

Marla A. Franco, Ph.D.

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EDUCATION

- Azusa Pacific University
Ph.D., Higher Education Leadership
Dissertation: "Effects of negative climate for diversity on cognitive outcomes of Latina/o college students attending selective institutions: A comparison by students' gender, first-generation college status, and immigrant status"
Azusa, CA
- California State University, Long Beach
Master of Science, Counseling
Emphasis: Student Development in Higher Education
Thesis: "The development of student affairs professionals: A proactive response to change in higher education"
Long Beach, CA
- University of California, Berkeley
Bachelor of Arts, Sociology
Minor: Education
Berkeley, CA

PROFESSIONAL EXPERIENCE

- 2018-Present Assistant Vice Provost, Hispanic Serving Institution (HSI) Initiatives University of Arizona
Lead efforts aimed at building institutional capacity for strengthening *servingness* as a Hispanic Serving Institution among all facets of the university's enterprise, including collaboratively visioning and implementing HSI initiatives on campus, in the community, and across the nation.
- 2014-2020 Executive Director, Assessment, Research & Grant Development University of Arizona
Lead the design and implementation of research, assessment, and evaluation plans across 45+ units/departments within the Division of Student Affairs, Enrollment Management, Academic Initiatives & Student Success to support a data rich environment for improved student learning and strategic decision making, along with a team of 5 staff/1 graduate assistant. Develop and direct capacity building efforts across the university that successfully support grant development efforts.
- 2013-2014 Assessment & Research Specialist University of Arizona
Consulted with student affairs units on the design, implementation, interpretation, and reporting of assessment activities. Facilitated capacity-building activities to increase assessment knowledge and practice among divisional staff.
- 2011-2013 Associate Director, Parking & Transportation California State Polytechnic University, Pomona
Provided fiscal management of the department's \$6.5 million budget and supervised a team of 15 staff and 15 student employees to support the overall operation of parking and rideshare services
- 2007-2011 Senior Coordinator, Office of Student Life & Rose Float California State Polytechnic University, Pomona
Led the design and implementation of department-wide assessment efforts and created processes for goal setting and strategic planning, along with supervising a team of 3 staff and 2 part-time contractors. Provided direction, guidance, coordination and fiscal administration for the Office of Student Life and the Rose Float program totaling \$98,455.
- 2005- 2007 Coordinator of Leadership & Student Activities California State Polytechnic University, Pomona
Led redevelopment efforts of a university-wide student leadership development program and supported the chartering of student clubs and organizations
- 2001-2005 Associate Director, MESA Engineering Program (MEP) California State University, Los Angeles
Managed a comprehensive student retention program within the College of Engineering, Computer Science & Technology to support student success and increased degree attainment in STEM among historically underrepresented and underserved students
- 2000-2001 Academic Coordinator, MESA California State University, Los Angeles
Coordinated the day-to-day operations of a K-12 enrichment program to peak interest in STEM and cultivate a college-going culture among students, families, and local middle and high school teachers and administrative leaders

TEACHING EXPERIENCE & FACULTY APPOINTMENTS

2018-Present	Faculty Affiliate, Center for the Study of Higher Education	University of Arizona
2017-Present	HED 710: Research Design & Statistics (Teaching Asst.)	Azusa Pacifica University
Fall 2012	CLA 101: First-Year Experience, College of Letters, Arts, and Social Science	Cal Poly Pomona
2001-2005	ENGR 100: Introduction to Engineering	California State University, Los Angeles

PUBLICATIONS

- Franco, M.A., Lozano, G., & Subbian, V. (2020). Engaging community partners to improve STEM education at HSIs. In G. Garcia, *Hispanic-Serving Institutions (HSIs) in Practice: Defining "Servingness" at HSIs*. Charlotte, NC: Information Age Publishing.
- Franco, M. A., & Hernández, S. (2018). Assessing the readiness of Hispanic serving institutions to serve Latinx students: Moving beyond compositional diversity. In D. Zequera, I., Hernández, & J. Berumen, *Assessment and social justice: Pushing through the paradox; New Directions for Institutional Research*.
- Lozano, G., Franco, M. A., & Subbian, V. (2018). *Transforming STEM education in Hispanic serving institutions in the United States: A consensus report*. Retrieved from <https://ssrn.com/abstract=3238702>
- Franco, M. A. & Young, K. (2018). Effects of campus climates for diversity on college GPA among Latinx students at selective universities: An examination by gender, first-generation college status, and immigrant status. In K. Soria, *Evaluating campus climate at U.S. research universities: Opportunities for diversity and inclusion*. New York: Palgrave Macmillan.
- Kim, Y. K., Espinoza-Parra, O., Rennick, E. A., Franco, M. A., Dam, M.C., & Rensberger, M. (2018). Racial differences in the effects of campus climate on sense of belonging at public research universities. In K. Soria, *Evaluating campus climate at U.S. research universities: Opportunities for diversity and inclusion*. New York: Palgrave Macmillan.
- Franco, M. A., Hill, J. & Wesanen-Neil, T. (2017). Case study: Blue Chip Leadership. In T. L. Skipper, *What makes the first year seminar high impact? Exploring effective educational practices*. Stylus Publishing, LLC.
- Kim, Y. K., Franco, M. A., & Rennick, E. A. (2016). Civic attitudes development among undergraduate students at research universities: An examination by student gender, race/ethnicity, and socioeconomic status. In K. Soria, & D. Mitchell Jr., *Civic engagement and community service at research universities*. New York: Palgrave Macmillan.
- Kim, Y. K., Franco, M. A., & Rennick, E. A. (2015). An anti-deficit approach to examining the impact of institutional involvement on select academic outcomes of Latino college students. In D. Mitchell Jr. et al. (Eds.), *Student involvement and academic outcomes: Implications for diverse college student populations* (pp. 139-156). New York: Peter Lang Publishing, Inc.
- Kim, Y. K., Rennick, E. A., & Franco, M. A. (2014). Latino college students at highly selective institutions: A comparison of their college experiences and outcomes to other racial/ethnic groups. *Journal of Hispanic Higher Education*, 1-24.
- Chang, H., Longman, K., & Franco, M. (2014). Leadership development through mentoring in higher education: A collaborative autoethnography of leadership of color. *National Council of Professors in Educational Administration (NCPEA) Journal of Mentoring and Tutoring*, 373-389.

SELECT PRESENTATIONS

- Franco, M.F., Lozano, G., & Subbian. (2019). *Transforming STEM Education at HSIs*. Presented at the annual meeting of the Alliance of Hispanic Serving Institution Educators (AHSIE) in Riverside, CA.
- Adiredja, A. & Franco, M. F. (2018). *Impact of critical conversations about race and gender in a calculus workshop on student success*. Presented at the annual meeting of Critical Issues in Mathematics Education, Berkeley, CA.
- Franco, M. F. & Kim, Y. K. (2017). *Does gender matter?: The impact of negative campus climate for diversity on cognitive outcomes among Latina and Latino college students*. Presented at the annual meeting of the Association for the Study of Higher Education, Dallas, TX.
- Franco, M. F. & Kim, Y. K. (2017). *The relationship between Latina/o students' perceived negative campus climate and cognitive outcomes at selective universities*. Presented at the annual meeting of the American Sociological Association, Montreal, Canada.
- Franco, M. F. (2016). *Telling our story: Using data to inform your college-going messaging to students*. Presented at the University of Arizona College Knowledge for School Counselors Conference, Tucson, AZ.

- Franco, M. F. & Kim, Y. K. (2016). *Effects of climate for diversity on cognitive outcomes of diverse Latino students attending selective universities*. Presented at the annual meeting of the American Sociological Association, Seattle, WA.
- Ashton, B., Franco, M., & McDaniel, A. (2016). *Key findings from the National Student Financial Wellness Study*. Presented at the annual national meeting of the National Association of Student Affairs Personnel Administrators (NASPA), Indianapolis, IN.
- Allan, E., Franco, M., Reber, A., & Wilkinson, T. (2015). *Hazing prevention: What we have learned from the National Hazing Prevention Consortium*. Presented at the annual national meeting of the National Association of Student Affairs Personnel Administrators (NASPA), New Orleans, LA.
- Franco, M., Harbin, J., Newhart, D., & Shefman, P. (2015). *Courageous steps toward division-wide reporting of progress on student success*. Presented at the annual national meeting of the National Association of Student Affairs Personnel Administrators (NASPA), New Orleans, LA.
- Franco, M., & Orgera, J. (2015). *Studying grit & resiliency among college students: The University of Arizona's response to fostering student success*. Presented at the annual national meeting of the National Association of Student Affairs Personnel Administrators (NASPA), New Orleans, LA.
- Colaner, K., Franco, M., & Gonzalez-Santiago, C. (2014). *Imagining the next generation of student assessment practitioners*. Presented at the annual region VI meeting of the National Association of Student Affairs Personnel Administrators (NASPA), Anaheim, CA.
- Kim, Y. K., Rennick, E. A., & Franco, M. A. (2014). *Latino college students at highly selective research universities: An examination on their cognitive skills development*. Paper presented at the annual meeting of the American Educational Research Association (AERA), Philadelphia, PA.
- Longman, K A., Chang, H., & Franco, M. A. (2014). *Leadership development through mentoring in higher education: A collaborative autoethnography of leaders of color*. Paper presented at the annual meeting of the American Educational Research Association (AERA), Philadelphia, PA.

SERVICE

Alliance of Hispanic Serving Institution Educators, Council Member, 2020-present
San Miguel High School, Board of Trustees, 2019-present
UA Higher Education Task Force, 2019-present
STEM in HSI Working Group, Co-Founder, 2018-present
UA STEM Learning Center, Executive Committee, 2018-present
Journal of Student Affairs Inquiry, Editorial Board, 2016-2019
Reviewer & Discussant, ASHE, AERA, NASPA, 2015-2018
Student Affairs Assessment Leadership (SAAL), Advancement Committee, 2015-2019
ASHE Council on Ethnic Participation (CEP), Mentor to 3 graduate students, 2017-2018
National Association of Student Affairs Professionals, Regional VI Research Division, Arizona Representative, 2016-2018

GRANTS & AWARDS

Business Woman of the Year, Tucson Hispanic Chamber of Commerce, 2019
Seal of *Excelencia*, *Excelencia* in Education, 2019
Exemplary Leadership Award, Valle del Sol, Profiles of Success, 2019
Edith Auslander Outstanding Support of Hispanic Issues in Higher Education Award, The Pete C. Garcia Victoria Foundation, 2019
American College Personnel Association (ACPA) John Hernandez Leadership Award, 2018-2019
National Science Foundation (NSF) Grant, 2017-present, Improving Undergraduate STEM Education at HSIs, \$100,000
State of Arizona Department of Health Services, Sexual Violence Prevention & Education Program Grant, 2015-2017, \$70,000
Azusa Pacific University Graduate Student Travel Grant Awardee, 2012-2016, \$400-\$600 per semester
NASPA Region VI, 2015, Innovative Program Assessment Award
The Mereese Ladson Diversity Scholarship Recipient, National Association of College Auxiliary Services (NACAS), 2012

PROFESSIONAL AFFILIATIONS

Alliance of Hispanic Serving Institution Educators (AHSIE), 2019 present
Hispanic Association of Colleges & Universities (HACU), 2017-present
American Sociological Association (ASA), 2016-present
American Educational Research Association (AERA), 2013-present
Association for the Study of Higher Education (ASHE), 2012-present
National Association of Colleges & Employers (NACE), 2015-present
National Association of Student Personnel Administrators (NASPA), 2007-present

MEDIA

2019 Valle del Sol Profiles of Success: <https://www.youtube.com/watch?v=4BHdMCFVqaw>

UA News: [UA Receives Inaugural Seal of Excelencia in Recognition of Service to Latino Students](#)

National Alliance for Broader Impacts Keynote: <https://www.youtube.com/watch?v=S7Y4LGVHapQ>

UANews: [UA Recognized for Service to Hispanic Students](#)

The Arizona Daily Star: [University of Arizona's new Hispanic Serving Institution designation will help with grants, programs](#)

Arizona Public Media: [Ed Department Designates UA as Hispanic-Serving Institution](#)

KGUN 9: [UA Recognized by Government for Serving Hispanic Students](#)

Arizona Big Media: [UA Recognized for Service to Hispanic Students](#)

The Arizona Daily Star: [Holding the UA accountable as a Hispanic Serving Institution](#)

AARP Arizona Hispanic Connection: [Latinos' Report Card 2018](#)

UA News: [New Fellowship Develops UA Leaders While Advancing HSI Efforts](#)