

SONIA L. JASSO, Ph.D.

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Results-oriented executive offering diverse management experience meeting a range of academic needs. Delivers student success, retention strategies, and program excellence through mindful, relevant organizational prioritization. Dedicated leadership builder and committed advocate, passionate about creating access and opportunity for students, staff, and faculty alike.

CORE COMPETENCIES

- Continuous Improvement Culture Building
- People Management & Public Relations
- Curriculum Development
- Diversity, Equity & Inclusion (DEI)
- Budget Development & Policy Development
- Academic Strategic Planning
- Mentoring & Leadership Development
- Personnel Evaluation
- FLSA Regulatory Compliance & Public Safety
- Project Management & Enrollment Management

PROFESSIONAL EXPERIENCE

DIRECTOR

St. Mary's University

January 2020 - Present

San Antonio, ITX

- Maintained the CRM systems for all the users, such as the customer service and campus team.
- Specialized in solving all technical matters and resolved all technical and non-technical queries of the CRM user.
- Design and execute processes and metrics to accurately monitor retention within a **2.3K** student body.
- Streamline communication and strengthen accountability by partnering with the key offices to roll out new initiatives that support student success.
- Identify and secure funding opportunities, achieve a successful financial foundation for the 10-year Rattler Finish Retention program, and coordinate risk management, outreach, tracking, and reporting data.
- Lead monthly *Town Hall* parent information sessions, addressing and resolving concerns related to *Business Office*, *Financial Aid*, *Enrollment*, *Residence Life*, *Health Services*, and *Campus Safety*.
- Launch a **2**-day parent weekend experience, building trust and promoting strong community connections.
- Drive data-driven decision-making, introducing participation metrics and surveys to improve future services.

SR. DIRECTOR | DIRECTOR

University of the Incarnate Word

June 2012 - January 2020

San Antonio, TX

- Increased student retention rate from **68.6%** in the Fall '12 cohort to **76.1%** for the Fall '16 cohort by spearheading the development of an advising process structure focused on student success and retention.
- Implemented and maintained a centralized case management system for **10** program managers at all student levels across the campus, impacting **10K** students.
- Championed effective data analytics, applying quantitative and qualitative methods to evaluate program effectiveness, and partnering with *EAB* and *Office of Institutional Effectiveness* to perform data tracking and trend analysis.
- Served on multiple committees, including the *Core Advisory* committee, the *Title V Advisory Board*, and the *First Faculty Member* committee.
- Developed a **\$1.2M** administrative and operational budget, performing ongoing budget management and supporting diversity efforts, including the Degree Works program and continuous professional development opportunities.
- Oversaw academic monitoring system for student-athletes to determine NCAA eligibility in partnership with the *Compliance Officer*.
- Designed and executed processes and metrics to accurately monitor enrollment and retention, bolstering administrative policies and procedures related to student affairs in collaboration with deans, chairs, and executive leadership.
- Led innovative instructional strategies to enhance student success, such as developmental education, high-risk courses, and learning communities, in collaboration with the registrar's office, provost, academic deans, chairs, and faculty.

COORDINATOR | DIRECTOR

Palo Alto College, formerly Alamo Colleges

June 2009 - June 2012

San Antonio, TX

- Grew participation rate by **23.5%** while managing services for **3.7K+** Fall and Spring dual credit enrollments across **28** high schools, collaborating with the *Academic Success* department to successfully reach **1.9K+** students.
- Improved outreach procedures and organizational processes, increasing completion of degrees, certificates, and core completions to **79%+** on a **9K** student campus.
- Advised on multiple committees, including the *Quality Enhancement Plan (QEP)* committee, *Foundations of Excellence - Roles and Purposes* committee, and co-chair of the *Graduation* committee.
- Led orientation sessions for ISD counselors, high school students, parents, and **450** new college faculty members.

- Emerged as a subject matter expert for international students on immigration compliance, immigration documentation, INS SEVIS reporting, F-1 VISAS, and college culture acclimation.

RECRUITER | ADVISOR, *promoted January 2011*

- Drove graduation success rates by conducting intrusive advising services and graduation assessments, performing degree and records audits to identify high-risk students and mentor toward success.
- Facilitated student planning sessions regarding transference to 4-year institutions, tracking transfer data through multiple, complex internal and external databases in compliance with university and state laws.

TRIO OUTREACH SPECIALIST

University of Texas at San Antonio

February 2007 - June 2009

San Antonio, TX

ACTIVISM, ADVOCACY & TEACHING EXPERIENCE

FOUNDER | CEO, *Dra. Latina, LLC*

January 2021 - Present

- Inspire leadership and organizational development, training emerging community influencers while engaging and empowering leaders and organizations with a vision of *Re-imagining What It Takes to Lead*.

FACULTY | School of Professional Studies, *University of the Incarnate Word*

2017 – Present

- ORGD 3340 Organizational Development
- ORGD 3360 Teambuilding in Organizations
- ORGD 3370 Total Quality Management
- ORGD 3395 Organizational Change
- ORGD 4330 Organizational Learning
- ORGD 4350 Leadership in Organizations
- ORGD 4380 Organizational Development Capstone
- ORGD 3390 Communication in Organization
- PUAD 3320 Public Fiscal Management
- ORGD 6320 Organization Behavior Learning
- ORGD 6352 Interventions in Organizational Development
- ORGD 6355 Organizational Change
- ORGD 6360 Leading Change
- ORGD 6370 Human Performance Technology
- ORGL 6301 Principles of Ethical Leadership

LECTURER | School of Business and Leadership, *Our Lady of the Lake University*

2016 – Present

- LEAD-6310 Introduction to Leadership Theories
- LEAD-6316 Conflict Management
- LEAD-6360 Multi-Cultural Issues in Leadership
- LEAD-6366 Women in Leadership.

EDUCATION

DOCTOR OF PHILOSOPHY (PhD), *Leadership Studies*

Our Lady of the Lake University

San Antonio, TX

MASTER OF PUBLIC ADMINISTRATION (MPA), *Public Administration*

University of Texas at San Antonio

San Antonio, TX

BACHELOR OF ARTS (BA), *Political Science*

Texas Tech University

Lubbock, TX

CIVIC ENGAGEMENT

BOARD PRESIDENT, [*San Antonio Council on Alcohol and Drug Awareness*](#)

2022 - Present

BOARD MEMBER, [*San Antonio Council on Alcohol and Drug Awareness*](#)

2020 - Present

BOARD MEMBER, [*KLRN Community Advisory Board*](#)

2020 - Present

ADVISORY COMMITTEE MEMBER, [*City of San Antonio Affirmative Action Advisory Committee*](#)

2019 - Present

BOARD MEMBER, [*Texas Women in Higher Education \(TWHE\)*](#)

2019 - Present

LEADERSHIP DEVELOPMENT

Diversity, Equity, and Inclusion in the Workplace Certificate, *University of South Florida*, **2021** | **The Board Game**, *SA2020*, **2019** | **Latina Leadership Institute**, *San Antonio Hispanic Chamber of Commerce*, **2019** | **Leadership Lab**, *North San Antonio Chamber*, **2018** | **Academic Advising Administrators' Institute**, *NACADA* **2015** | **Alamo Colleges Leadership Academy for Success (ALAS)**, *Alamo Colleges*, **2011**

TECHNICAL PROFICIENCIES

ARGOS | BANNER PRODUCTION | BLACKBOARD | BLUMEN | BOARDABLE | CANVAS | C++ | DEGREE WORKS | EAB NAVIGATE | EVISIONS ARGOS | GOOGLE SUITE | INTELLIRESPONSE | MICROSOFT OFFICE SUITE | PASSPORT | SLATE | SOFTCHALK | SPSS | TABLEAU | VIMEO | WINCATI | WHO'S NEXT STUDENT TRACKING SOFTWARE