAL EXPERIENCE**

### **JOHN JAY COLLEGE OF CRIMINAL JUSTICE**, New York City, NY

*Public, four-year, urban, commuter, Hispanic Serving Institution with 15,000 students; part of the City University of New York*

#### ***Director of Alumni Engagement***

*December 2018 to Present*

Engage alumni through meaningful outreach initiatives and programming in order to promote giving of their time, talent and treasure. Manage strategic programming, cultivation, digital platforms, monthly communication and volunteer efforts. Serve as the primary liaison with campus partners who benefit from alumni involvement.

- In just 12 months, I increased our FB alumni followership by 12.7%; LinkedIn by 105%; and a private LinkedIn Alumni Network by 9.3%. The latter provides alumni with early notification about events, job opportunities and other news.
- In 6 months, I brought in 2 scholarships from young alumnae who had never donated before.
- In 12 months, I designed 10 career-related panels and webinars engaging alumni who had never engaged with the college before.
- Experienced in Raiser's Edge and Netcommunity software.
- Increased engagement of out-of-state alumni by using virtual webinars, panels and meetings.
- Currently piloting a formal one-on-one mentorship program, where I match students with alumni based on student careers goals.
- Manage volunteers for our Annual Day of Giving and Alumni Reunion. Chair the communications and reunion committees of the Alumni Association. Produce the month Alumni E-Blast newsletter.

#### ***Director of Strategic Initiatives for Enrollment Management and Student Affairs***

*Jan 2013 to Dec 2018*

Followed through on the division mission and vision as the liaison between academic affairs and enrollment management; developed a strong brand through strategic communication plan; encouraged and developed professional development opportunities to build a division of thought leaders expert in the engagement and development of urban, commuter students; charged with the development and execution of a divisional assessment plan utilizing CampusLabs, Inc. in order to create a culture of assessment; launched entrepreneurial endeavors that brought the division soft money; primary lead for new student orientation, parent orientation and commencement.

- Designed touch programs to increase enrollment including parent programming, translation/interpretation services for Spanish-speaking parents, accepted student's day, orientation, new student convocation, weeks of welcome and school spirit initiatives.
- Leveraged innovation and technology to double commencement attendance in 7 years and to cut 30-40 minutes from the ceremony.

- Designed cross-divisional training opportunities for professional staff and peer leadership programs to facilitate and promote effective and collaborative relationships between divisions, faculty, and other academic partners
- Doubled applicant pool for Peer Ambassador Leadership Program due to new marketing strategies and streamlined processes
- New student orientation attendance increased to 83% of the newly enrolled class over five years and participation in family orientation increased 20% for freshman.
- Organized and authored strategic plan and annual report
- Supervised 5 direct reports in the areas of student transition, communication/social media and Upward Bound
- Increased commencement revenue by \$85,000 after successful RFP process
- Responsible for a budget of \$500,000
- Launched and managed entrepreneurial endeavors that brought in revenue to the division including JayCart which earned \$23,000 in its first year and \$35,000 in its second year
- Saved \$133,000 in commencement expenses during the 2017 commencement season while also creating almost \$80,000 in revenue.
- Piloted and successfully launched Parent/Family Orientation program that provided interpretation services to Spanish-speaking families and a Parent Newsletter distributed in both Spanish and English.
- Assigned, trained and supervised 300 volunteers on commencement day.

#### ***Associate Director of Student Transition Programs***

*January 2012 to December 2013*

- Planned and executed all orientation and commencement related events and activities to ensure proper transition into and out of students' higher education experiences.
- Provided leadership to and management of the Peer Ambassador Leadership Program including hiring, training and development of their essential (soft) skills.
- Developed strategic plan and learning outcomes for these areas while working collaboratively with colleagues in Student Affairs, Enrollment Management and Academic Affairs.
- Conversion of accepted students into enrolled students through the creation of accepted students day and parent touch programs.
- Partnered with other student affairs colleagues to assist with the development of a strategic plan and created an inaugural residential program at John Jay College including writing the policies and protocol, choosing the location, developing application procedures and hiring the college's first residence life coordinator
- Implemented comprehensive assessment tools for orientation, commencement, accepted student events and the peer ambassador program

***University Service:*** CUNY Alumni Directors Group, CUNY Commencement Consortium, College Wide Assessment Committee, College Council Higher Education Officer Representative, College Strategic Plan Committee, Hispanic Serving Institution Subcommittee, Various Hiring Committees, Hall of Fame Selection Committee, Hispanic Heritage Month Committee Chairperson (3 years in a row.)

#### **LATINAS IN HIGHER EDUCATION, Bronx, NY**

*Nonprofit organization that provides affordable professional development for those who want to advance in their careers.*

#### ***Founder***

*Fall 2012 to Present*

- Host, plan and execute yearly Breakfast of Champions, Command the Room Conference and networking events
- Cohost Rising Moxie Conference for High School Girls and their parents in English and Spanish
- Maintain, write, curate and manage all aspects of the webpage, blog and social media channels
- Website: [latinasinhighereducation.com](http://latinasinhighereducation.com)

**THE COLLEGE OF NEW ROCHELLE**, New Rochelle, NY

*Private, four-year, Catholic, suburban residential institution with 5,000 students.*

**Director of Student Development**

*July 2005 to December 2011*

- Provided leadership and supervision to 6 direct reports insuring cohesion and collaboration within Residence life, new student and transfer orientation, the first-year experience, student life and activities, and commuter life in a mission-driven, Liberal Arts Women's College
- Prepared and managed the yearly budget of \$200,000
- Supported students through counseling, crisis intervention and mediation
- Liaison with parents as necessary in both English and Spanish
- Increased staff retention by cultivating professional development opportunities through regular in-services, summer training sessions and conference attendance.
- Architect of the Leadership Empowerment Program, formed to train all student leaders on campus using conference-style methods
- Developed strong working relationships with colleagues in academic affairs through programming collaboration and the development of a college-wide and inter-divisional orientation committee
- Decreased judicial incidences by 25% over 6 years by creating a greater sense of community responsibility and a better understanding of diversity through civility programming; implementation of Living and Learning Communities (First Year Experience, Sophomore Success and Health and Wellness)
- Led the Orientation Committee in designing orientation programs for School of Arts and Sciences and School of Nursing

**University Service:** Orientation Committee Chair, Furniture Committee Chair, Safety Committee, Westchester County Consortium on Alcohol and Other Drugs, Lower Hudson Valley Consortium of Catholic Colleges and Universities, College Senate Staff Representative, Professional Staff Council Representative, Middle States Working Group, Family Weekend & Homecoming Chair

**THE UNIVERSITY AT ALBANY**, Albany, New York

*Public, four-year, residential university with 21,000 students; part of the State University of New York*

**Quad Director**

*August 2003 to June 2005*

- Responsible for the supervision and training of 4 Residence Hall Directors and 1 administrative assistant
- Oversaw the administrative and management functions of a 900-bed residence hall located in downtown Albany
- Increased number of undergraduates who chose to live on Alumni Quad by 10% over two years
- Unified staff and increased morale by creating pride in facilities and raised \$4,000 over two years for a yearly quad festival
- Developed educational and restorative sanctioning policies.
- Built bridges with facilities management crew in charge of the downtown halls to maintain and beautify the facilities
- Acclimated international students to residence life during international student check-in and orientation
- Provided crisis intervention and mediation to students, staff and parents

**Residence Director/Staff Development Director**

*January 2002 to June 2003*

- Hired and trained student and professional staff members.
- Taught mandatory one-credit course for student leaders on topics of diversity, crisis intervention, conflict resolution and community building.

- Counseled students in violation of the university's residence life code of conduct.
- Liaised with facilities and food services staff on a daily basis to address student needs and concerns.

**University Service:** Residential Life Assessment Committee, Initiatives for Women Leadership Council, Master Plan Steering Committee, Food Services Task Force, President's Undergraduate Leadership Awards Selection Committee, Search Committee for Provost

## **TEACHING EXPERIENCE**

### ***Adjunct Faculty***

- Latin American History | John Jay College of Criminal Justice
- Latin America through Film and Novel | The College of Saint Rose
- Women in Latin America | The College of Saint Rose and University at Albany, SUNY
- Gender and Ethnicity in Latin America | University at Albany, SUNY

## **EDUCATION**

### **UNIVERSITY AT ALBANY, State University of New York**

Master of Arts in History, Spring 2002

Thesis Title: Educational Experiments in Cuba during the First U.S. Occupation, 1898-1902

Rockefeller College School of Public Affairs

Certificate of Women in Public Policy, Spring 2000

Center for Women in Government and Civil Society Fellow, Spring 2000

### **SYRACUSE UNIVERSITY, College of Arts and Sciences**

Bachelor of Arts in History and Mathematics, May 1995

## **PROFESSIONAL MEMBERSHIPS**

Association of College University Housing Officers – International (ACUHO-I)

Association of Higher Education Parent/Family Program Professionals (AHEPPP)

National Association of Student Personnel Administrators (NASPA)

North American Association of Commencement Officers (NAACO)

National Orientation Directors Association (NODA)

Women in Development in New York (WiDNY)

Women of Color in Fundraising and Philanthropy (WOC)

## **LEADERSHIP & COMMUNITY ACTIVITIES**

Philanthropy Today Launch Pad, March/April 2021

WOC Radiant Leadership Institute, February/March 2021

Latina Insight Academy, January/February 2021

Syracuse University Coming Back Together Alumni Reunion - Co-chair 2017-Present

Syracuse University Multicultural Advisory Council - Founding member, 2018-Present

Syracuse University Developing Endowment Fund for Black and Latina Undergraduates – Lead Donor,  
September 2020 to Present

Emblaze Academy Charter School – Founding Board of Directors, Vice-Chair, 2016-January 2021

Sigma Lambda Upsilon Sorority, Inc. – Board of Trustees, Chairwoman, July 2015- June 2020

National Board Advisor, 1993–2014

Committee Chairperson for the establishment of a Board of Trustees, 2003

Historian, 1992 – 2007

Academy of Mount Saint Ursula High School for Girls – Board of Directors, July 2016-June 2018

Mujeres de HACE (Hispanic Alliance for Career Advancement) Women's Leadership Program for High-Potential Latinas, Spring 2015

Girls, Inc. of New York City – Junior Board, 2015-2016

North American Association of Commencement Officers (NAACO) – Regional Director, 2015-2016  
Communications Committee Member, 2013-2015

NASPA Student Leadership Programs Knowledge Community – Webinar Coordinator, 2014-2016

Latino/a Knowledge Community – Professional Development Coordinator, 2015 - 2016

Latino Knowledge Community – Region II Representative, 2012-2013

Girls, Inc. of Westchester County – Programming Board, 2009-2011

Center for Women in Government and Civil Society – Advisory Board, 2004-2008

University at Albany Graduate Student Organization – President, 2002-2004

### **PRESENTATIONS & SPEAKING ENGAGEMENTS**

(2021, March) Unconscious Bias Workshops for Parents, Spanish and English, The Equity Project Charter School, NYC, NY (Virtual)

(2020, April), Opening Keynote Address for Faculty Women of Color in the Academy, Blacksburg, VA (Virtual)

(2019, August), Creating Your Own Board of Directors, Workshop for Association of American Medical Colleges, Washington, D.C.

(2019, July), Executive Presence and Brand Management for Student Affairs, Workshop for CUNY Student Life Council, NYC, NY

(2019, June), 10 Ways to Get Unstuck in Your Career, Lightning Round for Gallup's Clifton Strengths Summit, Omaha, NE

(2019, April), Using Your Strengths to Build a Team, Workshop for CUNY Senior Dean Staff Development Conference, NYC, NY

(2019, February), Creating Your Own Board of Directors, Keynote for National Association of College and University Business Officers, NYC, NY

(2018, December), How to Get Unstuck in Your Career, Workshop for the CUNY Counselors Council, NYC, NY

(2018, June), The Heritage School, Keynote Address for Commencement

(2017, September). *Shaping a Better Future*. Alcohol, Tobacco, Firearms and Explosives, Washington, D.C., Keynote Address for Hispanic Heritage Month.

(2017, September). *Curve and Curls in the Workplace*. Syracuse University, Syracuse, NY.

(2017, June). *Work Life Integration*. Hispanic Association for Career Enhancement – Mujeres de HACE workshop. NYC, NY.

(2017, April). *Leveraging Your Strengths to Develop a Strong Team*. University of California at San Diego Gordon School of Engineering, San Diego, CA.

(2017, March). Keynote Address: *Unleash Your Audacity to Discover Your Power Persona*. Voyager Prep Academy High School, Queens, NY.

(2017, January). Keynote Address: *Unleash Your Audacity to Discover Your Power Persona*. Academy of Mt. St. Ursula High School, Bronx, NY.

(2017, January). Keynote Address: *History of Activism among Black and Latinos Students*. Syracuse University, Syracuse, NY, NALFO Convocation.

(2016, April). *Hispanic Serving Institutions: What Are They and Why Are They Important?* John Jay College of Criminal Justice, NYC, NY.

(2016, March). *Creating Your Personal Board of Directors*. Amway International Women's Day Conference, Grand Rapids, MI.

(2016, February). *Command the Room: Executive Presence for Women Conference*, Texas A&M University-San Antonio, San Antonio, TX.

(2016, February). Keynote Address: *Retaining Black and Latino Students through Graduation*. We Diversify

- Conference, Chicago, IL
- (2015, June). *Command the Room: Executive Presence for Women Conference*, New York Institute of Technology, NYC, NY.
- (2015, November). Panel Moderator on Executive Presence at the Circle of Leadership Conference, Dominguez Hills, CA.
- (2015, October). Keynote Address: *Command the Room: An Introductory Guide to Executive Presence*, Hispanic American International Chamber of Commerce, Brooklyn, NY
- (2015, September). Keynote Address: *Command the Room: An Introductory Guide to Executive Presence*, University of Pennsylvania, Philadelphia, PA.
- (2015, April). *Increasing Your Social Capital*. New England Latinx Student Leadership Conference, Dartmouth College, Hanover, NH
- (2015, March). Keynote Address: *The Girl Effect*, Pace University, White Plains, NY.
- (2015, February). Strengths Quest Workshop for the CUNY Office of Student Affairs Retreat, NYC, NY.
- (2015, February). *A Passion for Giving Back: The Non-Profit Journey*. Session presented at the 8<sup>th</sup> Annual Pace University Conference, NYC, NY.
- (2015, January). Strengths Quest Workshop for the CUNY Council of Student Life Directors, NYC, NY.
- (2014, June). *Beyond the RA & OL: Rethinking Leadership for Urban, Commuter Students*. Presented at NASPA Region II Conference, Galloway, NJ.
- (2014, March). *Rethinking Commencement: Developing New Traditions that Speak to a New Generation of Students*. NASPA Annual Conference, Baltimore, MD.
- (2014, February). *Lessons Learned: Assessing Commencement to Understand Changing Expectations*. NAACO Annual Conference, Seattle, WA.
- (2014, February). NODA Regional Orientation Leaders Institute Faculty, Nashua, NH.
- (2013, February). *Current Trends in Orientation*. Presented at the CUNY Council of Student Life Directors, Brooklyn, NY.
- (2013, February). NODA Regional Orientation Leaders Institute Faculty, Albany, NY.
- (2007, March). *Working with College Administration to Get Positive Results*. John Jay College Annual Student Leader Conference, NYC, NY.
- (2006, April). *Latin American Women's Movement*. Presented at the Northeastern Latino Collegiate Conference, University at Albany, Albany, NY.
- (2006, March). *Latin American Women in Office*. Presented at the Women's Studies Forum, SUNY Plattsburgh, Plattsburgh, NY.
- (2004, March). *Contradicting Culture: Virginity Reborn, Sexuality Betrayed*. Presented at the Northeastern Latino Collegiate Conference, University at Albany, Albany, NY.
- (2002, September). *Different Approaches to Diversity Training*. Presented at the Mohawk Hudson Resident Director Conference, Rensselaer Polytechnic Institute, Troy, NY.

## **TRAINING, CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT**

### **FranklinCovey Certification**

Unconscious Bias and 7 Habits of Highly Effective People, 2020 to Present

**Middle States Commission on Higher Education**, 2019 to Present

Peer Evaluator

### **Campuspeak**

Workshop Facilitator/Independent Contractor, April 2019 to April 2021

**Certified Gallup Strengths Coach**, 2018 to Present

StrengthsFinder Workshops

- Brooklyn College
- City University of New York Office of Student Affairs
- John Jay College
- LaGuardia Community College

- University of California, San Diego
- City University of New York Student Life Council
- City University of New York OSP Counseling Council