

Curriculum Vitae

DR. FERNANDO LEON GARCIA

**President
CETYS UNIVERSIDAD**

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EDUCATION

- Ed.D. Stanford University, Palo Alto, CA 1984
Specialization: Education (Administration and Policy Analysis)
- M.A. Stanford University, Palo Alto, CA 1980
Specialization: Education (International Development Education)
- B.S. CETYS University, Mexicali, Mexico 1978
Specialization: Engineering (Industrial Engineering)
- American Council on Education (ACE) Fellow 1998-1999

SPECIAL COMPETENCIES

Bilingual fluency in Spanish and English

Experience in both United States and Mexican higher education systems

Proven leadership in domestic and cross border multi-campus systems

Experience in private universities (not-for-profit as well as for-profit) and public universities

Extensive knowledge, experience in, and networks linked to international higher education (The Americas, Europe, and Asia/Pacific)

ADMINISTRATIVE EXPERIENCE

- 2008 - Chancellor, International Division, City University of Seattle
- Responsible for the overall leadership and operation of City University's programs, partnerships, and campuses outside the US, which includes Slovakia, Bulgaria, Czech Republic, Romania, Greece, Switzerland, Canada, China, Mexico, and Australia. Represents City University on all strategic matters outside the US and within the US on internationally related aspects. Provides leadership and guidance regarding City University's long term internationalization strategy, including potential new partnerships and target countries.

2004 - 2008

Executive Vice President for Academic Affairs
and

2005 - 2006

Co-Acting President
City University (Bellevue, Washington)

Responsible for the overall quality of City University programs offered to more than 13,000 enrollments in Business, Education and Behavioral Science programs in face-to-face, distance, mixed mode and online delivery. Academic leadership included:

- Overseeing more than 100 full-time and 1,200 part-time faculty members that encompass campuses and locations throughout the State of Washington, Canada, Slovakia, Greece, Bulgaria, the Czech Republic, Romania, China, and Mexico.
- Chairing the institution's strategic planning process.
- Facilitating the clarification and operationalization of the academic model across campuses and locations.
- Promoting the harmonization and systematization of faculty and curriculum related processes and standards.
- Creating a greater consistency of standards, policies, and operation across domestic and international locations.
- Guiding the establishment of a multi-campus academic governance structure.
- Helping articulate the institution's strategy to offer U.S. style, U.S. accredited programs in developing economies with unmet educational needs.

Select accomplishments:

- Created the Academic Affairs Council, which includes academic representation across domestic and international locations.
- Formalized the roles of Directors of Academic Affairs for onsite quality monitoring in multiple countries and regions.
- Developed a centralized curriculum development process for all modes of delivery (face-to-face, online, and mixed).
- Launched an Adjunct Faculty Advisory Group.
- Led the integration of the CityU International Partners Network.
- Helped establish the CityU Annual Strategic Planning Retreat.
- Expanded CityU's presence abroad, including but not limited to Greece, Switzerland, Mexico, China, and Australia.
- Supported the creation of the CityU China Alumni Association.
- Improved CityU's positioning, standing, and/or membership with key organizations, including but not limited to the American Council on Education (ACE), Northwest Commission on Colleges and Universities (NWCCU), Institute for International Education (IIE), Institute for Management in Higher Education (IMHE/OECD), International Association of Universities (IAU/UNESCO), International Association of University Presidents (IAUP).

2003 - 2004 President, Phoenix Institute for Professional Education (PIPE)
and
2000 - 2004 Chief Academic Officer and Vice President for Academic Affairs
Apollo International
Phoenix, Arizona

Involved in the establishment of a global system of programs, campuses and sites in Latin America, Europe and Asia, based on the University of Phoenix (and other Apollo Group institutions) methodology, programs, structures and processes. In particular, this included the implementation of academic structures, program and curriculum development, faculty recruitment and assessment, and quality monitoring systems. Highlights include:

- In Brazil, advised, facilitated and enabled the local academic affairs team to obtain approval from the Ministry of Education for the “Sistema de Faculdades Pitagoras”, introducing a U.S. style curriculum and a multi-campus academic governance structure.
- In Germany, co-chaired the Founding Faculty that led to the approval by the Government of North Rhine Westphalia of “Apollo International University of Applied Sciences”.
- In India, advised and enabled the joint academic affairs team to obtain approval from the North Central Association to offer “Western International University” business and IT related undergraduate and graduate programs (delivered through face-to-face as well as satellite mode).
- In the Netherlands and Mexico, facilitated the structuring of business partnerships leading to certificate programs in e-Business (via online mode) and Project Management and to dual degree BS (Business Administration and International Business) and MBA programs.

2000 to Present Consultant to the President of CETYS University System in Baja California, Mexico. Main areas of support:

- Advise President of CETYS on issues related to strategic planning, fund raising, internationalization, and Board development.
- Assist CETYS in its eligibility and candidacy process with the Western Association of Schools and Colleges (WASC).

1996 to 2000 Vice President for Academic Affairs
CETYS University System
Baja California, Mexico

Provided leadership, general direction, and monitoring of quality in academic programs and support services. Established academic priorities for the institution’s planning and budgeting process. Highlights include the following:

- Established an evaluation system for the three CETYS campuses based on performance indicators and benchmarks.

- Structured a System-wide Collegial Council for the approval of new academic initiatives and major revisions of existing academic programs.
- Designed and facilitated a planning process that established the Vision for CETYS 2010.
- Established a consortium of universities from Canada and the U.S. to offer doctoral programs in Business Administration and Engineering for faculty and administrators in Northwest Mexico.
- Expanded international partnerships to Canada, Chile, France, Spain, Italy, Germany, Sweden, Finland, and the Netherlands.
- Obtained seed money grants to develop bi-national projects with community colleges from California, Arizona, and Alberta for online courses on International Management, collaboration on small business development and entrepreneurship, and faculty training for the use of IT in undergraduate courses.
- Provided support to the Board: to modify by-laws regarding membership, roles and responsibilities; to strengthen Board membership and involvement; and to conduct the first presidential evaluation in the history of CETYS.

1994 to 1996
 1987 to 1994
 1984 to 1987
 1978 to 1984
 1976 to 1978
 1974 to 1976

Chief of Staff, CETYS
 Director of Statewide Planning and Institutional Advancement, CETYS
 Assistant to the President and Director of Statewide Planning, CETYS
 Planning Consultant, CETYS
 Director of Student Affairs and Coordinator of Athletics, CETYS
 Coordinator of Athletics, CETYS

Select accomplishments:

- Facilitated the consultation, formulation, and implementation of the 1987-1995 plan called “CETYS 2000” and the 1995-2000 strategic plan called “CETYS Hacia el Siglo XXI”.
- Developed proposals submitted to State and Federal Governments that resulted in \$4.6 million dollars of support for CETYS 2000.
- Facilitated fund raising, grants, and partnerships that resulted in over \$1.7 million dollars of support to CETYS, including the implementation of Project North America that involved a consortium of six universities in the U.S., Canada, and Mexico.

TEACHING/FACILITATION EXPERIENCE

July 2000 “Institutional Evaluation and Accreditation”. Instituto para la Gestión y Liderazgo Universitarios para Latinoamérica. Monterrey, Nuevo León.

October 1999 “Higher Education in the United States”. Consortium for North American Higher Education Collaboration. Veracruz, México.

August 1999 “Institutional Evaluation and Accreditation”. Centro de Desarrollo y Estudios Sociales y Administrativos. Querétaro, México.

February 1994 “Mission Statements and Institutional Development”. Universidad Tecnológica de México. México, D.F.

- December 1993 “Academic Standards and Educational Quality”. Tamaulipas Ministry of Education. Cd. Victoria, Tamaulipas, México.
- 1987-1988 “Evaluation Methods for Educational Administrators”, “Research Methods in Education”, “Strategic Planning”. Instituto Nacional de Administracion Publica. Mexicali, Mexico.
- 1979-1981 Private Tutoring in Algebra, Advanced Algebra, Geometry, and Calculus. Palo Alto, California.
- 1973-1977 Algebra, Geometry, Calculus and Analytic Geometry, Physics Seminar, Business Mathematics, and English as a Second Language. CETYS University. Mexicali, Mexico.

SELECT PUBLICATIONS

- 2000 “Higher Education on the Mexico - United States Border: Convergence and Divergence”. Jointly authored with Francisco Marmolejo. *Revista de la Educación Superior*. Asociación Nacional de Universidades e Instituciones de Educación Superior (ANUIES). Fall of 2000.
- “Trilateral Relations: Partnerships for the Development of Institutional Capacity”. *Educación Global*. Asociación Mexicana para la Educación Internacional. No. 4, 2000, pp. 25-28.
- 1999 “Academic Mobility in North America: Towards New Models of Integration and Collaboration”. Jointly authored with Dewayne Matthews and Lorna Smith. Consortium for North American Higher Education Collaboration. Working Paper No. 9, October 1999.
- “Internationalization within the Context of Institutional Planning”. *Educación Global*. Asociación Mexicana para la Educación Internacional. No. 3, 1999, pp. 103-107.
- 1997 “The U.S.-Mexico Borderlands and the Role of Higher Education”. Jointly authored with Paul Ganster, Francisco Marmolejo and Beatriz Calvo. Consortium for North American Higher Education Collaboration. Working Paper No. 6, August 1997.

SELECT PANEL PRESENTATIONS

- 2008 International Association of University Presidents Triennial Conference (Vina del Mar, Chile); NAFSA Annual Conference (Washington, D.C.); Consortium for North American Higher Education (Monterrey, Nuevo León); Council of Independent Colleges CAO/CFO Conference (Seattle, Washington); FIMPES Assembly (Quintana Roo, Campeche).
- 2007 US-UK Transatlantic Leadership Forum (Washington, D.C.); Consortium for North American Higher Education (Quebec, Canada).
- 2006 ACE Internationalization Collaborative Seminar on Partnerships (Kansas City, Missouri)

- 2005 NAFSA Annual Conference (Seattle, WA); International Association of University Presidents Triennial Conference (Bangkok, Thailand); American Association for Higher Education Conference (Atlanta, Georgia); Southeast Asia Association for Institutional Research (Wenzhou, China); Beijing Private Colleges Conference (Beijing, China); Université du Québec Planning Conference (Montreal, Canada); Consortium for North American Higher Education (San Juan, Puerto Rico); Conferencia sobre Liderazgo (Tijuana, México).
- 2004 Western Cooperative on Educational Technology Annual Conference (San Antonio, Texas); Council of Independent Colleges CAO Conference (San Francisco, CA); American Council on Education / Council of Fellows Conference on “The Business of Higher Education” (Washington, D.C.); City University Fall Academic Conference (Bellevue, WA) and Spring Academic Conference (Vancouver, B.C.); Consortium for North American Higher Education (Guadalajara, México).
- 2003 International Conference of the Association for International Education Administrators (Rio de Janeiro, Brazil); Hispanic Association of Colleges and Universities’ International Conference (Guadalajara, Jalisco); Inter-American Organization for Higher Education (Veracruz, México).
- 2002 International Association of University Presidents (Sydney, Australia); Asociación Mexicana para Educación Continua (Xalapa, Veracruz); Consortium for North American Higher Education (Calgary, Alberta).
- 2001 NAFSA Annual Conference (Philadelphia, Pennsylvania); Consortium for North American Higher Education (San Diego, California).
- 2000 Annual Conference of the Asociación Mexicana para la Educación Internacional (Veracruz, México); Syllabus Conference on Technology in Education (San Juan, Puerto Rico); NAFSA Annual Conference (San Diego, California).
- On or before 1999 Annual Conference of the European Association of International Education (Maastricht, Netherlands); Canadian Bureau for International Education (Ottawa, Ontario); US-Mexico Chamber of Commerce Conference on Education and Work (Washington, D.C.); Hispanic Association of Colleges and Universities (San Diego, California); Association of Universities and Colleges of Canada Internationalization Conference (Halifax, Nova Scotia); Society for College and University Planning (San Antonio, Texas); Seminar on University Cooperation with Small and Mid-Size Businesses (Buenos Aires, Argentina).

PROFESSIONAL SERVICE ACTIVITIES

- Vice Chair/Chair-Elect Executive Board of the American Council on Education Fellows Program (2008-).
- Vice President (USA) Board of Directors of the Consortium for North American Higher Education Collaboration (2008-).
- Coordinator American Council on Education Seminar on US Campuses and Programs Abroad held in Seattle (October of 2008).

Board Member	Advisory Council of the American Council on Education Internationalization Collaborative (2007-)
Board Member	Board of Directors of the Consortium for North American Higher Education Collaboration (2005-).
Senior Vice President	Phi Beta Delta International Honors Society (2007-2009).
Member	Local development committee, NAFSA Annual Conference, Spring 2005.
Coordinator	Committee for the Revision of Accrediting Standards of the Mexican Federation of Private Postsecondary Institutions (Summer/Fall 2000).
Member	Conference planning committee for Consortium for North American Higher Education Collaboration (2000).
Member	Sub-Committee on Accreditation, Mexican Federation of Private Postsecondary Institutions.
Self-Study Adviser	Universidad del Noroeste (Hermosillo, Sonora); Universidad Intercontinental (Mexico City); Universidad Tecnológica Americana (Mexico City); Universidad del Pedregal (Mexico City); Universidad Claustro Sor Juana Inés (Mexico City); Universidad de la Comunicación (Mexico City); Universidad del Sol (Cuernavaca, Morelos); DUXX Graduate School of Business (Monterrey, Nuevo León).
Chair	Visiting Team, Universidad Intercontinental (Mexico City).
Member	Visiting Team, Universidad Tecnológica de México (Mexico City).
Member	Conference planning committee for San Diego State University-CETYS Series on "The University and NAFTA" (1994, 1996, 2000).
Observer	Reaccreditation Team Visit, San Jose State University. October 1994.
Organizer	Seminar on the "Internationalization of Standards in Higher Education" at CETYS (May 1993).
Board Member	Association of University Related Research Parks, 1992-1993.
Organizer	Seminar on Collegiate Administration at Stanford University for CETYS Senior Management (Summer 1989).

SERVICE ON INSTITUTIONAL COMMITTEES AND TASK FORCES

Chair	City University Strategic Planning Committee (2004-2006).
Chair	City University Academic Affairs Council (2005-2008).
Member	Joint Committee for the Western International University India Campus (2001-2004).
Member	Apollo Group Library Board (2001-2003).
Chair	CETYS Doctoral Programs Advisory Committee (1998-2002).
Co-Chair	Founding Faculty for Apollo International University of Applied Sciences in Germany (2001).
Chair	CETYS Strategic Planning Committee (1998-2000).
Chair	CETYS System-wide Collegial Council (1996-2000).
Chair	CETYS Self Study Steering Committee (1994 and 1999).
Chair	CETYS Institutional Image Task Force (1994–1996).
Chair	CETYS Research Park and Technology Center Task Force (1986-1988).
Member	CETYS Board Committees on Planning, Academic Affairs, Institutional Image, Board Membership.

HONORS, AWARDS, FELLOWSHIPS, AND OTHER DISTINCTIONS

- One of twenty five college and university senior administrators from the US chosen to attend the Education Without Borders World Forum held in the United Arab Emirates in April of 2009.

- One of twenty five college and university senior administrators from the US chosen to attend the Education Without Borders North American Region Forum held in New York in October of 2008.
- One of ten college and university senior administrators from the US taking part in the American Council on Education 2008 Study on Cross Border Education.
- One of thirty college and university senior administrators worldwide taking part in the Institute for Management in Higher Education 2008 Study on Quality Teaching in Higher Education and Seminar held in Barcelona, Spain in December of 2008.
- American Council on Education (ACE) Fellow. Internship on senior leadership development at the University of Arizona (under the mentorship of President Peter Likins) and at CSU Monterey Bay (under the mentorship of Provost Dell Felder and President Peter Smith). August 1998 - July 1999.
- Exemplary International Partnerships Award. American Association of University Administrators. Houston, Texas. June 27-28, 1994.
- U.S. Information Agency Fellow for Program on "Educational Fund Raising". Washington and New York. May 17-21, 1992.
- National Research Fellow. Mexican System of Research Fellows. 1987-1990.
- National Jr. Research Fellow. Mexican System of Research Fellows. 1985-1987.
- CONACYT Fellow for Studies at Stanford University. 1978-1979, 1981-1984.
- American Association for Higher Education International Fellow. Annual AAHE Conference. Washington, D.C. 1982.
- Rotary International Fellow at Stanford University. 1980.
- Abelardo L. Rodriguez Scholarship. CETYS University. 1973-1974, 1974-1975.

PROFESSIONAL DEVELOPMENT

Accreditation	Workshops: Northwest Commission on Colleges and Universities (2007); Southern Association of Schools and Colleges (1999); Western Association of Schools and Colleges (1992 and 1994).
Boards/Fund Raising	Workshops/Seminars: Association of Governing Boards (1999); Council for the Advancement and Support of Education (1988).
Planning	Society for College and University Planning (SCUP): San Antonio, Texas (1995) and San Diego, California (1986).
Technology	Association of University Related Research Parks: Montreal, Quebec, Canada (1992); Baltimore, Maryland (1991); Chicago, Illinois (1990); Stanford Research Park, California (1989); Research Triangle, North Carolina (1987); Tempe, Arizona (1986).

PROFESSIONAL AND COMMUNITY INVOLVEMENT

Founder	Phi Beta Delta Chapter at City University (Zeta Kappa), 2005.
Founding President	Phi Beta Delta Chapter at CETYS University (Delta Rho). Baja California, March 17, 2000.
Representative	Region 1, U.S.-Mexico Border Pact, 1999-2000.
President	Vincent Memorial High School Board (Calexico, CA), 1993-1994.
Adviser	Our Lady of Guadalupe Elementary School (Calexico, CA) three year computer literacy plan, Spring 1991.