

Areli Chacón Silva

Leadership and Community Engagement Program
The University of Texas at El Paso
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EDUCATION

- 2011** **Doctor of Philosophy in Economics**
University of Havana
Primary Areas: International Economics, Entrepreneurship
Dissertation: “The Export Diversification Process in Mexico 1990 – 2008: An Evaluation of the State of Chihuahua”
- 1999** **Master of Business Administration**
Angelo State University
Carr Scholarship Recipient
- 1996** **Bachelor of International Business**
Tecnológico de Monterrey, Chihuahua Campus
Magna Cum Laude

PROFESSIONAL AND TEACHING DEVELOPMENT

Certificate in Inclusive Teaching for Equitable Learning

Association of College and University Educators (ACUE) (February, 2023)

This certificate signifies my completion of a 5-module course in inclusive teaching practices requiring the implementation of evidence-based instructional approaches. The certificate distinguishes faculty for our commitment to educational excellence and student success.

UTEP Provost Initiative Dialogues in Leadership

Selected as part of the Inaugural Cohort (September 2020-May 2021)

Transforming Teaching and Learning with Blackboard Institute

University of Texas at El Paso (January 2017)

Completed a 30-hour course integrating/implementing established and emerging Blackboard tools into course design, development and management in subsequent semesters, helping to collect and share data through formative and summative assessments, and serving as a liaison between the College of Liberal Arts and Academic Technologies in a community of practice.

Leadership Seminar

Oklahoma State University (March, 2012)

Completed a 12-hour course focused on the strength finder methodology.

Case Study Method Accredited Instructor

University of North Carolina, Chapel Hill (July, 2000)

Completed a four-week- 48- hour course learning how to teach using the Case Study Method.

PROFESSIONAL EXPERIENCE

Program Director, Leadership and Community Engagement Program (September 1, 2017 – Present)
University of Texas at El Paso

Interim Program Director, Leadership Studies Program (January 2015 – August 31, 2017)
University of Texas at El Paso

Associate Professor of Instruction, Leadership and Community Engagement Program (2013 – Present)
University of Texas at El Paso

Chair, Business Department (March, 2011 – June, 2012)
Tecnológico de Monterrey, Chihuahua Campus

Director, for the International Market Intelligence and Research Center (January, 2007 – March, 2011)
Tecnológico de Monterrey, Chihuahua Campus

Chair, International Business and International Relations Department (March, 2002 – December, 2006)
Tecnológico de Monterrey, Chihuahua Campus

Faculty Facilitator, Global MBA (2002-2006)
Thunderbird School of Global Management, Arizona State University

Director, Department of Distance Education (August 2000 – May 2002)
Tecnológico de Monterrey, Chihuahua Campus

Tenured Professor, Business Department (July 1999 – 2013)
Tecnológico de Monterrey, Chihuahua Campus

Independent Business Consultant (1999 – 2013)

Graduate Assistant, International Trade Office (1997 – 1999)
Angelo State University

Workstudy, Institutional Assessment and Academic Development Department (1994-1996)
Tecnológico de Monterrey, Chihuahua Campus

ADMINISTRATIVE EXPERIENCE

Director, Leadership and Community Engagement Program, University of Texas at El Paso (September 1, 2017 – Present). Duties and responsibilities:

- Administer annual budget in salaries, travel, maintenance and operations, revenue, and office expenditures
- Lead 11 full- and part-time faculty members, four graduate assistants, two staff members.
- Manage one master's program (leadership studies), one graduate certificate (in leadership) and one undergraduate minor (leadership studies)
- Lead the 2023-204 MLS enrollment, recruitment and retention initiative with the program advisory committee February and March 2023
- Lead the program's annual strategic planning session with staff and full-time faculty to develop, implement, and provide standards, and guidelines, to better serve our students
- Program review report preparation and data collection mandated by Texas Higher Education Coordinating Board (THECB) November 2018
- Supervise the graduate program committee, accreditation and assessment requirements, learning outcomes, course scheduling, annual performance reviews and staff evaluations
- Compile and submit reports required by the Provost Office and the Dean of the College of Liberal Arts
- Oversee the professional development of staff and graduate assistants
- Promote participation in recruitment fairs, tabling events, expos, to increase program visibility
- Arrange and lead program faculty meetings

- Attend monthly meetings with the Provost, Dean of the College of Liberal Arts, and the Graduate School
- Serve as the program liaison to other UTEP strategic units and community organizations

Interim Director, Leadership and Community Engagement Program, University of Texas at El Paso (January 2015 – August 31, 2017). Duties and responsibilities:

- Led the reporting QEP to SACS-COC review and off-campus visit to Fort, Bliss, TX. (2015)
- Oversaw more than 120 graduate students
- Responsible for data collection, design, and submission of a curriculum proposal for a new undergraduate degree

Chair, Business Department, Tecnológico de Monterrey, Chihuahua Campus (March, 2011 – June, 2012). Duties and responsibilities:

- Worked with Dean to effectively transition the Business Department into an independent academic unit
- Developed short- and long-term strategic plans for the department
- Managed and supervised 52 full- and part-time faculty, five undergraduate majors (marketing, finance, international business, international relations, and communication)
- Developed and oversaw the launch of a new major in Business Innovation (Fall 2012)
- Developed high-impact projects for students in all Business Department majors (marketing, finance, international business, international relations, and communication)

Director, International Research and Market Intelligence Center, Tecnológico de Monterrey, Chihuahua Campus (January, 2007 – March, 2011) Duties and responsibilities:

- Worked with the National Science and Technology Fund of Mexico (CONACYT) scholarship student recipients on their MBA research thesis
- Mentored 30 students in the MBA program
- Worked with a research group securing funding from CONACYT for a research project titled: *“Developing capacity building strategies for Chihuahuan businesspeople to increase commerce with US Latinos.”* Funding awarded: \$120,000 pesos.

Chair, International Business and International Relations Department, Tecnológico de Monterrey, Chihuahua Campus (June 2002 – December 2006). Duties and responsibilities:

- Managed and supervised 24 full- and part-time faculty, two undergraduate majors (international business and international relations)
- Data collection, design, and course development of two new concentration: International logistics and customs and international traffic for the major in international business
- Pioneered the study abroad program called “Commercial Mission/Mision Comercial” in which students are sponsored by local companies to travel abroad for two weeks. During their stay abroad students attend business meetings to promote their sponsors’ product or service

Director, Department of Distance Education, Tecnológico de Monterrey, Chihuahua Campus (August 2000 – May 2002) Duties and responsibilities:

- Administered a budget of \$1 million pesos to develop remote courses through virtual university
- Worked with academic units to convert face-to-face courses into virtual/satellite courses
- Led and managed an MOU agreement with the Department of Education in the state of Chihuahua to further teacher education through our course offer of certificates and Master’s programs
- Pioneered a model of remote instruction to serve mainly native Mexican groups with no access to education located in the mountains of rural Chihuahua state, through the establishment of Community Learning Centers

RESEARCH

Funded Research

Chacón, A. (August, 2016). Co-Principal Investigator (UTEP). SBIR II: WayToServe Español: A culturally-Appropriate Online Responsible Beverage Service Training for Spanish-speaking Servers. NIH National Institute on Minority Health and Health Disparities Research. SPN1241. Amount granted \$93,307.00

Tecnologico de Monterrey, Research Team (2007 – 2010). Research project: Developing capacity building strategies for Chihuahuan businesspeople to increase commerce with US Latinos: A sociocultural approach. (Proyecto de investigación: Desarrollo de estrategias para mejorar la capacidad de los empresarios chihuahuenses para lograr hacer negocios con los latinos en Estados Unidos: Un enfoque sociocultural). Funded by National Science and Technology Fund of Mexico (CONACYT CHIH-2006-CO2-59483). Funding awarded: \$120,000 pesos.

Grant Proposals and Fellowships

Chacón, A. (May, 2023) Proposal title: “Shaping the future of Higher Education: Laying the foundation for a Binational Leadership Institute through the development of a bilingual leadership program.” Funding Agency: UTEP US-Mexico Faculty Collaboration Fellowship 2023-2024 Program. Not funded.

Chacón, A. (October, 2019) Principal Investigator, proposal title: “*Leadership for who? An exploratory study of community engagement Latina leadership on the U.S.-Mexico border.*” Funding Agency: UTEP University Research Institute Grant. Funding requested \$5,000. Not funded.

Chacón, A. (November, 2018) Principal Investigator, proposal title: “*Dialogues on the experience of war, recrafting my story: Before war and after coming home.*” Funding Agency: National Endowment for the Humanities. Funding requested \$98,302.00. Not funded.

PUBLICATIONS

Publications: Books and Book Chapters

Abdellatif, A., Penha-Vasconcelos, C., Lewis-Strickland, K., **Chacón Silva, A.**, Tan, S. J., & Spadorcia, S. (2023). Methodologies of resistance: centering marginalized voices within mainstream leadership research. In *A Research Agenda for Gender and Leadership* (pp. 69-85). Edward Elgar Publishing.

Noopila, M. & **Chacón, A.** (2022). *Handbook of Leadership and Change*. Kendall Hunt Publishing.

De Pablo Porras, I. Y., & **Chacón, A.** (2020). Humanismo y Pandemia. In Arana, Manuel, Irma Perea Henze y Javier O. Contreras Orozco (Eds.). *Retos para las Humanidades en el contexto de la Pandemia*. Primera edición. Sevilla, España: Egregius Ediciones. ISBN 978-84-18167-46-1

De Pablo Porras, I. Y., & **Chacón, A.** (2019). Posthumanismo. In Arana, Manuel, Irma Perea Henze e Isela De Pablo Porras (Eds.). *La voz de la palabra. La humanidad y la inteligencia artificial*. Primera edición. Sevilla, España: Egregius Ediciones. ISBN: 9788418167003.

De Pablo Porras, I.Y., Perea, I., and **Chacón, A.** (2018). Las mujeres y su relación con las políticas públicas. In Arana, Manuel, Irma Perea Henze e Isela De Pablo Porras (Eds.). *Las Humanidades en el siglo XXI*. Buenos Aires. Alfagrama. Primera edición. ISBN: 978-987-4458-06-3.

Chacón, A. (2017). El proceso de integración regional frente a la crisis global: La diversificación de las exportaciones del estado de Chihuahua. In Barraza De Anda, Martha, Javier Martínez Romero y Julieta Flores Amador (Eds.). *Flujos transfronterizos, Desarrollo regional y movilidad humana*. México. UACJ. Primera edición. ISBN:978-607-520-286-0.

Camacho, L., **Chacón, A.**, García, H., Murphy, M., Talavera, A., & Valdez, C. (2010). *¡Reconquista! Consejos a los empresarios Chihuahuenses para hacer negocios con los latinos en Estados Unidos*. Chihuahua, Ch.: Doble Hélice. (Book title: *¡Reconquest! Advice for business owners in Chihuahua to do business with US Latinos*).

Publications: Case Studies

Barona, C., **Chacón, A.**, & Guerrero, G. (2009). *La región de Ituri: Un reto para las Naciones Unidas*. Centro Internacional de Casos. Tecnológico de Monterrey. C07-17-001. [Online]. (Title: The case of the Ituri region: A challenge for the United Nations).

Barona, C., **Chacón, A.**, & Guerrero, G. (2009). *La República Árabe Saharaui Democrática: Un estudio en el desierto*. Centro Internacional de Casos. Tecnológico de Monterrey. C07-17-002. [Online]. (Report title: The Saharai Arabian Democratic Republic: A political state in the desert).

Publications: Journal Articles

Núñez-Mchiri, G. G., & **Chacón Silva, A.** (2021). Liderazgo, Educación, Abogacía y Desarrollo (LEAD): Un modelo de liderazgo y compromiso comunitario para Latinas en la frontera de los Estados Unidos y México. *Frontiers: A Journal of Women Studies*, 42(3), 105-121.

Núñez-Mchiri, G. G., & **Chacón Silva, A.** (2021). Leadership, Education, Advocacy, and Development (LEAD): A Latina leadership and community engagement model on the US-Mexico Border. *Frontiers: A Journal of Women Studies*, 42(3), 122-136.

Chacón, A., Delgado, G., & Mao, M. (2008). El método del caso ¿Ayuda a lograr los conocimientos y desarrollar habilidades? Las percepciones de un grupo de estudiantes de educación superior sobre el aprendizaje por discusión? *International Journal of Case Method Research and Application*. Spanish edition. (Article title: The case study method. Does it help in knowledge acquisition and developmental skills? College student perceptions about class discussion learning).

Chacón, A., Delgado, G. & Mao, M. (2007). Las percepciones de un grupo de estudiantes de educación superior sobre el aprendizaje por discusión. *Revista de Investigación Multidisciplinaria*, 6 (2), 39-49. (Article title: College student perceptions of discussion learning).

Conference Presentations:

Chacón Silva, A. (July 2023). “La lucha sigue- At a Hispanic Serving Institution through a community engagement and leadership program.” 2023 Mujeres Activas en Letras y Cambio Social (MALCS) Summer Institute. July 2023. UC Davis, CA.

Chacón Silva, A. Noopila, M.Y., & Nuñez-Mchiri, G. (July 2022). “Leadership and change on the U.S.-Mexico border”. 2022 Mujeres Activas en Letras y Cambio Social (MALCS) Summer Institute. July 2022. USC, Ft. Collins, CO.

Chacón Silva, A. (July 2021). Eco-Fireplaces. Case study presented at Asociación Latinoamericana de Casos. Virtual attendance.

Chacón Silva, A. (June 2021). Intersectionality and the narratives of resistance. Paper presented at the International Leadership Association Colloquium - Women and Leadership. Virtual attendance.

Chacón Silva, A., Goletti, C., & Nuñez-Mchiri, G. (April 2021). Serving the underserved at an HSI: Best practices in teaching and decreasing the number of at risk students through engagement and culture of care.” Panel presentation at the UTEP SOL Conference, El Paso, TX.

Noopila, M.Y. & **Chacón Silva, A.** (February 2020). Purposefully different, an exploration of practices within interdisciplinary graduate leadership for assessment and retention of unique student populations. Panel presentation at the New Mexico Higher Education Assessment and Retention Conference, Albuquerque, NM.

Chacón Silva, A. (April 2019). La cobertura informativa de los medios norteamericanos en relación a la elección presidencial de México 2018. Panel Moderator at Association for Borderlands Studies Conference, San Diego, CA.

Chacón Silva, A., Flores, M.A., & Nuñez-Mchiri, G.G. (April 2019). The Leadership, Education, Advocacy, Development (L.E.A.D.) Program - Results from the iInaugural El Paso-Juarez Class of 2017 - A case study of the program's, trainers', and participants' challenges and successes. Panel presentation at the Association for Borderlands Studies Conference, San Diego, CA.

Aguirre, A.A., **Chacón Silva, A.,** & Noopila, M.Y. (February 2019). Cultivating faculty-led assessment and evaluation for improved learning, teaching, and engagement in an online and hybrid graduate leadership program. Panel presentation at the New Mexico Higher Education Assessment and Retention Conference, Albuquerque, NM.

Chacón Silva, A. (November 2018). L.E.A.D.: A Mexicana/Chicana feminist leadership model for transformation and social change: Development of a Latina leadership model. Panel presentation at the National Women's Studies Association Conference, Atlanta, GA.

Chacón Silva, A. (August 2018). Wise Latina International: The Leadership, Education, Advocacy, Development (LEAD) initiative and its impact in the borderplex region. Panel moderator at the Mujeres Activas en Letras y Cambio Social Conference, El Paso, TX.

Chacón Silva, A. (August 2018). Lupe Valdez: An intersectional analysis of her leadership, her public image in both traditional and social media and gender. Panel Respondent at the Mujeres Activas en Letras y Cambio Social Conference, El Paso, TX.

Chacón Silva, A. (August 2018). Chicana/Latina mama Ph.D.'s: Raising Diego and caring for elderly parents as a mama Ph.D. en la academia. Panel presentation at the Mujeres Activas en Letras y Cambio Social Conference, El Paso, TX.

Chacón Silva, A. (April 2018). Elevating the competitiveness in the border region of northern Mexico. Panel presentation at the Association for Border Studies Conference, San Antonio, TX.

Chacón, A. (2016). Un plan de desarrollo económico para el estado de Chihuahua. Paper presented to the North American Case Research Association Annual Convention, Las Vegas, NV, October 6-9.

Chacón, A. (2015). El proceso de integración regional frente a la crisis global: La diversificación de las exportaciones del estado de Chihuahua. Paper presented to the XV Congreso Internacional sobre Integración Regional, Fronteras y Globalización en el Continente Americano/IV Congreso Internacional de Ciudades Fronterizas. Universidad Autónoma de Ciudad Juárez, México, October 28-30.

Pérez, F. G., & **Chacón, A.** (2012). What happened to the social contract? Arizonan's attacks against Mexican American studies under the guise of social preservation. Panel paper presented to the International Communication Association Annual Convention, Phoenix, AZ, May 24-28.

Chacón, A. (2008). Potencialidades para incrementar las exportaciones de bienes en el Estado de Chihuahua. (Title: Opportunities to increase goods exports in Chihuahua). Paper presented to the International Multidisciplinary Research (ICM) Ciudad Juárez, México. October 17-19.

Chacón, A. (2008). El mercado latino en los Estados Unidos: Oportunidad para expandir los negocios de productos Chihuahuenses. (Title: The Latino market in the US: Business expansion opportunities for Chihuahuan businesses. Paper presented to International Conference of Management and Public Administration (GESEMAP) Havana, Cuba. July 2-4.

Chacón, A. (2007). Modelo para incrementar y diversificar las exportaciones del Estado de Chihuahua hacia Estados Unidos. (Title: A model for export diversification and augmentation from the State of Chihuahua to the USA). Paper presented to to the International Multidisciplinary Research (ICM) Chihuahua, México. October 15-17.

Chacón, A. (2007). El método del caso ¿Ayuda a lograr los conocimientos y desarrollo habilidades? Las percepciones de un grupo de estudiantes de educación superior sobre el aprendizaje por discusión. (Title: The case study method. Does it help in knowledge acquisition and developmental skills? College student Perceptions about learning through classroom discussion. Paper presented to the World Association for Case Research and Application Annual Convention, Guadalajara, México. July 1-4.

Chacón, A. (2007). Las percepciones de un grupo de estudiantes de educación superior sobre el aprendizaje por discusión. (Title: The perceptions of a college student focus group about learning through discourse). Paper presented to the Latinoamerican Case Association (ALAC) Monterrey, México. June 10-13.

Chacón, A. (2006). El papel de la ciencia y la tecnología en la educación ciudadana. (Title: The role of science and technology in the education of citizens). Paper presented to the International Summer Research Conference, University of Texas at El Paso. June 18-19.

Conference Posters

Woodall, W.G., Saltz, R.F., Buller, D.B., Pérez, F., **Chacón Silva, A.**, Sánchez, V., & Starling, R. (June 2019). Refusal of alcohol sales to pseudo intoxicated patrons in primarily Spanish-speaking premises: A tale of two states. Poster presented at Research Society on Alcoholism, Minneapolis, Minnesota.

Pérez, F. G., **Chacón Silva, A.**, Sánchez, V., Reither, J., Woodall, G., Buller, D., Starling, R., Saltz, R., & Díaz, L. (June 2018). Way to Serve-Español: Adapting an evidence-based online responsible beverage server (RBS) training for Spanish language populations in the US Southwest. Poster presented at Research Society on Alcoholism, San Diego, CA.

Membership in Professional Associations

- Asociación Latinoamericana de Casos, ALAC, Member, International (July 2021- Present).
- International Leadership Association, ILA, Member, International. (June 2020 - Present).
- Association of Leadership Educators, ALE, Member, National. (July 2019 - Present).
- National Women's Studies Association, NWSA, Member, National. (July 2018 - Present).
- Association for Borderland Studies, ABS, Member, National. (April 2018 - Present).
- Mujeres Activas en Letras y Cambio Social, MALCS, Member and On-site Reviewer, National. (April 2018 - Present).
- Rio Grande Economics Association, A chapter of the National Association of Business Economics, RGEA, Member, Regional. (January 2017 - Present).

TEACHING EXPERIENCE

Associate Professor of Instruction, Leadership and Community Engagement Program, University of Texas at El Paso (2013 – Present). **Courses taught:**

Graduate Courses

Contemporary Concepts of Leadership (hybrid and online)
 Team Based Leadership (hybrid and online)
 Leadership Communications
 Ethics and Leadership (Capstone)

Undergraduate Courses

Introduction to Leadership
 Community Engaged Leadership

Tenured Professor Department of Business, Tecnológico de Monterrey, Chihuahua Campus (July 1999 – 2013) **Courses taught:**

Graduate Courses

Thesis I
 Thesis II

Undergraduate Courses

International Business Environment
 International Competitive Analysis
 International Marketing I
 International Marketing Research
 Regional Scenarios
 Market Intelligence
 Distribution Channels Management
 Supply Chain Management
 Business Logistics II (online)
 International Logistics I
 International Logistics II
 International Transportation Systems

Global MBA Faculty Facilitator, Thunderbird School of Global Management Arizona State University (2002-2006) **Courses taught:**

Graduate Courses

Microeconomics
 Macroeconomics
 Regional Business Environment for North America
 International Economics and Trade
 Regional Business Environment for Latin American

Courses created and added to curriculum

Introduction to Leadership (UTEP)
 Community Engaged Leadership (UTEP)
 Team Based Leadership (UTEP)
 Internship (UTEP)
 Border leadership (UTEP)
 International Transportation Systems (Tec de Monterrey)

Business Logistics II (online) (Tec de Monterrey)

Community Engagement and Leadership (CEL) designation

CEL designation granted for undergraduate course Community Engaged Leadership. Spring 2023.
CEL designation granted for graduate course Contemporary Concepts of Leadership for during three consecutive years. (2020-2022)

Doctoral dissertation committee member

Huerta, Yvette V., April 2022. "Latinx students in community college: Institutional actions and persistence." Chair: Dr. Penelope Espinoza. College of Education, UTEP.

Thesis committee member

Martinez, Mayra A., May 2023. "Invoking the Holocaust at the border: Holocaust museums, commemoration and activism in the Southwest." Chair: Dr. Leslie Waters. Department of History, UTEP.

Flores, Gerardo J., December 2022. "Exploring how morality framing and partisanship influence public perceptions of immigration." Chair: Dr. Jose De Jesus Villalobos. Department of Political Science and Public Administration, UTEP.

Thomas, Brandon. Fall 2017. "Law enforcement training/education program: Proposal of a new comprehensive education and training program to evolve and revolutionize the standard for future law enforcement officers." Chair: Dr. Larry Valero. Intelligence and National Security Studies program, UTEP.

MBA Thesis Committees

Ordoñez Maldonado, Ileana. **Dissertation Committee member.** (Completed November, 2011) Tecnológico de Monterrey, Chihuahua Campus. "La práctica administrativa de tres gerentes de nivel intermedio en la ciudad de Chihuahua: Estudio de caso."

García Ojeda, Laura Leticia. **Dissertation Committee member.** (Completed September, 2011) Tecnológico de Monterrey, Chihuahua Campus. "Impacto económico y social de la Industria maquiladora en el Estado de Chihuahua."

González, Jorge Luis. **Dissertation Committee member.** (Completed September, 2011) Tecnológico de Monterrey, Chihuahua Campus. "Propuesta de sistema de gestión de calidad enfocado en las micro y pequeñas empresas de comercio de la ciudad de Chihuahua."

Pérez Contreras, Jorge Luis. **Chair.** (Completed December, 2010) Tecnológico de Monterrey, Chihuahua Campus. "Determinación de correspondencia entre perfiles profesionales."

Mesa Moreno, Jorge Alberto. **Chair.** (Completed November, 2010) Tecnológico de Monterrey, Chihuahua Campus. "Planeación del Desarrollo en Chihuahua; una propuesta a partir del análisis regional y el potencial de desarrollo."

López Díaz, Angélica. **Chair.** (Completed Julio, 2010) Tecnológico de Monterrey, Chihuahua Campus. "Proceso para la administración de la inversión extranjera directa y temas estratégicos para su captación."

Alvídrez Gómez, Ana Paulina. **Dissertation Committee member.** (Completed May, 2010) Tecnológico de Monterrey, Chihuahua Campus. "Determinación del conocimiento organizacional para la práctica docente en institución educativa: Caso Preparatoria 20-30."

Fierros Martínez, Edith Cristina. **Chair.** (Completed May, 2010) Tecnológico de Monterrey, Chihuahua Campus. “Factores de integración de los proveedores locales en las cadenas productivas que involucran a la industria maquiladora del sector automotriz y aeroespacial: Caso Chihuahua.”

Zúñiga Vargas, Jesús Fernando. **Chair.** (Completed May, 2010) Tecnológico de Monterrey, Chihuahua Campus. “Conociendo cómo son las redes sociales dentro de la organización para general innovación, crear grupos de colaboración retener y difundir conocimiento.”

Talavera Sandoval, Alejandra. **Chair.** (Completed April, 2008) Tecnológico de Monterrey, Chihuahua Campus. “Diseño del empaque basado en la identidad nacional. Estrategia comercial para la exportación.”

Teaching Service: Internships

I supervised the following students

Evelyn Aguilera (Spring 2022). Internship with FTZ at the El Paso International Airport. Her contribution was an operations handbook for the aerospace industry.

Kyran V. Adams (Spring 2021). Internship with Ft. Bliss. His contribution was an operations handbook for new online instructors at USASMA.

Monica Edman (Spring 2021). Internship with the non-for profit organization MAS for the Masses.

Konner Tucker (Summer 2020) Internship with SISD.

Tyler Ragin (Spring 2019). Internship with UTEP’s Department of Athletics.

Omar Gandara-Barron (Fall 2018) Internship with UTEP Office of Professional and Public Programs

Victor Reta (Spring 2018). Internship with the City of Socorro.

Teaching Service: Faculty Advising

Faculty advisor to Alpha Phi Omega, UTEP student organization (2019- 2022)

Teaching Service: Student Mentoring

I supervised research projects of the following undergraduate students for conference presentation:

Bejarano, Nayla (2019). “Análisis del tono de la cobertura periodística de los candidatos presidenciales de México” Western Social Science Association/ABS Conference. San Diego, CA. April 24 to 27.

Chavez, Marisol (2019). Análisis de las características de liderazgo del candidato Andrés Manuel López-Obrador por Juntos Haremos Historia presentadas a través de la prensa escrita norteamericana”. Western Social Science Association/ABS Conference. San Diego, CA. April 24 to 27.

Dyon, Jonathan (2018). Leadership Challenges in the Borderplex Region: Using the Triple Helix Model and Depth Interview Analysis. Graduate Student Research Expo 2018. University of Texas at El Paso. November 9.

Muñoz, Sergio (2018). Analysis of Servant Leadership of the Mexican Presidential Candidates during the 2018 elections in news stories broadcasted by Telemundo. University of Texas at El Paso. COURI Symposium. Summer 2018.

Dominguez, Sandra (2017). WayToServe Español: A Culturally-Appropriate Online Responsible Beverage Service Training for Spanish-speaking Servers. University of Texas at El Paso. COURI Symposium. Summer 2017.

CONSULTANCIES

Business Consultant to México & México Enterprise. Business Incubator Tecnológico de Monterrey Chihuahua Campus (August 2011).

Business Consultant to the PIAT 2010 Program working with PROTERCHISA, QUANTUM Media, and Recicladora de Plásticos, S.A. (August 2010).

Senior Business Consultant to Howard Johnson Chihuahua. Developed a marketing research project. Tecnológico de Monterrey Chihuahua Campus (February 2009).

KEY NOTE AND WORKSHOPS

- Featured speaker for City of Socorro women's empowerment month series. March 2023.
- Binational Leadership Series between UACH and UTEP, three-day workshop for the 12 outstanding students from UACH. December 2022.
- Workshop with Congressional Youth Council on team building. December 2022.
- Jóvenes en Acción Program hosted by UTEP and sponsored by the US Embassy in Mexico, for which I developed and delivered a three-day workshop on Leadership for 80 Mexican students. July 2022.
- Staff Training to the Center for Community Engagement (CCE) on Leadership. 15 attendees. April 15, 2022.
- Development and delivered workshop on “How to use and write case studies” for ALAC. May 12, 2022.
- Management/Executive Development. Wise Latina International. El Paso, TX. January to December 2020.
- Webinar "Humanizing Online Education during Covid-19 and Beyond" UTEP's CFLD. July, 2020.
- Guest Speaker, VI International Communication Week, Chihuahua, Chihuahua, Mexico. May 2020.
- Workshop on “What is Leadership?” to Wise Latina International LEAD Program. El Paso, TX. September 2019.
- Leader, Professional Development Seminar at Fort Bliss. El Paso, TX. for 150 soldiers, May 2019.
- Keynote speaker at 21 Century Leadership Series reception. Region 19. El Paso, TX., May 2019.
- Seminar Leadership and Coaching. School of Business Tecnológico de Monterrey. Ciudad Juarez, Mexico, May 2019.
- Workshop “Leading in the Community”. 21 Century Leadership series. Region 19. El Paso, TX., May 2019.
- Keynote speaker at Alpha Phi Omega reception “Leadership, Diversity and Community Service”. UTEP. El Paso, TX., March 2019.
- Workshop to students from Nazareth College (Rochester, NY) “The Leadership, Education, Advocacy, Development (L.E.A.D.) Program - Results from the Inaugural El Paso-Juarez Class of 2017”. El Paso, TX., March 2019.
- Leadership Series Workshop “Team Based Leadership”. Organized by UTEP Student Engagement and Leadership Center. El Paso, TX., September 2018.
- Two-hour workshop on “Team Building” to Child Care Connection training for Childcare providers. EPCC. El Paso, TX., February 2018.
- Keynote speaker to the Itec Academy “Career Day” El Paso, TX. December, 2017.
- Two-hour workshop to the Itec Academy “Increasing awareness of Leadership Education” El Paso, TX. August, 2017
- Increasing awareness of Leadership Education. Itec El Paso, TX. August 2017.
- Leadership and Gender. LEAD Program. Wise Latina International. El Paso, TX. May 2017.
- Leadership in Education. Region XIX. El Paso del Norte Foundation. April 2016.
- Strategic Planning. Wise Latina International Board. El Paso, TX. February 2016.

- Marketing for Entrepreneurs. The Entrepreneurship Rally. Ministry of Economics. Chihuahua, Chih. September 2011.

SERVICE

Service to the Discipline

- Chair of the Dr. Moira Murphy Best Student Paper Award Selection Committee (March 2019). Annual Women's History Conference, University of Texas at El Paso.
- Chair of the Dr. Moira Murphy Best Student Paper Award Selection Committee (March 2018). Annual Women's History Conference, University of Texas at El Paso.
- Editorial Board Member (2008 – 2013). International Case Center. Tecnológico de Monterrey University System.

Academic Reviewing

- Proposal Reviewer (July 2019). Reviewed four roundtable proposals for the Association of Leadership Educators Annual Conference. (ALE). Albuquerque, NM.
- Case Study Reviewer (April 2019). Reviewed three case studies proposed for the Annual Conference Asociación Latinoamericana de Casos. (ALAC). Guadalajara, Mexico.
- On-site review committee member (April 2018). In charge of reviewing 23 proposals and conference abstracts. Mujeres Activas en Letras y Cambio Social. (MALCS). El Paso, Texas.

University Service

Leadership Service

- Chair, Community Engagement and Leadership Task Force (September 2022- Present)
- Chair, Student Welfare Committee. Faculty Senate (2020-2023)
- Vice Chair, Chairs Council (August 2021 – December 2022)
- Chair, MLS Graduate Program Committee. (November 2020 - Present).

Committee Member

- UTEP Community Engagement Council, college of LARTS representative (August 2023)
- UT El Paso Archer Fellowship Program Selection Advisory Committee (April 2022 and 2023)
- Women's Advisory Committee to the President (WAC) appointed by Dr. Wilson. (February 2022)
- Terry Scholarships Committee Member (January 2022)
- College of Liberal Arts Dean's search committee member (2021-2022)
- Ad-Hoc committee Entering Student Program Faculty evaluation appeal committee (May 2021)
- Ad-Hoc committee the for the assessment and selection of work studies by UTEP Student affairs (April 2021)

Commencement Ceremonies

- University Faculty Marshal for Students, 2023 Spring Commencement
- University Faculty Marshal for Students, 2022 Winter Commencement
- University Faculty Marshal for Students, 2022 Spring Commencement

Academic events

- Community Engagement Outstanding Student Awards committee member. (March 2023)
- Organized a Panel Presentation "Empowering Latinx Leaders through Community Engagement" as part of the Hispanic Heritage celebration 2022. (September 2022)
- Organized a Panel Presentation "Bringing Chicax Pedagogies to Life: A Plática on Strategies for Inclusion and Leadership", as part of the Hispanic Heritage celebration 2022. (September 2022)

Organized the Panel “LEAD: A Latina Leadership Model on the U.S. Mexico Border” as part of the Hispanic Heritage Celebration. (October 2021)
 Developed a partnership with UTEP Student Engagement and Leadership Center (SELC) to launch the Leadership Series. (2018)
 Judge for the Graduate Student Research Expo 2017, Poster Session, hosted by UTEP Graduate school, El Paso, TX., (November 2017)
 Visit to the Study Abroad: Cuba. A conversation with students. Invited by Dr. Irasema Coronado. June 2017.

Service to the College of Liberal Arts

Presenter at the UTEP Aware May Session, College of Liberal Arts. May 2023.
 Member of the College of Liberal Arts Community Engagement and Leadership Task Force. (September 2019 - Present).
 Member of the College of Liberal Arts Workload Policy Committee. 2018-2019.
 Search and Hiring Committee Chair, full-time faculty Leadership Studies Program. Summer 2018.
 Public Information Campaign Steering Committee. May 2017.
 App development Committee. April 2017.
 Women’s History month Conference- Chair of the Moira Murphy’s Best Student Paper Award committee. April 2017.
 Stackable Degrees Committee. October 2016.
 Undergraduate to Graduate transition Committee. November 2016.
 Student Paper Conference “Transboundary Environmental Issues”. University of Texas at El Paso November 11th, 2017. Panel Moderator.

Recruitment Activities

Attended the Orange and Blue day – October 2022 and October 2021
 Attended all new student orientations – Summer 2023 and Summer 2022
 Attended the UTEP Liberal Arts Graduate Programs and Research Expo. Wednesday April 5th, 2017.
 Attended the Graduate Fair “Pick your path” hosted by UTEP Graduate School on Tuesday February 7, 2017.

Service to the Community

Lessons on Leadership across Activism and Entrepreneurship: A panel discussion with Wise Latina International, L.E.A.D. Initiative Leadership Team. (September 3, 2020) Podcast available at: <https://www.ourworkproject.org/copy-of-marketplace>

The Greater El Paso Chamber of Commerce Regional Leadership Development Ad-Hoc Committee member. Contributing with my expertise to develop the curriculum for the regional leadership program. August 2017.

Wise Latina International L.E.A.D. Program (2016 – Present)
 Co-chair of the curriculum development LEAD Program initiative.

Co-Founder/Board Member. (2009 – 2012) Sinergia Desarrollo Integral Comunitario (Synergistic Community Development Council). A non-profit organization that addresses the needs of the Tarahumara community in the mountainous region of the State of Chihuahua.

Service on boards

Wise Latina International – serving as Co-chair of the Curriculum Committee for the “Leadership, Education, Advocacy, Development” (L.E.A.D.) initiative, to prepare women in the successful execution

of projects developed by them to meet the needs of our community through social justice, equity, empowerment, and education (2017).

Presentations to community groups

Lessons on Leadership across Activism and Entrepreneurship: A panel discussion with Wise Latina International, L.E.A.D. Initiative Leadership Team. (September 3, 2020) Podcast available at: <https://www.ourworkproject.org/copy-of-marketplace>

Media appearances

Telemundo 48 - El Paso. 10:00 p.m. newscast. Wednesday March 8, 2017. Interviewed regarding Wise Latina International LEAD Program presentation.

Expert Participations

Panelist at the event “Why students from the College of Science should study leadership?” UTEP. El Paso, TX. (April, 2019)

Other

Attended Black and Gold Ceremony at Fort Bliss representing Dean Witherspoon, hooding all UTEP graduate Master students from MLS, MPA, and INSS, June 19, 2017.

HONORS AND AWARDS

2018 UTEP’s President Meritorious Service Award for the curriculum development of the In-culture LEAD Program with Wise Latina International.

Selected as one of the 35 participants for the UTEP AWARE Class of 2017-2018.

UTEP Office of Research and Sponsored Projects New Grant Award in Recognition for Outstanding Efforts in Securing Extramural Funding (September 2016).

Award of Recognition. Recognized by alumni and current students at Tecnológico de Monterrey, Chihuahua Campus as one of the *30 most influential professors* in the campus’s 30-year history. (October 2014).

Angelo State University Carr Scholarship Recipient (1997-1999)

Magna Cum Laude, Bachelor of International Business, Tecnológico de Monterrey, Chihuahua Campus (December 1996).

Globo Terraqueo Award - Outstanding Student in the International Business Department, Tecnológico de Monterrey, Chihuahua Campus (February 1996).

SUPPLEMENTAL SKILLS

Able to fluently read, write, and speak English and Spanish, as well as basic French.