

LUCILA (LUCI) LOERA HERRERA

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EDUCATION

Master of Education, Counseling Psychology
Washington State University, Pullman, WA

Bachelor of Arts, Social Ecology
University of California, Irvine, CA

HERS Summer Institute for Women in Higher Education Administration, Summer 2006
Selected to participate in a four-week intensive institute on leadership training on the campus of Bryn Mawr in Philadelphia, Pennsylvania

PROFESSIONAL EXPERIENCE

Assistant Vice-President/Research and External Support (10/09 to present)

Enrollment Management, Washington State University, Pullman

Responsible for retention program efforts related to college enrichment and outreach programs. Oversee and provide direction for federal, state, retention and access programs such as Student Support Services (SSS), College Assistance Migrant Program (CAMP), Upward Bound/Omak--responsible for providing fiscal, human resources, and legislative compliance. Seek additional federal, state funding and external support for enrollment management.

Dean of Students (12/05 to 10/09)

Division of Student Affairs, Equity & Diversity

Oversaw unit operations, financial, human resources, and related administrative functions for; the Dean of Students Office, Student Involvement and Leadership Development, Center of Fraternity and Sorority Life, Student Conduct, Counseling Services, Health & Wellness, TRIO's Student Support Services, Educational Talent Search, College Assistance Migrant Program, and Upward Bound Omak/Okanogan. Serve the campus administration as ambassador to students and as liaison to the academic community; advocate for student issues, needs, and concerns; respond to emergency and crisis situations that affect students; and represent the University to various internal and external constituencies. Reviewed and created policies and procedures related to mandatory withdrawal, and incident response team.

Director (07/01 to 12/05)

Student Support Services TRiO Program (SSS), Student Affairs

Led the establishment of the WSU's SSS program on campus. Supervised the delivery and evaluation of program services to ensure compliance with federal regulations outlined in the SSS TRiO grant under the U.S. Department of Education, in the area of student retention and graduation. Wrote yearly progress reports according to federal guidelines. Oversaw a \$220,000.00 budget and monitored program expenditures. Recruited, hired, trained and supervised all program staff. Met with students on a regular basis, mutually establishing and follow individualized education plan. Established and maintained appropriate student record keeping and accounting systems. Work collaboratively with campus units, departments, programs and personnel on campus. Chaired monthly Guidance Committee meetings with

representatives from the division of student affairs that provide guidance, support and direction of SSS program. Invited on-site peer review in first and third year of operation.

Career Development Counselor, Multicultural Liaison (07/98 to 07/01)

Career Services, *Student Affairs*

Helped create new position of Multicultural Liaison that emphasized direct service and outreach to students of color. Helped integrate theory with practice in a career development context. Developed cooperative programming with other WSU units. Provided comprehensive career development services, including programming and training of the unit. Assisted students in assessing skills, interest, work values, developing decision-making skills, establishing goals and developing strategies to achieve such goals. Interpreted vocational assessment and testing results. Coordinated and instructed *College Majors and Career Choice* course. Developed and presented a variety of specialized career development workshop and outreach services. Co-coordinated, trained and supervised the Career Development Specialist paraprofessionals program.

Research & Teaching Assistant (08/96 to 04/98)

Chicana/o Studies, *Comparative American Cultures Department (CAC)*

Organized, coded, analyzed data, conducted interviews and literature review on Chicana/o ethnic identity. Teaching Assistant for Introduction to Chicana/o Studies course.

Graduate Assistant (01/96 to 05/96)

The Office of Multicultural Student Services (Recruitment)

Recruited & trained undergraduate student volunteers for underrepresented recruitment programs.

GRANTS FUNDED

College Assistance Migrant Program (2006 CAMP)	\$2 million, 5-year grant
Child Care Access Means Parents in School (2005 CCAMPIS)	\$540,000, 4-year grant
Student Support Services TRiO Grant (2004-top10% & 2009)	\$1.1 million, 5-year grant

SELECTED SERVICE TO THE PUBLIC and PROFESSIONAL ORGANIZATIONS

Conference Chair Northwest Association for Special Programs (NASP) Conference 2011 and 2004
 Chaired, NASP TRiO Travel Abroad Committee (2005)
 Chair, Behavioral Assessment Committee (BAC)
 Student Affairs Administrators in Higher Education
 WA Latino Education Achievement Project (LEAP) Advisory Committee
 Chaired '07-'09, Campus Climate Response Committee
 Accreditation Steering Committee '06-'09, Stand Nine Institutional Integrity
 Residency Appeal Board ('02-'09), Registrars Office
 Mentor ('06-present), College Foundation Success program
 Chaired(8/99 to 2006) Multicultural Regional Roundtable, WAMCD
 Colville Confederated Tribal Council Internship Program ('99-'06)
 Ruben A. Loera Engineering and Science Achievement Award (since 1998)
 -Co-creator and coordinator of annual scholarship

SELECTED PUBLICATIONS AND PRESENTATIONS

- Loera, L. (Spring 2000). "Mentoring Chicana/o and Latina/o Students for Careers in Academia: From CAMARADAS to Encuentros." *Chapter in Chicana/o and Latina/o Studies for the 21st Century: New Perspectives on Mentorship and Research.*
- Lin, E. and Loera, L. (Winter 1999). "Reaching Out to International Students." *Career Watch Newsletter* produced by the Commission for Career Development of the American College Personnel Association.
- Loera, L. (Winter 1999). "Specializing in Career Counseling with Students of Color." *Career Watch Newsletter* produced by the Commission for Career Development of the American College Personnel Association.
- Poster Session, American Counseling Association, Co-presented (San Antonio 2001) "*Multicultural Counseling on College Campuses: Creating Community and Issues of Multiple Roles*":
- Washington Counseling Association, Co-presentation (Spokane 2001) "Careers, College Students and Cultural Differences: A New Initiative".

SEARCH COMMITTEES

- Chaired, Native American Counselor Position ('05), Multicultural Student Services (MSS)
- Member, Vice-President of Student Affairs ('06)
- Chaired Search Committee (9/03 to 2/04) Upward Bound Directors, 3 positions
- Member, Director of Dining Services (10/01 to 06/02), Housing and Dining Services
- Member, (11/02 to 9/03) Asian American Pacific Islander Counselor, MSS
- Member, (10/01 to 01/02) Academic Coordinator, Student Support Services
- Chaired (11/98 to 06/99), Assistant Director for Community Relations MSS
- Member (10/00 to 4/01), Career Development Counselor, Career Services

HONORS & AWARDS

- Dr. Martin Luther King Jr. Distinguished Service Award (2004)
- Alumni Spotlight Award La Alianza WSU's Latino Alumni Alliance (2004)
- Kappa Delta Chi, Service Award (2004)
- Washington Counseling Association, Excellence in Counseling Award (2002)
- Certificate of Contribution, The Gay Lesbian Bisexual Allies Program (2001)
- Illuminante (Mentoring) Award, Gamma Alpha Omega (2001)
- Certificate of Appreciation for Diversity Efforts, Division of Student Affairs (2000)
- Certificate of Gratitude, Ronald E. McNair Post-baccalaureate Achievement Program (2000)
- Recognition Award, The Office of Multicultural Student Services (1999)
- Women of Distinction, WSU – Pullman, WA (1998)
- Graduate Student of the Year- MEChA WSU – Pullman, WA (1998)
- President's Award, WSU – Pullman, WA (1997)