

LaToya René Robertson



March 24, 2022

Dear Search Committee:

I am writing to formally express my interest in the position of **Assistant Vice President of Diversity, Equity, and Inclusion at Cleveland State University**. In my cover letter, I will highlight some of my past work and why this role interests me.

“What is the question that keeps you up at night?” is the question my doctoral advisor asked me as I was determining what I should research. The answer was implicit bias in university discipline. My research was focused on racial implicit bias, but I explored varying levels of identity-based implicit bias. Unknowingly, this answer pushed me further into the type of social justice advocacy and scholarship I was already involved in for 12 years. I coauthored works centered around first-generation college experience and personnel experience related to race in higher ed as well. My training and courses were designed with equity in mind. I supervise and project manage with equity at the center of my efforts as well. While intellectual curiosity, strategic innovation, and community building are my top qualities, my passion for excellence and equity is what has made me a shining star in the organizations I am a part of.

I led the charge for the creation of a food pantry, creation of a co-curricular residential program, increase retention from 69.9% to 85% resulting in \$371 million of revenue, secured corporate collaboration for educational initiatives, and advocated for the amendment and creation of policy. I have managed operations, programming, recruitment, staffing, outreach, community building, and managed operating budgets. I have worked closely with the Civil Rights Advisor, Provost and President to create policy and training programs that take us in the direction of excellence to support students, staff, faculty, and alumni.

In addition to the experience mentioned, I have conducted extensive research in implicit bias. As a subject matter expert and experienced leader, I will bring insight to underexamined areas in a way that advances the mission of the Cleveland State’s CSU 2.0 Plan and Diversity Action Plan. My goal is to champion change making contributions. I believe I can bring my experience to Cleveland State to work collaboratively to cultivate excellent outcomes for all constituents. My experience in both non-profit and private sectors would allow for support for Cleveland State University’s mission. Finally, my work in implicit bias will ensure equity in the process of advancing the mission of university.

This role excites me because it is a perfect merging of my experience and intellectual interests. It would be an honor to become an integral member of the team that shapes the community that Cleveland State serves. I would love to schedule an interview to further expound on my experience and discuss becoming the next **Assistant Vice President of Diversity, Equity, and Inclusion at Cleveland State University**. I look forward to hearing from you!

LaToya René Robertson

Enclosure

# LaToya René Robertson

## EDUCATION

**Ph.D. in Educational Leadership and Policy Studies/Dissertation Implicit Bias in University Conduct**  
University of Massachusetts –Dartmouth, *Dartmouth, MA* May 2021

**Master of Arts in Educational Leadership and Policy Studies**  
University of Massachusetts –Dartmouth, *Dartmouth, MA* May 2017

**Bachelor of Arts in Music**  
Methodist University, *Fayetteville, NC* May 2009

## KEY SKILLS

- Lifecycle Recruitment and Supervision /Human Relations
- Project Management/ Project Plan
- Public Speaking/[TED Talk](#)
- Client Management / Client Relationships
- Cultural Competency
- Implicit Bias Subject Matter Expert
- Community Engagement/ Involvement
- Consulting /Organization Development
- Relationship Building/Networking /Collaboration
- Strategy / Strategic Design
- Educator /Author / Coachable
- Social justice
- Technical / Objective
- Entrepreneurial /Creative problem solving

## PROFESSIONAL EXPERIENCE

**Associate Dean of Students & Director of Diversity, Equity, & Inclusion Initiatives for Student Affairs | The College of Wooster- Wooster, Ohio**  
Nov 2021 – Present

- Advise institution and executive leadership for diversity initiative launch, crisis management and intervention

- Analyze policies and procedures and of clients to ensure they comply with local laws, federal, and state regulations including ADA regulations
- Conduct research to propose relevant initiatives.
- Capture data, monitor and analyze trends and create corrective measures. Areas of focus are race, ethnicity, religion, gender, and neurodivergence
- Create communication strategy for division to support strategic plan and operational excellence
- Create crises protocol and strategic direction for crises response
- Provide strategic direction for diversity, equity, and inclusion communications and initiatives to shape institutional culture and operational excellence
- Created and facilitated DE&I training for the division of student affairs which includes 7 departments in alignment with best practices
- Evaluate and create policy for bias mitigation and adjudication
- Enthusiastically engage in organization wide problem-solving to provide feedback and make decisions with Solid Business Judgement
- Conduct mediation and bias training
- Engage in community outreach and community building
- Advocate for marginalized groups and individuals in marginalized groups
- Establish partnerships with departments such as HR to create institution wide trainings to shape and support culture of excellence
- Manage division diversity, equity, and Inclusion communications
- Oversee implementation of initiatives
- Serve on search committees
- Oversee and consult budget allocation
- Review data and documents to analyze for disparate impact analysis
- Manage customer needs and handle customer-facing crises
- Manage sensitive information and maintain confidentiality

#### **Director & Consultant | DCL International Fayetteville, NC**

Oct 2006 – Present

- Evaluate policies and procedures and of clients to ensure they comply with local laws, federal, and state regulations
- Excellent execution of initiatives
- Review data and documents to analyze for disparate impact analysis
- Solicit and secure funding for various projects from sponsors
- Serve on search committees for organizations
- Manage operating budget, oversee budget allocations for institutions, and participate in budget development
- for marginalized groups and individuals in marginalized groups
- Oversee implementation of initiatives
- Engage in community outreach and community building
- Conduct market research
- Lifecycle Recruitment/ Hiring
- Created and facilitated DE&I customer-facing training in the education and corporate sectors in alignment with best practices and to meet sales objectives
- Deliver training and education to employees to create innovative company culture
- Partner and support colleagues and clients to ideate and continuous improvement of services

- Builds, maintains, and strengthens rapport with clients, colleagues, and respective administration
- Engaged in capacity building to create viable project plans
- Deliver excellent communication in various mediums
- Developed organizational infrastructure for multimillion-dollar clients through proven project management capability and success
- Observe industry trends to guide operations
- Counseling clients on appropriate next steps in alignment with best practices
- Cultivate new opportunities through revenue generation
- Lead through ambiguity when creating tour schedules and booking tour dates
- Create compelling proposal to close sales resulting in Sync licensing over 759 original audio tracks and cues for television and film on major networks in 21 countries
- Develop innovative solutions to problems without precedent
- Manage and collaborate cross-functional teams to develop and implement 150 date tours
- Assess needs of the organization, create an action plan, training, and presentations
- Completed legal documentation
- Prepare reports for executive leadership teams

**Resident Director | University of Massachusetts –Dartmouth, North Dartmouth MA**

Mar 2014 – Dec 2019

- Managed student life and facilities issues of residence hall housing up to 403 students
- Lifecycle Recruitment/ Hiring
- Led diversity and equity development training for year-round staff
- Served as a local human resource manager for collateral assignments
- Solicit and secure funding for special projects
- Counsel and mediate staff and community during negotiations or conflict
- Prepare confidential reports including semi-annual reporting with budget expenditures, budget preparation, and performance management
- Assessed, evaluated, and implemented policy and procedure of the organization to adhere to the organization, local, and federal regulations including ADA regulations and laws
- Engaged in capacity building to create viable project plans
- Develop innovative solutions to problems without precedent
- Serve as the project manager to reach critical deadlines on budget with varying levels of human resources in a fast-paced environment
- Masterfully managed ambiguity
- Engage in community outreach and community building
- Deliver training and education to audiences as a subject matter expert
- Created internal application process, recruited, marketed, screened, and selected 400 workers. Created schedules and logistic operation for teams for 14 buildings for organization-wide moving events.
- Advised and managed annual \$26,000 budget for the Resident Student Association
- Collaborated with Office of sustainability to create first on-campus water usage application
- Initiated Social impact initiation by creating a campus-wide DE&I program for food insecurity
- Partner and support colleague to ideate and improve services
- Facilitated 9 campus-wide cultural programming/events and over 350 residence hall educational programming and the city
- Manage sensitive information and maintain confidentiality
- Responded to emergencies and crises for a residential population of over 4000 students

- Collaborate with cross-functional teams to execute campus-wide projects
- Prepare reports for executive leadership teams
- I was recruited by 15 different departments to work on cross-functional teams to build relationships and buy-in from various members of the organization and in the community.
- Advisor of 2 Organizations 1 consisting of BIPOC/FGLI
- Builds, maintains, and strengthens rapport with clients and colleagues
- Completed legal documentation

**Project Manager and Diversity Equity and Inclusion Director | Chestnut Environmental, Greensboro, NC**  
Oct 2018 –Present

- Created and facilitated DE&I training for contractors during the onboarding process in sync with best practices
- Serve as the project manager to reach critical deadlines on budget with varying levels of human resources
- Engaged in capacity building to create viable project plans
- Created inclusive hiring and retention practices in alignment with the DE&I training facilitated during onboarding
- Trained, assessed, and implemented policy and procedure to internal stakeholders
- Develop innovative solutions to problems without precedent
- Provide leadership and coordination of all renovation projects-start to finish
- Recruited, hired, Supervision of cross-functional project teams for 8 team members in different trades (HVAC, Carpentry, Electrical, Plumbing)
- Manage project budgets over \$20,000
- Examine necessary licensing for projects
- Develop electronic marketing strategy for contract procurement
- Builds, maintains, and strengthens rapport with clients and colleagues

**Director of First-Year Experience & Resident Director | Methodist University, Fayetteville NC**  
Mar 2010 – Jun 2012

- Create and maintain buy-in with stakeholders on and off-campus for various programs
- Manage staffing
- Prepare and review reports for executive leadership teams
- Solicit and secure funding for proposals and special projects
- Manage sensitive information and maintain confidentiality
- Managed student life and facilities issues of residence hall housing up to 210 students
- Lifecycle Recruited, hired, supervised, evaluated, and led diversity and equity development training for over 56 Resident Assistants
- Trained internal staff to executed policy and procedure of the organization to be in compliance with the organization, local, and federal regulations including ADA regulations and positively influence culture
- Collaborate with the academic division to develop a co-curricular program for the greatest social impact and sustainability in a fast-paced environment
- Engaged in capacity building to create viable project plans
- Served as program manager for FYE program
- Proposed research-based pilot for the co-curricular program for all first-year students. Developed program and residential curriculum. Participated in the faculty selection. The program is still functioning today. The Pilot resulted in the retention of \$371m in tuition for 1 academic year

- Facilitated 2 campus-wide cultural community programming/events and over 175 residence hall educational community programming
- Responded to emergencies and crises for a residential population of over 1500 students
- Collaborated with cross-functional teams to execute campus-wide projects for the largest customer-facing impact

## TEACHING EXPERIENCE

### **Part-Time E Lecturer/Curriculum Developer | HD Leadership –Dubuque, IA**

Fall 2020 – Present

- Develop curriculum for E-Learning course to instruct businesses and government officials in the area of implicit bias

### **Part-Time Lecturer/Service-Learning Faculty Fellow | University of Massachusetts –Dartmouth, North Dartmouth MA**

Fall 2017 – Spring 2018

- Taught a 16-week First Year College Experience course designed to address the many transitional needs of the new student at UMASS Dartmouth. By engaging with subject matter that prepares them to achieve in a collegial setting, they will be equipped with tools to assist in their educational success
- The Service-Learning Faculty Fellows are teachers and scholars committed to developing an academic community knowledgeable in service-learning as well as community-based assets and needs. They provide students with a more involved education through the integration of service learning into their curriculum

### **Adjunct Faculty Member | Bristol Community College (BCC), Fall River, MA**

Sept 2017 – Dec 2017

- Taught a 16-week First Year College Experience course designed to address the many transitional needs of the new student at BCCS. By engaging with subject matter that prepares them to achieve in a collegial setting, they will be equipped with tools to assist in their educational success

## CERTIFICATIONS

- **EdTechTeam Google EdTech Professional Development**, *EdTechTeam Inc 2018*
- **Intellectual Property Law and Policy**, *University of Pennsylvania Law School 2020*
- **Diversity, Equity, and Inclusion In The Workplace**, *University of South Florida Muma 2021*

## AWARDS

- **Diversity and Service Award**, *University of Massachusetts Dartmouth 2021*
- **Visionary Leadership Award**, *University of Massachusetts Dartmouth 2017*
- **Service-Learning Faculty Fellowship**, *University of Massachusetts Dartmouth 2017-2018*
- **Educational Leadership & Public Policy Fellowship Award**, *University of Massachusetts Dartmouth 2019*

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