

Adriana RochaGarcia, Ph.D.
Curriculum Vitae

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Education

Ph.D. in Advertising, University of Texas at Austin (Dissertation: Delivering Value Through Social Networking: Creating Lifetime Loyalty in Young Adults), May 2014

Master of Arts, Communication Arts, (Thesis: How a PR campaign helps increase a school's enrollment), University of the Incarnate Word, May 2000

Bachelor of Arts, Communication Arts (Journalism; minor in Spanish), University of the Incarnate Word, December 2002

Teaching Experience

Our Lady of the Lake University, San Antonio, Texas
Assistant Professor of Marketing (2016-present)

Courses taught include:

Principles of Marketing; Principles in Advertising; Principles of Sales Management; BDC 0.004 Total
Marketplace; Innovative and Creative Thinking; Special Studies in Marketing;
Management Internship; Finance Internship (Undergraduate)
Marketing Strategies & Policies; Marketing Communications Strategy and Marketing for
Non-Profits; Innovative Thinking (Graduate)

Visiting Professor (2015-2016)

Courses

San Antonio City Council, Representative for District 4 (2019-Present)
Chair, Planning and Community Development Committee (2021-Present)
Economic and Workforce Development Committee (2019-Present)
Governance (2019-Present)
 Governance Subcommittee on Boards and Commissions (2021-
 Governance Chair of Council Aide Compensation Ad Hoc Committee (2020-
 Present)
 Governance Subcommittee for Planning Large Appointments (2021-Present)
 Governance Subcommittee for Presiding/Municipal Judge Selections (2019-
 2021)
Intergovernmental Relations Council Committee (2019-Present)
Municipal Utilities Committee (2021-Present)
Audit & Accountability Council Committee (2019-2021)
Community Health & Equity Council Committee (2021-2021)
Verano Tax Increment Reinvestment Zone #28 (2019-Present)

MAYORAL APPOINTMENTS:

Alamo Area Council of Governments Board of Directors (2019-Present)
City Council Liaison to the Port Authority of San Antonio (Port San Antonio) Board of
Directors (2019-Present)
Committee of Six (2019-Present)
Fire and Police Pension Fund (2019-Present)
San Antonio Housing Trust (2019-Present); President (2021-Present)
San Antonio Housing Trust Finance Corporation (2019-Present); President (2021-
Present)
San Antonio Housing Trust Foundation (2019-Present); President (2021-Present)
San Antonio Housing Trust Public Facility Corporation Board of Directors (2019-
Present); President (2021-Present)
San Antonio Ready to Work Advisory Board City Council Liaison (2020-Present)
San Antonio Sports Foundation Board of Directors (2019-Present)
Visit San Antonio Board of Directors (2021-Present)

OUR LADY OF THE LAKE UNIVERSITY COMMITTEE ASSIGNMENTS:

Undergraduate Curriculum Council (2017-Present) Chair 2021-2022; 2018-2019
Service Learning Committee Business Faculty Representative, (2015-Present)
Our Lady of the Lake University Strategic Planning Committee for Campus Vibrancy;
Innovation, (2017-2019)
Enforced Scholastic Withdrawal Committee Member (2018-2019)
Athlete of the Year Selection Committee Member (2006-2007)
Nahal Delpassand Dissertation Committee, Member (2015)

SAN ANTONIO COMMUNITY COMMITTEES:

Archbishop's Appeal Committee (San Antonio's Community Layperson Representative)
(2017-Present)
Chair, City of San Antonio's Ethics Review Board (2018-2018)
Catholic Schools Marketing Task Force, Archdiocese of San Antonio (2006)

Board Member, Public Relations Society of America (2004-2007)
Archdiocese of San Antonio Catholic Schools Office Hall of Fame and Outstanding Leaders in Catholic Education Awards Committee (2005-present)
Chair of Hospitality, Public Relation Society of America, San Antonio Chapter (2004-2007)
Mission Effectiveness Committee, University of the Incarnate Word (2002-2004)
Distinguished Speaker Series Committee, University of the Incarnate Word (2002-2004)
Marketing Committee, Catholic Schools Office, Archdiocese of San Antonio (2002-2004)

NATIONAL COMMITTEES:

National League of Cities, Vice Chair of the Human Development Committee (2021-Present)
National League of Cities, Hispanic Elected Local Officials Board member (2021-Present)
National League of Cities, Women in Municipal Government Board member (2021-Present)

Honors and Awards

2022 Inductee, San Antonio Women's Hall of Fame
2022 Alex Briseno Gerencia Con Corazon Leadership Award
2020 Recipient of the Our Lady of the Lake University 1895 Commemorative Award for Faculty Excellence
2020 Women of Excellence Award from the National Foundation of Women Legislators
2018 San Antonio Business Journal 40 Under 40
2008 Del Oro Award for Community Service, Public Relations Society of America San Antonio Chapter (PRSASA)
Nominated for Community Service Award, PRSASA (2006)
Nominated for Rising Star Award (1st runnerup), PRSASA (2002)

Editorial Boards

Hispanic Heritage Awards Essay Review Board (2002)
The Word Magazine (Alumni publication, University of the Incarnate Word, 2005)
Reflections Magazine (Alumni publication, Our Lady of the Lake University, 2005)

Society Memberships

Texas Lyceum Board of Directors (2022-present)
Hispanic Women's Network of Texas San Antonio Chapter (2016-present)
San Antonio Association of Hispanic Journalists (2002-2012)
Public Relations Society of America (2004-2005)

Advisor

Lead Marketing Advisor for OLLU Marketing Majors (2017 Present)
McNair Scholars (Multiple years)
Incarnate Word Productions (2003-2004)
Epsilon Sigma Alpha (2005)

Service

Dee Howard Foundation Board Member (2019 Present)
Communities in Schools San Antonio Board Member (2018 Present)
San Antonio Texas Exes, San Antonio Chapter Board Member (2015-2025)
Founder's Day Chair, Divine Providence Catholic Church (2016)
Chair, Finance Committee, Divine Providence Catholic Church (2025)
Board Member, Kitchen Campus the Johnny Hernandez Culinary Arts Foundation (2014 Present)

Special Achievements

As a Councilmember, I helped lead the coordinated mass communication response for COVID in vulnerable communities and vaccination efforts for the State of San Antonio.

Coordinated, planned and carried out an advertising campaign, on a budget with limited resources, for the promotion of an extension of the University of the Incarnate Word (San Antonio, Texas) in Mexico City.

Courses Taught

UNDERGRADUATE COURSES

MKTG 3331 PRINCIPLES OF MARKETING
MKTG 3305 CULTURE IN THE MARKET PLACE: ETHNOGRAPHY
MKTG 3355 PRINCIPLES OF SALES PROMOTION
MKTG 4325 MARKETING RESEARCH PROJECT
MKTG 4330 CAMPAIGN IN LATINO COMMUNITY RESEARCH PROJECT
MKTG 4345 PRINCIPLES IN ADVERTISING
MKTG 4375 CONSUMER BEHAVIOR
MKTG 4385 INTERNATIONAL AND EMERGING MARKETS
MKTG 4391 MARKETING INTERNSHIP
MKTG 4393 SPECIAL STUDIES IN MARKETING
MKTG 4395 MARKETING MANAGEMENT
MGMT 4391 MANAGEMENT INTERNSHIP
FINC 4391 FINANCE INTERNSHIP

GRADUATE COURSES

MKTG 8305 MARKETING STRATEGIES & POLICIES

MGMT 8317 INNOVATIVE THINKING
MKTG 8319 COMMUNICATIONS STRATEGY
NPMT8305 MARKETING FOR NONPROFITS

Executive Experience

Public Relations Director, Public Relations Dept., Southwest ISD
Served as District spokesperson. Planned, executed and evaluated all major District events. Worked with media to pitch stories highlighting student success. Wrote correspondence and communication on behalf of Superintendent. Established and fostered business/community partnerships. Developed marketing efforts for all District activities, programs, services, and events. Served as news and information liaison for SWISD and Go Public. Served as emcee/host for District events. Oversaw Media Department. Oversaw web and social media.

Executive Recruiter, Human Resources Dept., 1 (JTJ 0 Tc 0 Tw [(di)-J 0 Tc 0T0w 2.55)-5 (-11[58 0 T
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Campaign Coordinator/Sustainability Coordinator/Graffiti Wipe Out Captain for City Manager's Office.

Vice President of Communications, San Antonio Hispanic Chamber of Commerce
Built relationships with key business and civic leaders to further the Hispanic Chamber's strategies
Served as Hispanic Chamber representative at key stakeholder meetings in public and private sectors
Implemented strategic partnerships with community to further the Hispanic Chamber's mission and goals
Designed, edited and distributed all marketing materials for events
Oversaw all internal/external communications and media/community relations
Wrote, edited and distributed weekly newsletter
Served as web content manager
Oversaw Communications & Marketing Committee, and IT Committee

Marketing Manager, Furniture For A Cause by SAM Ministries
Developed and implemented diverse marketing plan on a limited budget
Redesign of webpage including writing all copy for the site and monitoring traffic
Design and traffic all creative executions including advertisements, radio scripts and flyers
Negotiated all media buys in an effort to keep costs down. Oversaw all placement of ads in various publications
Wrote and distributed news releases and pitched story ideas
Created positive publicity for the store through promotions, speaking engagements and community relations

Marketing & Community Relations Specialist, Our Lady of the Lake University
Served as the liaison between advertising agency and OLLU
Wrote copy for advertisements, flyers, posters, direct mail pieces brochures and radio scripts (also translated them from English to Spanish as needed) for all OLLU markets in Houston and Dallas
Sought opportunities to promote the university through community activities and marketing opportunities at fairs and organizations
Wrote stories and took photographs for web page, employee newsletter and alumni magazine
Supervised and helped organize community events and press conferences
Wrote news releases and pitched story ideas to media about the different accomplishments of students and faculty.
Served as university's representative at community events such as luncheons and awards banquets organized by political and key business contacts

Chief News and Information Officer, Office of Public Relations, University of the Incarnate Word
Managed the International Marketing/Public Relations campaign for the university's new campus in Mexico City. Oversaw and carried out all public relations efforts.
Coordinated with Bromley Communications in creative ideas and media placement for all UIW programs
Wrote creative news releases, public service announcements and story pitches
Coordinated press conferences and generated creative ideas for community outreach events
Established positive working relationships with local, statewide and international media
Served as university photographer during

In progress Publications/grants

Rocha Garcia, PhD., A. (2019g, September 26). Public Service and Leadership [Presentation]. ACEC Lunch Meeting, San Antonio, TX.

Rocha Garcia, PhD., A. (2019h, October 7). Public Service, Leadership, and Higher Education [Presentation]. UIW Law Society, San Antonio, TX.

Rocha Garcia, PhD., A. (2019i, October 28). Ethics Review Board, Local Government, and Public Service [Presentation]. UTSA Ethics in Government Course, San Antonio, TX.

Rocha Garcia, PhD., A. (2019j, October 29). Public Service and Leadership [Presentation]. Zachry Public Policy Forum, San Antonio, TX.

Rocha Garcia, PhD., A. (2019k, November 9). Community engagement and advocacy, public service, leadership, and student empowerment [Presentation]. Southside Student Empowerment Symposium, San Antonio, TX.

Rocha Garcia, PhD., A. (2019l, November 14). What it means for OLLU to be a Catholic University [Presentation]. OLLU Year of Dialogue Discussion, San Antonio, TX.

Rocha Garcia, PhD., A. (2020a, March 4). Public Service and Leadership [Presentation]. Leadership San Antonio Class Day

Rocha Garcia, PhD., A. (2020h, August 19). Public Service, Community Engagement, and Advocacy [Presentation]. Pub Thru, San Antonio, TX.

Rocha Garcia, PhD., A. (2020i, September 12). Education and Youth [Opening Remarks]. NISD Athletic Leadership Summit, San Antonio, TX.

Rocha Garcia, PhD., A. (2020j, September 22). Education and Youth [Panel Discussion]. Texas A&M-SA City Council Panel Hispanic Heritage Month Event, San Antonio, TX.

Rocha Garcia, PhD., A. (2020k, November 11). Public Service, Leadership, and Local Government [Guest Speaker]. City South Leadership Academy Cohort, San Antonio, TX.

Rocha Garcia, Ph.D.A. (2020l, November 13). Civic Leadership and Community Engagement [Guest Speaker]. USCIS Naturalization Ceremony, San Antonio, TX.

Rocha Garcia, PhD., A. (2020m, November 13). Imagining the Future of Workforce Development [Presentation]. Project Quest, San Antonio, TX.

Rocha Garcia, PhD., A. (2021a, February 8).

Rocha Garcia, PhD., A. (2021i, August 25). Community Engagement and Advocacy, Education, Digital Literacy and Accessibility [Townhall Meeting]. OATS/Senior Plane Tele Townhall, San Antonio, TX.

Rocha Garcia, PhD., A. (2021j, October 6). Public Service, Leadership, Community Partnerships and Hispanic Heritage [Forum]. Valero Hispanic Heritage Month Diversity Forum, San Antonio, TX.

Rocha Garcia, PhD., A. (2021k, October 20). Education, Youth, Community Advocacy

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Rocha Garcia, PhD., A. (2022t, August 3). Public service, community engagement and advocacy education, empowerment, diversity, leadership [Presentation]. Habitat for Humanity Interns Speaker Series, San Antonio, TX.

Academic Presentations

Polansky, Baye & Garcia, A. IABPAD

Media Mentions

Ball, S. (2021). Heart of the city: COVID-19 memorial recalls friends, family lost in pandemic. San Antonio Report. <https://sanantonioreport.org/san-antoniocovid-19-memorial/>

Barrera, A., & Chavez, S. (2021). 900 COVID-19 vaccines available during Fiesta-themed event. KSAT. <https://www.ksat.com/news/local/2021/05/22/900-covid-19-vaccines-available-during-fiesta-themed-event/>

Baucum, E. (2021). Good Lord! City leaders' emails reveal heartbreak, frustration during power crisis. KABB. <https://foxsanantonio.com/news/local/good-city-leaders-emails-reveal-heartbreak-frustration-during-power-crisis>

Beamer, R. (2020). Councilwoman loses seven family members to covid-19. WOAI. <https://news4sanantonio.com/news/san-antoniocesvoice/councilwoman-loses-seven-family-member-to-covid-19>

Beltran, J. (2021). City highlights disturbing domestic violence statistics; offers free symposium. San Antonio Express-News. <https://www.expressnews.com/news/local/article/San-antnio-domestieviolece-awareness-16563275.php>

Biediger, S. (2021). Access to capital already tough for San Antonio's 7 minority-owned businesses. The pandemic made it worse. <https://www.foxsanantonio.com/news/local/business/access-to-capital-already-tough-for-san-antnio-7-minority-owned-businesses-the-pandemic-made-it-worse>

Burrell, M. (2021). Translation error on metro health door hangers causes confusion for some

Chasnoff, B. (2020). S.A.'s grim distinction: Highest covid death rate among Texas Urban Areas. San Antonio Express-News.

Unida-17156961.php

Degollado, J., & Cienfuegos, L. (2021). Effort begun to ease online access for Spanish-speakers to register for covid-19 vaccines. KSAT. <https://www.ksat.com/news/local/2021/03/12/effort-to-ease-online-access-for-spanish-speakers-to-register-for-covid-19-vaccines/>

Desk, P. R. (2021). San Antonio: Girls empowerment summit registration opens, community asked to light up the city in support. San Antonio, TX Patch. <https://patch.com/texas/sanantonio/san-antoniogirls-empowerment-summit-registration-opens-community-asked-light-city>

Dimmick, I. (2022). City Council approves historic \$1.2 billion bond; voters get their turn in May. San Antonio Report. <https://sanantonioreport.org/city-council-vote-historic-1-2-billion-bond-voters-may/>

Dimmick, I. (2021). In charter vote's wake, city eyes \$250 million for its first comprehensive housing bond. San Antonio Report. <https://sanantonioreport.org/san-antonioprepares-first-comprehensive-housing-bond/>

Dimmick, I. (2022). SA's COVID relief funding to include mental health, small business aid, Texas Biomed. San Antonio Report. <https://sanantonioreport.org/san-antoniocouncil-approves-sarpacovid-relief-funding-plan/>

Dimmick, I. (2021). Fire union opts to 'stay out' of mayoral race. San Antonio Report. <https://sanantonioreport.org/fire-union-mayor-endorsement/>

Dimmick, I. (2021). San Antonio fire union wk0 w-endorsement/

17270944.php

Elder, J. (2022). San Antonio Launches Program to help break down language barrier at meetings. WOAI. <https://news4sanantonio.com/news/daily/sanantonio-launches-program-to-help-break-down-language-barrier-at-meetings>

Elder, J. (2022). City discusses how to include people with disabilities as they move to "smart" technology. KABB. <https://foxsanantonio.com/news/daily/city-discusses-how-to-include-people-with-disabilities-as-they-move-to-smart-technology>

Elder, J. (2022). More people turning to food distributions as grocery prices skyrocket. KABB. <https://foxsanantonio.com/news/local/more-people-turning-to-food-distributions-as-grocery-prices-skyrocket>

Fechter, J. (2019). Ethics panel sidestep proposal to give city council members, business bidding on city contracts more time to talk. San Antonio Express-News.

<https://www.foxsanantonio.com/news/local/ethics-panel-sidestep-proposal-to-give-city-council-members-business-bidding-on-city-contracts-more-time-to-talk>

Fechter, J. (2021). "It's about business": Some San Antonio City Council members caution younger, more progressive members. San Antonio Express-News. <https://www.expressnews.com/politics/article/SanAntonio-City-Council-gets-younger-progressive-16249795.php>

Fechter, J. (2021). New oversight panel will scrutinize San Antonio utilities in wake of winter storm. San Antonio Express-News. <https://www.expressnews.com/politics/article/New-oversight-panel-San-Antonio-utilities-16335365.php>

Fechter, J. (2021). San Antonio mayoral candidates are raising more money than ever. San Antonio Express-News. <https://www.expressnews.com/news/local/article/San-Antonio-mayoral-candidates-are-raising-more-16072523.php>

Fechter, J. (2021). San Antonio police union staying out of the mayor's race — for now. San Antonio Express-News. <https://www.expressnews.com/news/local/article/San-Antonio-police-union-staying-out-of-the-16095587.php>

Galli, J. (2021). WWE Hall of Famer Goldberg leads team helping apartment complex residents with supplies. NEWS4SA <https://news4sanantonio.com/news/local/wwe-hall-of-famer-goldberg>

<https://www.expressnews.com/news/local/politics/article/The-board-is-set-More-than-70-candidates-running-15948450.php>

Harman, G. (2022). San Antonio Disaster Committee discovers the Disaster Planning That wasn't. Deceleration. <https://deceleration.news/2021/03/23/san-antoni-disaster-planning/>

Heard, D. (2021). It's time to invest in San Antonio's Digital Future. San Antonio Report. <https://sanantonioreport.org/time-to-invest-in-san-antonios-digital-future/>

Hedrick, Z. (2022). Local University Seeking City, county funds for Early Childhood Development Center. KABB. <https://foxsanantonio.com/news/local/local-university-seeking-city-county-funds-for-early-childhood-development-center>

Hedrick, Z. (2021). University health purchasing 68 acres for future hospital on city's South Side. KABB. <https://foxsanantonio.com/news/local/university-health-purchasing-68-acres-for-future-hospital-on-city-southside>

Henderson, A. (2020). An absolute loss: Councilwoman uses family loss to Covid to help community fight virus. KABB. <https://foxsanantonio.com/absolute-loss-councilwoman-uses-family-loss-to-covid-to-help-community-fight-virus>

Henderson, A. (2021). Moderna, Johnson & Johnson Boosters to start this week in San Antonio. NEWS4SA. <https://news4sanantonio.com/news/local/moderna-johnson-johnson-boosters-to-start-this-week-in-san-antonio>

Henderson, A. (2021). We've got to get it done: The demand for covid-19 tests continues to grow amid omicron. KABB. [https://foxsanantonio.com/newsletter/daily/iow.33.0.141f\(B\(in\)TBDC B\)\)3](https://foxsanantonio.com/newsletter/daily/iow.33.0.141f(B(in)TBDC B))3)

Ibañez, D. (2021). What to know about Saturday's election: 5 San Antonio City Council races will be decided in runoff. KSAT.
<https://www.ksat.com/news/local/2021/06/03/what-to-know-about-saturday-s-election-5-san-antonio-city-council-races-will-be-decided-in-runoff/>

Iszler, M. (2019). San Antonio City Council Oks Development deal for south side land near A&M. San Antonio Express-News. <https://www.expressnews.com/real-estate/article/City-Council-Oks-development-deal-for-South-Side-14817494.php>

Iszler, M. (2021). NRP, San Antonio Housing Authority partnering to add affordable apartments in Southwest and East San Antonio. San Antonio Express-News. <https://www.expressnews.com/business/article/NRP-San-Antonio-Housing-Authority-partnering-to-16147650.php>

Iszler, M. (2021). Plans for Cosmopolitan Apartments in Tobin Hill inch forward. mySA. <https://www.mysanantonio.com/sac/article/Developer-seeks-deal-with-city-nonprofit-for-new-16080246.php>

Iszler, M. (2021). San Antonio City Council approves another \$7 million for Alameda Theater restoration. San Antonio Express-News. <https://www.expressnews.com/business/article/San-Antonio-approves-7-million-alameda-theater-16592482.php>

Kless, A. T. (2022). City leader goes door-to-door preparing residents for Winter Weather. kens5.com. <https://www.kens5.com/article/news/local/san-antonio-council-woman-addresses-digital-divide-by-providing-storm-prep-information-on-paper/273edab9746-d97e4a638846f25387b12dde>

Kless, A. T. (2022). DeLorean, city of San Antonio agree to job incentives for New Headquarters. kens5.com. <https://www.kens5.com/article/news/local/delorean-city-of-san-antonio-agree-to-job-b-d97e4a638846f25387b12dde>

Lefko, J. (2021). Commissioner offers bold plan to merge Metro Health with University Health.

KABB. <https://foxsanantonio.com/news/local/commissioner-offers-bold-plan-to-merge-metro-health-with-university-health>

Lefko, J. (2022). San Antonio seeing significant gains in IT industry but more progress desired. NEWS4SA. <https://news4sanantonio.com/news/local/san-antonio-seeing-significant-gains-in-it-industry-but-more-progress-desired>

Landa, V. (2021). Councilwoman Gonzales' statement regarding Sexual Assault Awareness month and the effort to end violence against women in San Antonio. The City of San Antonio - Official City Website. [Press Release].

<https://www.sanantonio.gov/comm/News/ArtMID/24373/ArticleID/20582/Councilwoman-Gonzales%E2%80%99StatementregardingSexualAssaultAwarenessmonthandtheefforttoendviolenceagainstwomenin-SanAntonio>

Lefko, J. (2021). Competitive District 2 City Council race highlights June election runoff.

WOAI. <https://www.woai.com/news/local/competitive-district-2-city-council-race-highlights-june-election-runoff>

McGuinness, D. (2019). Mayor Nirenberg names committees for new San Antonio City council.
San Antonio Express

Oguinye, R. (2021). West side homeless problem continues to grow. KABB.

Salazar, M. (2021). Food giveaway for senior citizens in district 4 on Wednesday. WOAI. <https://news4sanantonio.com/news/local/food-giveaway-for-senior-citizens-in-district-4-on-wednesday>

Santana, S. (2021). San Antonio City Council approves Heritage Community Center construction. MySA. <https://www.mysanantonio.com/news/local/article/Heritage-neighborhood-9-million-community-center-16710326.php>

Santana, S. (2022). \$58M, 324-unit affordable apartment complex opens in Southwest San Antonio. MySA. <https://www.mysanantonio.com/realestate/article/Southwest-San-Antonio-324-unit-affordable-apartment-complex-opens-16710326.php>

Staff. (2021). San Antonio City Council District 4 Race 2021. TPR.
<https://www.tpr.org/2021-04-19/sanantonio-city-council>

Stringer, M. (2022). San Antonio homeowners will save more on their property tax bills. here'show. San Antonio Express-News.
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