

## **MARI LUNA DE LA ROSA, Ph.D.**

4542 N. Glenfinnan Avenue

Covina, California 91723

Office: (626) 815-6000 x5932; Mobile: (626) 589-2598

Email: mlunadelarosa@apu.edu

---

### **EDUCATION**

Claremont Graduate University, Ph.D., Education, January 2005

Research Emphasis in Higher Education

Dissertation: *Making a Difference: Diverse College Faculty and Factors Influencing Student Engagement*

Committee: Daryl G. Smith (Chairperson), Jack Schuster, and David Drew

Arizona State University, M.P.A., Public Administration, May 1998

Research Emphasis in Higher Education

University of California at Santa Barbara, B.A., Liberal Studies, March 1986

---

### **RESEARCH AND TEACHING INTERESTS**

Pathways to college

College affordability and financial aid

Multiculturalism and equity in American higher education

Social justice and Christian higher education

Student learning and development

College student retention theory and interventions

Quantitative research methods and research design

Public policy and American higher education

History and philosophy of higher education

---

### **PROFESSIONAL MEMBERSHIPS**

American College Personnel Association

American Educational Research Association

Association for Institutional Research

Association for the Study of Higher Education

National Association of Student Personnel Administrators

---

### **AWARDS AND HONORS**

Co-chair, Research and Scholarship, Latino/a Knowledge Community, National Association of Student Personnel Administrators, 2013

Co-chair, Latinos in Higher Education Pre-conference, National Association of Student Personnel Administrators, 2013

Dean's Accomplished Scholar Award, Azusa Pacific University, Fall 2012

Creative Teaching Grant, Azusa Pacific University, Fall 2011

Participant,  
Early Career Faculty Teaching and Dissertation Advisement Seminar, Association for the Study of Higher Education, November 2009

Participant,  
Research Methods for Critical Analysis of Quantitative Data, Association for the Study of Higher Education on Equity and Critical Policy Analysis, June 2009

Dean's Emerging Scholar Award, Azusa Pacific University, Fall 2009

Participant,  
Houston Roundtable on Finance of American Higher Education, 2008

Finalist  
Dissertation Competition, Educational Testing Service and American Association of Hispanic Higher Education, 2008

Faculty Fellow  
American Association of Hispanic Higher Education, 2008

Practicum Participant, Preparing Future Faculty Professional Practicum, 2003,  
Claremont Graduate University

Manuscript Reviewer, 2002  
*Journal of College Student Retention: Research, Theory and Practice*

Excellence in the Study of Higher Education, 2001, School of Educational Studies,  
Claremont Graduate University

Policy Seminar Participant, 1999, Association for the Study of Higher Education

---

## **PUBLICATIONS**

Luna De La Rosa, M. (2014). Book review of Edward St. John's, Shouping Hu's and Amy Fisher's: Breaking through the Access Barrier: How Academic Capital Formation can Improve Policy in Higher Education, Routledge , New York, pgs. 1-296, *Journal of Student Affairs Research and Practice*

Jun, A., Luna De La Rosa, M. (Eds.) (2013). "Race, religion and responsibility in Christian Higher Education." Special Issue. *Christian Higher Education Journal*

Luna De La Rosa, M. (2012). "Borrowing and Working of Low-Income Students: The Impact of a Summer Transition Program." *Journal of Student Financial Aid*, Vol. 42, No. 1, pp. 5-15

Clinedinst, M., Luna De La Rosa, M. (June 2007). "Balancing Acts: How High School Counselors View Risks and Opportunities of Student Loans." National Association of College Admission Counseling (NACAC) and The Project on Student Debt (The Institute for College Access and Success), *Policy Report*

Luna De La Rosa, M. (2007) Book Review of Latty Goodwin's: The Graduating Class: Disadvantaged Students Crossing the Bridge of Higher Education, SUNY Press: New York, pp. 1-189, *Review of Higher Education*, Spring 2007

Luna De La Rosa, M, Tierney, W.G. (2006). "Breaking Through the Barriers to College: Empowering Low-Income Communities Schools, Families for College Opportunity and Student Financial Aid " *University of Southern California, Rossier School of Education, Center for Higher Education Policy Analysis Monograph: www.usc.edu/dept/chepa*

Luna De La Rosa, M. (2006). "Is Opportunity Knocking? Low-Income Students' Perceptions of College and Financial Aid." *American Behavioral Scientist*, Volume 49, No. 12, pp. 1670-1686

Tierney, G. William, Venegas, K., Luna De La Rosa, M. (Eds.) 2006). "Financial Aid and Access to College: The Public Policy Challenges." *American Behavioral Scientist*, Volume 49, No. 12, pp. 1601-1603

Luna De La Rosa, M. (2004). "Assessing the Impact of College on First-Year University Students" *Journal of Interdisciplinary Studies*, California State Polytechnic University, Volume 14, pp. 1-13

Luna De La Rosa, M. (2004). "Campus Climate at Cal Poly Pomona: Perceptions of Students, Faculty, Staff and Administrators" Academic Resources, Institutional Research and Planning, California State Polytechnic University, Pomona

---

## **PUBLICATIONS IN PROGRESS**

Working Paper. Luna De La Rosa, M., "Challenges and triumphs: Exploring privilege in a Christian graduate student affairs preparation program"

---

## CONFERENCE PRESENTATIONS

*Abriendo Corazones Con Valor.* Co-planner and co-facilitator at the Latino/a Knowledge Community, National Association of Student Personnel Administrators Region VI Drive-In Conference, January 2015, University of California, San Diego, California

*Abriendo Corazones: Opening Hearts to the Diversity Within Today's Latino/a Community.* Co-planner and co-facilitator at the Latino/a Knowledge Community, pre-Conference Workshop of the National Association of Student Personnel Administrators, March, 2014, Baltimore, Maryland

*Challenges of Building Collaborative Relationships with Faculty.* Paper presented at the Annual Conference of the National Association of Student Personnel Administrators, March 2013, Orlando, Florida

*Awareness of Our Privilege: A Study of Graduate Professional Learning.* Paper presented at the Annual Conference of the National Association of Student Personnel Administrators, March 2013, Orlando, Florida

*Diversity as the Praxis for Institutional Transformation.* Mini-Course Co-Instructor at the Annual National Coalition on Race and Ethnicity in American Higher Education, June 2011, San Francisco, California

*Go to College,* Keynote speech at the Azusa Pacific University Presidential Forum on College Opportunity, January 2012 and 2011 Azusa, California

*Assessing Low-income Students' Pre-college Choices of Borrowing and Employment.* Paper presented at the Annual Student Financial Aid Research Network, June 2010, San Diego, California

*Diversity Discussion from a Faith Perspective: Authentic Dialogue in the Graduate Classroom.* Co-presenter at the Annual Conference of the National Association of Student Personnel Administrators Multicultural Institute, December 2009, Dallas, Texas

*Tailoring Developmental Coursework to Meet Student Needs. Discussant* at the Annual Conference of the Association for the Study of Higher Education, November 2009, Vancouver, British Columbia

*The Intersection of Student Background, College Transition and Student Affairs Services.* Paper presented at the Annual Conference of the Association of College Personnel Association. March 2009, Washington, D.C.

*Financial Aid Policies and College Access of Latino Students in California; General*

- Session Invited Speaker. California Chicano-Latino Intersegmental Convocation, November 2007, San Francisco, California*
- Using Evaluation for Institutional Learning and Accountability: Lessons Learned from a Multi-Campus Diversity Initiative. Mini-Course Co-Instructor at the Annual National Coalition on Race and Ethnicity in American Higher Education, June 2007, San Francisco, California*
- Dollars and Sense: A School Year Comparison of How Low-Income Students Understand College Opportunity and Financial Aid. Paper presented at the Annual Conference of the American Educational Research Association, April 2007, Chicago, Illinois*
- The Strategy of Debt Aversion: How Hispanic Students Pay for College. Program Presentation at the Second Annual conference of the American Association of Hispanic Higher Education: Shaping the Future: Focus on Solutions, Develop the Talent,” March 2007, Costa Mesa, California*
- Responding to the Needs of College-bound Latinos: Lessons Learned Through the Evolution of a College Preparation Program. Program Presentation at the Third Annual Tomas Rivera Policy Institute Conference: “Practical Tools to Increase Latino College Access and Achievement,” November 2006, Long Beach, California*
- Creating the Dream: Financial Aid Awareness and College Aspirations of Low-Income Youth Paper presented at the American Educational Research Association, April 2006, San Francisco, California.*
- The Power of Information: How Low-Income Students Understand Financial Aid Paper presented at the Association for the Study of Higher Education Conference, November 2005, Philadelphia, Pennsylvania.*
- Big Effort, Small Impact: Using a Mixed-method Approach to Examine the Effectiveness of Financial Aid Information and Services Paper presented at the Association for the Study of Higher Education Conference, November 2005, Philadelphia, Pennsylvania.*
- Do Latino Boys See a Bright Future? Latino/a Students’ Perceptions on College and Financial Aid. Program Presentation at the Tomas Rivera Policy Institute Conference: “The Unacknowledged Crisis: Latino Males and Higher Education”, October 2005, Los Angeles, California*
- Financial Aid and Access: Getting the Word Out-Research Findings and Possible Practices Co-presenter at the Annual Conference of the Western Association for College Admission Counseling, June 2005, Aliso Viejo, California*

*Financial Aid and Access: What Counselors, Students and Families Say About Paying for College* Co-Presenter at the Annual Conference of the American Educational Research Association, April 2005, Montreal, Canada

*Using Evaluation for Institutional Learning and Accountability: Lessons Learned from a Multi-Campus Diversity Initiative.* Mini-Course Co-Instructor at the Annual Conference of the American Educational Research Association, April 2005, Montreal, Canada

*Making a Difference: Diverse College Faculty and Factors Influencing Student Engagement* Paper Presentation at the Annual Conference of the Association for the Study of Higher Education, November 2004, Kansas City, Missouri

*Challenges to College Access and Financial Aid* Program Presentation at the Tomas Rivera Policy Institute Conference: “Challenges in Improving Latino College Enrollment: Opportunities for Systematic Change”, October 2004, Los Angeles, California

*In the Eye of the Beholder: Campus Climate at an Urban, Commuter Institution* Scholarly Paper Presentation at the Annual Forum of the Association for Institutional Research, May 2003, Boston, Massachusetts

*Understanding Student Attrition at an Urban, Commuter Institution Using Force Field Analysis* Scholarly Paper Presentation at the Annual Forum of the Association for Institutional Research, May 2002, Toronto, Canada

*American Voter Perceptions of Diversity in Higher Education* Scholarly Paper Presentation at the Interdisciplinary Student Research Conference, Claremont Graduate University, March 2001, Claremont, California

---

## **RESEARCH EXPERIENCE**

Research Associate, Educational Opportunity Program, California State University, Los Angeles May 2007 to present

Conduct program evaluation procedures for Summer Bridge program including survey administration and focus groups. Compile findings on impact of program, student concerns and campus enrollment data. Prepare written reports and PowerPoint presentations for staff training and program needs.

Research Director, The Institute for College Access and Success (TICAS), Berkeley, CA September 2006-March 2007

Working directly on financial aid and postsecondary accountability issues, generating and translating data and research to help improve college preparation, financial aid and student support practices and inform public policy. Conducting statistical analyses of higher education, financial aid and related national data sets with a focus on low-income students and post-college debt burden. Collaborating with other partner organizations to identify useful directions for inquiry and analysis, with a particular emphasis on emerging policy issues. Preparing written reports for release to the media and public and presentation of research at meetings and conferences. Responding to the media and other inquires regarding relevant research and data.

Postdoctoral Research Associate, Center for Higher Education Policy Analysis, Rossier School of Education, University of Southern California July 2004-August 2006

Conducted comprehensive research with urban, low-income high school students on their pre-college perceptions of going to college and how to pay for college. Researched higher education literature on key conceptual issues related to this project. Prepared research proposals for funding on college access. Researched data sources and compiling descriptive information on project high schools. Prepared and wrote project findings for scholarly papers, policy briefs, practitioner information and presentations.

Research Associate, James Irvine Foundation, Campus Diversity Initiative Evaluation Project, Claremont Graduate University October 2003-May 2006

Assisted in the evaluation of the Foundation's Campus Diversity Initiative on institutional change towards diversity with participating colleges and universities. Assisted in the collection and analysis of quantitative data including: archival data, institutional overviews, IPEDS data and campus site visit reports. Participated in campus site visits and implementing evaluation protocol. Assisted in compiling study results and report dissemination.

Research Analyst, Academic Resources, Institutional Research and Planning, California State Polytechnic University, Pomona May 2000-July 2004

Conducted institutional effectiveness studies for campus planning and informed decision-making, specifically, but not limited to student retention studies, campus climate, freshmen surveys, and alumni surveys. Researched higher education literature on key conceptual issues surrounding these studies. Represented the office on relevant campus committees and campus research initiatives. Prepared research findings for oral presentation including publication and distribution.

---

## **TEACHING EXPERIENCE**

Assistant Professor, College Counseling and Student Development Program, Azusa Pacific University, August 2007 to present

Teaching required courses full-time in the Master's program with emphasis on theory to practice and preparation for the field of College Student Affairs. Teaching doctoral course in public policy and American higher education.

Assistant Adjunct Professor, EDHP 500: Foundations of Higher Education. Fall 2005

Developed syllabus on historical and philosophical foundations of American higher education. Examined formative influences of higher education, major developments and philosophies of education.

EDHP 687, Student Development Theory in Higher Education, Spring 2006

Developed syllabus on general understanding of theories and research related to student development. Designed the course to create an understanding of the philosophical foundations of the field, and consider the ways in which the models can be used in practice.

McNair Scholars Faculty Mentor (2 Mentees), University of Southern California, Undergraduate Research Programs, Summer 2006

Dissertation Committee Member, University Southern California, Rossier School of Education, Spring 2006

---

## **OTHER PROFESSIONAL EXPERIENCE**

Program Director, Write On! SummerTIME, Center for Higher Education Policy Analysis, Rossier School of Education, University of Southern California  
July 2005

Administered and coordinated a 4-week summer writing program for low-income high school seniors admitted to selective universities. Implemented writing curriculum, college transition activities and field trips related to improving writing skills and transition to college. Composed funding proposals for writing program support. Worked with instructors, staff and program participants.

Financial Aid Manager, Graduate College, Arizona State University      October 1995-  
July 1998

Established, structured and managed a satellite office of financial aid services for graduate student population. Administered and coordinated graduate financial aid programs: national fellowships, private donors, institutional funds and student loans.



Assisted the Graduate Dean, Financial Aid Director in development of graduate student aid policy to meet campus recruitment and retention goals.

Financial Aid Advisor and Federal Pell Grant Coordinator, Student Financial Services Office, University of California at Santa Barbara December 1988-June 1995

Counseled students, parents on application and award processes for institutional, state and federal aid. Created/administered policies and procedures for awarding of Federal Pell Grants. Exercised professional judgment on student files for special financial circumstances and academic satisfactory progress. Conducted financial aid workshops for students, parents in orientation sessions, high school campus visits, and Upward Bound groups.

---

## **PROFESSIONAL AND COMMUNITY SERVICE**

Faculty mentor, First-generation student support program, Azusa Pacific University  
September 2013 to present

At-large member, Task Force on Spirituality in Higher Education, American College Personnel Association  
April 2009 to present

Committee on Ethnic Participation, Association for the Study of Higher Education  
November 2008 to present

Mentor, SummerTIME Writing Program, Center for Higher Education Policy Analysis, University of Southern California, Los Angeles  
July 2007

Committee Participant. Los Angeles Unified School District College Access Marketing Campaign. Los Angeles Chamber of Commerce, Unite LA and Pathways to College Network  
June 2006-June 2007

Mentor, Increasing Access Mentoring (I AM) Program for High School Seniors in Low-Income LAUSD High Schools. Center for Higher Education Policy Analysis, University of Southern California, Los Angeles  
October 2005—June 2006

---