
MARITZA SOTO KEEN

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Office of the Vice President
for Public Service and Outreach
The University of Georgia
1224 S. Lumpkin Street
Athens, Georgia 30602
(706) 583-0122

I. ACADEMIC HISTORY

Present Rank: Public Service Assistant
Office of the Vice President for Public Service and Outreach

Degrees Earned: The University of West Florida
Pensacola, Florida
Master of Arts, 1979

Queens College (City University of New York)
Flushing, New York
Bachelor of Arts, 1978

II. EMPLOYMENT HISTORY

2002 – Present Office of the Vice President for Public Service and Outreach
Director, Latino Initiative, 2005 – present
Convener, Pre-collegiate Initiative, 2007 – present

Provide overall faculty leadership to Latino Initiative. Responsibilities include: maintaining university focus on the recruitment, admission, enrollment, and retention of Latino students, coordinating education-related outreach and programs to Latino students and parents, serving as lead faculty to the university's partnership with the national Hispanic Scholarship Fund, and providing leadership and strategic direction to internal Latino Advisory Board and external Latino Advisory Council.

Direct a new initiative targeted at Georgia's Latino community. The primary focus of the initiative is to increase the number of students in the educational pipeline, prepare students to be academically competitive in the University of

Georgia application process, and to support efforts that will lead to an increased number of students entering the university system.

Serve as lead faculty to the University's five year (2005 – 2009) partnership with the Hispanic Scholarship Fund. Provide the lead faculty support for an external advisory council for the Office of the Vice President for Public Service and Outreach.

Create and seek funds for a new weekend program directed at reaching and recruiting academically outstanding high school seniors and their parents.

Serve as convener of the University's pre-collegiate initiative. Seek to help UGA reach a coordinated effort on its pre-collegiate programming and strategic direction.

Fanning Institute

Public Service Assistant, 2002-2005

Developed training to reach under-served audiences, especially the Latino community. Developed and conducted training for nonprofits organizations, with focus in the areas of board development and strategic planning. Created University's first leadership program for bilingual students interested in the Latino culture.

2002 - Present

Independent Consultant

Consulting focus is on program assessment and evaluation, grant development and analysis, technical assistance, and nonprofit executive coaching. Clients are foundations and nonprofit organizations, including The Community Foundation for Greater Atlanta, The Annie E. Casey Foundation, The Goizueta Foundation, Big Brothers Big Sisters of America, Boys and Girls Clubs of America, and CASA of Maryland.

1984 - 2002

Latin American Association, Atlanta, GA

Executive Director

Served as the principal advocate for Latino issues on both the local and national levels resulting in increased access and opportunities for immigrant children. Created the state's first annual conference on Latino Issues. Developed

programs to serve and increase the self-sufficiency of the state's Latino and immigrant communities.

Provided executive staff leadership to two capital campaigns generating over \$13.5 million. Managed a budget that increased tenfold and increased staff from 8 to 55.

1981- 1984

Comprehensive Care Corporation, Atlanta, GA
Chief Therapist

Served as chief therapist for a residential program for chemically dependent adolescents. Led a multidisciplinary team of counseling professionals. Conducted individual, group, and family therapy.

1980 – 1981

Escambia County Mental Health Services, Pensacola, FL
Counselor

Served as counselor for a residential program for chemically dependent adolescents. Conducted individual and group therapy sessions.

III. PUBLIC SERVICE ACTIVITIES

As Project Director and Principal Faculty

National

Hispanic Scholarship Fund. Serve as the lead public service faculty, providing leadership to the 2006 – 2010 University of Georgia – Hispanic Scholarship Fund (HSF) Alliance. The Alliance is a five-year pilot project with the goal of increasing the recruitment, admission, enrollment, and retention of Latino students. In this capacity, serve as the principal liaison to HSF and coordinator of UGA units working on project. Provide budget and financial management of grant.

The Annie E. Casey Foundation. The Casey Foundation invites individuals considered experts in their fields to special consultative convenings. Invited to a two-day session on Racial Equity (2008) and a two-day session on English Language Learning by Low Income Immigrants Parents and Children. (2005).

Provided technical assistance to Casey supported organizations and communities in the areas of: negotiation and mediation, strategy development, program assessment and analysis, and program implementation.

Big Brothers Big Sisters of America. Selected as a national consultant and has served in this capacity since 2001. Serve as the subject matter expert on a five-member team charged with the creation of the organization's Hispanic Mentoring Model. Provided facilitation and technical assistance in the areas of: executive leadership, board leadership and development, strategic planning, staffing, and training. Created and successfully implemented a nationwide advisory council comprised of 16 highly regarded leaders from throughout the United States.

CASA of Maryland. Initially retained by the Annie E. Casey Foundation and later by CASA to provide direction to the organization's fund development plan, and coaching to their executive director and development director. Provided direction to successfully launch a community campaign to kick-off the organization's capital campaign, increase their presence with the media, and develop new strategies for approaching foundations and corporations.

Statewide

Dia Informativo sobre Mi Estudiante. (Information day for students and parents). In conjunction with the Division of Academic Enhancement, other UGA units, and the Hispanic Scholarship Fund developed, sought funding, and implemented *DIME*, a program designed to reach UGA first year and transfer students. Program is conducted annually, 2007 – present.

Padres e Hijos Weekend. Developed, sought funding, and implemented *Padres e Hijos*, the University's first program to reach highly academically prepared high school seniors and their parents. Program is conducted annually, 2006 – present.

Latino Advisory Council. Formed external advisory group to provide guidance and advice to the programs and strategic direction of the Office of the Vice President for Public Service and Outreach Latino Initiative. Founding council members include chair, The Coca-Cola Company's Assistant Vice, President Frank Ros, Consul General for Mexico, the Honorable Remedios Gomez Arnau, and Erin Mitchell, former state legislator and founder of the Georgia Project. (2005 – Present).

Latino Youth Leadership Program (renamed Leadership Sin Limites). Developed, sought funding, and implemented the University's first *Latino Youth Leadership Program* focusing on high school students, ages 15-18. Program is conducted annually, 2003 – present.

Goizueta Rising Stars – Hispanic Scholarship Fund. Developed leadership and college success program for a co-hort of fifty Latino students, beginning with their freshman year of college through their senior year. Students attended colleges and universities all across the U.S. (2002 – 2005)

Regional and Local

Reach for Excellence. A Marist School program at UGA. Developed and implemented a one-day program for rising freshman to learn about higher education expectations and preparation (2008).

UGA Academic Pre-collegiate Initiative. Serve as convener of UGA academic Pre-collegiate Initiative faculty and staff. Purpose is to explore and coordinate strategic direction of University-sponsored pre-collegiate programs (2007-present).

Center for Latino Achievement and Success in Education (CLASE). Serve as PSO liaison for Steps to College program, funded by the Office of the Vice President for Public Service and Outreach (2008).

IV. External Funding

Authored grants for university programs, raising over \$500,000 for the creation, implementation, and continuation of select programs.

Padres e Hijos Weekend. Authored proposal and received funding from foundations, and corporations, including the Hispanic Scholarship Fund – University Alliance, The Trujillo Family Foundation, The Coca-Cola Company, and the Office of the Vice President for Public Service and Outreach. (\$66,000).

Latino Youth Leadership Program (renamed Leadership Sin Limites). Authored proposal and received funding from The Goizueta Foundation, May 2006 - \$288,000 for 2007-2009. In addition, from 2002 – 2006 successfully solicited funding from corporations, foundations, and businesses totally over \$75,000. (Total \$363,000).

Latino Leadership Research Project. Authored proposal and received funding from The Community Foundation of Greater Atlanta, May 2003. (\$25,000).

Goizueta Rising Stars – Hispanic Scholarship Fund. Authored proposal to the Hispanic Scholarship Fund and successfully negotiated terms to conduct program over a four-year period. (\$20,000).

V. CONSULTING AND TECHNICAL ASSISTANCE

Consultant to national and out of state foundations and nonprofit organizations. Selected to provide technical assistance, program assessment and evaluation, board and advisory council development, fund development strategies, and

executive coaching. Clients include: The Community Foundation for Greater Atlanta, the Annie E. Casey Foundation (Baltimore), The Goizueta Foundation (Atlanta), Big Brothers Big Sisters of America (Philadelphia), Boys and Girls Clubs of America (Atlanta), and CASA of Maryland.

VI. RESEARCH AND PUBLICATIONS

Major Projects

Latino Students and the Educational Pipeline (LSEP) Research grants.

Directed the Latino Students and the Educational Pipeline (LSEP) Research grants process, sponsored and administered by the Office of the Vice President for Public Service and Outreach. University of Georgia faculty were invited to submit research proposals related to the educational pipeline for Latino Students in Georgia. Grants range from \$2,500 to \$5,000.

Hispanic Scholarship Fund – University of Georgia Needs Assessment.

Served as the principal UGA faculty in a Hispanic Scholarship Fund – University of Georgia baseline needs assessment conducted in 2006. The assessment included a survey finalized and conducted by UGA's Survey Research Center.

Latino Leadership Research Project.

In partnership with the National Community for Latino Leadership, designed and conducted a year long study on the leadership perceptions and expectations of Latino leaders in the Atlanta region. The Office of the Vice President for Public Service and Outreach published the results of the study, *Latino Community Leadership Project, a Study of Latino Leaders Perceptions and Expectations*.

Assessment and Technical Reports

Keen, M.S. (2008). *Pre-Collegiate Programs – Strengthening Georgia's Educational Pipeline, UGA's Leadership Role*.

Keen, M.S. (2008). *University Alliance Program and Funding Report: An Assessment of University of Georgia Programs and Strategies*.

Keen, M.S. (2008). *The Latino Pipeline Initiative – A Report for the Arch Foundation and the Goizueta Foundation*.

Keen, M.S. (2008). *Reach for Excellence: Program Overview and Assessment*.

Keen, M.S. (2007). *Working to Advance Latino Higher Education: A Georgia Perspective*.

Keen, M.S. (2007). *The Latino Pipeline Initiative – A Report for the Arch Foundation and the Goizueta Foundation.*

Keen, M.S. (2007). *The University Alliance Needs Assessment of Hispanic Students at the University of Georgia.*

Keen, M.S. (2007). *Status of the Hispanic Scholarship Fund – University of Georgia Alliance.*

Keen, M. S. (2007). *Dia Informativo sobre Mi Estudiantes: Best Practices and Lessons Learned.*

Keen, M.S. (2005). *Reaching Latino Students – A Pipeline Initiative – A report for the Office of the Vice President for Public Service and Outreach, University of Georgia.*

Edited Reports

Kalivoda, T., Atilas J., & Keen, M.S. (2005, June) *Finding Solutions: Latinos and the Socioeconomic Development for the Southeast Conference, University of Georgia, Athens, Georgia.*

Rincon, A. & Keen, M.S. (2008, May) *University Alliance Hispanic Scholarship Fund – University of Georgia Partnership Report – a Collaborative Report to the Lilly Fund.*

Rincon, A. & Keen, M.S. (2007, September) *University Alliance Hispanic Scholarship Fund – University of Georgia Partnership Report – a Collaborative Report to the Lilly Fund.*

Rincon, A. & Keen, M.S. (2007, May) *University Alliance Hispanic Scholarship Fund – University of Georgia Partnership Report – a Collaborative Report to the Lilly Fund.*

Rincon, A. & Keen, M.S. (2006, September) *University Alliance Hispanic Scholarship Fund – University of Georgia Partnership Report – a Collaborative Report to the Lilly Fund.*

VII. SPECIAL PROJECTS

Latino Advisory Board. As member of the three person planning team, provide leadership and strategic direction to internal Latino Advisory Board composed of University of Georgia faculty, staff, and students. Facilitate planning process for board (2004 – present).

Multicultural Leadership Experience (MLE) – Guatemala. Member of lead faculty team on formation of the *Multicultural Leadership Experience (MLE) – Guatemala*. Traveled to Guatemala as part of exploratory team to determine sites to visit and begin curriculum development. Arranged meetings and/or promoted program to key corporate and community leaders (2007).

Latino Community Leaders. Organized panel of community leaders to address and dialogue with UGA college deans and PSO unit directors. Invited guest included executives from the Latin American Association, the Georgia Association of Hispanic Elected officials, and the Mexican American Legal Defense and education Fund (2005).

Georgia’s Latino-Serving Organizations Convening. UGA faculty lead and principal liaison to planning committee. UGA hosted daylong strategic session for organizations across the state (2006).

Vision 2030 – Gainesville/Hall County. Facilitator (bilingual) for Vision 2030 process for Gainesville/Hall County (2005).

Consul of Mexico. Organized invitation and served as facilitator for Consul General of Mexico, The Honorable Remedios Gomez Arnau, first visit to UGA. Visit served as an opportunity to dialogue with deans and unit directors across campus (May 2004).

Georgia Hispanic Network. Conducted Strategic Planning sessions for Georgia Hispanic Network, a professional and business organization. Consulted with Board of Directors on organizational and board development plans (2003-04).

VIII. PRESENTATIONS AND TRAINING

Keen, M.S. (2008, July) *Latino Students Most Challenging Issues: An In-depth Analysis*. Workshop developed and presented to Leadership Sin Limites, Fanning Institute, University of Georgia. Athens, Georgia.

Keen, M.S. (2008, April) *Welcoming Remarks*, on behalf of the Office of the Vice President for Public Service and Outreach. Presented to National Association of Latino Arts and Culture. Athens, Georgia.

Keen, M.S. (2008, May) *Nationwide Hispanic Advisory Council: Developments and Successes*. Presented to Big Brothers Big Sisters staff and volunteers at Nationwide Hispanic Advisory Council bi-annual meeting. Dallas, Texas.

Keen, M.S. (2008, May) *The Role of Advisory Councils*. Facilitator for Big Brothers Big Sisters Executive Directors and Program Staff Roundtable. Dallas, Texas.

Keen, M.S. and Winter, P. (2008, February) *Challenges in Creating a Diverse Student Body*. Presented at Joint Staff Meeting, University of Georgia. Athens, Georgia.

Keen, M.S. (2008, January) *Governance in the Nonprofit Sector*. Presented to the CEO Central 100, Georgia Center for Non Profits, Atlanta, Georgia.

Keen, M.S. (2007, May) *Increasing Postsecondary Educational Attainment, Access, Persistence, and Completion*. Presented at the White House Initiative on Educational Excellence for Hispanic Americans, Atlanta, Georgia.

Keen, M.S. (2007, November) *Latinos in Georgia*. Lecturer, Latin American and Caribbean Studies Institute, University of Georgia. Athens, Georgia.

Keen, M.S. and Bason, J. (2006) *Major Findings of the HSF-UGA Baseline Assessment of Latino UGA students*. Presented to University of Georgia faculty. Athens, Georgia.

Keen, M.S. (2006, January) *Leadership in an Increasingly Diverse State*. Presented as the Keynote Address, Leadership Georgia Class of 2006. Brasstown Valley, Georgia.

Keen, M.S. (2006, September) *UGA's Latino Initiative: Strategies for Reaching Latino Students*. Presented to UGA's Parent Council. Athens, Georgia.

Keen, M.S. (2006, December) *Elements of Successful Pipeline Programs*. Presented at Latino Conference, Valdosta State University. Valdosta, Georgia.

Keen, M.S. (2006, December) *Georgia: An Emerging Latino State*. Presented at University of Texas – Austin and Hispanic Scholarship Fund Convening. Austin, Texas.

Keen, M.S. (2005, March) *Preparing for a Higher Education*. Presented to high school students for a Latin American Association day at the University of Georgia. Athens, Georgia.

Keen, M.S. (2005, March) *Latino Youth and Families: Critical Legislative and Educational Issues*. Evans Speaker Series, presented to faculty and students at Berry College. Rome, Georgia.

Keen, M.S. (2005, September) *UGA's Latino Initiative: Goals and Outcomes*. Presented as part of a panel to PSO Directors at Annual Retreat. Jekyll Island, Georgia.

Keen, M.S. (2005, October) *University of Georgia's Latino Initiative: Purpose and Programs*. Presented to National Outreach Scholarship Conference. Athens, Georgia.

Keen, M.S. (2005, November) *Legislative Issues Impacting Higher Education for Latino Students*. Presented in Spanish at the Latino Youth College Conference, Gainesville College. Gainesville, Georgia.

Keen, M.S. (2005, June) *Leadership and Community Engagement Session Moderator*. Finding Solutions: Latinos and the Socioeconomic Development for the Southeast Conference, University of Georgia. Athens, Georgia.

Keen, M.S. (2005, May) *Forming Effective Advisory Council*. Presented to Nationwide Hispanic Advisory Council. Philadelphia, Pennsylvania.

Keen, M.S. (2004, June) *Latino Leadership Community Project, Latino Leadership, Values, Perceptions, and Expectations*. Presented to Community Leadership Association. Phoenix, Arizona.

Keen, M.S. & Leahy, B. (2003, October) *Latino Community Leadership Program*. Presented to Dalton Chamber of Commerce. Dalton, Georgia.

Keen, M.S. (2003, October) *Fundamentals of Strategic Planning*. Presented to Hispanic Health Coalition of Georgia. Atlanta, Georgia.

Keen, M.S. & Jeffreys, J. (2003, August) *The Strategic Planning Process*. Presented to Athens-Clarke County Affordable Housing Roundtable. Athens Housing Authority. Athens, Georgia.

Keen, M.S. (2003, May) *Fund-raising in Challenging Times*. Presented at Latin American Association Annual Conference. Atlanta, Georgia.

Keen, M.S. (2003, March) *Understanding the Latino Culture*. Presented to Georgia Power executives and managers. Atlanta, Georgia.

Keen, M.S. (2001, July) *Social Services for a Stronger Latino Community*. Presented as Keynote Address to The Power of Latinos for a Stronger Georgia conference at the University of Georgia. Athens, Georgia.

IX. MEDIA COVERAGE

Interviewed and cited in national, state, and local publications, including the Athens Banner Herald, The Atlanta Journal-Constitution, Georgia Trend, Hispanic Outlook, and UGA publications.

Select articles

Hispanos Hacen Historia. Mundo Hispanico, August 2008.

A Latino Pipeline at the University of Georgia. The Hispanic Outlook in Higher Education, Ed. "Cultivating the Latino Pipeline," November 2007.

UGA Programs Inspires Hispanic Youth to Tackle College. Athens Banner Herald, August 2006.

A Path to College for Latino Youth. The University of Georgia Outreach Magazine, Ed. "Latino Youth on the Path to College," Winter 2006.

The Latino Initiative in Action. The University of Georgia Outreach Magazine, Ed. "Latino Youth on the Path to College," Winter 2006.

UGA's Focus on Hispanics Sharpening. Athens Banner Herald, November 2005.

Model Leader: A Profile of Maritza Soto Keen. Prism Magazine, Office of the Vice President for Public Service and Outreach, University of Georgia, Summer 2004.

Executive Decision: Life Needs Balance. Atlanta Journal-Constitution, May 2002.

Keen on the Community, Atlanta Journal-Constitution, August 1996.

X. UNIVERSITY, PROFESSIONAL, AND COMMUNITY SERVICE

University Service

University of Georgia's Diversity Advisory Council, consisting of 35 faculty and professional staff appointed by the Provost. 2008.

Outreach Scholarship Conference Committee. 2008.

Search Committee, Office of Admissions and Enrollment Management Assistant Director of Multicultural. 2008.

Search Committee, Office of Admissions and Enrollment Management Assistant Director – Outreach. 2008.

Resource Development Committee, Public Service and Outreach. 2007-Present.

Planning Committee, PSO Directors Retreat. 2007.

Search Committee, Fanning Institute Public Service Faculty. 2007.

Search Committee, Fanning Institute Director. 2006.

Scholarship of Engagement/ IDEAS Grant Review Committee. 2005.

Professional Service

Georgia Power's Corporate Diversity Council. Appointed to council, one of 10 academic, community, and business leaders. 2006 – present.

Wachovia's Diversity Advisory Council. 2002 - 04.

National Board Member, Mexican American Legal Defense and Education Fund. 2002 - 04.

Search Committee, (4 members), Police Chief, City of Atlanta. 2003.

Search Committee, (4 members) Chief Operating Officer, City of Atlanta. 2002.

Mayoral Transition Team, Mayor Shirley Franklin. 2001.

Georgia Commission on Hispanic Affairs. Appointed by Governor Barnes. 2000.

Higher Education Committee, Co-chair. 2000 – 2001.

Georgia Commission on Women. Appointed by Speaker Tom Murphy. 1998 – 2000.

Member, Board of Regents Hispanic Task Force. 1998.

Leadership Georgia, Class of 1998.

Regional Leadership Institute, 1995.

United Way Board of Directors, 1994.

Chair, Association of United Way Agencies. (Atlanta) 1993.

Vice – Chair, Association of United Way Agencies. (Atlanta) 1992.

Leadership Atlanta, Class of 1991.

Vice – Chair, Mayoral Transition Team, Mayor Maynard Jackson 1990.

Professional Development

Invited Convenings and Consultative Sessions

Invited to a two-day Consultative Session on Racial Equity. The Annie E. Casey Foundation (2008, May).

Invited to a Boys and Girls Clubs of America Leadership Think Tank (2007).

American Association of Hispanics in Higher Education (2007).

American Association of Hispanics in Higher Education (2006).

Myers Briggs Type Indicator (MBTI) Certification (2006).

Invited to a two-day Consultative Session on English Language Learning by Low Income Immigrants Parents and Children. The Annie E. Casey Foundation, Baltimore, Maryland (2005, December).

Invited to Governor's Trade Mission to Mexico to meet with business, academic, and government leaders (2001, November).

Invited to a City Of Atlanta Mayoral Roundtable with Vice President Al Gore (1999).

Community Service

Co - Director for Women's CHRP (Christ Renews His Church), St. Joseph Catholic Church, Athens, Georgia. 2008.

Planning Committee, Women's Retreat, St. Joseph Catholic School, Athens, Georgia. 2007- 08.

Little League Concessions Volunteer, Holland Field, Athens, Georgia. 2007-2008.

Parent Volunteer, St. Joseph Catholic School, Athens, Georgia. 2007 – 2008.

Room Parent and School Volunteer, Harbor Oaks Montessori School. Grayson, Georgia. 2002 – 2006.

Dixie League Team Mom, Grayson, Georgia. 2006.

XI. AWARDS AND RECOGNITIONS

Outstanding Community Service, Latin American Association, 2004.

Community Service Award, Georgia Hispanic Chamber of Commerce, 2003.

Leadership Award, Wise Women Speak Foundation, 2002.

Special Recognition Awards, The Coca-Cola Company, 2002.

Inaugural Class of Diversity Leadership Academy, The Coca-Cola Company, 2001.

Pioneer Award: Housing and Community Development, National Puerto Rican Coalition, 1997.

Torch Bearer, 1996 Olympics Atlanta, 1996.

Women Who Make a Difference Award, International Women's Forum, 1993.

Academy of Women Achievers, YMCA, 1992.

Outstanding Young Atlantan, 1990.