

## **Luisa Havens Gerardo**

### **Vice Provost for Enrollment Management, Virginia Tech**

Dr. Luisa M. Havens Gerardo became Vice Provost for Enrollment Management at Virginia Tech on August 1, 2017. Prior to Tech, she served as the Vice President for Enrollment Management and Services at Florida International University (FIU) and Executive Director for Enrollment Services at the University of Texas at El Paso (UTEP). She began her career as an admissions recruiter at her Alma Matter, the University of Idaho. She has served in leadership roles in the areas of admissions, recruitment, registration, international admissions, graduate admissions, financial aid and enrollment services. She served as the AACRAO Vice President for Access and Equity from 2010 to 2013 and is currently the incoming President-Elect.

Originally from Honduras, she holds a BS degree in Radio and TV production, a Master's degree in Resource Recreation and Tourism and a Ph.D. in Education with an emphasis in Higher Education Administration from the University of Idaho.

Throughout her career, Dr. Havens Gerardo has worked with diverse, underrepresented and/or at-risk populations. Such experiences contributed to her doctoral research focus culminating in her doctoral dissertation titled "Academic integration and self-efficacy: An exploratory study of at-risk student persistence." In her role at FIU and previously at the University of Texas at El Paso (UTEP), both Hispanic Serving Institutions with strong commitment to access and student success, she diligently worked on initiatives aimed at serving transfer students, military veterans, low SES populations and first-generation college students. She frequently presents at local, regional, and national forums on varied topics such as applying strategic enrollment management practices at urban universities, transfer issues and best practices, process reengineering in enrollment services, staff development and training, and leadership/management development.