

**Roster of Executive Staff
South Texas College
2008-2009**

Name	Title	Academic Credentials, Qualifications, and Competencies	Other Qualifications and Experience
Reed, Shirley A.	President, South Texas College (Founding President, 1994)	<ul style="list-style-type: none"> • Doctorate of Education Illinois State University Major: Educational Administration 1985 • Master of Business Administration Western International University Major: Management 1993 • Master of Library Science University of Hawaii Major: Library Science 1971 • Bachelor of Arts University of South Florida Major: Library Audio-Visual, English Education 1970 • Associate of Arts St. Petersburg Junior College Major: Liberal Arts 1968 	<ul style="list-style-type: none"> • 4 Years as District Vice President for Administrative Services at Northland Pioneer College • 1 Year as Acting Vice President for Administrative Services at Northland Pioneer College • 4 Years as Associate Dean for Learning Resources at Northland Pioneer College • 12 Years as Director of Learning Resources at Spoon River College <p><u>Served on Advisory Committees for:</u></p> <ul style="list-style-type: none"> • the Texas Higher Education Coordinating Board • Texas Association of Community Colleges • American Association of Community Colleges <p><u>Honors Conferred:</u></p> <ul style="list-style-type: none"> • Recipient of the Excellence Award (NISOD) • Border Texan of the Year • McAllen’s Woman of the Year • Zonta International – Shining Star Award

			<ul style="list-style-type: none"> • Honoree – Muscular Dystrophy Association’s “A Night at the Oscars” • Recipient of the Daughters of the American Revolution’s “Americanism Medal” • 2008 Texas Women’s Hall of Fame Nominee <p><u>Professional Affiliations:</u></p> <ul style="list-style-type: none"> • AACC, Member • AACC Presidents Academy, Executive Committee Member • TACC Legislative Affairs Committee, Member • Hispanic Association for Colleges & Universities, Member • Texas Community Colleges Teachers Association, Member • McAllen Boys & Girls Club • McAllen Chamber of Commerce • McAllen Economic Development Corporation
Cruz, Jose Jr.	Vice President for Information Services and Planning Division, 1998	<ul style="list-style-type: none"> • Master of Business Administration University of Texas Pan American Major: Business Administration 1995 • Bachelor of Business Administration University of Texas Pan American Major: Computer Information Systems 1992 	<ul style="list-style-type: none"> • 1 Year as Director of Institutional Research & Effectiveness, South Texas College • 4 Years as Institutional Researcher at South Texas College and University of Texas Pan American • Adjunct Faculty at South Texas College and University of Texas Pan American • Appreciative Inquiry Summit Facilitator/Trainer, 2004 • Strategic Planning Retreat Facilitator (numerous)

			<ul style="list-style-type: none"> • Focused Inquiry / Focus Group Facilitator (numerous) • 1 Year as Systems Consultant and 1 Year Programmer • Executive Sponsor, SunGard BANNER ERP Conversion, 2003-2006 • Executive Sponsor, Library Art Gallery, 2006 to Present • Ordained Minister <p><u>Professional Affiliations:</u></p> <ul style="list-style-type: none"> • Texas Association for Institutional Research • Society for College and University Planners • American Library Association • Museum Association of South Texas • American Literary Association • Museum Association of South Texas • Texas Association of Museums • College Art Association • South Texas Lyric Opera, Board Member
Garza, Wanda F.	Executive Officer for North American Advanced Manufacturing Research and Education Initiative (NAAMREI) - U.S. Department of Labor Grant, 2007	<ul style="list-style-type: none"> • Bachelor of Science Livingston University Major: Business Administration 1972 • Graduate Hours at Southwest Texas State University Education – 36 Hours 	<ul style="list-style-type: none"> • 4 Years as the Executive Director for Workforce & Resource Development and Assistant to President for Workforce Development at South Texas College • 2 Years as Executive Director for Valley Initiative for Development & Advancement

			<ul style="list-style-type: none"> • 12 Years as Executive Director for Cameron County Private Industry Council • 3 Years as Chair of Instructional Development Department at Texas State Technical College • 10 Years Work Experience as Public School Teacher and as a Vocational Director • Texas Teaching Certificate <p><u>Professional Affiliations:</u></p> <ul style="list-style-type: none"> • Texas Border Infrastructure Coalition, Chair • McAllen Economic Development Corporation, Board Member • Pharr Chamber of Commerce, Executive Board • Lower Rio Grande Valley Workforce Development Board, Founding Board Member • McAllen Chamber of Commerce, Member • Texas Department of Economic Development, Member • DAR Dubois-Hite Chapter, Post Vice Regent • American Association of Community Colleges • Council for Resource Development • Academic Leadership Alliance • Texas Migrant Council Advisory Board • Future of the Region Board
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			<ul style="list-style-type: none"> • U.S. Department of Labor National Youth Policy Committee • U.S. Department of Education Adult Education Advisory Committee • Future of the Region Incorporation (FORI) Board Member • Texas Migrant Council Advisory Committee • US Department of Labor National Youth Performance Standards Committee • US Department of Education American Competitiveness Community College Advisory Committee
Mejia, Juan E.	Vice President for Academic Affairs, 2005	<ul style="list-style-type: none"> • Current Enrollment in Doctorate in Education Program in Educational Leadership at Texas A&M University, Kingsville, 2006 – Present • Master of Education Texas A&M University, Kingsville Major: Adult Education 2000 • Bachelor of Science Texas A&M University, Corpus Christi Major: Occupational Training & Development 1996 	<ul style="list-style-type: none"> • 2 Years as Interim Vice President for Instructional Services at South Texas College • 9 Years as Assistant Vice President for Instructional Services at South Texas College • 6 Years as Chair, Instructor for HITP / HUCP / MIPR at South Texas College <p><u>Honors Conferred:</u></p> <ul style="list-style-type: none"> • 2001 Texas Skill Standards – Governor’s Award • 2004 Texas Association of Colleges - Technical Educators Service Award • 2005 International Exemplary Leadership Award (Chair Academy)

		<p><u>Certifications:</u></p> <ul style="list-style-type: none"> • Texas State Technical College Major: Medical Records 1987 	<ul style="list-style-type: none"> • 2005 National Institute for Staff & Organizational Development Excellence Award • 2006 Texas State Technical College – Distinguished Alumnus Award • 2007, 2008 Faculty Senate Administrator Award <p><u>Professional Affiliations:</u></p> <ul style="list-style-type: none"> • South Texas Higher Education Regional Council, Chair • National Council for Workforce Development, Vice President • Texas Association of College Technical Educators, Board Member • Texas State Leadership Consortium for Curriculum Development, Steering Committee Member • Committee and Professional Development, Steering Committee Member • Texas Skill Standards Board • Task Force on Skill Standards, Member • Texas Higher Education Coordinating Board Committees: <ul style="list-style-type: none"> ○ Associate of Arts in Teaching ○ Community College Baccalaureate ○ Developmental Education ○ Distance Education Advisory ○ Quality and Assurances ○ Workforce Education Course Manual
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<p>Pena, Diana A.</p>	<p>Vice President for Finance and Administrative Services, 1998</p>	<ul style="list-style-type: none"> • Master of Education University of Texas Pan American Major: Counseling & Guidance 1973 • Bachelor of Science University of Houston Major: Business Education 1970 <p><u>Certifications:</u></p> <ul style="list-style-type: none"> • Professional Superintendent University of Texas Pan American 1986 • Professional Middle Management Administrator University of Texas Pan American 1984 	<ul style="list-style-type: none"> • 25 Years as Director of Planning, Evaluation, Guidance, PEIMS/Counselor/ Business Teacher at Rio Grande City CISD • 5 Years as Assistant Superintendent for Business and Operations, Rio Grande City CISD <p><u>Professional Presentations:</u></p> <ul style="list-style-type: none"> • 2005 Community College Business Officers – “Maximizing Resources for a Facilities Expansion Program” • 2007 American Association of Community Colleges – “Building for Student Success – Role of Planning & Collaboration in a Facilities Expansion Program” • 2007 Association of Community College Trustees – “Building for Student Success – Role of Planning & Collaboration in a Facilities Expansion Program” • 2007 Association of Community College Trustees – Led Roundtable Discussion on Preventing and Mitigating Fraud • 2007 National Association of College Auxiliary Services – “Preventing & Mitigating Fraud: Lessons Learned from Implementations of a Fraud Hotline System”
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			<ul style="list-style-type: none"> • 2007 Community College Business Officers – “Preventing & Mitigating Fraud: Lessons Learned from Implementations of a Fraud Hotline System” <p><u>Professional Affiliations:</u></p> <ul style="list-style-type: none"> • Texas Association of Community College Business Officers • National Association of College and University Business Officers • Community College Business Officers • American Association for Women in Community Colleges • Government Finance Officers Association
Serrata, William	Vice President for Student Affairs and Enrollment Management 2006	<ul style="list-style-type: none"> • Doctorate of Philosophy (ABD) in Educational Human Resource Development from Texas A&M University - College Station • Master of Arts University of Texas Brownsville Major: English 1999 • Bachelor of Arts Texas A&M University – College Station Major: English 1993 	<ul style="list-style-type: none"> • 1 ½ Years as Interim Chief Student Services Officer at South Texas College • 4 Years as Dean of Enrollment Services at South Texas College • 5 Years as Director of Enrollment Services & Registrar at South Texas College • 2 Years as Administrative Analyst at University of Texas Brownsville and Texas Southmost College • 1 Year as Compliance Specialist at South Texas College <p><u>Professional Affiliations:</u></p> <ul style="list-style-type: none"> • American Association of Collegiate Registrars & Admissions Officers

			<ul style="list-style-type: none"> • Strategic Enrollment Management Coordinator for Community Colleges (2008 – 2011) • Southern Association of Collegiate Registrars & Admissions Officers • Texas Association of Collegiate Registrars & Admissions Officers <ul style="list-style-type: none"> ○ Executive Board Member 2 Years ○ Strategic Enrollment Management Committee • South Texas Association of Collegiate Registrars & Admissions Officers • Texas Workforce Education Leadership Committee • Texas Higher Education Coordinating Board Committees <ul style="list-style-type: none"> ○ Strategic Enrollment Management ○ Texas Success Initiative • South Texas College – Achieving the Dream Core Team & Data Team • South Texas College – Excellencia in Education Starting Point Team
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