

Marion Reynoso

From: Tamisha Woods on behalf of CityClerk
Sent: Friday, March 11, 2022 11:19 AM
To: Marion Reynoso
Subject: FW: City of Chula Vista: Cultural Arts Commission Application - Web form

From: webmaster@chulavistaca.gov <webmaster@chulavistaca.gov>
Sent: Friday, March 11, 2022 11:15 AM
To: CityClerk <CityClerk@chulavistaca.gov>; Karina L. Lafarga <klafarga@chulavistaca.gov>; Erwin Magbanua <emagbanua@chulavista.lib.ca.us>; Karla Mendez <KMendez@chulavistaca.gov>; Cultural Arts Commission <cac@chulavistaca.gov>
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

**Warning:
External
Email**

A new entry to a form/survey has been submitted.

Form Name: Cultural Arts Commission Application
Date & Time: 03/11/2022 11:14 AM
Response #: 45
Submitter ID: 103796
IP address: 72.197.156.33
Time to complete: 20 min. , 8 sec.

Survey Details

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Application for membership on the Cultural Arts Commission

1. **Prefix**

(o) Ms.

2. **First and Last Name**

Beatrice Zamora-Aguilar

3. **E-mail**

[REDACTED]

4. **Home Address**

[REDACTED]

5. **City**

Chula Vista

6. ZIP code

91911

7. Primary Phone

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

Yes

10. Do you live within the City limits of Chula Vista?

Yes

11. How Long?

40 years

12. Present employer

Business owner

13. Occupation

Author/Publisher

14. Are you currently serving on a Chula Vista Board/Commission?

No

15. Which one(s)?

Columbus Statue and Disc Park Task Force

16. Have you previously served on a Chula Vista Board/Commission?

No

17. Which ones?

Not answered

18. Per Chula Vista Municipal Code Section 2.25.030, I understand:

-If I am currently serving on a board or commission, I must resign from my current board or commission if I am appointed.

-I must have served at least 12 months on my current board or commission in order to be appointed to another board or commission.

I have read and acknowledged the above statement.

19. Are you or have you been involved in any local, civic or community groups?

Yes

20. Which ones?

Mexicayotl Indio Cultural Center, Southwestern College, Kanap Kuahan

21. What are your principal areas of interest in our City government, and what experience or special knowledge can you bring to those areas?

Arts and Cultural Arts
Dance and cultural preservation
Writing and authoring stories

I have been a lead Aztec-Chichimeca dancer in our group, Danza Mexicayotl, for over 40 years. I have organized and participated in countless cultural arts festivals throughout San Diego, California, U.S., and Mexico. I am an expert regalia artists, creating dance uniforms and accompanying traditional arts regalia.

I am co-owner of Tolteca Press, a local small press creating bilingual, bicultural books for children. Two books have been published thus far and the first book has won 6 book awards.

I am a retired educator, having served Southwestern College as a School Dean, Counselor and Instructor. I am involved in various social justice and arts groups throughout San Diego. including the ACLU Board, Centro Cultural de la Raza Community Advisory Board, The Chicano Park Steering Committee member, Mexicayotl Indio Cultural Center board member, and the UT Community Advisory Board.

22. IF you are an artist, educator, and or possess professional qualifications and experience in disciplines of arts and cultures (see definitions of these terms below), please indicate which discipline(s) apply:

Definitions:

- **Artist: A practitioner of an arts discipline (e.g. performing arts, fine arts, culinary arts, media arts or related arts disciplines)**
- **Educator: One who is credentialed in the field of the arts or one who teaches or has experience teaching one or more disciplines of the arts.**
- **Professional qualifications: Qualifications based upon one's body of work, one's educational background and experience in a discipline of the arts.**

Performing Arts

Related Arts or Disciplines (please specify below):

Traditional borderlands art and culture

23. If you selected one or more of the areas of discipline above, please describe your qualifications and experience. (250 words or less)

I am a teacher of cultural dance known to many as Aztec Dance and a member of one of the first Dance groups in the U.S. called Danza Mexicayotl, located in Chula Vista.

This dance involves dance, music of the mandolin, guitar and drum, and regalia making. I have participated and learned this tradition in Mexico and in the U.S, for the past 40 years.

The dance involves working with children and families to pass on this oral tradition, but also to build identity and self efficacy of those family participants. We encourage formal education and development of leadership skills to allow for a diverse community of leaders in many walks of life, including government, education, community organizing, and business.

I believe in diversity and appreciating the beauty of all cultures.

24. If you are NOT an artist, educator, and/or possess professional qualifications and experience (as described in Question 1, above), please describe your competence, knowledge, and experience in cultural arts. (250 words or less)

Not answered

25. What would you hope to accomplish in the role of a Cultural Arts Commissioner? (250 words or less)

I would assist in bringing a diverse arts perspective to the panel. I would love Chula Vista to fully live up to being a Welcoming Community by providing greater exposure to the world of art for our children and our residents. Art helps build identity and self-confidence, while also teaching history and appreciation of others.

I am committed to Chula Vista and would like to continue to contribute in a positive manner.

26. I understand that to be considered, I must submit a resume along with this application.

Bea's resume 2020.docx

27. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

(o) I have reviewed the Cultural Arts Commission regular meeting date, time and frequency.

28.

(o) I am familiar with the responsibilities of the Cultural Arts Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

This is an automated message generated by Granicus. Please do not reply directly to this email.

BEATRICE ZAMORA—AGUILAR

[REDACTED] Chula Vista,
CA 91911 ([REDACTED]) (residence)
[REDACTED] ([REDACTED]) (cell)
[REDACTED]

SUMMARY OF QUALIFICATIONS

- A seasoned educator with over 30 years of experience working with adult students in the California Community Colleges
- An experienced college administrator overseeing district and categorical programs and budgets with proven knowledge of the needs of the college, the community, and most importantly, the student.
- An author of College level and Children's books

LEADERSHIP AND SUPERVISION

- Provided leadership and direction to the departments of: AmeriCorp, Articulation, Assessment Center, Basic Skills Initiative, CalWORKs, Career Center, Center for Technical Education and Career Success, Disabled Student Services, EOPS, First Year Experience-Title V Grant, Former Foster Youth, General Counseling, Orientation Services, Personal Development Instruction, Service Learning, Scholarships, Student Employment Services, Student Support and Success, Student Equity, Transfer Center, Women's Resource Center, Workability III, and Cooperative Education
- Oversaw and managed a 10 million+ dollar budget (unrestricted and restricted)
- Administered and planned Student Success and Support services in compliance with categorical mandates, including Orientation, Counseling, and follow-up services to students at the Chula Vista, National City, and San Ysidro campuses
- Coordinated and planned intervention strategies for students placed on Probation and Disqualification
- Oversaw the Early Alert Progress Report process for students enrolled in basic skills courses
- Oversaw and fully implemented Title V federal grants, Hispanic Serving Institutions, IME Becas for AB 540 Students, Mexican Consulate, and various other special grants
- Hired, supervised and evaluated tenured and adjunct faculty (60 each year)
- Hired, supervised and evaluated classified and academic managers and support staff (60 each year)

- Reviewed and updated policies and procedures for the student services
- Participated in various college-wide committees and served as a voice for the School and Student Services
- Facilitated Program Review processes and participated in three Accreditation Self-Studies and led the development of Student Learning Outcomes for Student Affairs

COUNSELING/INSTRUCTION

- Provided academic, career, and personal counsel to culturally diverse students at various college sites in the areas of general counseling, EOPS, CARE, Puente, transfer, and career
- Created and facilitated various student workshops in the areas of study skills development, career related topics, successful transfer, and goal setting
- Instructed various Personal Development courses including, Orientation to College, Career Planning, and College Success
- Instructed introductory college courses in Chicano Studies, Psychology, and Child Development
- Instruct community dance classes in traditional dances of Mexico
- Coordinated various statewide transfer conferences/workshops with UC and CCC for students in the Puente Project

TRAINING AND COACHING

- Planned and facilitated regular training sessions for adjunct faculty
- As Department Chair, spearheaded School committees and motivated faculty to complete projects in the areas of Marketing, Orientation, and Counseling Services
- In collaboration with a high school district, provided specialized services to students in the Paraprofessional Teachers Program
- Coordinated and facilitated the Summer Readiness Program for EOPS
- Mentored counselor interns in the SDICCCA program and college students in the Puente Project
- Coordinated and supervised a Peer Advisor program for EOPS students
- Founded and chaired the annual Festival of Colors fair for 10 years, where student leaders formed the organizing committee that developed program goals and workshops
- Coordinated and implemented a mentor program that included training of mentors and pairing of mentors with students involved in the Puente Project
- Provided structured mentorship for various graduate students pursuing Master level degrees in Educational Leadership or Counseling programs.

COLLEGE COMMITTEES AND INVOLVEMENT, SOUTHWESTERN COLLEGE

Accreditation-Self Study, Calendar Committee, Campus Climate, Catalog Committee, College Leadership Council, College Management Team, College Schedule Committee, Council of Chairs, Curriculum Committee, Counselor's Roundtable, Crisis Response Team, Deans Council, Degree Audit Steering Committee, DSS Advisory, EOPS Advisory, Faculty Hiring Prioritization Committee, Hiring Committees, Hiring Compliance, Institutional Planning-Student Success,

International Business Advisory, Joint Administrator's Committee, Negotiations Committee, On-line Steering Committee, Pre-requisite Task Force, Principal's Roundtable, Student Services Committee, Student Services Council, Student Success, Student Equity, Tenure Review Committees, Tenure Review Process Committee, Sabbatical Leave Committee, Title V Advisory and VTEA/Perkins Planning Committee

EMPLOYMENT HISTORY

Dean, School of Counseling and Personal Development

Southwestern Community College *January 29, 2003 -December 30, 2015*
(retired)

Department Chair, School of Counseling and Personal Development

Southwestern Community College *Spring 2001-Fall 2002*

Professor/Counselor, School of Counseling and Personal Development

Southwestern Community College,
Chula Vista and San Ysidro campuses *1997 — 2003*

Adjunct Counselor/Instructor, EOPS and Puente Project Coordinator

San Diego Mesa College *1981-1997*

District Counselor

San Diego Unified School District *1980-1982*

Facilitator Consultant PIQE- Parent Institute for Quality Education, San Diego 2016

Author

Native American College and Career Success, Kendall-Hunt Publisher 2014

Native American and First Nations College and Career Success, Kendal Hunt Publisher 2017

The Spirit of Chicano Park/El espiritu del Parque Chicano, Tolteca Press Publisher 2020

Co-Owner

Tolteca Educational Consultants, LLC 2016-present

Tolteca Press 2020

Included in:

Chicana Tributes, Activist Women of the Civil Rights Movement

Montezuma Publishing, 2017

500 Years of Chicana Women's History

Rutgers University Press, 2008

SELECTED LECTURES AND PRESENTATIONS

"Empowering Women," LLC, San Diego and San Jose, CA

"Women's Roles," CACD, Long Beach, CA

"Culture and Power," TWCC, Palm Springs, CA

"The Puente Project," SDICCA Conference, San Diego, CA
"Día de los Muertos," San Diego Mesa College, San Diego, CA
"College Opportunities," Adelante Mujer Conference, SUHD, Chula Vista, CA "Aztec
Dance and Traditions," International Inter-tribal, MICC, San Diego, CA "Community
College Counseling," University of San Diego, San Diego, CA

EDUCATION

Master of Science, Counselor Education, San Diego State University, 1979
Bachelor of Arts, Sociology and Ethnic Studies, CSU Fullerton, 1978
Associate of Arts, Liberal Arts, Mt. San Antonio College, 1975

CREDENTIALS/PROFESSIONAL LEADERSHIP DEVELOPMENT

- Association of California Community College Administrators, Mentee, 2006
- Department Chair Institute, Trainers of Experts, Cypress College, 2002
- Puente Project Coordinators Residential Institute, UCSD, 1988;
UC Berkeley, 1992
- California Community College Credentials — Counselor and Psychology, 1981
- Pupil Personnel Services Credential, 1979

COMMUNITY AND STATEWIDE INVOLVEMENT

Chicano Park Steering Committee, member, 2020

Centro Cultural de la Raza, Community Relations Committee, 2020

Kanap Kahuan Coalition 2020

Student Success Budget Allocation Committee, Chancellor's Special
Convening, 2012

Statewide Matriculation Advisory Committee, Co-Chair and Region X Representative,
2006 – 2009

ACCA Member, Mentor, and Mentee 2005-2015

California Community College Matriculation Professionals, Board Secretary, 2006

San Diego Cesar Chavez Commemorative Committee, Registration Chair, 2005-09

Mexicayotl Indio Cultural Center, Board President, 2005-2012; Member 1988-present

Danza Mexicayotl, Capitana (Lead Woman Dancer), 1981-present

LEADERSHIP COMMUNITY AWARDS

- Woman of the Year, Higher Education, Assemblywoman Lorena Gonzalez, 2015
- Team Leadership Award, SCCDAA Southwestern College, 2015 and 2014
- Hispanic Leadership Award, KPBS Studios and Union Bank, San Diego, 2004
- Outstanding Community Mother, Latina/Latino Unity Coalition, 2004
- Abrazo Award, Casa Familiar, San Ysidro, 2001 and 2016
- Community Leadership, MICC, Chula Vista, 2000
- Cesar E. Chavez, Social Justice Award, Barrio Station, San Diego, 1995

EDUCATIONAL PHILOSOPHY

My educational philosophy is rooted in my values and exemplified in all aspects of my life's work. I believe...

Education connects one to the past and to the future

Through the study of the arts and sciences one realizes that the chain of evolution continues to develop. Our world is built upon the past and our future requires an analytical assessment of that past so that we may move forward with hope and clarity.

Education develops voice and vision

Through the examination of diverse world views, and the experience of challenging interactions, one develops a clearer sense of self. Through this development, thoughts and beliefs result in voice. With increased self-confidence and self-realization comes a vision for one's future and for one's role in their community and as people of reason.

Education nurtures equality

Education is the most neutralizing factor for breaking the chains of oppression and the cycle of poverty. Through the attainment of higher education, one is able to move in circles of power and decision making, changing policies and laws that discriminate. One is also able to expose their children and community to the opportunities of higher education through example and through action.

Education inspires hope

Education changes lives, opens minds, inspires creativity, and develops self-expression. Higher education brings hope for change, for personal growth, for personal wealth, and most importantly, personal empowerment of the individual, especially those coming from the most disenfranchised groups of our society.

Community Colleges open pathways

Community Colleges provide access to all and thereby inspire a belief and hope that each individual who enters can be successful, will reach their dreams, and will create a better world for all.

MANAGEMENT PHILOSOPHY

My management philosophy is based on the following basic truths from which form the basis of my life.

- I lead by example.
- I have high standards for self and for others.
- Collective wisdom is by far superior than a singular perspective.
- Collective planning results in stronger, well thought out programming and builds ownership by all.
- There is essential good in all human beings and communication brings people together.
- Treating others with respect and equity are essential and the foundation for building trust.
- Calculated risks are sometimes needed; mistakes can often be repaired or at the very least, be a lesson.
- I lead by serving others—the students, the college, my colleagues.
- I assume that each person under my direction makes the best decision possible and provides the best service possible at any given time.
- Faith and positive hope often guide my decisions.

LEADERSHIP PHILOSOPHY

Leadership is the ability to influence and guide others through means other than simple authority. Sound leadership inspires purpose and confidence among those who follow.

My leadership philosophy can best be described as a unique blend of basic tenets that borrows from others and incorporates my personal values.

I incorporate some basic tenets of Servant Leadership, such as:

- a sincere desire to help others;
- a commitment to listen intently to others;
- an eagerness to identify and clarify the will of the group;
- a focused awareness of my inner voice;
- a readiness to reflect upon decisions;
- a willingness to build consensus whenever possible;
- an enthusiasm to dream great dreams;
- a commitment to the growth of people; and
- an optimistic desire to build a community with a common goal.

I also include some tenets of Connective Leadership, such as:

- a strategic approach to institutional methodologies;
- an ethical and altruistic purpose;
- a willingness to connect conflicting views for a common purpose;
- a willingness to facilitate negotiated conflicts for the good of the group; a desire to contribute to others' successes and to act as a mentor;
- a willingness to collaborate and entrust others with a common vision; and a desire to see connections rather than chasms.

It has been my desire to lead others as I would prefer to be led—with trust, enthusiasm, a listening ear, and a willingness to take action. At times, I have made difficult decisions and have advocated controversial stances on behalf of the students, the college, and my staff. I believe I have been true to my inner voice and that I have upheld the values and basic tenets as listed above. Each day brings a new challenge, a new opportunity to grow and learn.