

MARY ANN VILLARREAL

EDUCATION

Ph.D., History, Arizona State University, Tempe, AZ, 2003

A.B., Women's Studies, Mount Holyoke College, South Hadley, MA, 1994

SUMMARY OF LEADERSHIP ACCOMPLISHMENTS

- Extensive experience in implementation of effective diversity, equity, and inclusion strategic goals in academic programs and student engagement programming.
- Successful administrative leadership experience in creating a new division, meeting institutional goals, and developing successful collaborative initiatives.
- Effective development of data driven frameworks for decision making in academic and student success initiatives.

OVERVIEW OF EXPERIENCE

University of Utah

2019-present Vice President, Equity, Diversity, and Inclusion

California State University, Fullerton; Fullerton, CA

2017-2019 Associate Vice President, Strategic Initiatives

2017-2018 Interim Director, Office of First Year Experience (OFYE)

2016- 2017 Assistant Vice President, Strategic Initiatives

2014-2016 Director, Strategic Initiatives and University Projects

Colorado Women's College, University of Denver; Denver, CO

2012-2014 Associate Dean

2011 Acting Associate Dean of Academics

University of Colorado at Boulder; Boulder, CO

2008-2011 Assistant Professor, Department of History

University of Utah; Salt Lake City, UT

2003-2007 Assistant Professor, Joint Appointment, Department of History & Ethnic Studies Program

2002-2003 Instructor

Arizona State University West Campus; Glendale, AZ

2000-2002 Lecturer

PROFESSIONAL EXPERIENCE

University of Utah, Salt Lake City, UT

Flagship research university that serves approximately 24,000 undergraduate students, 8,000 graduate students, 20,000 full-time staff, and 3500 full-time faculty. Invited member to Association of American Universities (AAU) in 2019 and host of the 2020 Vice Presidential debate, and member.

Inaugural Vice President, Equity, Diversity, and Inclusion June 2019-present

Primary Responsibilities: Reporting to the President and serving on the Cabinet, the VP for EDI works closely with Cabinet colleagues in guiding practices, policies, and processes across campus divisions. Provides leadership and strategic oversight of equity and inclusion initiatives across the University's academic and health sciences campuses, and partners with university leaders at the School of Medicine, UHealth system, and Huntsman Cancer Institute.

Accomplishments:

- Acquired and successfully transferred the New Leadership Academy from the University of Michigan to the U of U. Successfully built partnership with the American Association of Hispanics in Higher Education (AAHE) and Pepsi Co. to fund scholarships for fellows.
- Transformed former office into a division leading equity, diversity, and inclusion work throughout the University. Includes the reorganization of cultural centers to serve growing underrepresented student body and partner with enrollment management in outreach and recruitment activities.
- Created One U Thriving steering committee to align the direction of four major university committees. Includes the creation of the Racist and Bias Incident Response Team (RBIRT), a comprehensive and consistent set of protocols on reporting, communication, and follow-up.
- Grew marketing and communications team to work interactively with the university, health sciences, and Uhealth communication teams to align U's EDI goals and priorities.
- Partnered with Advancement to launch and fund the George Floyd Memorial Fund to advance the leadership development of Black students. Continued the philanthropic success of increasing scholarship and leadership program funds for underrepresented populations.

California State University, Fullerton; Fullerton, CA

Comprehensive institution, HSI designated and AANAPI eligible, and serves over 50% first-generation. Cal State Fullerton is the fourth largest university in the state serving over 40,000 students; offers 109 degree programs – 55 undergraduate and 54 graduate, including a doctorate in education and doctor of nursing practice.

Associate Vice President, Strategic Initiatives, December 2017-June 2019

Assistant Vice President, Strategic Initiatives, September 2016-November 2017

Primary Responsibilities: Reported to the Provost and Vice President for Academic Affairs, the Associate Vice President for Strategic Initiatives supports and implements the strategic vision of the Provost to design, develop, and launch multiple projects. Worked with senior administration, including and directly with the president on matters regarding strategic planning and strategic initiatives, as well as the Vice Presidents, Associate/Assistant Vice Presidents, Deans, Directors, and other unit leads. The Associate Vice President for Strategic Initiatives' responsibilities included coordinating and implementing the CSU Chancellor's Office directives relevant to Academic Affairs; working directly with divisional AVPs on all academic affairs initiatives; and ensuring effective communication between the Provost's Office and all other University divisions, and the CSU Chancellor's Office.

Accomplishments:

- Principal Investigator, Mellon Mays Undergraduate Fellows, and lead for five campus CSU consortium. Successfully awarded \$2.2 million for the consortium. Partner with College of Humanities & Social Sciences to build infrastructure and process to launch Mellon Mays Undergraduate Fellows Program.
- Launched beta President’s Commission on Equity & Inclusion (PCEI) faculty fellows award in partnership with the Faculty Development Center (FDC) to address goal three “recruit and retain a high-quality diverse faculty and staff.”
- Led and provided oversight of the completed University Strategic Plan, 2012-2018.
- Co-facilitated the completion of the 2018-2023 strategic plan. Leading the implementation plan with Cabinet and university senior leadership team.
- Campus lead for BOLD Women’s Leadership Network beta program, 2016-2019. Manage \$1.25 million of the grant allotted to Cal State Fullerton, and oversee a BOLD site coordinator who serves as a liaison between the faculty mentors and BOLD national director. The \$5 million grant funded by Pussycat Foundation was led by PI, Dr. Shirley Collado. The beta consortium included University of Rutgers-Newark, Middlebury College, Smith College, Ithaca College, and Cal State Fullerton.
- Guided Mihaylo College of Business in strategic planning process.

Interim Director, Office of First Year Experience (FYE), January 2017-August 2018

Primary Responsibilities: Re-engineered the Office of First Year Experience to focus on needs of undeclared population and provide support for seven colleges.

Accomplishments:

- Led fifteen part-time faculty and three direct reports. Office includes forty peer mentors, five graduate students, and five student office assistants. Redesigned UNIV 100 with College of Education faculty and UNIV 100 part-time faculty with a pedagogical focus on community building.
- Established a culture of “knowing our students” including those who have declared a major to who has changed colleges. Created a retention watch list spring 2017 through a pilot with InsideTrack to provide guidance to students at risk of failing.
- Coordinated with senior leaders in seven colleges to develop pilot college first year experience specific to their student population and curricular needs. Target registration of 25% of 4200 first-time freshmen met during New Student Orientations (NSOs).
- Built partnerships with student affairs services and academic program services across campus to increase visibility and support of the Office of FYE. Partnerships include Study Abroad, Outreach, Recruitment, and Orientation (ORO), Residential Life, Council of Deans, and Admissions and Records, Library representative, and Academic Advising Center, and EOP/Summer Bridge. The ORO partnership resulted in a NSO specifically designed for the undeclared population. Enrolled 85% of undeclared population in UNIV 100 Compass Crossing for fall 2017 pilot year.
- Partnered with Institutional Research and Analytical Studies to launch ETS SuccessNavigator non-cognitive skills assessment tool. Built a student success fellows program to serve 600 students participating in SuccessNavigator assessment in Fall 2017.
- Aligned faculty review and collective bargaining regulations for FYE part-time faculty.
- In partnership with Study Abroad office launched Global Titans First Year Experience for one-week intersession co-curricular study abroad to Mexico and Dominican Republic.
- Partnered with CIEE to offer 100 passports to first gen FYE students.

Director, Strategic Initiatives and University Projects, June 2014-August 2016

Primary Responsibilities: A newly created position, I was charged with the oversight of the 2013-2018

University Strategic Plan. I worked closely with all divisional Vice Presidents (Academic Affairs, Student Affairs, Administration and Finance, University Advancement, Human Resources, Diversity & Inclusion, and Information Technology) and members of the Office of the President to begin the implementation process.

Accomplishments:

- Developed plans with cross-divisional team dedicated to the successful implementation of strategic initiatives:
- Closing the opportunity gap: implementation of Student Success Teams through an innovative collaboration between Student Affairs, Academic Affairs, and Information Technology. Result: underrepresented student achievement gap in freshmen 6-year graduation rates from 11.5% to 6.6%, and the elimination of the achievement gap for transfer students (6% to 0%) from 2012 to 2017.
- Increase completion rates: in the same time period, CSUF experienced a 16- percentage point gain (30% increase) in six-year graduation rates for first-time freshmen (from 51% to 67%), and a nine-percentage point gain (65% increase) in four-year graduation rates for first-time freshmen (from 14% to 23%).
- Objective aimed at enrolling 75% of CSUF students in at least two HIPs by graduation. Result: 2016, fifty-seven HIPs pre-designated courses in pilot matrix, serving over 6,000.
- Manage allocation of the President’s Strategic Fund (PSF), dollars dedicated to supporting projects that align with the university strategic plan. Partnered with International Programs and Global Engagement (IPGE) to launch ten pilot January intersession study away/abroad courses, broadening the global opportunities for students. PSF programs were in part intended to support study abroad participation of students with financial need. As of Spring 2016, initial data indicated participation of first-generation and Pell-eligible study abroad participation rates exceeded or aligned with population percentages at 37:31% and 44:44% respectively.
- Guided Alumni Association Board strategic planning process.
- Led campus climate action step recommendations submitted by President’s Climate Evaluation Team. Following work on Climate Action Survey Framework designed and advised the president and Cabinet on the formation of the President’s Commission on Equity and Inclusion (PCEI). Collaborated with strategic communications and campus constituents to create the University’s webpage “[Titans Together.](#)” Awarded Honorable Mention, *Insight into Diversity* HEED Award, after first year of PCEI creation.

Colorado Women’s College, University of Denver; Denver, CO

A private liberal arts institution with over 5,000 undergraduate students and a total enrollment of over 11,000 students. Colorado Women’s College, now a research center, was home to four- degree programs and eight certificate programs.

Associate Dean, January 2012-May 2014

Acting Associate Dean of Academics, August 2011-December 2011

Primary Responsibilities: Under the direction of the Dean led broad, administrative direction with significant responsibility in planning, organizing, and managing services associated with academic advising, outreach/admissions, academic support, and student discipline. Responsible for building quality of academic programs through assessment and program review, and developing study abroad opportunities.

Accomplishments:

- Managed team of seven direct reports comprised of four appointed faculty, three staff, and

oversight of sixty adjunct faculty.

- Shared fiduciary responsibility of a 3+ million dollar operating budget with the Dean.
- Cultivated new partnerships with K-12 institutions, community colleges, non-profits, and corporations to increase the visibility, mission, and quality of the Colorado Women's College education in the Denver metro community.
- Built needed infrastructure and processes for day-to-day operations of enrollment management and course scheduling.
- Worked collaboratively with Marketing and Communication on content review of website, marketing, and event materials.
- Worked closely with academic chairs at the Daniels College of Business to ensure a high standard of course delivery of the Bachelor of Business Administration as part of AACSB accreditation standards.
- Worked with Associate Dean for Inclusive Excellence to begin yearlong focus on professional development for faculty to develop inclusive curricula. Developed new core of adjunct faculty for first year seminar series with a focus on inclusive excellence.

University of Colorado at Boulder; Boulder, CO

Asst. Professor, Department of History, Jan. 2008-July 2011

- Served on undergraduate curriculum committee.
- Served on world history subcommittee formed to address pressing need for students to have course availability that incorporated a transnational/global framework in world civilization offerings.
- Beta tested course manager History Class integrated with e-book and e-docs, for Bedford/St. Martin's. Designed two new courses for history and non-history majors.
- Served on undergraduate honors thesis committees and graduate student committees.

University of Utah; Salt Lake City, UT

Asst. Professor, History Department & Ethnic Studies Program, July 2003-Dec. 2007

Instructor, History Department & Ethnic Studies Program, July 2002-June 2003

- Appointed to presidential committee Youth Education and Success (YES) for newly created University Neighborhood Partners.
- Mentored students developing independent research projects and student scholars who presented papers at conferences.
- Received three grants to coordinate a national symposium on teaching Chicano/a History, which included community members and national and local faculty from a variety of disciplines and staff from TACC (Technology Assisted Curriculum Center) to discuss various classroom practices, use of course management systems, and course syllabi.
- Served on the State Board of Education core curriculum steering committee. Worked regularly with social studies teachers both locally and nationally.
- Involved in community partnerships with limited budgets that required creative uses of our resources. An example is a co-authored grant to partner with the Salt Lake City Film Center to begin a free Spanish language film series.
- Received Honors College professorship to create new course on social justice. Students in course were required to design and organize a symposium on social justice that included their own work, with members from the community serving as commentators.

The Salt Lake City Public Library System; Salt Lake City, UT

President, July 2005-2007; Vice-President, July 2004-2005

Board of Directors, July 2003–Dec 2007

- Maintained fiduciary responsibility to the taxpayers to understand and oversee the City Library’s \$13 million annual budget, including both operating and capital expenditures.
- Provided administrative oversight for this voluntary board.
- Chaired the search committee for the new director and work with both the City Council and Library administrations to ensure compliance with administrative policies.
- Served as panelist and library representative on “Building Community” at the Building Libraries, Building Communities: A Summit on the Role of Public Libraries in Re-creating Community on the Gulf Coast.

LEADERSHIP DEVELOPMENT

- 2018 Millennial Leaders Institute (MLI) Fellow, American Association of State Colleges & Universities (AASCU)
- 2017 Society for College and University Planning (SCUP) Institutes 1-3
- 2015 New Leadership Academy Fellow, University of Michigan
- 2013 Higher Education Resource Services (HERS) Wellesley Fellow

SERVICE

Professional Service

- 2021-present Member, TIAA Inclusion Council
- 2020-present Member, Northwest Commission on Colleges and Universities (NWCCU) Equity Council
- 2019-present Member, APLU Commission on Access, Diversity & Excellence (CADE)
- 2019-present Member, Board of Directors, American Association of Colleges & Universities (AAC&U)
- 2018 Reviewer, *Southwestern Historical Quarterly*
- 2018 Reviewer, *Metropolitan Universities Journal* (MUJ)
- 2017 Reviewer, SCUP Annual conference proposals
- 2017-2019 Member, Committee on Gender Equity, American Historical Association
- 2017-2019 Invited panelist, New Leadership Academy, American Association of Hispanics in Higher Ed (AAHHE)
- 2017 Guest Editor, *Metropolitan Universities Journal* (MUJ), published by the Coalition of Urban and Metropolitan Universities (CUMU)
- 2015-2016 Coalition of Urban and Metropolitan Universities (CUMU), 2016 Annual Conference planning committee member
- 2014-2017 Co-President, Coordinating Council for Women in History, affiliate society of the American Historical Association. Worked with the Berkshire Conference for Women Historians executive leadership to create shared administrative position for both organizations, thereby reducing administrative costs and ensuring success of both organizations.
- 2014-2017 University of Kent at Canterbury, Innovation in Academia Award committee
- 2004-2009 Public History Committee, Organization of American Historians. Through town hall discussion established priority to assess the state of public history within the

organization.
2003-2005 Nominating Committee, Oral History Association

University/College Service

2021 University of Utah Presidential Search, committee member
2019 Campus Lead, *Seal of Excelencia*
2017 Co-chair, First Year Experience committee, Graduation Initiative
2025 2017 Chair, Student Success task force for Graduation Initiative 2025
2017 Member, WASC subcommittee, Institutional Purpose, Structure and Processes
2017 Provost Search Committee, CSUF
2016 Chair, Presidential Enrollment Management Advisory Group (PEMAG)
2016-18 University Designee, Coalition of Urban and Metropolitan Universities (CUMU)
2016 Center for Oral and Public History (COPH) Advisory Committee, CSUF
2016 International Programs & Global Engagement (IPGE) Advisory Board, CSUF
2016-present Chair, President's Commission on Equity & Inclusion (PCEI), CSUF
2016 Campus team member at Urban Serving Universities summer meeting, CSUF
2015-16 Campus team member at WASC Senior College and University Commission Educational Program workshops
2014 Chair, PSF Study Abroad/Study Away committee, CSUF
2014-2015 High Impact Practices (HIPs) Steering Committee, CSUF
2013-2014 Partners in Scholarship (PINS) Committee, University of Denver
2013-2014 Daniels College of Business, Undergraduate Programs Committee
2013-2014 Interdisciplinary Research Incubator for the Study of (In)Equality (IRISE) advisory board and grant committee, University of Denver
2011-2014 Undergraduate Council, University of Denver
2012 Provost Task Force, University College Administration Merger, University of Denver
2008-2011 Undergraduate Curriculum Committee, Department of History, University of Colorado at Boulder
2008-2009 Undergraduate Curriculum Committee; Subcommittee, Global History Curriculum, Department of History, University of Colorado at Boulder
2004-2006 Educational Technology Committee, College of Humanities, University of Utah
2007 Faculty Senate, Department Representative, University of Utah
2007 Executive Committee, Department of History, University of Utah
2006-2007 Graduate Committee, Department of History, University of Utah
2004-2006 Utah Opportunity Scholarship Advisory Board & Selection Committee, University of Utah, Office of the Associate Vice President for Diversity

Community Engagement

2019 Served on transition team and consultant for Salt Lake City Mayor Erin Mendenhall
2017 Welcome Remarks on behalf of President García, *Voces de Liberacion* exhibit
2017 Panelist, Edelman Trust Barometer, Orange County
2013-2016 Maria Droste Counseling Center, Denver, CO secretary, board member.
2013 PBS, Independent Lens Community Cinema panel moderator, "Wonder Women! The Untold Story of American Superheroines"

PUBLICATIONS

Books

Listening to Rosita: The Business of Tejana Music and Culture, 1930-1955 (University of Oklahoma Press, 2015)

Book chapters and journal articles

“Unmasking ‘ignorance.’” Second author. In *Quarterly Journal of Speech* (2020), 106:3, 310-315.

“Mobilizing for National Inclusion: The Discursivity of Whiteness among Texas Mexican Arguments for Desegregation.” Second author. In D.R. Dechaine (ed.) *Border Rhetorics: Citizenship and Identity on the US-Mexico Frontier*. (Tuscaloosa: The University of Alabama Press), 2012.

“Life on ‘The Hill’: Entrepreneurial Strategies in 1940s Corpus Christi.” John Sibley Butler, Alfonso Morales, and David L. Torres (eds). *An American Story: Mexican American Entrepreneurship and Wealth Creation*. (West Lafayette, IN: Purdue University Press). 2009.
“Becoming San Antonio’s Own: Reinventing ‘Rosita.’” *The Journal of Women’s History* (Vol. 20, No. 2). 2008.

“Finding Our Place: Reconstructing Community through Oral History.” *Oral History Review* (Vol. 33, Issue 2). 2006.

HONORS AND AWARDS

- 2018 Principal Investigator (PI), Mellon Mays Undergraduate Fellows \$444,319 awarded to CSUF.
- 2018 Principal Investigator (PI), Office of Assessment and Institutional Effectiveness. \$1,000 grant to assess impact of Student Success Navigator.
- 2016 Américo Paredes Book Award, Center for Mexican American Studies, South Texas College
- 2016 Principal Investigator (PI), Diversity & Inclusion Matrix Pilot, \$12,000 grant with the American Association of Medical Colleges.
- 2007 Honors Professorship, “Historic and Contemporary Issues in Social Justice,” co-authored and co-taught with Dr. Lisa A. Flores.
- 2006 Educational Technology Grant, College of the Humanities Educational Technology Committee.
- 2005 Dee Council Grant, “Transnational Histories: A Spanish Language Film Series,” co-authored with Dr. Dolores Delgado-Bernal.
- 2005 University Teaching Grant, co-authored with Elizabeth Clement, WebCT Multimedia Database for HIST 1700.
- 2004 Tanner Humanities Center, Funding, Chicana/o History Teaching Symposium.

SELECTED TEACHING

Fields of interest: Oral history, U.S. History, Latino/Chicano History, Leadership

Colorado Women’s College, University of Denver; Denver, CO

ASEM 2718, Writing Our Lives, Writing Our Communities

ASEM 2727, Civil Rights to Civil Unions: US History Since 1974

University of Colorado at Boulder; Boulder, CO

HIST 1025, History Since 1865 (100+ students)

HIST 2616, U.S. Women's History

HIST 2626, Gender and Culture

University of Utah; Salt Lake City, UT

ETHNC/HIST 4540, Chicano/a History Since 1849

ETHNC/HIST 4550, Latinos in the US

HIST 1700, American Civilization

HIST 4990, Race & Ethnicity in the American West

HIST 7010, Oral History Graduate Seminar

HONOR 3214, Historic and Contemporary Issues in Social Justice

MEMBERSHIPS

National Association of Diversity Officers in Higher Education (NADOHE)

American Association of Colleges & Universities (AAC&U)

American Association of Hispanics in Higher Ed (AAHE)

Association of Public Land Grants and Universities (APLU)

SELECTED PRESENTATIONS

Invited Talks

- 2020 Speaker, "Equity, Diversity, and Inclusion in the Workplace," Utah Chapter Health Finance Management Association. Virtual presentation.
- 2020 Panelist, "Equity in Education-to-Employment Pathways." Aspen Forum. Virtual presentation
- 2020 Presentation, "Creating an Environment for Diversity, Equity and Inclusion in University Research and Tech Transfer." Tech Transfer Central. Virtual presentation.
- 2019 Keynote Speaker, "Unlikely Alliances: Building Equity Practices Across Our Communities," Richland College.
- 2019 Speaker, "A Face to a Name: From Audio Recording to Visual Storytelling," Institute for the Study of Los Angeles, Occidental College.
- 2019 Speaker, "You can't get where you're going if you don't have a plan," Western Association of Chamber Executives (WACE) annual conference, Anaheim, California.
- 2018 Speaker, "Transforming First-Year College Experience: innovative educational technology and inclusive pedagogies for student learning and retention in STEM," Dissecting the STEM Education Ecosystem in Hispanic Serving Institutions (HSIs): Regional Insights from Southern California, Cal State Fullerton NSF funded conference.
- 2016 Speaker, Hispanic Heritage Month, South Texas College.
- 2016 Speaker, "Hispanic Serving Institutions on a Fast-Changing Landscape," Developing Effective Practices that Serve Hispanic Graduate Students: Mini-Conference, California State University, Fullerton.

- 2016 Keynote Speaker, “Mi Existir es Resistir: Understanding the backlash against Chicanx/Latinx Visibility in Contemporary America,” Westminster College, Salt Lake City, UT.
- 2016 Keynote Speaker, Veteran’s Appreciation Night, California State University, Fullerton 2016 Women’s History Month speaker, “Building Bridges: The Business of Reinventing Space,” University of Texas at San Antonio.
- 2015 Keynote speaker, “Con Ganas y Amor,” Hispanic Heritage Month, California State University, Fullerton.
- 2012 Keynote speaker, LGBTQ Leadership Conference and panelist, “Women, Leadership, and Success,” California State University, Chico.
- 2008 “Becoming the Activists We Envision.” Student workshop for *Challenging Power and Privilege* Symposium at the University of Missouri at Kansas City.
- 2008 “Disclaiming our Identities and Writing Our Histories.” Plenary speaker at *Mujeres Activas en Letras y Cambio Social* (MALCS, Women Active in Letters and Social Change), University of Utah.

Conference Presentations

- 2020 Presenter, “Be The Change” Western Association of College and University Business Officers (WACUBO) Annual Meeting, virtual presentation
- 2020 Presenter “EDI on Campus: Making Systemic Change” Public Relations Society of America (PRSA) Annual Meeting, virtual presentation
- 2019 Presenter, “Millennials of Color and Racial Justice: How Administrators of Color Are Working across Generations,” AAC&U 2019 Annual Meeting, Atlanta, GA.
- 2018 Presenter, “DREAMers Accessing the American Dream: Their Academic and Civic Engagement Outcomes,” AAC&U 2018 Annual Meeting, Washington D.C.
- 2017 Presenter, “Resiliency Infrastructure,” USU-CEO Summer Meeting, Atlanta, GA. 2016 Presenter, “Beyond Institutional Capacity: Building a Campus Movement,” CADE Summer Meeting, New York City, NY.
- 2016 Presenter, “To Action the California-Mexico Higher Education MOU – With Emphasis on Systematic Outreach and Faculty Engagement,” American Association of Hispanics in Higher Education (AAHHE), Costa Mesa, CA.
- 2016 Presenter, “Access and Opportunity to Study Abroad/Away at Cal State Fullerton” CONAHEC, San Luis Potosí, Mexico.
- 2013 Roundtable participant, “Exploring Bigger Historical Questions Through Your Own Family’s History,” American History Association Pacific Coast Branch (AHAPCB), Denver, CO.
- 2012 Chair, “Activism and Unlikely Alliances in the Mile High City” CRAW Roundtable, Western History Association, Denver, CO.