

# Dr. Jessica B. Parra

(361) 877-9502 [Jessica.Parra2192@gmail.com](mailto:Jessica.Parra2192@gmail.com) <https://www.linkedin.com/in/parrajb/>

## EDUCATION

- **Doctor of Business Administration (DBA)** *University of the Incarnate Word, Business Administration, May 2023 ACBSP Accredited*
- **Master of Science (MS)** *Embry-Riddle Aeronautical University, Management, 27 graduate credits in management coursework, Earned credit.*
- **Master of Public Administration (MPA)** *Texas A&M – Corpus Christi, Public Administration, December 2000*
- **Bachelor of Arts (BA)** *Texas A&M – Corpus Christi, Communications (Minor in Television/Film), May 1999, Graduated Summa Cum Laude*

## PROFESSIONAL EXPERIENCE

*Texas A&M University – Corpus Christi, October 2024 to Present*

### **Director of HRI Operations, 10/24 to Present**

The Director of HRI Operations has both internal and external-facing responsibilities, including fiduciary oversight of the institutional budget. This role also includes grant and proposal administration, project management, general administration, information technology, reporting, and facilities management.

Responsible for the fiduciary duties of the Institute, including but not limited to budget preparation and administration, grant and proposal management, preparation of annual reports at federal, state, and institutional levels, and oversight of payroll, purchasing, and travel-related activities.

Works closely with the Office of Sponsored Research Administration to oversee the approval of grantee proposals, conduct compliance reviews, process award letters, and manage grant reporting, ensuring compliance with applicable laws and adherence to grantmaking best practices. Performs final compliance reviews on grants as required.

Provides primary leadership for daily operational activities. Assigns and monitors the workflow of Administrative, Information Technology, and other Support Staff to facilitate the operations of the Institute. Designs and implements systems to maximize operational efficiency.

Manages special projects and coordinates events from inception to implementation, ensuring alignment with institutional goals.

Oversees the business continuity plan to safeguard the Institute against internal or external threats. The continuity plan includes maintaining and protecting hard and soft assets, such as equipment, facilities, and liquid assets, to ensure uninterrupted operations.

*University of the Incarnate Word, January 2018 to October 2024*

**Interim Dean School of Professional Studies, 7/24 to 10/24**

**Assistant Dean of Student Affairs and Program Development, 09/23 to 6/24**

**Director of Student Success, 03/21 to 08/23**

**Director of Operations, 01/18 to 03/21**

*Responsibilities – Assistant Dean of Student Affairs and Program Development*

The Assistant Dean of Student Affairs & Program Development for the School of Professional Studies (SPS) oversees student lifecycle and student success programming. It develops new programs to foster organizational partnerships and higher education articulations. The position is also responsible for assisting in efforts to implement and monitor SPS articulations, partnerships, and collaborations with academic departments to address emerging opportunities for SPS programs.

- Supervise School of Professional Studies administrative staff, including Admissions, Academic Affairs and Student Services (Advising and Tutoring) departments.
  - Oversight of SPS 36 full-time employees and 140 adjunct faculty
- Overseas student lifecycle, success programming, government partnership contracts, articulations with community colleges, and social media marketing for the college.
- Self-study team member for Accreditation Council for Business Schools and Programs (ACBSP) 2023 and Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) 2023/2024.
- Conduct extensive research to formulate, execute, and assess comprehensive plans to bolster student retention and graduation rates.
- Partners with Associate Provost of Student Success in the First-Generation group for incoming freshmen. Assisting in overseeing the first-year experiences for incoming students.
- Drafts and administers relevant University policies, regulations, and rules related to academic success.
- Work with student success, academics, and faculty to determine the best placement methods for students to ensure course success.
- Implement and communicate strategies fostering enhanced relationships between faculty and students, including proactive early intervention and support measures.
- Research, develop, implement, and evaluate plans for improved retention and graduation rates.

- Establish efficient tracking and reporting systems to gather, analyze, and share reports on academic success across various stakeholders, including state agencies, offering recommendations for enhancement.
- Collaborate with university leaders and faculty members to devise optimal student placement strategies, ensuring a conducive learning environment.
- Monitor and offer support for academic probation and enforced withdrawal procedures, ensuring adherence to academic standards.
- Monitored and evaluated the effectiveness of student affairs programs.
- Assisted in staffing position description development, human resource issues, and hiring approval.
- Oversight of center, administrative, and facility budgets. Works with Dean and CFO to maintain fiscal stewardship over university property and budget.
- Collaborate closely with the Registrar, deans, and faculty to ensure effective mid-term and attendance reporting efforts, early alert systems (EAB Navigate), and utilization of student support mechanisms within the Learning Management System (Canvas, Banner, and Degree Works).
- Provide leadership for community projects and graduation planning.
- Develop student success programs and webinars.
- Ensured compliance with state, Veteran's Affairs, and federal regulations.

Selected Accomplishments:

- Established transfer/articulation partnerships with:
  - Alamo Colleges (5 community college campuses in Bexar County with 80,000+ students)
  - Lone Star College (8 community college campuses in Houston with 85,000 + students)
- Aided in establishing UIW Academy in collaboration with Straighterline.
- Aided in establishing workforce development (upskill/reskill) and tuition reimbursement partnerships with:
  - City of Corpus Christi - Municipal Government (3,500+ employees)
  - City of Dallas – Municipal Government (5,000+ employees)
  - Methodist Healthcare System (12,000+ employees)
  - Lone Star College – Houston (7,000 + employees)
  - Greater San Antonio Chamber of Commerce (1,700+ business members)
- Aided in the development of a process to establish teach-out partnerships.

- Presentation College, South Dakota
  - Developed Employer Tuition Assistance Partnerships
  - Guild Education
  - Bright Horizons/Ed Assist
- Established a partnership with the College of Allied Health Sciences (a college for Uniformed Services University) to train advisors and streamline military transfers.
  - Developed new structures/systems for running undergraduate and graduate 4-week mini sessions based on the current 8-week sessions. Additionally worked to structure 16-week doctoral classes into 8-week courses.

### Recognitions and Awards:

Ranked among the best in various levels for various programs:

- Best Online Bachelor's in Management Information Systems Degree, 2025 (Intellegent.com)
- Most Affordable Online Bachelor's in Finance Program, 2025 (Intellegent.com)
- Best Online Human Resources Degree Program, 2025 (Intellegent.com)
- 2025 Best Colleges in the U.S. (Wall Street Journal)
- Best Colleges for Online Bachelor's Degree Programs 2024 (Money.com)
- Best Online Programs, Bachelor's, 2024 (U.S. News & World Report)
- Best Online Programs, Veterans Bachelor's, 2024 (U.S. News & World Report)
- Best Online Master's in Business Programs – 2024 (U.S. News & World Report)
- Best Online Master's in MBA Programs - 2024 (U.S. News & World Report)
- Best Colleges, Social Mobility, 2022-2023 (U.S. News & World Report)
- #31 on the Best Online Bachelor's Degree in Human Resources, 2023 (Best Accredited Colleges)
- Best Online MBA in Texas, 2023 (Online Masters Degree)
- #15 Best MBA in the Nation, 2023 (Online Masters Degree)
- Best Online Programs, Bachelor's, 2022 (U.S. News & World Report)
- Best Online Programs, Veterans Bachelor's, 2022 (U.S. News & World Report)
- Top 100 Best Online Colleges, 2022 and 2023 (Abound)
- Best Online Colleges - Texas, 2023 (Abound)
- Best Online Colleges - Military Support, 2023 (Abound)
- Ranked #6 in the U.S., 2022 (Military Times)

### Press Releases:

- [UIW Receives Accolades from Several National Publications](#)
- [UIW School of Professional Studies Dr Parra TWHE Board of Directors](#)
- [Earning the Hat](#)
- [WorkForceSolutions of the Coastal Bend Summer Earn and Learn 2023](#)

- [WorkForceSolutions of the Coastal Bend Summer Earn and Learn 2022](#)
- [UIW Makes Major Improvement in Rankings in Publication's "Best of" Online Programs](#)
- [UIW School of Professional Studies hosts Greater San Antonio Chamber Workforce Development Discussion Panel](#)
- [UIW Recognized by City of San Antonio for Workforce Development Program](#)
- [UIW Human Resources Program Makes "Best of" List](#)
- [UIW School of Professional Studies Finalizes New Partnership with Google](#)
- [Major Publication Ranks UIW Among Its "Best Of" Online Programs](#)
- [UIW Named to List of Best Online Psychology Programs](#)
- [UIW Ranked Among Best in Psychology Programs in the Nation](#)
- [Online Publication Cites University's Dedication to Non-Traditional Students](#)
- [National Website Recognizes UIW Online Success](#)

***Embry-Riddle Aeronautical University-Worldwide, September 2001 – January 2018***

**Director of Operations – Naval Air Station (NAS) Corpus Christi, Naval Station (NS) Kingsville, Naval Station (NS) Ingleside**

- Oversaw all advising and admissions processes for the center, ensuring a streamlined and supportive student experience.
- Monitored student progress from enrollment through graduation, guiding academic success.
- Tracked progress of registration and retention goals, maintaining accountability and development objectives for continuous improvement.
- Managed and controlled the budget for the center, overseeing the allocation and utilization of financial resources.
- Provided academic advising for students enrolled in degree programs, certificates, and non-credit courses, ensuring alignment with individual educational goals.
- Ensured compliance with state, Veteran's Affairs, Texas Workforce Commission, and federal regulations, particularly in memoranda of understanding with military services for on-base program delivery.
- Developed term schedules, serving as the primary contact for faculty hiring, and overseeing class assignments.
- Managed recruiting new students through various channels, including marketing events, education fairs, live interviews on television, and social media.

- Served as Embry-Riddle Aeronautical University (ERAU) representative at various events, including TACVPO, COMETS, education fairs, and the Del Mar Aviation Advisory Board.
- Collaborated with military leadership, contributing to the university's presence and engagement in the military community.
- Evaluated military training through ACE for university credit, including the assessment of testing methods such as CLEP, Dantes, and Excelsior.

## **TEACHING EXPERIENCE:**

### **Adjunct Instructor**

*University of the Incarnate Word, San Antonio, TX, Aug 2020 – Present*

*Del Mar College, Corpus Christi, TX, Aug 2024 – Present (online program)*

*Embry-Riddle Aeronautical University, Daytona Beach, FL, May 2011 - Dec 2018*

Teach Organizational, Business, and Management classes at undergraduate, graduate, and doctoral levels. DBA committee member. Develop assessments, revise syllabi, and instruct in various formats. In-person, online, and hybrid classes are taught in four, eight, and sixteen-week terms.

### **Coursed Taught**

#### **Doctoral:**

9300 Culminating Experience - Work Base Projects

#### **Graduate:**

Foundations in Organizational Research and Assessment

Applied Human Resource Management

Global Strategic Policy and Regulation

Principles of Ethical Leadership

Leading Change

#### **Undergraduate:**

Leadership in Organizations

Organizational Behavior

Concepts/Functions in Management

Teambuilding in Organizations

Multicultural Workforce

Ethical Management

## **RESEARCH EXPERIENCE**

- Identifying Roadblocks: Retention and Evaluation of the First Five Years of a Doctor of Business Administration Program.
- Kolb's Theory: Use of Experimental Learning as a Source of Retention in Higher Education.
- Literature Review of Traditional and Nontraditional Students' Retention in Higher Education.
- Effect of Faculty Assignments and Course Scheduling on the Completion Rate in a Doctoral Program.
- DBA Committee Chair: Evaluating Minority Student Academic Success in the Presence of Minority Students, Educators and School Funding Factors in Texas Public Schools.
- DBA Committee Member: Analyzing the Recruitment and Retention Strategy of the Federal Government: Why Some Employees Stay and Others Leave for the Private Sector.

#### **PRESENTATIONS AND INVITED LECTURES:**

- **Presentation**, "Learning for Life in Arts & Humanities," Discover Your Direction: Exploring Endorsements Conference, 2019-2023.
- **Presentation**, "Learning for Life in Arts & Humanities," Ready for College and Career Conference, 2019-2023.
- **Presentation**, "Challenges, Obstacles for Women in Higher Education and How to Overcome Them," International Seminar 4WbyW "For Women by Women", May 2022.
- **Panel Presentation**, "Power of Working Together," 13<sup>th</sup> Annual Texas Veterans Higher Education Symposium, October 13-15, 2020.

#### **PROFESSIONAL TRAINING:**

- Completed training in Humanizing Your Online Course, Communicating in Times of Change, Performance Management, Nonverbal Communication, Listening Skills, Presentation Skills, and Overcoming Cognitive Bias.

#### **PROFESSIONAL AFFILIATIONS:**

- Board of Directors and Institutional Representative for Texas Women in Higher Education (TWHE).
- Current member of the National Academics Advising Association (NACADA)

- Current member of the Council of Adult and Experimental Learning (CAEL).

### **COMMUNITY EXPERIENCE:**

- United Chamber Leadership Corpus Christi Class 47 alumni
- Served on the Board of Director for Texas Women in Higher Education
- Served on the Board of Directors for Ronald McDonald House Charities
- Chaired committees for Education to Employment Partners
- Del Mar College Aviation Advisory Board member

### **COMPUTER SKILLS:**

- Proficient in MS Office, Google Drive, Spreadsheets, Email, Presentations, Operating Systems, Internet Tools, and various software, including programming/coding, database management, enterprise systems, and graphics/design.
- Banner, Recruit, Navigate, Degree Works, Extender, Canas, Blackboard, and Teams.
- Web designing, social media, and blogging.