



# Vanessa Quiroga

Highly organized, results-focused, and strategic leader with over a decade of experience working and leading teams of 5 to 25 employees. A proven record of leading initiatives to enhance team collaboration, operational efficiency, and community outreach. Possesses exceptional communication, problem-solving, and innovative skills.

## Related Work Experience

### Contact

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#### Address

10583 Redstone View  
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### Education

2024

**Doctor of Education**  
Educational Leadership and  
Organizational Innovation  
Marymount University

2012

**Master of Arts**  
Counseling Psychology  
Texas A&M International University

2009

**Bachelor of Arts**  
Psychology  
The University of Texas at Austin

### Expertise

- Strong Leadership Skills
- Program Development & Management
- Strategic Planning
- Team Building & Conflict Resolution
- Public Speaking & Presenting
- Organization

### Language

English

Spanish (*proficient*)

#### 2022 - Present

Texas A&M University-San Antonio | San Antonio, TX

##### **Executive Director, Community Partnerships & Campus Visit Experience (*promoted from Director*)**

**Strategically plan and oversee five units within department that include community outreach, campus visit experience, ASPIRE College Access Advising, Parent Outreach and Engagement, and AdviseTX, which includes a team of 3 Directors, 12 full-time staff, and 15 student workers.**

- Responsible for the program development, implementation, and execution of all campus visit experiences and community outreach to create equitable opportunities in higher education, increase college awareness, and enhance the college-going experience for Kinder-12th grade, college-level students, parents, and community members.
- Collaborate with University departments, community partners, and outside organizations to build collaborations to successfully execute student and outreach programming that lead to a college-going culture.
- Build and execute a strategic plan to provide a high-impact campus visit experience for various types of student populations (K-8, high school, transfer, Military, adult, etc.) at all levels of the prospective student funnel.
- Develop and coordinate outreach plans for area businesses and community organizations to promote higher education.
- Oversee and strategically execute parent outreach and engagement through La Familia Grant to increase parent engagement, advocacy, and involvement in college readiness.
- Oversee and lead AdviseTX/College Advising Corps, a federally funded program aimed at increasing college readiness.
- Develop and maintain budget and fiscal operations of each department unit.

#### 2020 - 2022

Texas A&M University-San Antonio | San Antonio, TX

##### **Director, Community Partnerships & Campus Visit Experience (*promoted from Assistant Director*)**

**Carried out supervisory and leadership responsibilities to successfully develop and implement initiatives and programs aimed at enhancing the college visit experience and increase college awareness. Led a team of 4 full time staff members and 15 student workers, which included the hiring process, training and retaining staff, professional development, and conflict resolution.**

- Strategically planned and oversaw the campus visit experience, such as daily tours, group visits, and field trips, community partnerships, and events.
- Responsible for the program creation, implementation, and execution of all campus visit events, including collaboration with university departments and community partners.
- Maintained extensive data on visitor numbers, behavior, and populations using client relationship management tool, including developed surveys and rubrics to measure effectiveness and efficiency.
- Managed all outreach initiatives and programs including College Access Advising, Classroom of the Month, ASPIRE summer camps, and community outreach.
- Planned and executed engaging events for all prospective student audiences and families that will help meet enrollment goals.
- Developed and maintained budget and fiscal operations of department.

#### 2019 - 2020

Texas A&M University-San Antonio | San Antonio, TX

##### **Assistant Director, Admissions**

**Strategically planned and executed the campus visit experience, which included leading a team of 1 full-time staff member and 10 student workers.**

- Developed a robust training and professional development program for staff and student workers.
- Led efforts in coordinating enrollment special events, including, Future Jaguar Days, Counselor Updates, and Admitted Student Events.
- Responsible for the program creation, implementation, and general event planning. Secured student staffing for visit programs and assigned work schedules to ensure proper coverage of all campus visitation needs.
- Developed and implemented comprehensive assessment plan for Visitors Services area, which included maintaining extensive data on visitor numbers and populations using CRM (client relationship management) tool. Developed surveys and rubrics.
- Developed campus visit experience for elementary and middle school students.
- Developed and coordinated outreach plan for area businesses and community organizations to promote higher education.

#### 2016 - 2019

Southwest School of Art | San Antonio, TX

##### **Director, Admissions & Recruitment**

**Identified and developed long term goals and strategic plans and initiatives for maximizing the efficiency and effectiveness of the BFA recruitment and admission process, which included leading a team of 2 full-time staff members and 3 student ambassadors.**

- Developed and implemented policies, processes, and programs which enhance undergraduate admissions, recruitment, and yield.
- Updated consumer related database including adding student and school records, updating records as needed and monitoring interactions/events.
- Implemented outreach and recruitment efforts and the achievement of campus enrollment goals.
- Planned, coordinated, and executed all on campus programs including Open Houses, Artist Panels, and Admitted Student Day.
- Developed and managed the application and admission process with the Admission Review Committee.
- Collaborated with Marketing and Communications in the development of promotional material related to the college.
- Developed annual budget for the various components of admission and recruitment.
- Represented the college at recruitment events and counseled prospective students and families regarding the admissions process and college opportunities.
- Oversaw implementation of various recruitment and admission related events and activities.

# Teaching Experience

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## 2023 - present

Texas A&M University-San Antonio | San Antonio, TX  
**First-Year Seminar, University 1101**

# Presentations

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Ruffalo-Noel Levitz National Conference (July 2023)  
*Stop! Collaborate & Listen: Partnership between Enrollment Events & Communications*

Laredo Young Women's Leadership Summit (March 2018)  
*Think Big! How to get into the college that's right for you!*

Texas Association for College Admission Counseling Conference (April 2016)  
*Breaking the Barrier: A Discussion of Recruitment in Border Regions*

Texas Association for College Admission Counseling (TACAC) San Antonio Drive-In for High School Counselors (February 2015)  
*Becoming an Advocate for your Student!*

# Awards

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2018 Rising Star, 2018 Laredo Young Women's Leadership Summit (March 2018)

# Professional Memberships

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San Antonio Women's Chamber of Commerce

- 2021 Transformational Leadership Cohort

Collegiate Information & Visitor Services Association (CIVSA)

- Member (2019-present)
- Nominations Committee (2020-Present)

Texas Association for College Admission Counseling (TACAC)

- Member (2016-present)
- Member of TACAC Membership Committee (2016-2018)
- TACAC Camp College Mentor (2015, 2016)
- TACAC San Antonio Drive-In (2015)

Admission and College Counseling Institute (ACCI)

- Member (2016-2018)

San Antonio Regionals Network (SARN)

- Advisor (2017-2019)
- Vice-President (2016-2017)

# Other Work Experience

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## 2023 - Present

Texas A&M University-San Antonio | San Antonio, TX  
**Lecturer, First-Year Seminar Course**

## 2013 - 2016

The University of Texas at Austin | San Antonio, TX  
**Admissions Counselor II**

## 2012 - 2013

Texas A&M International University | Laredo, TX  
**Athletics Academic Coordinator**

# References

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## Vanessa Torres

Assistant Vice President  
Texas A&M University-San Antonio

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## Marc Morales

Dean of Undergraduate Admissions  
St. Mary's University

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## Courtney Baxter

Manager, Enrollment Management Communications  
Texas A&M University-San Antonio

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