

Marcela A. Chaván, Ph.D.

Associate Professor
Communication and Media Department
P.918.495.6213 | O.GC2 B24 | mchavan@oru.edu

PROFESSIONAL PROFILE

- Experienced university professor with more than twenty-five years of experience in teaching undergraduate, graduate, and professional development programs.
- Seasoned educator with more than twenty years of higher education administration experience in the US and abroad.
- Track record in development, implementation, and evaluation of traditional and non – traditional, on-campus, on-line, and off-campus college and post-secondary educational programs.
- Track record in designing and implementing mentoring and student development programs for minority and international students.
- Proven track record in providing advice, direction, content, and policy towards the creation of welcoming campus culture focused on minority, international and first generation college students.
- Experience as speaker and consultant on student diversity and retention in US colleges.
- Extensive international and intercultural experience in Latin America, Spain and the US.
- Experience in networking with non-profits, educational, government, and faith-based organizations in the US and abroad.
- Experience with faith-based organizations' engagement in civic life.
- Experience as a media producer for the US Hispanic and Spanish speaking international markets with knowledge of print, audiovisual and radio production.
- Multilingual professional, fluent in English, Spanish with working knowledge of Portuguese
- Seasoned linguist with extensive record in translation, interpretation and cultural adaptation of audiovisual, written and electronic– based contents (English into Spanish and vice versa).

EDUCATION

Ph.D. in Communication - Intercultural and International Communication Concentration
(2005)

Regent University, Virginia Beach, VA, USA.

Master of Arts- Counseling Concentration (1999)

Church of God Theological Seminary, Cleveland, TN, USA.

Master of Arts in Social Communication (equiv.) (1994)

Universidad Nacional de Córdoba, Argentina.

Bachelor in Mass Communication (equiv.) (1991)
Universidad Nacional de Córdoba, Argentina.

TEACHING EXPERIENCE

ASSOCIATE PROFESSOR (2017-present)

College of Arts and Cultural Studies – Communication and Media Department- Oral Roberts University

- Teaches Oral Communication.
- Teaches Intercultural Communication.
- Teaches Campaign Strategies.
- Teaches Peace Building, Communication and Culture.
- Teaches Communication Theory.

ASSISTANT PROFESSOR (2014-2017)

College of Arts and Cultural Studies –Oral Roberts University.

- Taught Intercultural Communication.
- Developed International Students Orientation.
- Developed workshops for student leaders and faculty on cultural intelligence.
- Served in the College as a Second Language Committee Member.
- Served in the Ph.D. in Theology Committee.

VISITING PROFESSOR- (2014)

SEID- Seminário Evangélico da Igreja de Deus- Brazil

- Taught Counseling and Conflict Resolution.

COMMUNICATION INSTRUCTOR (2009 – 2013)

Office of Global Affairs – Regent University, Virginia Beach, VA.

- Taught Entertainment Education and Social Change.
- Taught Public Relations.
- Taught Principles of TV Production.
- Taught Media Campaign.
- Taught Ethics and Communication.
- Taught Communication for Entrepreneurs.

COMMUNICATION INSTRUCTOR (2003 – 2008)

Center for Latin American Leadership, – Regent University, Virginia Beach, VA.

- Taught Organizational Communication and Conflict Resolution.
- Taught Strategic Communications.
- Taught Group and Interpersonal Communication.
- Taught Leadership Communication.
- Taught Public Relations.

ADJUNCT PROFESSOR (2006 – 2009)

School of Undergraduate Studies – Regent University, Virginia Beach, VA.

- Taught Intercultural Communication.
- Taught Cross – Cultural Communication.

ADJUNCT PROFESSOR (2007-2008)

College of Arts and Humanities. Christopher Newport University, Newport News, VA.

- Taught Public Speaking.

ADJUNCT PROFESSOR (2006 – 2008)

School of Undergraduate Studies – Regent University, Virginia Beach, VA.

- Taught Conflict Resolution.

ADJUNCT PROFESSOR (2005)

School of Undergraduate Studies – Regent University, Virginia Beach, VA.

- Taught Personal Growth and Formation.
- Taught Christian Worldview.

INSTRUCTOR OF LEADERSHIP AND MANAGEMENT (2005)

Hampton Roads Hispanic Chamber of Commerce, Virginia Beach, VA.

- Taught Communication, Team Building and Teamwork.
- Taught New Technologies, Communication and Managing Virtual Teams.

INSTRUCTOR OF COMMUNICATION (2003)

Tidewater Association of Ministers and Leaders, Virginia Beach, VA.

- Taught Family Communication & Group Communication.
- Taught Radio Communication.
- Taught Principles of Mass Communication.

COMMUNICATION VISITING PROFESSOR (2002)

Church of God, South American Seminary, Ecuador.

- Taught Paradigm Shift and the Church: Towards an understanding of XXI Century Liturgies.

Ph.D. TEACHING ASSISTANT (2002)

School of Communications and the Arts, Regent University, Virginia Beach, VA.

- Taught Intercultural Communication in the MA in Communication Studies

ADJUNCT PROFESSOR (1996 – 1997)

Universidad Nacional de Córdoba, Argentina.

- Taught Scientific Journalism.

ASSISTANT PROFESSOR (1993 – 1997)

University of Theological Studies, Argentina.

- Taught Mass Media and Persuasion
- Print Communication and Television Production.
- Taught Communicating Effectively.

INSTRUCTOR OF SPIRITUAL FORMATION (1993 – 1997)

William C. Morris School, Cordoba, Argentina.

- Taught Spiritual Formation.

EDUCATION ADMINISTRATION EXPERIENCE

Director of the International Center (September 2014 – July 2017)

Oral Roberts University

- Designed, established, and served as the inaugural director of the university's International Center and managed Center's personnel and budget.
- Assessed campus' climate to inform, develop and implement policies and procedures that ensure a welcoming campus to foster international students' integration and success
- Provided cultural competency and cultural intelligence training for faculty and staff in coordination with the Center for Faculty Excellence.
- Represented international students and ethnic specific groups' needs to internal constituents and university leadership.
- Established the International Center Scholarship Fund and secured initial donations.
- Established GAP – Global Ambassadors Program – and GLO (Global Leaders Organization)
- Served in the Multi Ethnic and Intercultural Relations Committee.
- Designed content and implemented orientation program for international college and graduate students.
- Developed and implemented cross cultural understanding seminars for international and domestic student leaders, including resident advisors, peer academic advisors, and chaplains.
- Collaborated with academic departments and university's departments to ensure proper international student engagement, support, and success.
- Served as advisor to the English Learners Committee.
- Organized the annual Youth Lead Conference for minority high school students.
- Represented the university with Tulsa Global Alliance, the Hispanic Chamber of Commerce, and other multicultural organizations.
- Organized campus wide celebrations and awareness programs for Black History Month, Women's International Day, Hispanic Heritage Month, Culture Fest, and International Education Week among others.
- Engaged alumni for the creation of ORU International Alumni Chapters, Family Connection and Family Night programs.
- Collaborated with Counseling Services to report and address mental health needs of international students.

Director of the Center for Latino Leadership (2009-2014)

Regent University

- Directed and led the Center for Latino Leadership
- Designed, implemented and coordinated The Center for Latino Leadership's campus wide programs supported by the colleges and departments.
- Designed and implemented cultural awareness training for faculty, staff and students resulting in the increase in retention rates from 59% to 67% for Hispanic undergraduate students, and 90 % to 94% for Hispanic graduate students.
- Designed the strategy to recruit and retain Latino students accessing to a network of 40,118 partners representing 16 million Hispanics across the nation.
- Created the first mentoring, scholarship and leadership program called "Take 2 through College," aimed to minority students' recruitment, development, and retention
- Created the marketing campaign featuring Latino student leaders and graduates.
- Mentored the Association of Latino-American Students (ALAS).
- Designed, implemented, and coordinated campus wide programs, activities and events aimed to engage and wake an appreciation for cultural diversity, including:
 - Women in Leadership Forum
 - Pan-American Christmas Concert
 - Hispanic Heritage Month
 - Hispanic Educational Summit
 - Hispanic Ministers Leadership Breakfast
 - Latino Leadership Research Award
 - Hispanic Leadership Chapel
- Formulated a university wide strategic recruitment plan for Latina/o students yielding an increase of 25% for undergraduate students and 30% for graduate students.
- Worked with the Office of Advancement on developing fundraising opportunities aimed to increase funding to Latina/o students.
- Served as a resource for the Spanish residential language program developing at least two workshops and seminars per term.
- Worked with the Office of Financial Aid to assure Latino students awareness and access to sources of financial aid.
- Coordinated with Student Services the cultural nourishment of Latina/o students and encouraged opportunities for cultural sensitive expressions of faith and worship.
- Represented the university at Latina/o –concerned conferences and other academic events.
- Served as an instructor on Latina/o and cross cultural related programs or courses as needed.
- Cooperated with the Alumni office in identifying support for Latina/o students.
- Fostered and encouraged the presence of Latina/o student organizations on campus and online.
- Served as a liaison to external organizations and institutions focused on social, spiritual, professional, and academic development of Latinas/os.

- Educated and informed academic and non-academic units on the importance of hiring Latina/o personnel to create an appealing and welcoming campus for Latina/o students.

Associate Director of International Programs (2007 – 2009)

Regent University

- Acted as GLE's (Global Leadership and Entrepreneurship) liaison with government, non for profit, religious and academic institutions of Latin America.
- Managed the programs "Kingdom's Entrepreneurs" and "Leadership and Entrepreneurship" in Peru.
- Provided input and direction on global projects from a cross – cultural perspective.
- Facilitated research initiatives for global endeavors.
- Screened, recruited and evaluated outsourced instructors for the Peru Initiative.
- Ensured program academic quality and coordination of programs overseas.

International Programs Manager (2005 – 2007)

Regent University

- Pioneered new methods for RU to partner with government, business, educational and religious organizations of Latin America.
- Directed the operations of the Center for Latino Leadership (CLL)
- Represented the university in The Virginia Tidewater Consortium for Higher Education
- Monitored the overall development and implementation of the programs "Leadership for Change" and "Preparing Organizations for Change" with the Public Administration of Guatemala and the "Strategic Leadership Program" with local churches of Colombia.
- Screened, recruited and evaluated outsourced instructors for international programs.
- Developed a collaboration network on campus for Regent University international endeavors.
- Served as a bilingual (English – Spanish) instructor for international programs.
- Oversaw the overall development of marketing material in Spanish.

Communication and Curriculum Director (2004 – 2006)

Center for Latino Leadership. Regent University

- Managed all communication aspects related to communication with students, instructors, clients and donors.
- Managed all PR with the community at large.
- Lead the department's public relations initiatives aimed to increase recruitment, increase department's public image, attract attention of media and commit donors.
- Designed marketing materials for the Latin American market and the US Hispanic market.
- Supervised international communication for a portfolio composed of education projects in Argentina, Bolivia, Brazil, Colombia, Chile, Ecuador, El Salvador, Honduras, Mexico, Paraguay and Puerto Rico.
- Managed and coordinated communication interdepartmental activities including Information Technology and the Center for Teaching and Learning (media production).
- Website content developer (English and Spanish).

- Designed and implements periodic courses and programs' assessment and assisted the department's director with faculty evaluation.
- Oversaw the overall design and development of the curricula for the School of Leadership Studies certificates offered overseas: Transformational Leadership Program, Strategic Leadership Program and Organizational Leadership Program.

Special International Programs Associate (2005)

School of Undergraduate Studies, Regent University

- Managed international and domestic communication with partners in Latin America and among Hispanics in the US.
- Translated and supervised a linguist team that translated, adapted and contextualized Regent CAS website into Spanish.
- Served as a liaison for administrative and technical issues with partners in Guatemala.
- Provided consulting and linguist services for Regent Undergrad and the Office of Corporate & Governmental Relations regarding communication with international funding organizations.
- Provided consulting and recruitment services for Regent Undergrad in relation the US Hispanic Market.

OTHER ADMINISTRATIVE EXPERIENCE

- **Marketing Director** (1995 – 1997)
Human Relations Inc. Córdoba, Argentina.
- **Director of La Zona Magazine** [*The Zone Magazine*] (1994 – 1995)
Human Relations Inc. Cordoba, Argentina.

SCHOLARLY PUBLICATIONS

Sports celebrities and public health: Diego Maradona's influence on drug use prevention (2010). Journal of Health Communication Volume: 15, Issue: 4, Pages: 358-373

Latin American Pentecostal Growth: Culture, Orality and the Power of Testimonies (2006). In DeGrave, Santos – Phillips and DeGrave (Eds.). *T Taking Sides: Clashing Views on Latin American Issues*. McGraw Hill Professional.

Observations Regarding the Opening Text Pedagogy of the Oppressed (2004). Contextos, Educational Science Department Journal, 5(6 – 7), pp. 28 – 32. Rio Cuarto University – School of Human Sciences.

Latin American Pentecostal Growth: Culture, Orality and the Power of Testimonies (2002). Asian Journal of Pentecostal Studies, 5(2).

MEDIA EXPERIENCE

On-Camera Talent (2011)

Christian Broadcasting Network (CBN) Worldreach, Virginia Beach, VA

- Served as on camera talent for cooking segment.

Associate Producer (2000 – 2003)

Christian Broadcasting Network (CBN) Worldreach, Virginia Beach, VA

- Designed TV shows aimed to reach youth audiences and female viewers.
- Screened new talent(s) for new show(s).
- Scriptwriting.
- On camera-talent
- Designed and implemented research surveys to identify audience's interests.
- Designed and implemented campaign to promote the new show "Nosotras."

Segment Producer (2001 – 2002)

Christian Broadcasting Network (CBN) Worldreach, Virginia Beach, VA

- Produced segments and testimonies for "Vida Dura" TV show.

Production Assistant (2000 – 2001)

Christian Broadcasting Network (CBN) Worldreach, Virginia Beach, VA

- Scheduled and supervised pre-production and post-production for the Spanish speaking shows and programming.
- Performed follow up and quality control of translated scripts.
- Performed final audio control of translated pieces.

Writer and for Hispanic Ministries (2000 – 2002)

Church of God Hispanic Ministries, Cleveland, TN.

- Wrote the youth's section of *El Evangelio* magazine.
- Wrote lessons for youth curriculum *La Senda Iluminada*.
- Introduced the publications *El Evangelio* and *La Senda* to new media outlets.

Translator (2000)

Pathway Press, Cleveland, TN.

- Served in the team that translated into Spanish the book "Global Believer"

Copy Editor (1997 – 1999)

El Evangelio magazine [Revista El Evangelio]

- *El Evangelio* is the Church of God's official magazine for the Spanish speaking world.

Editor (1996 – 1997)

Cordoba National University, Department of Science and Technology (DST), Cordoba, Argentina.

- Edited and served in the board of the Journal of Scientific Journalism focused in health communication.

**Founder and Editor of Avance Nacional Newspaper [Periodico Avance Nacional] (1994 – 1997)
Church of God in Argentina, Christian Education Department.**

- As a founder and editor of the denominational national newspaper, edited articles, supervised production, established a national network of writers and implemented a training program for them.

Copy Editor (1990 – 1997)

Argentinean University for Theological Studies, Argentina.

- Copy edited all educational publications of the University

CONFERENCES AND LECTURES

Keys for the Recruitment of Latino Students (2012)

Central Enrollment Management Retreat, November 2012, Virginia Beach, VA.

Entertainment Education and Social Transformation (2011)

Confederación Iberoamericana de Comunicadores –COICOM –, October 17-21, Asunción, Paraguay.

The Importance of Entrepreneurship, (2011)

VALHEN. Virginia Latino Higher Education Network, March 24-25, Annandale, Virginia.

Latinas Leading the Way (2010), VALHEN. Virginia Latino Higher Education Network, March 12-13, Petersburg, Virginia.

Community Efforts for Latinos (2009) VALHEN. Virginia Latino Higher Education Network, May 1st, Blacksburg, Virginia.

The Social Influence of a Sports' Celebrity: The Case of Diego Maradona (2007). National Communication Association –NCA – November 15 – 18, Chicago, Illinois.

An Exploratory Study of Ideal Leadership Perceptions in Guatemala (2007). International Leadership Association –ILA – October 31, November 3, Vancouver, Canada.

Effective and Efficient Online Leadership Education: The Case of the Organizational Leadership Program (2007). The Leadership Institute, April 17 – 21, Arlington, Virginia.

Sport Celebrities as Public Opinion Leaders in Argentina: The Case of Diego Maradona (2006). International Leadership Association –ILA – November, 2 – 5, Chicago, Illinois.

Christian Mass Communication (2005). Lecture presented at the 2005 Leadership Conference organized by the Hispanic Church of God in Newburgh, New York.

Sport Icons: From Heroes to Celebrities (2002). Doctoral Colloquium. Regent University, Virginia Beach, Virginia.

Paulo Freire's Preface to Pedagogy of the Oppressed: Beneath and Beyond Translation Differences (2001). Doctoral Colloquium. Regent University. Virginia Beach, Virginia.

The Rhetoric of a Radical: Understanding Paulo Freire's Preface to Pedagogy of the Oppressed (2001, October). Paper presented at the Annual Conference of the American Association of Popular Culture. Jacksonville, FL.

COMMUNITY SERVICE & INVOLVEMENT

Board member of Tulsa Global Alliance (2016 – present)

Member of New Tulsans Initiative (2018 – present)

Chair of LALP – Latin American Leadership Program (2002 –present)

Semilla, Inc.

- Leads the social and personal growth of awarded students.
- Selects candidates for the Latin American Leadership Award.
- Mentors emerging Latin leaders during their candidacy at Regent University.
- Monitors academic performance of awarded scholars.

Alliance for Hispanic Christian Education – (2010-2013)

National Hispanic Christian Leadership Conference (NHCLC)

- Co-organized the annual educational summit and advanced agenda for the recruitment, retention and graduation of Latinos at Christian Colleges and universities in the USA.
- Developed outreach strategies for engaging the church in education.

Board Member of VALHEN –Virginia Latino Higher Education Network – (2008-2013)

- Advocated for the educational success of Latino students.
- Chaired the 2012 annual conference “Latinos in the Arts and Sciences.”
- Co-organized Hispanic Youth Symposia.

Founder Member and Chair of the Hispanic Leadership Forum (2006– 2013)

- Established and maintained cooperative relationships for the holistic wellbeing of Latinx in Virginia.
- Lead the organization, fundraised and worked with committee chairs.

HONORS AND AWARDS

- ORU Globalization Award –Office of the President (2016)
- City of Virginia Beach 2014 Human Rights Award, for efforts towards the education of minority students (2014).
- GOP, Virginia Hispanic Advisory Council (2014)

- Organization of American States/Inter – American Development Bank’s “Teaching Ethics, Social Capital and Development in the University” Program Scholarship (2005).
- Distinguished Ph.D. Candidate in Intercultural/International Communication, (2002). Regent University.
- Regent University’s Latin American Leadership Program Scholarship (1999).
- Church of God World Missions Scholarship (1997).
- People and Sports Instructor Program (1986). Tucuman State, Ministry of Sports and Recreation, Argentina.
- Distinguished Graduate (1986). Juan Alberdi National High School. Tucuman, Argentina.

PROFESSIONAL AFFILIATIONS

- Oklahoma Speech Theatre Communication Association (OSTCA)
- International Communication Association (ICA)
- National Communication Association (NCA)
- World Association of Christian Communicators (WACC)
- The Communication Initiative (CI)