

**William Serrata – Vice-President for Student Affairs & Enrollment Management**  
South Texas College, P.O. Box 9701, McAllen, TX 78502-9701

## **EDUCATION**

- 2009            Expected Graduation, May 2009  
Doctorate of Philosophy in Educational Human Resource Development  
Texas A&M University – College Station, Texas
- 1999            Master of Arts  
The University of Texas at Brownsville - Brownsville, Texas
- 1993            Bachelor of Arts  
Texas A&M University – College Station, Texas

## **PROFESSIONAL EXPERIENCE**

- 2005 – Present    Vice-President for Student Affairs & Enrollment Management, South Texas College**  
Provide leadership as Chief Student Services Officer to the Deans, Department Directors, Coordinators and Staff comprising the Division of Student Services & Development. Responsible for leading all areas within the Division of Student Services & Development, which include Admissions & Records, Counseling & Advising, Financial Aid, Student Welcome Centers, Student Outreach Services, Testing Services, Career Services, Job Placement, Special Programs, Student Judicial Affairs, and Campus Life
- 1997 – 2005        Dean of Enrollment Services, South Texas College**  
Provide leadership to the Office of Admission & Registrar, Student Outreach Services, Student Information Centers, and Welcome Centers. Serve as Student Information System Data Owner.
- 1996 – 1997        Compliance Specialist, South Texas Community College**  
Provided leadership to Registration and Reporting segments of Admission & Records.
- 1994 – 1996        Administrative Analyst, The University of Texas at Brownsville and Texas Southmost College**  
Provided leadership over Registration and Reporting segments of Enrollment Services.

## **PROFESSIONAL AFFILIATIONS**

American Association of Collegiate Registrars & Admissions Officers  
Southern Association of Collegiate Registrars & Admissions Officers  
Texas Association of Collegiate Registrars & Admissions Officers  
Executive Board Member 2002-2004  
Strategic Enrollment Management Committee  
South Texas Association of Collegiate Registrars & Admissions Officers  
Texas Workforce Education Leadership Committee  
Texas Higher Education Coordinating Board Committees  
Strategic Enrollment Management  
Texas Success Initiative