

Liz Rockstroh

Curriculum Vitae
(August 2024)

Texas A&M University – San Antonio
First-Year Experience

elizabeth.rockstroh@tamusa.edu

Education

University of California at Davis – Davis, CA School of Education, <i>Educational Leadership</i>	Ed.D., 2011
California Lutheran University – Thousand Oaks, CA School of Management, <i>Public Policy and Public Administration</i>	M.P.P.A., 2006
California Lutheran University – Thousand Oaks, CA College of Arts and Sciences, <i>Sociology</i>	B.A., 2005

Licenses and Certifications

Massachusetts Institute of Technology (MIT) Sloan School of Management <i>Communicating Data Through Storytelling</i>	June 2024
Association of College and University Educators (ACUE) <i>Microcredential in Inspiring Inquiry and Lifelong Learning in Your Online Course</i>	December 2023
Executive Education at the Yale School of Management (SOM) <i>Women's Leadership Program</i>	June 2023
Association of College and University Educators (ACUE) <i>Microcredential in Creating an Inclusive and Supportive Online Learning Environment</i>	April 2023
Association of College and University Educators (ACUE) <i>Credential in Effective College Instruction</i>	June 2022
True Colors International <i>True Colors Certified Facilitator</i>	February 2020

Teaching Experience

Adjunct Faculty, Texas A&M University – San Antonio, San Antonio, TX <i>Courses: First-Year Seminar</i>	08/2021 - Present
Faculty, Association of College Unions International (ACUI) <i>Courses: Social Media and Modern Marketing Digital Badge Online Course</i>	01/2019 - 12/2020
Adjunct Faculty, City College of San Francisco, San Francisco, CA <i>Courses: Student Leadership</i>	08/2009 - 05/2010

Administrative Experience

Chief of Staff and Assistant Vice President, University of Texas at San Antonio	05/2024 – Present
Chief of Staff and Senior Director, University of Texas at San Antonio	10/2022 – 04/2024
Director of Strategic Initiatives and Content Strategy, University of Texas at San Antonio	09/2021 – 09/2022
Senior Associate Director of Communications and Programs, University of Texas at San Antonio	08/2019 – 09/2021
Associate Director of Communications and Programs, University of Texas at San Antonio	03/2017 – 08/2019
Regional Disability Services Specialist, The Art Institutes (online)	09/2015 – 02/2017
Dean of Student Affairs, The Art Institute, San Antonio, TX	07/2013 – 09/2015
Director of Student Life, St. Philip's College, San Antonio, TX	11/2012 – 07/2013
Financial Aid Advisor, Alamo Colleges District, San Antonio, TX	05/2012 – 10/2012
Public Relations Manager, City College of San Francisco, CA	10/2007 – 06/2011
Interim Associate Dean of Student Activities, City College of San Francisco, CA	08/2009 – 07/2010
Assistant Director, College of the Siskiyous, Weed, CA	08/2006 – 08/2007

Presentations

- "Making Work Meaningful" 03/2021
Association of College Unions International (ACUI). Annual Conference.
- "Communicating In Crisis" 03/2021
Association of College Unions International (ACUI). Annual Conference.
- "Spilling the Tea: Top Tips for Staff Development in a Virtual Environment" 11/2020
Association of College Unions International (ACUI). Region II Virtual Conference.
- "Designing an Info Desk that Serves the Community Before, During, & After COVID-19" 11/2020
Association of College Unions International (ACUI). Region II Virtual Conference.
- "A Tale of Two Leaders" 05/2018
The University of Texas at San Antonio. Annual Student Affairs Conference. San Antonio, TX.
- "Keep the Spark Alive: How to Avoid Burnout" 03/2018
Association of College Unions International (ACUI). Annual Conference. Anaheim, CA.
- "Comprehensive Assessment Made EASY!" 11/2017
Association of College Unions International (ACUI). Region II Conference. Missouri State University.
- "Growing Pains: Learning to Lead" 11/2017
Association of College Unions International (ACUI). Region II Conference. Missouri State University.
- "Historical Practices: From Best to Elite" 12/2012
African American Achievement and Success Symposium. Austin, TX.
- "Student Learning Outcomes" 03/2010
Student Affairs Professional Development Workshop. Cuesta Community College. San Luis Obispo, CA.
- "Outcomes, Assessment, and Evaluation – Oh My!" 02/2010
Professional Development Workshop. Santa Rosa Junior College. Petaluma, CA.

- “Education Abroad” 09/2009
Association of Community College Trustees (ACCT). Annual Conference. San Francisco, CA.
- “Don’t be Afraid: SLOs Will Only Make You Stronger” 09/2009
Research and Planning Group. Annual Conference. San Francisco, CA.

Fellowships and Leadership Programs

The University of Texas at San Antonio <i>Leadership UTSA, Cohort 11. San Antonio, TX</i>	09/2019 - 05/2020
Bend the Arc <i>Jeremiah Fellowship. Oakland, CA</i>	09/2010 - 05/2011
Hands On Bay Area <i>Leadership Institute Fellowship Team (LIFT). San Francisco, CA</i>	09/2008 - 06/2009

Professional Memberships:

- American Marketing Association (AMA) 2017 – 2018, 2024 – Present
- National Association of Colleges and Employers 2023 – Present
- Association of College Unions International (ACUI) 2017 – 2021
Volunteer roles: Regional Conference Planning Team 2021
- National Association of Student Personnel Administrators (NASPA) 2019 – 2021
Volunteer role: Award review committee (2020)
- National Association for Campus Activities (NACA) 2017 – 2018
- Texas Association of College & University Student Personnel Administrators (TACUSPA) 2013 – 2015
- American Educational Research Association (AERA) 2013 – 2014
- Young Nonprofit Professional Network of San Francisco (YNPN) 2009 – 2010
- Inter Collegiate Licensing Association (ICLA) 2007 – 2009
- California Community Colleges Student Affairs Association (CCCSAA) 2006 – 2007

Conferences and Professional Training (attendee):

- Blue Moon Consulting. Crisis Leadership Retreat. Breckenridge, CO 08/2024
- American Council on Education (ACE). Annual Meeting. Washington, DC 04/2023
- Association of College Unions International (ACUI). Annual Virtual Conference. 03/2021
- Association of College Unions International (ACUI). Region II Virtual Conference. 11/2020
- Adobe MAX Annual Virtual Conference 10/2020
- True Colors International. True Colors Facilitator Training. Dallas, TX. 02/2020
- Adobe MAX Annual Conference. Los Angeles, CA. 12/2019
- Association of College Unions International (ACUI). Region II Conference. Denton, TX. 11/2018
- Collegiate Marketing Institute (NIRSA). New Orleans, LA. 11/2018
- Association of College Unions International (ACUI). Annual Conference. Anaheim, CA. 03/2018
- American Marketing Association (AMA). Higher Education Symposium. Atlanta, GA. 11/2017
- Association of College Unions International (ACUI). Region II Conference. MO. 11/2017
- National Association for Campus Activities (NACA). Central Region Conference. OK. 10/2017

- Campus Labs Connect 2017 Annual Conference. Dallas, TX. 07/2017
- Office of Civil Rights ADA Training. Our Lady of the Lake University. San Antonio, TX. 07/2016
- Title IX Sexual Assault and Harassment Training. Fisher Phillips Law Firm. Dallas, TX. 07/2015
- American Educational Research Association (AERA). Annual Meeting. San Francisco, CA. 04/2013
- African American Achievement and Success Symposium. Austin, TX. 12/2012

Recent Publications

Rockstroh, E. (2023, July 11). *UTSA Senior Vice President Selected to Serve on United Way Advisory Council*. UTSA Business Affairs News: <https://www.utsa.edu/businessaffairs/2023/07/story/utsa-senior-vp-selected-to-united-way-advisory-council.html>

Rockstroh, E. (2022, Dec. 8). *UTSA chief financial officer completes Governor's Executive Development Program*. UTSA Today: <https://www.utsa.edu/today/2022/12/story/veronica-salazar-governors-executive-development-program.html>

Rockstroh, E. (2022, July 13). *UTSA CFO and Provost partnership highlighted at regional summer conference*. UTSA Business Affairs News: <https://www.utsa.edu/businessaffairs/2022/07/story/tasscubo-summer-conference.html>

Rockstroh, E. (2021, Dec. 23). *UTSA Police partner with counseling faculty to support student wellbeing*. UTSA Today: <https://www.utsa.edu/today/2021/12/story/mental-health-training.html>

Rockstroh, E. (2021, Aug. 26). *UTSA and Whataburger partner to support student success by fighting food insecurity*. UTSA Today: <https://www.utsa.edu/today/2021/12/story/top-10-whataburger-resource-room.html>

Rockstroh, E. (2021). Learning to Take Risks. In E. R. Hubbell & D. Fusch (Eds.), *Thriving as a Woman in Leadership in Higher Education* (pp.33-43). Academic Impressions.

Rockstroh, E. (2021, June 16). *Celebrate freedom at UTSA virtual Juneteenth event*. UTSA Today: <https://www.utsa.edu/today/2021/06/story/juneteenth-celebration-2021.html>

Rockstroh, E. (2021, January), *Making Work Meaningful: Tools to Enhance the Graduate Assistant Experience*. ACUI. <https://www.acui.org/resources/bulletin/bulletin-detail/2021/01/13/making-work-meaningful-tools-to-enhance-the-graduate-assistant-experience>

Rockstroh, E. (2020, June). *A Union Initiative for Taking Action in the Wake of Racial Violence: A Black Unity Room*. ACUI *The Bulletin*. <https://www.acui.org/resources/bulletin/bulletin-detail/2020/07/08/a-union-initiative-for-taking-action-in-the-wake-of-racial-violence-a-black-unity-room>

Rockstroh, E. (2020, May 4). *Roadrunner Pantry welcomes donations during critical time*. UTSA Today: <https://www.utsa.edu/today/2020/05/story/pantry-donation-follett.html>

Rockstroh, E. (2018, Sept. 17). *UTSA Student Union expands to Downtown Campus*. UTSA Today: <http://www.utsa.edu/today/2018/09/story/DTC-StudentUnion.html>

Rockstroh, E. (2018, July 16). *UTSA Main Campus buildings undergo name changes*. UTSA Today: <https://www.utsa.edu/today/2018/07/story/BuildingNameChanges.html>

Rockstroh, E. (2018, Apr. 10). *Roadrunner Pantry provides solution to food insecurity on campus*. UTSA Today: <https://www.utsa.edu/today/2018/04/story/RRPantryOneYear.html>

Rockstroh, E. (2018, Jan. 9). The University Center becomes the UTSA Student Union. UTSA Today: <https://www.utsa.edu/today/2018/01/story/StudentUnion.html>

Rockstroh, E. (2017, June 6). *Gallery 23 invites students to leave their mark on UTSA*. UTSA Today: <https://www.utsa.edu/today/2017/06/story/gallery23.html>