

ROSANN SANTOS

Public Speaker • Success Coach • Visionary

4312 Carpenter Avenue; Bronx, NY 10466; (718) 290-3179; RS@RosannSantos.com

PROFESSIONAL PROFILE

I am a highly energetic and motivated student affairs professional with extensive experience with diverse groups in academic affairs, student affairs and enrollment management. My proven ability to develop valuable rapport and stewardship with key faculty, staff and external partners has allowed me to be successful in all of my roles. I am an outstanding communicator with excellent interpersonal skills. I am a team player, strategic thinker, consensus-builder, and ethical leader adept at diplomacy, strategic planning and assessment. Committed to a collaborative and diverse work environment and high quality service to students, I believe in students first and 100% engagement.

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 Strategic Initiatives for Student Affairs

January 2014 to Present

Follow through on the division mission and vision by liaising with academic affairs and enrollment management; develop a strong brand through strategic communication plan; Encourage and develop professional development opportunities to build a division of thought leaders expert in the engagement and development of urban, commuter students; develop and execute a divisional assessment plan utilizing CampusLabs, Inc.; launch entrepreneurial endeavors that bring the division soft money

- Designed touch programs to increase enrollment including the Parent and Family Association, 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 increase commencement attendance by 27% in 5 years and to cut 20-30 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.
- Created professional development opportunities for the division to help create thought leadership urban, commuter and Hispanic students
- Organize, collaborate and author strategic plan and annual report
- Supervise 3 full-time 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

- Launch and manage entrepreneurial endeavors bringing 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.
- Developed and successfully launched new traditions: 100 Days to Commencement; Family Palooza; New Student Convocation; Accepted Students Day

Associate Director of Student Transition Programs*January 2012 to**Present*

- Planned and executed all orientation and commencement related events and activities to ensure proper transition into and out of students' higher education experiences.
- Provide leadership to and management of 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.
- Strategic development of orientation programming to appropriately transition students (freshman, transfer, graduate and international) into first year of studies at John Jay College through culturally competent and practical activities.
- Conversion of accepted students into enrolled students through the creation of accepted students day and parent touch programs.
- Incorporated best practices related to commencement both before graduation and on the day of the ceremony to a wide range of stakeholders.
- Provided development opportunities by way of the Peer Ambassador Leadership Program and training that would develop students' essential skills.
- Partnered with other student affairs colleagues to assist with development of strategic plan and create an inaugural residential program at John Jay College including writing 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 students events and the peer ambassador program

University Service: Strategic Positioning Group's Intake Committee, CUNY Commencement Consortium, College Wide Assessment Committee, College Council HEO representative, College Strategic Plan Committee, HSI Subcommittee

LATINAS IN HIGHER EDUCATION, Bronx, NY

Nonprofit organization of and for women that provides community, mentorship, networking, leadership and affordable professional development for women who want to advance in their chosen 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: LHE.education

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 managerial leadership and supervision to direct reports and respective staff ensuring 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, Catholic, Liberal Arts Women's College*
- Prepared and managed the yearly budget of \$200,000
- Supported students through counseling, crisis intervention and mediation
- Liaisoned 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 between student affairs and academic affairs through collaboration and follow through, fostering solid rapport with faculty, deans and staff across the divisions.
- Decreased judicial incidences by about 25% over 6 years by creating a greater sense of community responsibility and a better understanding of diversity through civility programming and 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
- Centralized and diversified use of technology to communicate and network with students and staff via Blackboard.

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 17,000 students; part of the State University of New York

Quad Director

August 2003 to June 2005

- Trained, supervised, developed, and evaluated Residence Hall Directors
- Oversaw the administrative and management functions of Alumni Quad, a 900-bed residential facility
- 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 (rather than punitive) sanctioning to assist students with community building.
- 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

Ph.D. in Latin American and Caribbean Studies

All course work and residency requirements completed; currently on a leave of absence.

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 1994

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)

LEADERSHIP & COMMUNITY ACTIVITIES

Academy of Mount Saint Ursula High School for Girls – Board of Directors, 2016-Present
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
NAACO – Regional Director, 2015-2016
Communications Committee Member, 2013-Present
NASPA Student Leadership Programs Knowledge Community – Webinar Coordinator, 2014-2016
Latino/a Knowledge Community – Professional Development Coordinator, 2015 - Present
Latino Knowledge Community – Region II Representative, 2012-13
Sigma Lambda Upsilon Sorority, Inc. – Board of Trustees Chairwoman, 2015-present
National Board Advisor, 1993 – 2014
Committee Chairperson for the establishment of a Board of Trustees, 2003
Historian, 1992 – 2007
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, 2002-04

PRESENTATIONS & SPEAKING ENGAGEMENTS

(2017, September). *Shaping a Better Future*. Alcohol, Tobacco, Firearms and Explosives, Washington, D.C., Keynote Address for Hispanic Heritage Month.
(2017, September). *Curves 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, December), *The 4 P’s to Abandoning Humility*. Google Talk at Google Offices, NYC, NY
(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 8th 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 AND PROFESSIONAL DEVELOPMENT

Certified Gallup Strengths Coach

StrengthsQuest Workshops

- Brooklyn College
- City University of New York Office of Student Affairs
- John Jay College
- LaGuardia Community College
- University of California, San Diego