

VALERIA GARCIA, PH.D., M.P.A.

CONTACT

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813-404-2112 📞

EDUCATION

Ph.D., Leadership and Administration,
Specialization: Higher Education

Barry University, 2008
Master of Public Administration,
Florida State University, 2003

B.S. Special Education,
University of South Florida, 2000

PROFESSIONAL AFFILIATIONS

- Association of Public and Land-grant Universities (APLU)
- Association for Institutional Research (AIR)
- Florida Association for Institutional Research (FAIR)
- American Educational Research Association (AERA)

PROFESSIONAL SERVICE

- **Executive Committee Member**
– *Commission on Information, Measurement, & Analysis (CIMA)*, one of the operational commissions of APLU (2019-2021)
- **Member** – *CIMA Data Policy Advisory Committee (CIMA - APLU)* (2018-2020)
- **Cluster Team Core Member** – APLU initiative, *Powered by Publics: Scaling Student Success* (2019 cohort)
- **Inaugural Member**, USF System Student Success Committee (2018 – present)
- **Ex-officio Member**, SUS Council of Data Administrators (2017- present)
- **Member**, Hillsborough College Access Network (HCAN) LEAP Data Work Group (2017 – present)
- **USF System Data Liaison** with the Florida Board of Governors Office of Data and Analytics (2015 - present)
- **Inaugural Member/Pillar lead**, Florida Consortium of Metropolitan Research Universities

PROFESSIONAL EXPERIENCE

University of South Florida – Tampa, FL - 7/2007 – present

- **Associate Vice President, 7/2016 - present**

Serve in a leadership capacity, managing a core unit committed to facilitating decision-making by providing data, analysis, business solutions, and reporting; Coordinating reporting and related needs across the USF System; Facilitating academic planning and new degree request; Supporting the strategic planning efforts by ensuring competitive performance and regional accreditation. Partner with academic and administrative units across the multiple USF campuses collaborating on strategic initiatives. Serve on external committees, councils and workgroups both within the state and nationally.

- **Assistant Vice President, 4/2014 – 7/2016**

Served in a leadership capacity, providing oversight, management and strategic direction to multiple units within the USF System Office of Decision Support; fiscal and administrative responsibilities managing budgetary and personnel issues; Served on several senior level committees and councils supporting strategic initiatives for the university (e.g., strategic planning, performance and accountability measures, etc.)

- **Executive Director, Planning & Analysis, 7/2012 - 4/2014**

Provided leadership and supervision to a diverse team of institutional research professionals to coordinate data and policy support provided to influence decision-making at senior administration level; Assumed fiscal responsibility and management of leave and travel of staff; Served on broader university level committees and working groups to advance various university initiatives.

- **Director, Planning & Analysis, 8/2010 -7/2012**

Provided leadership and supervision to a diverse team of institutional research professionals to coordinate data and policy support provided to influence decision-making at senior administration level; Assumed fiscal responsibility and management of leave and travel of staff.

- **Assistant Director, Planning & Analysis, 12/2009-8/2010**

Planning, analyzing, research design and implementation, forecasting, program evaluation, communication, and supervision; Provided data and policy support to support decision-making at senior administration level; Determined data requirements, design data collection tools, construct and manage databases; Communicated data findings and analyses to senior administration, key stakeholders, administrators, and faculty in a variety of formats

- **Statistical Data Analyst, 5/2007-12/2009**

Determined data requirements, design data collection tools, construct and manage databases, conduct statistical analysis of data, report results

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- **Core Team Member**, mentor university – *Foundations for Student Success* (2017-18)
- **Member**, FL BOG SUS Textbook Affordability Working Committee, 2018
- **Metrics and Assessment Committee Member**, Computing /IT Statewide TEAm grant (June 2014 –2018)
- **Inaugural Member/Lead**, The Florida Consortium of Metropolitan Research Universities, Predictive Analytics Functional Team (2015)
- **Advisory**, Engaging Latino Students for Transfer and College Completion (in collaboration with Hillsborough Community College) (2014)
- **Committee Member**, Association of Public and Land-grant Universities (APLU) Innovation and Economic Prosperity University Designation and Awards Program Committee Member (2014)
- **Member**, USF Professional Search Committees (several positions) (2012-current)
- **Proposal Reviewer**, Association of Institutional Research (AIR) Forum (2010)
- **Evaluation Committee**, Hillsborough County Imagination Library (2010-2011)
- **Founding Member**, USF Status on Latinos (SOL) Presidential Advisory Committee (2010-current)
- **Ex-Officio Member**, USF Tampa Student Success Council, (2010-current)
- **Committee Member**, American Educational Research Association (AERA), Division D (Measurement and Research Methodology) Membership Committee Member (2009)
- **Executive Committee**, Florida Association for Institutional Research (FAIR) Secretary/Treasurer (2009-11)
- **Executive Committee & Member**, University of South Florida Administrative & Professional (A&P) Council Member (2008-2014)
- **Member**, University of South Florida Latinos Association (2008-10)

using statistical packages (SPSS, SAS); Summarize statistical results; Facilitated national and institutional surveys; Conducted analyses and reports on results.

PAPERS/PRESENTATIONS

April 2019. NASPA Conferences on Student Success in Higher Education. Presentation (co-presenter): *What's Really Going on with Retention? A Guide for Student Affairs Practitioners.*

June 2018. CSRDE Webinar presentation (contributor): *Deploying the Power of Cross-Functional Teams in an Efficient Response to Enhancing Retention Efforts at a Large Research Metropolitan University.*

November 2016. CSRDE 12th Annual National Symposium on Student Retention. Presentation (co-presenter): *Deploying the Power of Cross-Functional Teams in an Efficient Response to Enhancing Retention Efforts at a Large Research Metropolitan University.*

February 2018. National Student Success Conference: Innovators and Innovations. Presentation (co-presenter), with Rob Robinson: *Not All Grades Are Equal: Understanding the Relationship Between Grades and Graduation.*

March 2017. Civitas Learning Brief (contributor): *USF Transformation Increases Retention & Graduation Rates.*

May 2014. Association for Institutional Research (AIR) 2014 Annual Forum. Presentation (co-presenter): *A Qualitative and Survey Research Agenda Emerges, Advancing Student Success (Discussion Group).*

May 2014. Association for Institutional Research (AIR) 2014 Annual Forum. Presentation: *Experience with Implementation of Academic Analytics at a Research-Intensive Metropolitan University.*

April 2013. 10th Annual Diversity Summit. Panel Discussion (panelist): *Graduation and Retention Rates at USF.*

January 2013. Florida Association for Institutional Research (FAIR) 2013 Conference. Presentation (co-presenter): *Advancing the Student Success Movement: Developing a Comprehensive Qualitative and Survey Research Agenda to Promote Strategic and Actionable Decision-Making.*

October 2012. Southern Association for Institutional Research (SAIR) 2012 Conference. Presentation: *A Performance Accountability Report: Tracking Prioritized Strategic Metrics of a High-Impact, Metropolitan Research University*

February 2011. Florida Association for Institutional Research (FAIR) 2011 Conference. Presentation: *Transforming the Static Strategic Plan.*

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- **Committee Member**, University of South Florida Student Success Task Force (2009-10)
- **Core Team Member**, State University Database System (SUDS) Conversion Project, University of South Florida (2007-08)
- **Proposal Reviewer**, American Educational Research Association (AERA) (2008-current)
- **Manuscript Reviewer**, *Journal of At Risk Issues* (Fall 2005-08)

TECHNOLOGY SKILLS

- SAS/SPSS (statistical packages)
- Microsoft Applications (Word, Adobe, Excel, PowerPoint, Access, Publisher, Visio, Project, Outlook)
- Visualization tools: Tableau, Power BI, SAP-Business Objects
- Survey tools: Qualtrics, SurveyMonkey

LANGUAGES

Fluent-English/Spanish

CERTIFICATIONS & TRAINING

- John N. Gardner Institute for Excellence in Undergraduate Education: Academic and Student Affairs Leaders' Institute: Partnerships for Promising Practices in Student Success (January 2014)
- Practice of Institutional Research (2009) Association for Institutional Research (AIR)
- Querying MS SQL Server 2000 (2008)
- Geographic Information Systems Training, ArcGIS Workshop I & II (2007-2008)
- Foundation I Institute: The Practice of Institutional Research (2007)

AWARDS & RECOGNITION

- Presidential recognition for significant contributions to the USF System consolidation planning work (2019)
- USF Hispanic Heritage Staff Award (2010-11)

May 2010. Association for Institutional Research (AIR) Annual Forum. Paper contributor: 50th Forum White Paper Discussion Group: *Optimizing the Organizational Structure for Institutional Research*

May 2010 Association for Institutional Research (AIR) 2010 Annual Forum. Presentation (co-presenter): *Decision Support: From IR, IE, and Planning to Comprehensive Information Management.*

May 2010. Association for Institutional Research (AIR) 2010 Annual Forum. Presentation (co-presenter): *Message Synchronization: An Innovative Approach to Connecting IR and Communications.*

April 2009. College Board, Prepare: Educating Latinos for the Future of America. Paper presentation (co-presenter): *The Role of Higher Education in Promoting Academic Success for Latino/a Students.*

January 2009. Barry University, Chapter of Phi Delta Kappa Annual Research Day. Paper presentation: *Selected Predictors of Academic Perseverance of Sophomore First-Generation University Male Students.*

Fall 2008. Dissertation; unpublished manuscript (sole author): *Selected Predictors of Academic Perseverance of Sophomore First-Generation University Male Students.*

April 2006. Florida Department of Education, Equity and Access Conference Presentation: *Voices from the Field.*

October 2005. Florida Department of Education, Equity and Access Conference Presentation: *Best Practices.*

VALERIA GARCIA, PH.D., M.P.A.

- Selected to participate in the Association for Institutional Research (AIR) 50th Forum White Paper Discussion Group: *Optimizing the Organizational Structure for Institutional Research*, held at the AIR annual forum in Chicago, IL (May 2010)

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Subject:
Author: Jeanne Bertossa
Keywords:
Comments:
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