

# Gerardo Ochoa, Ed.M.

@gerardoochoa | [linkedin.com/in/GerardoOchoa](https://www.linkedin.com/in/GerardoOchoa)

*Intercultural and bilingual executive with an equity focused approach. Subject matter knowledge in culture-specific strategies to empower individuals to pursue and afford a higher education. Collaborator with a compassionate leadership style.*

## EXPERIENCE

### Vice President for Enrollment Management & Student Success

Linfield University | McMinnville, OR | July, 2022 – Present

Lead the undergraduate recruitment and retention efforts and oversee Admission, Financial Aid, and the Office of the Registrar focused on identifying efficiencies to maximize student enrollment. Supervise a staff of 32 and a financial portfolio of 56M. Develop and lead implementation of comprehensive and sustainable five year retention plan. Collaborate with the President's cabinet to ensure the alignment of enrollment, academic, and financial goals. Collaborate with faculty and academic deans to sunset and launch academic programs.

### Associate Vice President for Retention & Student Success

Linfield University | McMinnville, OR | July, 2021 – July, 2022

Responsible for the development and implementation of comprehensive and sustainable retention goals and student success strategies for undergraduate and graduate students. Lead collaborative efforts across the school of business, school of nursing, and the college of arts and sciences to achieve integration of retention and student success strategies. Provide oversight of the office of financial aid and support enrollment and retention goals.

### Special Assistant to the President & Director of Community Relations

Linfield College | McMinnville, OR | August, 2018 – June, 2021

Responsible for providing thought leadership and supporting the president on college-wide future-focused strategic initiatives. Manage and sustain relationships and represent the president with select organizational partners. Lead strategic initiatives to increase enrollment, strengthen the brand, and solidify competitive advantage. Research emerging educational, political, demographic, and economic trends. Serve and represent Linfield interests on relevant community-focused boards, communities of color coalitions, citizens advisory councils, chambers of commerce, economic development partnerships, business advisory groups, public and private schools, and non-profit organizations.

### Assistant Dean for Diversity & Community Partnerships

Linfield College | McMinnville, OR | March, 2016 – July, 2018

Provided vision, leadership, and strategic planning for college-wide diversity and inclusion efforts. Guided strategic plan by developing diversity-related programming, promoting professional development, and analyzing internal policies and processes to enhance the college commitment to diversity and inclusion. Managed and/or administered workshops, lectures, and presentations to enhance organizational and individual cultural competency. Identified and implemented diversity strategies for strengthening faculty and staff recruitment and retention. Established and cultivated partnership relationships with community-based organizations, college readiness programs, and community colleges.

## HIGHLIGHTS

- Leading University-wide retention initiative,
  - Hispanic Chamber Bravo Award Recipient,
  - Leading 23-28 Strategic Enrollment Planning,
  - Spearheading Professional Development Program focused on New Majority Students,
  - Led academic market analysis,
  - Elected officer of the Board of Trustees.
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- Recipient of the 2021 NWCCU Beacon Award for Excellence in Student Achievement and Success,
  - Led University-wide diversity, equity, and inclusion campus climate assessment,
  - Oversaw federal, state, and institutional financial aid budget of \$56M.
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- Directed the design, launch, and implementation of Linfield First, an award-winning program for First Generation Students,
  - Served on Trustee-appointed Task-force to transition Linfield from College to University,
  - Successfully led street renaming to pay honor to the Kalapuya people,
  - Led strategic efforts to increase Latinx enrollment that placed Linfield as an Emerging Hispanic Serving Institution.
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- Developed and implemented yearlong Diversity & Inclusion Professional Development Series,
  - Launched and led training for Diverse Community List HR resource volunteers,
  - Led faculty training and staff on teaching strategies for first generation students,
  - Chaired the President's Diversity Advisory Committee and served on the Strategic Planning and Budget Council.

## EXPERIENCE CONT.

### Associate Director of Financial Aid

Linfield College | McMinnville, OR | June, 2009 – March, 2016

Administered federal, state, endowed, and institutional financial aid programs for all Portland Campus students. Budgeted, forecasted, and awarded need-based and merit-based financial aid. Supervised staff and work-study students, and oversaw administration of student employment and scholarship selection process.

Established, revised, and implemented Policies and Procedures. Certified and disbursed all public and private loans and maintained accurate accounting.

### President and Founder

Mente | Oregon | September, 2015 – Present

Lead strategic plan and provide oversight of Mentel Summit, Mentel Scholarship, and Mentel Hermano Mentoring Program. Convene and preside over scheduled Board Meetings. Coordinate and liaise with campus host regarding resource and facility needs for the annual Mentel Summit. Lead fundraising and sponsorship strategy and be the primary point of contact for all organization inquiries. Represent the Mentel in all official capacities.

### Co-author & Independent Education Consultant

Path to Scholarships® | USA | May, 2006 – Present

Consult with State education departments, nonprofits, school districts, colleges, and universities on increasing college access for underrepresented students.

Implement “Train the Trainer” Path To Scholarship® sessions for faculty and staff.

### Scholarship Outreach Administrator

Linfield College | Portland, OR | October, 2004 – May, 2009

Co-managed federal, state, institutional, and endowed scholarship programs.

Assisted Nursing Workforce Diversity grant students in securing financial aid.

## KEYNOTES & SPEECHES

### Hispanic Heritage Month Speaker

ADP, Bonneville Power Administration, OnPoint Credit Union, Unitus Credit Union | 2022

### Multiracial Heritage Month: The Power of Names

University of Maryland, MD | April, 2020

### Hillsboro U: What's in a Name?

City of Hillsboro, OR | February, 2020

### Portland Public Schools International Youth Leadership Conference

Portland, OR | February, 2020

### Northwest Public Employees Diversity Conference

Portland, OR | October, 2019

### The Ford Family Foundation Scholars Weekend

Eugene, OR | July, 2017, 2018, & 2019

### TEDx: Getting it Right: Why Pronouncing Names Correctly Matters

McMinnville, OR | February, 2019

View online: <https://www.youtube.com/watch?v=58tDCaEWfHI&feature=youtu.be>

### Hispanic Metropolitan Chamber Scholarship Banquet

Portland, OR | May, 2013

View online: <https://www.youtube.com/watch?v=Rabf1rWTr3o>

## HIGHLIGHTS

- Managed \$14M financial aid portfolio, with six consecutive years of commended audits,
- Successfully led departmental change process that increased transparency, responsiveness to student needs, and overall efficiency,
- Implemented federally mandated transition of student loans from FFELP to Direct Loans.

- Increased operating budget from \$0 to \$150K,
- Example of Excelencia nominee 2020 & 2023,
- Grew Mentel Summit participation by 300% served 1,500 students from 50 high schools,
- Oversaw the design/implementation of gender and culture specific mentoring curriculum.

- Sold over 20K copies of Path to Scholarships® College Edition,
- Co-trained 250+ educators & coached 9,000+ students through 100+ Path to Scholarships® workshops at 50+ schools.

- Increased scholarships by 300% to annual average of \$1M & secured over \$225K/yr to support underrepresented students.

## PUBLICATIONS

Have you mispronounced someone's name? Here's what to do next.

*Ideas.Ted.Com* | Guest Writer | 2019

Latinx/a/os in Higher Education: Exploring Identity, Pathways, and Success

*Contributing Author* | 2018

National Scholarship Providers Association

*Scholarship Toolkit Contributor* | 2011

Path to Scholarships® - College Edition

*Contributing Author* | 2008

## MEDIA

Univision: Destino Exit

<https://vimeo.com/248379260/b54eaaa124>

Univision: Un Michoacano en Harvard

<http://kunptv.com/destination-success/un-michoacano-en-harvard>

Linfield: Transición a la Universidad

<https://www.youtube.com/watch?v=ggVJ-mU6lal>

## EDUCATION

### Harvard University

Education Master in Higher Education

Harvard Innovation Lab: 1st Place - Entrepreneurship in Education

Cambridge, MA | 2015

### University of Oregon

Bachelor of Arts in Sociology & Minor in History

Diversity Scholar & Dean's List Member

Eugene, OR | 2003

## PROFESSIONAL DEVELOPMENT

American Leadership Forum of Oregon | *Senior Fellows Program*

Portland, OR | 2017 – 2018

Oregon State University | *Search Advocate Program*

Corvallis, OR | 2017

Council for Independent Colleges | *Senior Leadership Academy*

Washington, DC | 2015 – 2016

Path to Scholarships® | *Trainer of Trainers Seminar*

Little Rock, AK | 2006, 2008, 2010, 2013, & 2018

Western Association of Student Financial Aid Administrators

*Management & Leadership Institute* | Lake Tahoe, NV | 2010

*Sister Dale Brown Summer Institute* | Reno, NV | 2005

Hispanic Metropolitan Chamber | *Latino Leadership Development Program*

Portland, OR | 2007 – 2008

Willamette Valley Higher Ed. HR Consortium | *Management Development Training*

Portland, OR | 2005

## MEMBERSHIPS & COMMUNITY ENGAGEMENT

Harvard Alumni Association

2015 – Present

Toastmasters International

2013 – 2014

Oregon College Access Network

2009 – 2015

National Association of Student  
Financial Aid Administrators

2005 – 2017

National Scholarship Providers  
Association

2005 – 2018

Oregon Association of Student Financial  
Aid Administrators

2005 – 2017

The Ford Family Foundation

*Keynote Speaker & Scholarship Reader*

Eugene, OR | 2017 - Present

Hispanic Metropolitan Chamber

*Board Member*

Portland, OR | 2013 – Present

Beaverton School District

*Budget Committee Member*

Beaverton, OR | 2012 – 2014

César E. Chávez Leadership Conference  
Scholarship Chair

Oregon | 2010 – 2014

Michael & Susan Dell Foundation  
*Scholarship Reader*

Austin, TX | 2012

Oregon Community Foundation  
*Scholarship Reader*

Portland, OR | 2011 – 2012

Congressional Hispanic Caucus Institute  
*Scholarship Reader*

Washington, DC | 2010

## TRAINING & COURSES

Building a Robust Diversity, Equity, and Inclusion  
Strategic Plan

*Nonprofit Association of Oregon*

Statewide | Oct. 2021, Nov. 2022

Building Inclusive Teams

*Goodwill Industries*

Salem/Portland, OR | April, 2023

*OSU/OHSU College of Pharmacy*

Portland, OR | March, 2021

*Oregon Diversity, Equity, & Inclusion Conf.*

Statewide | October, 2020

*Boneville Power Administration*

Portland, OR | February, 2020

*City of Hillsboro*

Hillsboro, OR | February, 2020

BNMG 409 - The Leadership of Ted Lasso

*Linfield University*, Spring, 2024

IDST-80 Equity Centered Community Design  
- First Generation Peer Mentor Leadership

*Linfield University*, Spring, 2021

CG-225 Transfer to a Four Year College

*Portland Community College*, Spring, 2017

Mitigating Structural Bias in Hiring and  
Accountability in Practice

*NW Public Employees Diversity Conference*

Portland, OR | October, 2019

Serving Undocumented Students: Identifying  
barriers to create an inclusive campus

*American Academic Leadership Institute*

National Webinar | April, 2019

*Oregon Alliance of Independent Colleges &  
Universities*

Portland, OR | Fall 2011 & Spring 2012

Working with Undocumented Students:  
From DREAM to Reality

*National Scholarship Providers Association*

Austin, TX | October, 2012

Eliminating Barriers for Underrepresented Stu.  
*National Scholarship Providers Association*

International Webinar | August, 2012

From Migrant to College

*National Association of State Directors  
of Migrant Education*

Portland, OR | August, 2012

Assisting Disadvantaged Students Finance  
Their Education through Scholarships

*OASFAA* - Lincoln City, OR | January, 2007

*WASFAA* - Anaheim, CA | May, 2007

Ayudando Podemos: A Catalyst for Excellence  
*Multicultural Diversity Institute: Fostering*

*Diversity: Theory, Tools, & Techniques*

Portland, OR | April, 2007