

Gabriel Ramón Serna

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Higher, Adult, & Lifelong Education
Department of Educational Administration
College of Education
Michigan State University
Erickson Hall
620 Farm Lane
East Lansing, MI 48824-1034

EDUCATION:

- Ph.D.** Education Policy, Indiana University Bloomington, 2012
Specialization: Higher Education Economics and Finance
Dissertation Title: Tuition and Fees and Tax Revolt Provisions: Exploring State Fiscal Policy Impacts Using Fixed-Effects Vector Decomposition
Chair: Don Hossler
- M.P.P.** Public Finance and Budgeting, Martin School of Public Policy & Administration, University of Kentucky, 2008
Capstone Title: State Corporate Tax Policy: Is Competition the Main Determinant?
- B.B.A.** Economics and International Business, New Mexico State University, with Honors, 2006
B.A. Foreign Language, New Mexico State University, with Honors, 2006
- Certificate** German as a Foreign Language, Institut für Auslandsbeziehungen (Institute for Foreign Relations), Stuttgart, Germany, 2005
- Diploma** Spanish Language and Culture, Universidad Carlos III de Madrid, Colmenarejo, Spain, 2004

RESEARCH INTERESTS:

Higher Education Economics and Finance, Budgeting and Planning in Education, Education Policy and Finance, Enrollment Management, Student-Price Sensitivity, College Going/Choice, Undocumented Student Populations, Research Design, Applied Econometrics, Philosophy of Social Science and Economic Theory/Methodology.

PROFESSIONAL EXPERIENCE:

MICHIGAN STATE UNIVERSITY, East Lansing, MI

- **Assistant Professor of Higher, Adult, & Lifelong Education**

May 2018-Present

Tenure-Track professor teaching core Master's and Ph.D. level courses in higher education finance & economics, governance and policy in education, and higher education foundations. Conduct research on the economics, finance, and policy of higher education, in addition to student price-sensitivity, enrollment management and undocumented student populations. Employ advanced quasi-experimental design and econometric methods to examine education policy across the P-20 system. Serve as dissertation chair, on dissertation committees, as an advisor to Ph.D. and Master's students, and as a member of campus-wide committees.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY, Blacksburg, VA

- **Associate Professor of Higher Education**

March 2018-August 2018

- **Assistant Professor of Higher Education and Program Director**

July 2015-April 2018

- **Affiliated Assistant Professor of Educational Research and Evaluation**

September 2017- August 2018

Tenured professor teaching core Master's research design and assessment courses as well as Ph.D. level courses in higher education finance & economics, governance and policy in education, and higher education foundations. Conduct research on the economics, finance, and policy of higher education, in addition to student price-sensitivity, enrollment management and undocumented student populations. Employ advanced quasi-experimental design and econometric methods to examine education policy across the P-20 system. Serve as dissertation chair, on dissertation committees, as an advisor to Ph.D. and Master's students, and as a member of campus-wide committees. Directed the day-to-day operations of the Higher Education Program serving approximately 75 graduate students across the Ph.D., M.A.Ed., and certificate programs as well as supervising or co-supervising two Graduate Assistants, and two Staff Support positions.

UNIVERSITY OF NORTHERN COLORADO, Greeley, CO

- **Faculty Affiliate, Education Innovation Institute**

August 2012- May 2018

Collaborate with other faculty affiliates and the Institute's director and associate director in an internship program in partnership with the Applied Statistics and Research Methods department aimed at teaching Ph.D. students econometric theory and applied techniques for use in real-world contexts to answer practical questions in education policy and practice across P-12 and higher education.

- **Assistant Professor of Higher Education and Student Affairs Leadership**

August 2012- July 2015

Tenure-Track assistant professor teaching core Ph.D. and Master's courses including research core for Ph.D. program, higher education finance & economics, higher education budgeting and planning, higher education and public policy, assessment and evaluation, institutional research, human resources, research design, and higher education law. Served on dissertation committees, as an advisor to Ph.D. and Master's students, and as a member on campus-wide committees.

INDIANA UNIVERSITY BLOOMINGTON, Bloomington, IN

- **Associate Instructor and Graduate Research Assistant**

June 2010-May 2012

Responsible for teaching a summer course in critical reasoning and thinking aimed at preparing under-represented and first-generation college freshman through broad-based partnerships with numerous campus programs and personal mentoring for their first semester. Assisted Dr. Martha McCarthy with numerous research and departmental activities including preliminary research, manuscript editing, statistical analysis and interpretation, and other departmental tasks. Assisted Dr. Cassandra Guarino with research and econometric analysis of education policy issues across K-12 and higher education. Also, assisted Dr. Guarino in teaching the PhD core policy course in microeconomics.

IVY TECH COMMUNITY COLLEGE OF INDIANA, Bloomington, IN

- **Adjunct Economics Faculty Member**

August 2010- May 2012

Instructed a course focused on the descriptive and analytical study of market economies and resource allocation decisions, both public and private. Emphasis was on learning technical and theoretical skills to analyze consumer behavior and choice theory, market structure, pricing, public goods, and distribution and determination of wealth and income.

UNIVERSITY OF KENTUCKY, Lexington, KY

- **Assistant Director of Admissions for Recruitment**

July 2008-July 2009

In charge of recruitment, admissions and counseling operations for the Flagship University in the Commonwealth of Kentucky for 15 western Kentucky counties as well as Arizona, California, Illinois, Nevada, New Mexico, Oklahoma and Texas. Worked as a primary liaison facilitating student transition from high school to college. Co-coordinator of Diversity Initiatives program to attract students from historically under-represented populations to the university's campus, particularly Hispanic/Latino and underprivileged students, through mentorship and program assistance. Coordinator of web-based recruitment and admissions. Application reviewer for the William C. Parker Scholarship.

- **Policy Research Assistant**

August 2006-June 2008

Research assistance for Dr. Merl Hackbart for analyses in Energy Policy, Intergovernmental Relations, and Fiscal Policy. Research assistance for Dr. Sarah Wackerbarth in the development of a health policy, management and organizational change textbook.

DOÑA ANA COMMUNITY COLLEGE, Las Cruces, NM

- **Instructor, Adult Basic Education**

August 2005-May 2006

Instructed General Education Development in 5 areas as well as counseling adult students wishing to pursue a high school diploma. Taught Foreign National Adults the processes and requirements for application to become a United States Citizen. Worked directly with students and other offices to evaluate and respond to the student's specific educational needs particularly continuing language and higher education opportunities.

HOBBY & MIEGER GMBH, AMERIKANISHES SPRACHINSTITUT, Stuttgart, Germany

- **Instructor of English**

March 2005-July 2005

Taught American English language courses to non-native (mainly German and Turkish) speakers from a number of multinational corporations such as, Kodak/Danke, Daimler-Chrysler, and T-Systems. Instructed a supplemental course on comparative business culture to executives and their staff, with emphasis on correspondence composition, grammar and appropriate intercultural business and technical communication.

NEW MEXICO STATE UNIVERSITY, Las Cruces, NM

- Director of Programming, Residence Life

June 2003-January 2005

Supervised, evaluated and motivated a staff of 7 resident assistants and 3 community assistants. In charge of day-to-day operations for programming department in two student housing areas (south-campus) totaling 3,000 residents. Duties also included overseeing departmental budget and finances, advising, and conflict resolution for both students and staff. Responsible for all programming activities including vendor relations, program development, coordination, and planning directed at enhancing student residence life for south campus.

PUBLICATIONS¹:

BOOKS AND MONGRAPHS:

Serna, Gabriel R. & Cohen, Joshua M., (Eds.). (Under Contract) *“Administration, Finance, & Budgeting in Higher Education and Student Affairs: Theory, Research, and Practice”* Springfield, IL: Charles C. Thomas.

Serna, Gabriel R. & Weiler, Spencer (2016) *“Higher Education, Fiscal Administration, & Budgeting: An Applied Approach”* Lanham, MD: Rowman & Littlefield.

Weiler, Spencer & **Serna, Gabriel R.** (2016) *“Practical Strategies for Applied Budgeting and Fiscal Administration: What Works for P-12 Administrators”* Lanham, MD: Rowman & Littlefield.

WORKS IN PEER-REVIEWED JOURNALS:

Serna, Gabriel R. (Accepted) “Reassessing the Role of Federal Aid Policy in Financing 21st Century Higher Education for Underserved Groups: Recent Trends, Contemporary Problems, and New Proposals” *Journal of Student Financial Aid*

Serna, Gabriel R. & Cohen, Joshua M. (2017) “Fiscal Structure and Public College and University Credit Ratings: An Exploratory Analysis” *Planning for Higher Education Journal*, 45 (3), 81-93.

Serna, Gabriel R. (2017) “Effects of Region on the Establishment of Public Higher Education Prices in the US: Indications of Possible Suboptimal Equilibria?” *Studies in Higher Education*. 1-16. <http://dx.doi.org/10.1080/03075079.2017.1307819>

Serna, Gabriel R., Cohen, Joshua M., Nguyen, David H.K. (2017) “State and

¹ *Denotes graduate student at time of publication

Institutional Policies on In-State Resident Tuition and Financial Aid for Undocumented Students: Examining Constraints and Opportunities” *Education Policy Analysis Archives*, 25 (18), 1-22.

Serna, Gabriel R. (2017) “Undocumented Students and Strategic Enrollment Management: Guidance and Considerations for Finance, Policy, and Inclusive Practice” *Strategic Enrollment Management Quarterly*, 5(1), 38-47.

Serna, Gabriel R. & Woulfe, Rebecca* (2017) “Social Reproduction and College Access: Current Evidence, Context, and Potential Alternatives” *Critical Questions in Education*. 8(1), 1-16.

Serna, Gabriel R. (2015) “Do Tax Revolt Provisions Influence Tuition and Fee Levels: Evidence from the States using Recent Panel Data” *Journal of Education Finance*, 41(1), 48-82.

Serna, Gabriel R. (2015) “Insiders/Outsiders? Market Signaling and Student Identity in College Choice” *Strategic Enrollment Management Quarterly*, 3(3), 167-183.

Serna, Gabriel R. (2014) “The ‘Gainful Employment Rule’ and Student Loan Defaults: How the Policy Frame Overlooks Important Normative Considerations” *Journal of Student Financial Aid*, 44(1), 69-88.

Nguyen, David H.K.* & **Serna, Gabriel R.** (2014) “Access or Barrier? Tuition and Fee Legislation for Undocumented Students Across the States” *The Clearing House*. 87(3), 124-129.

Serna, Gabriel R. & Harris, Gretchen* (2014) “Higher Education Expenditures and State Balanced Budget Requirements: Is there a Relationship?” *Journal of Education Finance*. 39(3), 175-202. (Award-Winning Article, JEF & NEFC, 2015)²

Cruz, Carlos & **Serna, Gabriel R.** (2013) “Retention and Persistence of Underrepresented Students in Multicultural Greek Life: A Case Study” *University of Northern Colorado Undergraduate Research Journal: McNair Edition*. 3(2), 1-12.

Serna, Gabriel R. (2013) “Rating Public Colleges and Universities: Process, Practice, and Implications for Finance, Administration, and Policy” *Journal of Higher Education Management*. 27(1), 52-69.

Serna, Gabriel R. (2013) “Employing College and University Credit Ratings as Indicators of Institutional Planning Effectiveness” *Planning for Higher Education Journal*. 41(4), 1-11.

Serna, Gabriel R. (2013) “Understanding the Effects of State Oversight and Fiscal Policy on University Revenues: Considerations for Financial Planning” *Planning for Higher Education Journal*. 41(2), 93-108.

² This article was also cited by the GAO in a Report to the US Senate Committee Chair on Health, Education, Labor, & Pensions. <http://www.gao.gov/assets/670/667557.pdf>

WORKS IN PEER- REVIEWED MONOGRAPHS AND BOOKS:

- Serna, Gabriel R.** & Birnbaum, Matthew (2015) "Economic Perspectives on Pricing and What it Means for SEM." In Hossler, D. & Bontrager, B. (Eds.), *The Handbook of Strategic Enrollment Management*. San Francisco, CA. Jossey-Bass.
- Serna, Gabriel R.** (2014) "Enrollment Management in Higher Education." In Brewer, D. & Picus, L. (Eds.), *The Encyclopedia of Education Economics and Finance*. Thousand Oaks, CA. Sage Publications.
- Reinert, Leah* & **Serna, Gabriel R.** (2014). "Living Intersectionality in the Academy". In Mitchell, D., Simmons, C., & Greyerbiehl, L. (Eds.), *Intersectionality and Higher Education: Theory, Research, & Praxis*. New York, NY. Peter Lang Publishing.
- Serna, Gabriel R.** & Weiner, Brad* (2012). "The Monetary Dimension of College Readiness: Financial Planning and Literacy". In Rasmussen, C. & Reinert, L. (Eds.), *Improving College Readiness: Perspectives for Research, Policy, & Practice*. Minneapolis, MN. Midwest Higher Education Compact.

INVITED PUBLICATIONS:

- Serna, Gabriel R.** & Weiler, Spencer (2018) "Colorado" State of the States, *Journal of Education Finance*. 43(3), 235-238.
- Serna, Gabriel R.** Summers, Kelly, & Weiler, Spencer (2017) "Tempered Optimism in Colorado: State of the States" *Journal of Education Finance*. 42(3), 260-263.
- Serna, Gabriel R.** & Weiler, Spencer (2016) "Tempered Optimism in Colorado: State of the States" *Journal of Education Finance*. 41(3), 387-390.
- Weiler, Spencer & **Serna, Gabriel R.** (2015) "Colorado: A Brighter Future?" *Journal of Education Finance*. 40(3), 306-310.
- Serna, Gabriel R.** & Weiler, Spencer (2014) "Colorado" State of the States, *Journal of Education Finance*. 39(3), 250-252.

TECHNICAL REPORTS:

- Serna, Gabriel R.** (2016). *The Federal Role in Financing 21st Century Higher Education*" National Commission for Financing 21st Century Higher Education, Miller Center of Public Affairs, University of Virginia, Charlottesville, VA.

BOOK REVIEWS:

- Serna, Gabriel R.** (2017). Review of the Book. A Perfect Mess: The Unlikely Ascendancy of American Higher Education. *Teachers College Record*. ID: 22133
<http://www.tcrecord.org/Content.asp?ContentId=22133>

Lyles, Chelsea & **Serna, Gabriel R** (2017). Review of the Book. *The Branding of the American Mind: How Universities Capture, Manage, and Monetize Intellectual Property*. *Teachers College Record*. ID: 22146 <http://www.tcrecord.org/Content.asp?ContentID=22146>

Serna, Gabriel R. (2012). Review of the Book. *Identity Economics: How our Identities Shape our Work, Wages, and Well-being*. *Journal of Economic Issues*, 46(1), 243-244.

Serna, Gabriel R. (2009). Review of the Book. *Beyond Tracking: Multiple Pathways to College, Career and Civic Participation*. *Education Review* 806 (electronic, peer-reviewed).

NEWS ARTICLES AND MEDIA:

Roaten, M. (May 21, 2018) *Trustees invest in strategic initiatives with more than \$1 billion budget*. The George Washington Hatchet. <https://www.gwhatchet.com/2018/05/21/trustees-invest-in-strategic-initiatives-with-more-than-1-billion-budget/>

Roaten, M. (March 1, 2018) *New CFO faces long-standing financial obstacles on debt, budget cuts*. The George Washington Hatchet. <https://www.gwhatchet.com/2018/03/01/new-cfo-faces-long-standing-financial-obstacles-on-debt-budget-cuts/>

Papas, J. (February 28, 2018) *2018's Best Credit Cards for College Students*. Wallethub.com <https://wallethub.com/best-credit-cards-for-college-students/#gabriel-r-serna>

Roaten, M. (November 16, 2017) *GW reverses financial downturn, but officials caution that growth will slow*. The George Washington Hatchet. <https://www.gwhatchet.com/2017/11/16/gw-reverses-financial-downturn-but-officials-caution-that-growth-will-slow/>

Roaten, M. (October 23, 2017) *Number of University employees drops after years of staff increases*. The George Washington Hatchet. <https://www.gwhatchet.com/2017/10/23/number-of-university-employees-drops-after-years-of-staff-increases/>

Bernardo, R. (July 25, 2017) *2017's Most & Least Educated Cities in America*. *Ask the Experts*. Wallethub.com <https://wallethub.com/edu/most-and-least-educated-cities/6656/#gabriel-r-serna>

Dilworth, K. (July 14, 2017) *Student card survey 2017: Offers, terms become more generic*. Creditcards.com <http://www.creditcards.com/credit-card-news/student-card-survey-2017-offers-terms-become-more-generic.php>

Kiernan, J. (February 16, 2017) *Can you get good Student Credit Cards with no Credit?* *Ask the Experts*. Wallethub.com https://wallethub.com/credit-cards/no-credit-student/#Gabriel_R_Serna

Simmons, T. (May 3, 2015). *Is the University of Northern Colorado's President being*

paid too much? The Mirror. <http://www.unemirror.com/news/view.php/865699/Is-the-University-of-Northern-Colorados->

WORKS IN PROGRESS AND UNDER REVIEW:

- Cohen, Joshua, **Serna, Gabriel R.** & Adams, Venice M. “Exploring the Diffusion of Performance-Based 2.0 Policies in Public Higher Education: A Directed Dyad Approach” *Revise and Resubmit at The Journal of Higher Education*
- Weise, Dawn, **Serna, Gabriel R.** & Simo, Stephen J. “Need, Stress Behaviors: Social, Behavioral Differences Among Sorority, Fraternity Members” *Revise and Resubmit, Oracle Research Journal*
- Serna, Gabriel R.** & Cohen, Joshua “State Expenditures and Census Division: Are there Regional Impacts?” *Under Review at Educational Policy*
- Serna, Gabriel R.** “Performance Funding Policies 2.0 and State Expenditures to Public Higher Education: A Difference-in-Differences Approach” *Under Review at Research in Higher Education*
- Serna, Gabriel R.** “Signaling, Student Identities, and College Access: A Proposed Conceptual Model of College Going and Choice”
- Serna, Gabriel R.** & Cohen, Joshua “Policy Diffusion and Emulation of In-State Tuition Benefits for Undocumented Students: A Dyadic Analysis
- Serna, Gabriel R.** “Consumer Choices and Revealed Preferences: An Application of Habermasian Theory to Economic Models and Methodology”

REFEREED CONFERENCE PRESENTATIONS:

- Serna, Gabriel R.** & Joshua M. Cohen “*Examining the Role of Budget Stabilization Funds for State Funding to Public Higher Education: Evidence from the 50 States using Panel Data*” Presented at the Forum for the Future of Public Education: Volatility in State Spending for Higher Education, Supported by the American Educational Research Association, June 4-5, 2018, University of Illinois Urbana-Champaign, Champaign, IL.
- Serna, Gabriel R.** & Joshua M. Cohen “*Exploring Diffusion Factors of In-State Resident Tuition Policies for Undocumented Students: A Dyadic Analysis*” Presented at the 8th Annual National Education Finance Academy Conference, April 4-6, 2018, Tulsa, OK.
- Serna, Gabriel R.** “*Identity Economics, Signaling Theory and College Access: A Conceptual Model*” Presented at the 8th Annual National Education Finance Academy Conference, April 4-6, 2018, Tulsa, OK.
- Serna, Gabriel R.** & Weiler, Spencer “*State of the States: Colorado*” Presented at the 8th Annual National Education Finance Academy Conference, April 4-6, 2018, Tulsa, OK.

- Serna, Gabriel R.** & Claire K. Robbins “*Education Policy in a “Post-Truth Era”*: Influences and Consequences of Neoliberalism and “Objectivity” for Research, Policy, and Practice” Presented at the Advancing the Human Condition Symposium, November 27-29, 2017, Blacksburg, VA.
- Serna, Gabriel R.** “*Signaling, Student Identities, and College Access: A Proposed Conceptual Model of College Going and Choice*” Presented at the 42nd Annual Conference of the Association for the Study of Higher Education, November 8-11, 2017, Houston, TX.
- Serna, Gabriel R.** & Joshua M. Cohen “*Policy Emulation of In-State Tuition Benefits for Undocumented Students: A Dyadic Approach*” Presented at the 42nd Annual Conference of the Association for the Study of Higher Education, November 8-11, 2017, Houston, TX.
- Weise, Dawn, **Serna, Gabriel R.** & Simo, Stephen J. “*Need, Stress Behaviors: Social, Behavioral Differences Among Sorority, Fraternity Members*” Presented at the Annual American College Personnel Association-College Student Educators International Convention, March 26-29, 2017, Columbus, OH.
- Serna, Gabriel R.** “*Have Recent Performance-based Funding Policies Impacted State Expenditures to Public Higher Education? A difference-in-differences analysis.* Presented at the 42nd Annual Education Finance and Policy Conference, March 16-18, 2017, Washington, D.C.
- Weise, Dawn, **Serna, Gabriel R.** & Simo, Stephen J. “*Evidence of Social & Behavioral Differences Among Sorority and Fraternity Members*” Presented at the Annual NASPA Meeting of the National Student Affairs Administrators in Higher Education, March 11-15, 2017, San Antonio, TX.
- Serna, Gabriel R.** “*A Difference-in-Differences Analysis of Performance Based Funding Model 2.0 Impacts on Public Higher Education Expenditures.* Presented at the 7th Annual National Education Finance Conference, February 22-24, 2017, Cincinnati, OH.
- Serna, Gabriel R.** Summers, Kelly, & Weiler, Spencer “*State of the States: Colorado*” Presented at the 7th Annual National Education Finance Conference, February 22-24, 2017, Cincinnati, OH.
- Lewis, Marc* & **Serna, Gabriel R.** “*Economic Preference in College Admissions at Highly Selective Colleges and Universities.* Roundtable at the 7th Annual National Education Finance Conference, February 22-24, 2017, Cincinnati, OH.
- Hall, Roderick & **Serna, Gabriel R.** “*Faculty Pay and Cost of Living: Is Economic Theory a Good Guide?* Presented at the 7th Annual National Education Finance Conference, February 22-24, 2017, Cincinnati, OH.
- Weise, Dawn, **Serna, Gabriel R.** & Simo, Stephen J. “*Needs and Stress Behaviors: Evidence of Social & Behavioral Differences Among Sorority and Fraternity Members*” Presented at the Annual Meeting of the Association of Fraternity/Sorority Advisors, November 30-December 3, 2016, Boston, MA.
- Cohen, Joshua, **Serna, Gabriel R.** & Adams, Venice M. “*Policy Emulation and Diffusion, and*

Performance Funding for Public Higher Education: A Dyadic Approach” Presented at the 41st Annual Conference of the Association for the Study of Higher Education, November 10-12, 2016, Columbus, OH.

Cohen, Joshua, **Serna, Gabriel R.** & Guido, Florence “*Structural Incompatibility: Paradigm Proliferation in Qualitative Research with Implications for Higher Education and Student Affairs Preparation Programs*” Presented at the Annual Convention of the American College Personnel Association, March 6-9, 2016, Montréal, Quebec, Canada.

Serna, Gabriel R. & Cohen, Joshua “*Region and State Expenditures to Higher Education: Some Preliminary Evidence Using Panel Data*” Presented at the 6th Annual National Education Finance Conference, February 10-13, 2016, Jacksonville, FL.

Cohen, Joshua, **Serna, Gabriel R.** & Adams, Venice “*Policy Emulation and Performance Funding 2.0: A Directed Dyad Approach*” Presented at the 6th Annual National Education Finance Conference, February 10-13, 2016, Jacksonville, FL.

Serna, Gabriel R. & Weiler, Spencer & Summers, Kelly “*State of the States: Colorado*” Presented at the 6th Annual National Education Finance Conference, February 10-13, 2016, Jacksonville, FL.

Serna, Gabriel R. & Cohen, Joshua “*Implications of Institutional Debt Burden for Higher Education’s Future*” Presented at the Annual Association for Institutional Research Forum, May 25-29, 2015, Denver, CO.

Serna, Gabriel R. & Weiler, Spencer “*State of the States: Colorado*” Presented at the 5th Annual National Education Finance Conference, February 25-27, 2015, St. Louis, MO

Serna, Gabriel R. & Cohen, Joshua* “*Revenue Diversification and Public College and University Credit Ratings*” Presented at the 5th Annual National Education Finance Conference, February 23-27, 2015 St. Louis, MO

Weiler, Spencer, Dagley, Amy, & **Serna, Gabriel R.** “*But I Said it Off-Campus: Student Off-Campus Speech, On-Campus Discipline, and Court Reactions*” Presented at the 60th Annual Conference of the Education Law Association, November 12-15, 2014 San Diego, CA

Serna, Gabriel R. “*Tuition and Fee Equilibria? Examining Associations between Higher Education Prices and Region*” Presented at the 4th Annual National Education Finance Conference, April 23-25, 2014 Louisville, KY

Cohen, Joshua* & **Serna, Gabriel R.** “*University Credit Ratings and Revenue Dependence: Examining the Impact of Institutional Revenue Structure on Institutional Credit Ratings*” Presented at the 4th Annual National Education Finance Conference, April 23-25, 2014 Louisville, KY

Weiler, Spencer & **Serna, Gabriel R.** “*State of the States: Colorado*” Presented at the 4th Annual National Education Finance Conference, April 23-25, 2014 Louisville, KY

Serna, Gabriel R. & Weiler, Spencer “*Simultaneous and Sequential Relationships in Education*”

Finance: Using Game-Theoretic Models as a Means for Understanding Directionality
Presented at the 4th Annual National Education Finance Conference, April 23-25, 2014
Louisville, KY

Cohen, Joshua* & **Serna, Gabriel R.** *“Using Ordered Logit and Probit Estimators to Predict Public College and University Credit Ratings”* Presented at the University of Northern Colorado Annual Research Conference, April 10th, 2014 Greeley, CO.

Serna, Gabriel R. *“Tuition and Fees and Tax Revolt Provisions: Evidence of State Fiscal Policy Impacts Using Recent Panel Data”* Presented at the 38th Annual Conference of the Association for the Study of Higher Education, November 14-16, 2013 St. Louis, MO.

Serna, Gabriel R. *“Tuition and Fees and Tax Revolt Provisions: An Analysis of the Impacts of State Fiscal Policies on Higher Education Prices”* Presented at the 3rd Annual National Education Finance Conference, May 1-3, 2013 Indianapolis, IN

Serna, Gabriel R. & Weiler, Spencer *“State of the States: Colorado”* Presented at the 3rd Annual National Education Finance Conference, May 1-3, 2013 Indianapolis, IN.

Cohen, Joshua* & **Serna, Gabriel R.** *“Region and State Expenditures to Higher Education: Do Census Division Effects Matter?”* Presented at the University of Northern Colorado Annual Research Conference, April 11th, 2013 Greeley, CO.

Serna, Gabriel R. & Harris, Gretchen* *“Exploring the Effects of Balanced Budget Requirement Stringencies on State Expenditures to Public Higher Education”* Presented at the 37th Annual Conference of the Association for the Study of Higher Education, November 14-17, 2012 Las Vegas, NV.

Serna, Gabriel R. & Harris, Gretchen* *“Higher Education Expenditures and Requirements to Balance State Budgets”* Presented at the 37th Annual Conference of the Association for Education Finance and Policy, March 15-17, 2012 Boston, MA.

Serna, Gabriel R. *“Foundations for an Empirical Assessment of the Impacts of Tax and Expenditure Limitations on Public University Tuition Prices”* Presented at the Great Lakes Alliance for the Social Sciences Research Conference, April 22-23, 2011 Chicago, IL.

Serna, Gabriel R. *“Public University Credit Ratings: Processes, Complexities, and Implications”* Presented at the 36th Annual Conference of the Association for Education Finance and Policy, March 24-26, 2011 Seattle, WA.

Serna, Gabriel R. *“University Revenue Structure and State Policy Constraints: Toward an Understanding of the Implications for U.S. Public Higher Education”* Presented at the 35th Annual Conference of the Association for the Study of Higher Education, November 17-20, 2010 Indianapolis, IN.

INVITED PRESENTATIONS:

“Imposter Syndrome Workshop” Multicultural Academic Opportunities Program-Virginia Tech
October 4, 2017, Blacksburg, VA.

“Underrepresented Student Luncheon” Office of Recruitment and Diversity Initiatives-Virginia
Tech Graduate School, August 23, 2017, Blacksburg, VA.

“Critical Quantitative Scholarship in Higher Education” College Student Affairs
Administration Research Seminar, Department of Counseling and Human Development Services,
University of Georgia, September 14th, 2016, (Remotely) Athens, GA.

“The Federal Role in Financing 21st Century Higher Education” National Commission for
Financing 21st Century Higher Education, Miller Center of Public Affairs, University of Virginia,
September 9th, 2015, Washington, DC.

“An Introduction to Quantitative Research” Center for Undergraduate Research, University of
Northern Colorado, October 22nd, 2014, Greeley, CO.

“New Techniques and New Questions in Higher Education Research” Education Innovation
Institute, Quantitative Methods Internship Research Meeting, October 15th, 2013, Greeley, CO

“Higher Education Financial Planning: Two Looks- the Macro & the Granular” Society for
College and University Planning, January 30th, 2013, Ann Arbor, MI (Mediated via SCUP’s
Multilevel Online Journal Odyssey platform)

“Applying Quantitative Methods in Higher Education Research” University of Northern
Colorado, College of Education and Behavioral Sciences, Applied Statistics and Research
Methods Colloquium Series, September 19th, 2012, Greeley, CO

“Higher Education: Rising Costs, Affordability, and Student Debt” Indiana University School of
Public and Environmental Affairs and School of Education, Education Policy Student Association
Brownbag Series, February 14th 2012, Bloomington, IN

SERVICE:

NATIONAL

BOARDS AND ADVISORY COMMITTEES

Board of Trustees, National Education Finance Academy (Elected), 2017-Present

Board of Advisors, National Education Finance Academy, 2013-Present

Forum Advisory Committee, Association for Institutional Research, 2015

CONFERENCE CHAIR/DISCUSSANT

Session Chair, Association for the Study of Higher Education, 2015

Discussant, Public Policy Pre-Conference, Association for the Study of Higher Education, 2015

Session Chair, National Education Finance Conference, 2015, 2018

Chair, Conference Workshops, National Education Finance Conference, 2014

EDITORIAL BOARDS

Editorial Board, Research in Higher Education, 2016-Present

Editorial Board, Journal of Education Finance, 2017-Present

Editorial Board, Journal of College & Character, 2014-Present

Editorial Board, ASHE Higher Education Report Series, 2016-2019

AD HOC REVIEWER

Reviewer, The Journal of Higher Education, 2013, 2016-2018
Proposal Reviewer, Association for the Study of Higher Education Conference, 2011-2017
Reviewer, American Behavioral Scientist, 2017
Reviewer, Educational Researcher, 2016, 2017
Reviewer, Teachers College Record, 2016
Reviewer, Association for Institutional Research Publications, 2015
Reviewer, College Student Affairs Journal, 2012-2014
Reviewer, Research in Higher Education, 2014, 2015
Reviewer, KEDI Journal of Educational Policy, 2014, 2015
Book Prospectus Reviewer, SAGE Publications, 2013

LOCAL AND REGIONAL:

VIRGINIA TECH

Program Leader, Higher Education Program, 2016-2018
School of Education Strategic Planning Committee, Marketing Group, 2016
CLAHS Library Committee, 2015-2017
Virginia Tech Hispanic/Latino Caucus, 2015-2018
Director of Admissions, Higher Education Program, 2015-2018
Co-Chair, Higher Education Assistant Professor Search Committee, 2017-2018
School of Education, Program Efficiencies, Graduate Enrollments, & Faculty Integration Committee, 2017-2018

PREVIOUS SERVICE

ASRM Research Night, Faculty Sponsor, 2015
HESAL Master's Comprehensive Exam In-Service Preparation, 2014
UNC Academic Appeals Faculty Board 2014-2015
HESAL Graduate Admissions Committee, 2013-2015
HESAL Program Assessment and Self-Study Coordinator, 2013-2015
University of Northern Colorado Higher Learning Commission Reaccreditation Committee, 2012-2013
HESAL Master's Comprehensive Exam Reformulation Coordinator, 2012-2013
UNC McNair Scholars Program, 2012-2013
HESAL Faculty Search Committee Member, Spring 2013
Graduate Representative, Indiana University School of Education Policy Council, 2010-2011

GRANTS AND OTHER FUNDING:

National Academy of Education/Spencer Foundation Postdoctoral Fellowship, Principal Investigator for highly competitive postdoctoral fellowship aimed at improving education in all forms both domestically and internationally, 2016: *\$70,000 (Unfunded)*

National Commission on Financing 21st Century Higher Education & University of Virginia Miller Center for Public Affairs, with support from the Lumina Foundation, Principal Investigator for Policy White Paper aimed at examining federal higher education finance policies to inform national discourse on financing higher education in a changing landscape, 2015: *\$10,000 (Funded)*.

American Education Research Association, Principal Investigator for AERA Research Grants program aimed at examining education issues using large-scale, national datasets provided by the National Science Foundation and the National Center for Educational Statistics, 2014: *\$20,000 (Unfunded)*

Association for Institutional Research, Principal Investigator for AIR Research Grant for a study aimed at using national and large-scale datasets and with support from the National Science Foundation, National Center for Educational Statistics, and the National Postsecondary Cooperative, 2014: *\$40,000 (Unfunded)*

Annual Scholarly Activity Travel Support, Principal Investigator for supplemental program that supports faculty attending and presenting at national conferences provided by the University of Northern Colorado's Office of Sponsored Programs, 2013, 2014: *\$800, \$800 (Funded)*

Provost Award for Travel, Principal Investigator for competitive program award that supports research dissemination provided by the Provost's Office, University of Northern Colorado, 2013, 2015: *\$616, \$589 (Funded)*

Summer Support Initiative, Principal Investigator for competitive program that supports faculty research over the summer months provided by the Assistant Vice President for Research, University of Northern Colorado, 2013, 2014: *\$3,000, \$3,000 (Funded)*

DOCTORAL DISSERTATION COMMITTEES:

As Chair or Co-Chair (Completion Date):

Venice Adams
Marc Lewis
Benjamin Austin
David Brod (May, 2018)
Debbie Day (March, 2018)
Joshua Cohen (June, 2015)

As Member (Chair: Completion Date):

Adrien DeLoach (Chair: Claire Robbins)
Bridget Hamill (Chair: Steve Janosik; February 2018)
Justin Computaro (Chair: Claire Robbins, December 2017)
Carl Kreiger (Chair: Steve Janosik, September 2017)
Byron Hughes (Chair: Joan Hirt; August 2017)
Chris Davidson (Chair: Steve Janosik; June 2017)
Leigh McGown (Chair: Linda Vogel; July 2015)
Tony Smith (Chair: Katrina Rodriguez; May, 2015)
Constance Diaz (Chair: Janice Hayes; July, 2014)

PROFESSIONAL ASSOCIATIONS:

Board of Trustees and Affiliate, National Education Finance Academy
Member, Association for Education Finance & Policy
Member, Association for the Study of Higher Education
Member, American Education Research Association
Member, Association for Public Policy Analysis & Management

HONORS & AWARDS:

- *Distinguished Research and Practice Fellow*, National Education Finance Academy, 2016
- *Outstanding Article of the Year Award*, Journal of Education Finance and National Education Finance Conference, 2015
- Midwest Higher Education Compact Policy Summit Graduate Student Intern, Iowa City, IA 2011
- University Graduate Scholar Fellow August 2009-2012, Indiana University
- Lyman T. Johnson Fellow August 2006-May 2008, University of Kentucky
- Phi Theta Kappa Honor Society
- Alpha Chi National Scholarship Society
- Crimson Scholar, New Mexico State University
- SIFE Treasurer and Service Leadership Award Recipient
- United States President's, Student Service Award Recipient, SIFE

ADDITIONAL SKILLS AND TRAINING:

- Fluent in English and Spanish
- Advanced Knowledge of Spoken and Written German (B1 Level)
- Intermediate Knowledge of Spoken and Written French (A1 Level)
- Advanced user of Microsoft Office Suite
- Advanced user of STATA and SPSS statistical software
- Percontor Advanced Quantitative Methods: Matching and Propensity Score Analysis (2016)
- Percontor Advanced Quantitative Methods: Regression Discontinuity Designs (2016)