

RUBEN J. FIERROS

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Education

Bachelor of Science, Special Education, University of Arizona, May 2008
Master of Education, Human Relations, Northern Arizona University, Anticipated,
December 2017

Work Experience

January 2016 – Present

Admissions Counselor, Senior, University of Arizona, Tucson, AZ (Regionally based;
Phoenix, AZ)

Represent the University of Arizona to prospective students and other constituencies in an assigned territory, including Apache, Coconino, Gila, Maricopa, Navajo, and Yavapai Counties in Arizona and Hawaii.

- o Attend approximately 80 high school visits, and 70 college fairs each cycle
- o 20%-100% increases in applications, admits, deposited, and matriculate students in Apache and Navajo Counties in Arizona and Hawaii.
- Develop, implement, and evaluate new and continuing programs to meet commitments and goals as set by the University; Develop and implement new communication strategies to meet enrollment objectives
 - o Programming includes University of Arizona counselor breakfasts; “Coffee Chat” programming; Tribal dormitory visits; increased use of CRM/Hobsons Connect and Slate.
- Coordinate among various constituencies for long-term planning of recruitment programming and goals, including Alumni Office & Chapters, ABOR schools admissions offices, UA recruitment staff, and on-campus partners.
- Strengthen and increase relationships with relevant parties in assigned territory, including high school counseling staff & administration, alumni chapters, tribal leaders, community college advisors, and independent counselors
- Maintain accurate record keeping of budgets, training manual, and calendars.

July 2014 – January 2016

Admissions Counselor, Outreach, University of Arizona, Tucson, AZ (Regionally based;
Phoenix, AZ)

Represent the University of Arizona in recruitment events and activities in Central and Northern Arizona. Develop, implement, and evaluate plans and programs that recruit students from Native American and other diverse backgrounds.

Expanding UA’s Native American recruitment efforts by:

- Collaborating with on-campus partners to create culturally sensitive programming.
- Meeting and building relationships with Tribal representatives by participating in Arizona Tri-Universities for Indian Education (ATUIE), Native American Student Advocacy Institute (NASAI) and being an active member of UA’s Indigenous Collaborative Network.

- Creating culturally sensitive recruitment materials and events for the Office of Admissions.

September 2012 - July 2014

Sr. Family Support Specialist, Arizona's Children Association, Tucson, AZ

Provide support, skills and education to parents. Facilitate visitations amongst families that have been separated by Child Protective Services, Caseload Management.

June 2005 - August 2013

Group Leader, Camp Pontiac, Copake, NY

Responsible for well-being of campers aged 9-16. Implement camp instruction and programming.

August 2008 - May 2011

Teacher, Pueblo High School, Tucson Unified School District, Tucson, AZ

Responsible for instruction and development of curriculum for students with cognitive impairments aged 14-22. Life skills, community based education which included job development and on-the-job training.