AVC/DOS Finalist Campus Visit
Sonja Daniels
Wednesday, May 9, 2018

Wednesday
May 9
7:00 am
Breakfast at Mission Inn

8:30 am-9:20 am
HUB 355
Dean of Student Managers- Joe Virata to facilitate
Tina Aoun, Middle Eastern Student Programs
Chrissy Bender, Director of Residential Life
Brandy Quarles-Clark, Management Services Officer
Ellen Whitehead, Director Student Life
Brendan O'Brien, Director of Highlander Union
Naddia Palacios, CARE Director/Advocate
Ken Simons, Director African Student Programs
Nancy Tubbs, Director LGBTRC
Denise Davis, Director Women's Resource Center
Estella Acuna, Director Chicano Student Programs
William Caganap, Director Asian Pacific Student Programs
Joshua Gonzalez, Director Native American Student Programs
Katie McStay, Assistant Director, Student Conduct Programs

9:20 am-9:45 am
Break

9:45 am- 10:15 am
Hinderaker 4108
Provost Cindy Larive

10:15 am-11:00 am
HUB 355
Campus Partners Group 1- Ellen Whitehead to facilitate
John Freese, Assistant Chief of Police
Brooke Chang, Director Title IX
David Bergquist, Chief Campus Counsel
Albert Vasquez, Executive Director Risk Management
Lisa Martin, Campus Emergency Manager
Bob Brumbaugh, Housing Director
Cathy Eckman, Chief Financial and Administrative Advisor
Lee Stillerman, Assistant Director Counseling & Psych Svc
Kenneth Han, Chief Physician Student Health Services
Penny Key, Director Case Management
Laura Riley, Director Student Special Services
Lindy Fenex, Director Student Recreation Center
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Devon Sakamoto, Director The Well  
Kenyon Whitman, Program Director Foster Youth Support Services Guardian Scholars

11:10 am-11:30 am  
HUB 355  
Laurie Sinclair, Executive Director of ASUCR

11:30 am-1:00 pm  
Hinderaker 1127  
Lunch with Students- Joe Virata to facilitate

1:00 pm-1:10 pm  
Break

1:10 pm-1:30 pm  
Time for candidate to prepare for presentation

1:30 pm-2:30 pm  
HUB 355  
Public Forum / Candidate Vision Presentation-LIVE Stream  
Joe Virata to facilitate  
Student Affairs Directors  
All Staff in Dean of Student (DOS) Division  
*Campus Announcement

2:30 pm-2:45 pm  
Break

2:45 pm-3:30 pm  
Hinderaker 2120  
Campus Partners Group 2 Ellen Whitehead to facilitate  
Tom Dickson, Assistant Vice Provost of Undergraduate Education  
Barbara Wallace, Director, CNAS, Undergraduate Academic Advising Center  
Jose Beruvides, Student Affairs Manager  
Elaine Wong, Associate Professor of Management, SOBA  
Kazi Mamun, Assistant Dean, Undergraduate Business Programs  
Marko Princevac, Associate Dean Mechanical Engineering  
Tamica Smith Jones, Director of Athletics

3:30 pm-4:00 pm  
Ivan’s Coffee  
Break - Wrap up with Dean Virata at Ivan’s Coffee

4:00 pm-4:30 pm  
Hinderaker 2108  
Tom Smith, Vice Chancellor of Student Affairs  
Joe Virata, Interim Assistant Vice Chancellor Dean of Student
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4:40 pm  Candidate departure to Airport
Sonja G. Daniels, Ed. D.

EDUCATION

University of Southern California, Doctor of Education - Higher Education Leadership May 2010
- Dissertation Topic and Research: The Effect of Diversity Courses on International Students from China and Hong Kong: A Focus on Intergroup Peer Relationships

UC San Diego, Certificate - Meeting Management and Special Events Planner December 1998
New York University, Masters of Arts - Higher Education Administration May 1992
Texas Christian University, Bachelor of Business Administration - Management May 1990
Tyler Junior College, Associate of Arts - Behavioral Science May 1988

PROFESSIONAL EXPERIENCE

Associate Vice President for Campus Life February 2016 – Present
San Jose State University (Campus of 33,000)

Provide administrative oversight and leadership of Campus Life focused on directly contributing to student success and retention through building community, increasing student engagement and providing opportunities for holistic development of students; oversight of eight functional areas which include University Housing Services, Student Involvement, Student Conduct and Ethical Development, MOSAIC Cross Cultural Center, Associated Students, Student Union, Pride Center, and Gender Equity Center; direct supervision of seven managers and one analyst, and indirect supervision of 166 managers, professional and administrative staff; monitor department and campus life budgets (Total of 47M) and review student run budgets from Associated Students and Student Union (18M); work closely with direct reports to develop and assess learning and development outcomes, service-delivery and standards, and provide consultation that focuses on high quality, student-centered approaches, trends, and best practices; serve as advisor to Associated Students and on the Student Union board; serve on Behavioral Intervention Team, Joint Enrollment Planning Committee, Economic Crisis Response Team, Campus Case Campaign Committee, Capital Projects Committee, Science Building Planning Committee, and as lead for Student Engagement on Student Success Pillars Coordinating Team; leadership in the creation of division strategic plan and oversight on three goals related to student engagement; and support Title IX campus program during leadership transition.

Notable Initiatives and Accomplishments:
- Leadership in strategic academic partnerships including the creation, selection process and hiring for the first Faculty in Residence program for the Residence Hall community of 4200 students. Hired nine Faculty in Residence for Fall 2016 and created four Faculty Fellow positions in the MOSIAC Cross Cultural Center and Pride Center. Currently 13 FIR’s and six FF’s.
- Created a campus-wide planning committee for Week of Welcome program; expanded program from one week to four weeks with focus on academic support, social integration, community engagement and spirit. Collaborated to create two new initiatives which included a major Fall concert for students and Live on the Lawn concert series.
- Created and launched the Spartan Speaker Series promoting major authors, artists and speakers relevant to critical issues in our society. Partnered with faculty to create dialogue groups before and after major speakers. Speakers included Van Jones, Jose Antonio Vargas, Matika Wilbur, Kevin Powell, Lisa Ling, Franchesca Ramsey, Richard Cabral and W. Kamau Bell.
• Leadership for campus during opening of new 850 bed Residence Hall scheduled to open in July 2016 but delayed until October 1. Developed contingency plans with facilities, custodial and residence life and wrote University communications for students, parent/families and campus.

• Launched new leadership initiatives for clubs and organizations including a Fall leadership conference and Spring emerging leaders conference. Launched campus mobile app for students.

**Interim Director, Student Discipline**

**September 2015 – December 2015**

**Long Beach City College**

(Campus of 31,000)

Responsible for administering the student conduct system and adjudicating alleged violations of conduct policies by students and student organizations; oversaw the office of Student Conduct which included two staff members; conducted reviews of student conduct process, procedures and policies in consultation with faculty, staff and administrators; responsible for resolution of student grievances, including sexual harassment and discrimination; provided leadership in resolution of student and community conflicts through mediation, restorative practices and formal adjudication; and collaborated with Student Health and Psychological Services, Long Beach Police Department, and Dean of Student Affairs in addressing students of concerns.

**Associate Vice President for Student Affairs and Dean of Students**

**September 2010 – August 2015**

**California State University, Dominguez Hills**

(Campus of 15,000)

Responsible for the leadership and administrative oversight of Student Life and Student Service functions in the Division of Enrollment Management and Student Affairs which includes University Housing Services, Office of Student Life including the Multi Cultural Center, New Student Orientation (2 years), Clubs and Organizations, Community Service Programs, International Students, and Veteran Student Programs; Disabled Student Services, Women’s Resource Center and Student Conduct Administration; serve as the University’s liaison (Presidents’ Designee) to the Associated Students, Inc. – 501(c)(3) corporation with Child Care Center including program compliance, budget review and advising the executive committee, Board of Directors and finance committee; although a separate auxiliary run jointly by a Board of Directors, further oversaw the Loker Student Union as advisor; direct supervision of 45 managers, professional and administrative staff; reviewed department budgets with managers, resource allocations and one-time President funding requests; worked closely with staff and students to develop and implement a wide array of opportunities to support student learning and success; consulted and resolved student concerns with division offices, University Deans and faculty; interpreted policies developed by Chancellor’s office to recommend and write campus policies and procedures that result in new Presidential Memorandums; Served as the President’s designee for DHR (Discrimination, Harassment and Retaliation) cases and Deputy Title IX Coordinator and investigated and recommended sanctions for these cases through formal University hearings; coordinated the divisions’ assessment initiatives and strategic planning including oversight of Campus Labs projects for the division for three years; served on committees that review EMSA enrollment initiatives and communication plans; served on the WASC leadership team for the campus; a member of the President’s Administrative Council; chaired Alcohol Awareness Coordinating Team, member of the Behavioral Assessment and Risk Response Team; chaired the CARE Team, collaborated with administrators in the division of Administration and Finance for auxiliary management and student fee initiatives; worked closely with University Police on policy review, student conduct, enforcement and crisis management; worked with campus leadership on University Housing Services and Student Recreation and Wellness Center Feasibility Studies; administrative oversight of staff, operations and budget of 4.1 Million for University Housing in the absence of a Director from August 2014 to August 2015; led three strategies for the University Strategic Plan for Co-Curricular Programs and University Housing; and served as Executive in Charge in the absence of the Vice President of Enrollment Management and Student Affairs.
Notable Initiatives and Accomplishments:

- Chaired campus committee to create new Veteran Student Programs office that opened in April, 2011 which included streamlining certification processes, cross division review of procedures for all veteran services, hiring of new Associate Director and creation of a new center.
- Program review of International Student Programs which moved under my leadership; presented to President’s cabinet on strategic plan to grow international student population; moved international program and services to new office location and secured new staff position for initiatives. Served in leadership role on campus Internationalization Task Force for two years in the ACE Laboratory.
- Recruited new Director and Associate Director of University Housing to re-conceptualize program which included new staff and program model focusing on student learning, assessment of all contracts and suppliers; facility renovations and replacement of furnishings and increased reserves within one year to 500,000 from deficit. Current operational budget of 4.1 Million.
- Created the President’s Student Leadership and Service Awards which serves as a campus-wide leadership recognition program for students organizations, advisors and leaders in its’ fifth year.
- Led campus-wide review of New Student Orientation program to redesign program day, focus on learning outcomes for students, increase cross division collaboration, faculty support and student leadership development.
- Program review of Disabled Student Services to assess staffing, program compliance, technology resource development and move to new office location.
- Led policy review, program development and faculty training to promote academic integrity on campus in collaboration with the Provost, Associate Vice President of Faculty Affairs and the Academic Senate.
- Re-Opened the Women’s Resource Center after five year closure which moved from Academic Affairs oversight to Enrollment Management and Student Affairs. Led team to choose and design physical space, new furnishings, and hiring of Director, Faculty Fellow, graduate and student assistants. Center formally opened in January of 2014.
- Initiated a comprehensive Leadership Program in my Student Life Units along with Athletics, Student Support Services, Student Health and Psychological Services and General Education Program to focus on cultivating new student leaders. The LEAD (Leadership, Education, Advocacy and Development) committee in one year initiated a LEAD 3 day retreat, Leadership Conference for Freshman, Women’s and Men’s 3 day retreats, Women’s Conference and Culminating Leadership Summit. The program is currently in its’ fourth year continuing programs.

Associate Director, Student Development and International Programs July 2005 – September 2010
California State University, Northridge (Campus of 36,000 students)

Leadership, management, budget oversight and supervision of key campus-wide programming areas that included the University New Student Programs which oversaw Orientation for 4500 freshman, 2600 transfer and 500 international students yearly; freshman mentor program and parent day; 8 University Commencements and Honors Convocation (10,000 graduates per year); first year student programming and New Student Convocation; the Matador Involvement Center which oversaw over 300 student organizations, fraternity and sorority life, campus and community volunteer programs and leadership programs; oversaw policy development and management of major student events and crisis management; oversaw student conduct, neighborhood relations and appeals process for Greek organizations; responsible for strategic planning, development, design, construction and staffing of a new International Center (2,000 international students); international support for immigration advising, SEVIS regulations, study abroad and national student exchange; member of campus-wide International Student Recruitment and Retention Committee; member of Phi Beta Delta International Honor Society; partnered with faculty for exchange programs with Chinese institutions; board member for CSUN China Institute; direct
supervision of 2-3 Assistant Directors and indirect supervision of 14 professional, 3 administrative, 7 graduate and over 140 orientation leaders and student assistants; created and directed department learning goals and annual assessment report; managed department human resources for staff selection; oversaw student staff training; created, edited and reviewed department materials; oversight of department technology resources and services; oversight of department development initiatives, campus financial allocation requests and grant writing; served on division committees for learning outcomes, division mission statement and FYE programs; advised Associated Students 501(c)(3) corporation finance committee with a 7.0 million dollar budget; member of Instructionally Related Activities board with 1.9 million in budget oversight; monitored department and programming budgets in excess of 1.6 million and managed in the absence of the Director.

Assistant Director of Student Life, Semester at Sea Shipboard Education Program  
*University of Pittsburgh*  
*August 2004 – December 2004*  
*(Shipboard Community of 750 students)*

Served as the primary respondent to student violations and oversight of the SAS Code of Conduct for 750 students; coordinated student judicial affairs including sanctions, hearings and monitoring student behavior; coordinated cabin changes and key distributions; assisted Director with the general supervision of students, ship community development programs and 7 Resident Directors; provided direct counseling, programming, crisis management and support for 70 student residents; monitored passenger embarkation/disembarkation in each port and assisted security officers; led student field trips in countries and performed various duties with crew related to shipboard safety.

**Director, Student Life Programs**  
*California State University, East Bay (Formerly Hayward)*  
*February 2000 – August 2004*  
*(Campus of 14,000 students)*

**Administration:** Responsible for administration of Student Life Programs which included Orientation, Student Organizations, Greek Life, Leadership Programs/Community Service and Campus Programs; developed and implemented programs and services to meet department goals; provided oversight of departmental operations and established appropriate policies and procedures; developed, recommended and administered departmental budgets and prepared reports; recruited, selected, trained, supervised and evaluated 4 professional, 2 administrative and temporary staff, and 8 student assistants and interns; oversaw the direction of the Leadership Institute and FYE programs; served on major university committees including Student Affairs Strategic Plan and Assessment, CSUEB Strategic Enrollment Management and New Student Convocation; developed campus educational and cultural theme month programming and Welcome Events; and assisted Executive Director of Student Development as needed.

**Orientation:** Collaborated with Academic and Student Affairs departments in planning 1 and 2 day orientation programs for new freshman, transfer and graduate students and parent/family members; chaired the University Orientation Advisory Committee comprised of various departments; planned, coordinated and conducted sessions and workshops; recruited presenters for academic, leadership and social sessions; coordinated facility reservations, meals and housing for freshman programs; worked with academic departments and advisement center to establish advising needs and selection of courses for students; oversaw the recruitment, selection, training and supervision of the orientation board, 45 orientation team members and 2 orientation interns; oversaw the designing and preparation of orientation materials, website and publications; initiated on-line transfer programs and registration process for participants; designed and taught a 4 unit leadership course to new orientation team members and resident advisors in the School of Education; and designed a 1 unit leadership course for new freshman.

**Student Organizations:** Oversaw 90 student organizations; advised and assisted student leaders in the planning and implementation of programs to enhance student learning and campus life; established appropriate policies and procedures for student sponsored campus events; coordinated the recognition
process for student organizations; developed workshops, programs and services relevant to student organizations; reviewed student programs to assess risks involved; coordinated the use of campus space by student organizations; liaised with Associated Students in funds allocated to student organizations; and advocated for student organization needs to the campus community.

Greek Life: Advised and monitored programs of 11 national and 5 local sorority and fraternities; provided leadership development and training to chapter members; assisted in advising the Panhellenic, Greek and National Pan-Hellenic Councils; assisted chapters in rush activities and program development; and investigated and oversaw judicial matters.

Resident Director, Semester at Sea Shipboard Education Program August 2001 – December 2001 University of Pittsburgh (Shipboard Community of 750 students)

Provided 24-hour direct counseling, community development, crisis management and support for 90 student residents; advised the Ambassadors Club who hosted diplomats and inter-port lecturers and students from countries visited; advised student group responsible for goodwill, adult passengers and family activities; planned the end of voyage formal dinner and ball for entire shipboard community of faculty, staff, adult passengers and students; developed and managed student programs in regard to academic support and recreation; participated in the Core Academic Program focused on increased global awareness and cultural sensitivity; served as trip leader for groups of 20 – 60 faculty, staff and students for multiple field trips in various countries; enforced alcohol and conduct policies on a 24-hour basis; performed various duties with crew related to shipboard safety and port embarkation procedures; and wrote end of the year report, illustrating goals, objectives and student program interventions.

Assistant Resident Dean August 1995 – January 2000 University of California, San Diego - Thurgood Marshall College (Campus of 18,000 students)

Administration and management of TMC residential facilities for 950 students; supervised 19 resident advisers and 1 intern; coordinated RA selection, coordinated 3 week Pre-Fall and Spring Quarter training; oversaw room changes, check-ins, check-outs, and office services; counseled residents on personal, social and cultural issues; provided crisis intervention and conflict resolution; enforced and adjudicated violations of policies; liaised with custodial and maintenance services; advised Dining Advisory committee; coordinated theme month dining programs; coordinated educational, cultural and social programs; advised student programming and leadership groups under TMC Dean’s Office; coordinated leadership seminars, retreats and training for college organizations; booked college entertainment and negotiated contracts; advised African-American Student Union; monitored various programming budgets; worked with Admit Day academic programs and commencement; developed college judicial board and served as hearing officer; assisted in coordinating college orientation program; selection, training and evaluation of 27 orientation leaders; assisted with public service and mentor programs; and served on university committees.

Instructor - Summer Bridge Program Summer of 96 and 97 University of California, San Diego - Academic Support and Instructional Services

Taught college success strategies to incoming first year UCSD students; class size ranged from 15-20 students; program served to strengthen academic skills of traditionally disadvantaged students; topics ranged from faculty/student relations, assertiveness, cognitive restructuring, stress, time management, test taking skills, overcoming academic discouragement, social networking and campus resources; structured primarily on interactive discussion, group projects, life experiences, role plays and student involvement.
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**Resident Director**  
**University of California, Santa Barbara - Office of Residential Life**  
**August 1993 - July 1995**  
(Campus of 18,000 students)

Directed a residence hall of 400 first year students; recruited, selected, trained, and evaluated staff; supervised an Assistant Resident Director, 8 Resident Assistants, 2 Multicultural Awareness Program Peers and 8 Desk Attendants; coordinated 3 week Pre-Fall RA training; chaired selection for professional staff; counseled and advised residents on personal, academic and crisis situations; responded to building emergencies; liaisoned with appropriate campus offices for student follow-up; coordinated student accountability and discipline process; maintained custodial and maintenance needs with Custodial Supervisor; oversaw the coordination of educational programming; administered educational program funds; selected, trained and advised Peer Review Board members; interned as an academic advisor with Black/White EOP; facilitated workshops for Educational Program for Cultural Awareness; served as Summer Academic Pre-College RD; and coordinated awareness events for African-American students.

**Resident Director**  
**Tulane University - Office of Housing and Residence Life**  
**July 1992 - June 1993**  
(Campus of 14,000 students)

Managed a residence hall of 350 students; supervised an Assistant Resident Director and 13 resident advisors; counseled and disciplined residents; coordinated special interest housing programs; assisted in the room/hall application process; assisted in the selection of student staff; served on the training committee; revised the RA leadership seminar and manual; taught RA seminar; advised the Residence Hall Association; coordinated leadership training for house councils; and worked with Auxiliary Enterprises, Facilities Coordinator and Physical Plant to establish programs of hall maintenance, cleaning and refurbishment.

**PROFESSIONAL INVOLVEMENT**

- Association of American Colleges and Universities
- Association of Student Conduct Administrators
- Association of College Unions International
- National Association of Student Personnel Administrators
- NAFSA: Association of International Educators
- CSU System-Wide Alcohol, Tobacco and Other Drugs Conference Planning Committee - 2011
- USC Research Project Assistant - Assessing Diversity Courses - 2008-2010
- Semester at Sea - Diversity Task Force and Strategic Planning Committee - 2008-2009
- CSU System-Wide Greek Summit Conference Planning Team - 2005-06
- NASPA Western Region 2006 Planning Committee: Chair, New Professionals Institute - 2005-06
- CSU Northridge China Institute Board Member - 2005-10
- National Orientation Directors Association - 1999-2004
- California State University System Orientation Directors Network - 2000-04
- American College Personnel Association - 2000-04
- ACUHO - I Foundation Regional Representative - 1997-99
- Western Association of College and University Housing Officers
- WACUHO Northern Resident Assistant Programming (RAP) Committee - 1993-94
- WACUHO New Professionals Committee - 1994-96
- WACUHO Host Conference Committee at UC Santa Barbara - 1995
- WACUHO Western Training Institute Co-Chair - 1996
- WACUHO Annual Conference Program Committee - 1997-98
- WACUHO Executive Board - Member at Large, South - 1998-99
- NASPA Region VI Professional Development & WACUHO New Professional Committee - 1995
- Certified Mediator
- Mental Health First Aid Certified Trainer
Behavioral Intervention Team Certification  
UCSD Women’s Caucus - Coordinator of Take Our Daughters to Work Day - 1996-98  
Delta Sigma Theta Sorority, Inc.

**TEACHING EXPERIENCE**

Graduate Courses:
- Pro Seminar – Higher Education, Summer 2012  
  University of Southern California, Rossier School of Education - Ed.D. Program  
- Challenges in Urban Education: Diversity, Spring 2012  
  University of Southern California, Rossier School of Education - Ed.D. Program  
- The American College Student and the Environment, Fall 2010, Fall 2011  
  CSU Northridge, Michael D. Eisner College of Education - Educational Counseling Program

Undergraduate Course:
- Leadership and Student Involvement, Spring 2003  
  CSU East Bay, College of Education

**SELECT PRESENTATIONS**

WASC ARC - SJSU Four Pillars of Student Success  
WASC ARC – AA and SA Initiatives for Student Success  
NASPA International Symposium – Role of Student Affairs  
AERA - Assessing the Impact of Diversity Courses  
AERA - Diversity Course Methodological Challenges  
NASPA Region VI - Diversity Courses and Int’l Students  
NASPA Region VI Mid-Management Reflections Panel  
SEM - International Student Trends  
NODA Region II - Welcome Week: Commuter Style  
Mental Health and Care Teams  
Conflict Resolution: A Winning Philosophy  
Kaleidoscope of Mediation: A Cross Cultural Perspective  
Peer Review Boards: A Focus on Student Accountability  
WACUHO New Professionals Roundtable  
Leadership Inventories: What’s Your Type  
Essential Steps in Community Development  
USC International Student Assessment  
USC – WASC Int’l Student Learning  
Strengths Quest – EMSA Division  
Strengths Quest – ASI Student Leaders  
WRCSAD – Women in Student Affairs  
Mediation, It Can Work For You  
Building Blocks of Diversity  
Leadership and Group Dynamics  
NPHC Training: Building Community  
Counseling for Crisis Intervention  
UCSD Alcohol Seminar  
Cross-Cultural Communication Styles  
Cultural Jeopardy  
Day of Dialogue – Race Relations  
Programming 101: Yes You Can