

***Adriana Rocha Garcia, Ph.D.***  
Curriculum Vitae

[argarcia2@ollusa.edu](mailto:argarcia2@ollusa.edu)

**Education**

Ph.D. in Advertising, University of Texas at Austin (Dissertation: Delivering Value Through Social Networking: Creating Lifetime Loyalty in Young Alumni), 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 Promotion; Marketing Management; Marketing Research Project; Marketing Internship; International and Emerging Markets; Hispanic Marketing; Consumer Behavior; Ethnography in the 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 taught include:

Principles of Marketing; International and Emerging Marketing; Marketing Management (Undergraduate)  
Marketing for Non-Profits; Marketing Strategies & Policies (Graduate)

Marketing Instructor, Our Lady of the Lake University (2008-2015)

Courses taught include:

Principles of Marketing; Hispanic Marketing; International Marketing; Consumer Behavior; International Business; Business Communications (Undergraduate)  
Marketing Strategies & Policies (Graduate)

**Committee Appointments**

***CITY COUNCIL COMMITTEE ASSIGNMENTS:***

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 (2019-2021)  
    Governance - Chair of Council Aide Compensation Ad Hoc Committee (2020-Present)  
    Governance - Subcommittee for Planning At-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 (2019-2021)  
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 Withdraw Committee Member (2018-2019)  
Athlete of the Year Selection Committee Member (2016-2017)  
Nahal Delpassand Dissertation Committee, Member (2015-2016)

***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 (2015-2018)  
Catholic Schools Marketing Task Force, Archdiocese of San Antonio (2006-2009)

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 (PRSA-SA)  
Nominated for Community Service Award, PRSA-SA (2006)  
Nominated for Rising Star Award (1st runner-up), PRSA-SA (2002)

**Editorial Boards**

Hispanic Heritage Awards Essay Review Board (2001-2002)  
The Word Magazine (Alumni publication, University of the Incarnate Word, 2001-2005)  
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 (2001-2012)  
Public Relations Society of America (2003-2005)

**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 (2015-2020)  
Founder's Day Chair, Divine Providence Catholic Church (2016)  
Chair, Finance Committee, Divine Providence Catholic Church (2015-2020)  
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 Southside of San Antonio.

Coordinated, planned and carried out an advertising campaign, on a low-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 4391MANAGEMENT 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., City of San Antonio (COSA)***

Filled vacant executive-level and specialty positions. Performed market research for specialty and executive recruitment. Served as primary point of contact for all executive transactions. Created all advertisements for positions and place media buys. Oversaw the COSA Management Fellows Program. Oversaw Executive Diversity Reporting. Served as Human Resources Legislative Liaison. Prepared all executive reimbursements (candidate expenses and new executive reimbursements). Oversaw monthly reporting to U.S. Department of Labor. Maintained all executive job postings on COSA and multiple jobs boards.

### ***Special Projects Manager, City Manager's Office, City of San Antonio***

Project Management duties: Assisted with project implementation across four departments under the direction of an Assistant City Manager (Office of Management and Budget, Department of Human Services, Solid Waste Department, and Capital Improvement Management Services); initially oversaw six City departments' projects for Deputy City Manager (Economic Development, Convention & Visitors Bureau, International Relations Office, Intergovernmental Affairs, Downtown Operations and Human Resources). Wrote speeches, articles, and correspondence for Mayor, City Manager, and Deputy/Assistant City Manager and conduct research in support of City policies. Served as project manager for the West Side Economic Development Summit. Served as project manager for International Hispanic Network 2012 Annual Conference (also served as project manager for IHN 2011 One-Day Workshop in San Antonio). Served as staff support for various Council Committees including Economic and Community Development Committee, Intergovernmental Relations Committee and Educational Excellence Committee in addition to serving as liaison to Excellence in Public Service Committee and Downtown Task Force. Served as lead on coordination professional development opportunities for City Manager's Office Management Assistants (7 Habits of Highly Effective People training; DiSC assessment; StrengthsFinder 2.0; Managing Up! Luncheons). Oversaw project management for City of San Antonio Council Districts as assigned. Represented Deputy/Assistant City Manager in his absence at internal and external meetings United Way Charitable

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 sector. 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 e-newsletter. Served as web content manager. Oversaw Communications & Marketing Committee, and IT Committee.

***Marketing Manager, Furniture For A Cause, by SAMMinistries***

Developed and implemented diverse marketing plan on a limited budget. Led a 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- SA, 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 for St. Anthony Catholic High School. 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 events (digital and 35 mm) and maintained photo library. Wrote employee newsletter and posted it on the web. Magazine/feature writing for alumni magazine, The Word. Coordinated video and script writing for CTSA's University Forum.

### **In progress Publications/grants**

Upshaw, Sean J., Altillo, B., Brown, N., Garay, R., and Garcia, A. *Social Marketing and Vaccine Knowledge: A Culture-Centered Approach to Developing Tailored Vaccine Campaign Advertisement Targeting Black and Hispanic Populations Regarding COVID-19 Vaccination in Central Texas*. (Submitted to St. David's Center for Health Promotion & Disease Prevention Research in Underserved populations)

### **Publications**

Duncan, P, Montoya, J., Hinojosa, B. Sun, Y., **Garcia, A.** and Mark T. Green. Leader Emotional Intelligence and Composite Ratings of Leadership. Journal of Management Science and Business Intelligence (accepted).

Garcia, A., and Nivin, S. "Project QUEST 25 Year Economic Impact Report," Summer, 2018.

Garcia, A., and Nivin, S. "The QUEST to break the cycle of generational poverty, one workforce intermediary at a time," Journal of Poverty (submission in progress).

Mackert, M., **Garcia, A.**, & Whitten, P. "Interventions for Low Health Literate Audiences." Journal of Computer-Mediated Communication, January 2008.

### **Presentations**

Rocha Garcia, PhD., A. (2019a, July 20). StandardAero's 20 Year Anniversary [Presentation]. Standard Aero, San Antonio, TX.

Rocha Garcia, PhD., A. (2019b, August 27). Status of women in SA conversation with councilwomen [Panel Discussion]. Can We Talk? Discussion Panel, San Antonio, TX.

Rocha Garcia, PhD., A. (2019c, August 30). Public service, women empowerment and leadership [Presentation]. Latina Leadership Institute Guest Speaker for "Women on Top" Module, San Antonio, TX.

Rocha Garcia, PhD., A. (2019d, September 11). Community leadership: Making a difference in our community [Presentation]. North San Antonio Chamber Luncheon, San Antonio, TX.

Rocha Garcia, PhD., A. (2019e, September 17). Leadership and Small Business Support [Presentation]. Maestro Entrepreneur Center 12-week Cohort Program, San Antonio, TX.

Rocha Garcia, PhD., A. (2019f, September 25). Public Service, Women, Empowerment, and Leadership [Presentation]. Texas A&M University SA-Women's Discussion Panel, San Antonio, TX.

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 Pre-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 - Civic Engagement/ Non Profits/ Corporate Responsibility, San Antonio, TX.

Rocha Garcia, PhD., A. (2020b, March 6). Public Service, Women Empowerment, and Leadership [Presentation]. West Chamber of Commerce: 2nd Council Check-In on the Status of Women, San Antonio, TX.

Rocha Garcia, PhD., A. (2020c, April 29). Public Service, Leadership, Higher Education, Youth and Empowerment [Presentation]. Palo Alto College Community Platica with Councilwoman Dr. Adriana Rocha Garcia, San Antonio, TX.

Rocha Garcia, PhD., A. (2020d, July 1). City Planning and Mobility [Presentation]. Leadership San Antonio Virtual Class Day, San Antonio, TX.

Rocha Garcia, PhD., A. (2020e, July 2). Public Service, Leadership, and Local Government [Presentation]. Norton Rose Fulbright Speaker Series, San Antonio, TX.

Rocha Garcia, PhD., A. (2020f, July 31). Public Service, Women Empowerment, and Leadership [Presentation]. Latina Leadership Institute - Councilwomen Leading in San Antonio, San Antonio, TX.

Rocha Garcia, PhD., A. (2020g, August 18). Public Service, Leadership, and Local Government [Presentation]. Rivard Report: District 4 - Conversation with the Council, San Antonio, TX.

Rocha Garcia, PhD., A. (2020h, August 19). Public Service, Community Engagement, and Advocacy [Presentation]. Pub Theology, 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, PhD., 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). Public Service, Leadership, and Community Partnerships [Keynote Speaker]. South Texas Blood and Tissue Center Foundation, San Antonio, TX.

Rocha Garcia, PhD., A. (2021b, February 24). Restore Education - Champions for Education [Virtual Recording]. Restore Education/SACC/SAHCC, San Antonio, TX.

Rocha Garcia, PhD., A. (2021c, March 24). Townhall with Spurs Sports & Entertainment [Townhall Meeting]. Townhall with Spurs Sports & Entertainment, San Antonio, TX.

Rocha Garcia, PhD., A. (2021d, March 25). Public Service, Women Empowerment, and Leadership [Speaker]. UWSA's Women's Leadership Close Up Conversation, San Antonio, TX.

Rocha Garcia, PhD., A. (2021e, May 7). Public Service, Community Engagement and Advocacy, and Education [Guest Speaker]. Project Transformation Luncheon, San Antonio, TX.

Rocha Garcia, PhD., A. (2021f, July 27). SA Ready to Work Symposium [Symposium]. SA Ready to Work Symposium, San Antonio, TX.

Rocha Garcia, PhD., A. (2021g, August 4). Public Service, Community Engagement and Advocacy, and Education [Presentation]. Westside Networking Breakfast, San Antonio, TX.

Rocha Garcia, PhD., A. (2021h, August 7). Public Service, Community Engagement and Advocacy, and Education [Guest Speaker]. Canary Islands Descendants Association Annual Cabildo Luncheon, San Antonio, TX.

Rocha Garcia, PhD., A. (2021i, August 25). Community Engagement and Advocacy, Education, Digital Literacy and Accessibility [Townhall Meeting]. OATS/Senior Planet 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 and Student Empowerment [Presentation]. Friends of Communities in Schools, San Antonio, TX.

Rocha Garcia, PhD., A. (2021l, November 4). Public Service, Community Engagement, and Small Business Support [Presentation]. Regional Hispanic Contractors Association - Luna San Antonio Awards, San Antonio, TX.

Rocha Garcia, PhD., A. (2021m, November 5). Education, Youth, Community Advocacy and Student Empowerment [Presentation]. Latina Women Series at Winston Intermediate School of Excellence (WISE), San Antonio, TX.

Rocha Garcia, PhD., A. (2022a, January 19). Public service, community engagement, and small business support [Presentation]. YWCA Business Cohort, San Antonio, TX.

Rocha Garcia, PhD., A. (2022b, January 25). Public service, leadership, education, local government, and youth empowerment [Presentation]. Service Leadership Society at Harmony Public School, San Antonio, TX.

Rocha Garcia, PhD., A. (2022c, February 16). Public service, education, community partnerships, and STEM [Presentation]. Women in Tech Power Hour, San Antonio, TX.

Rocha Garcia, PhD., A. (2022d, February 23). Strategies and partnerships to increase vaccine access [Panel Discussion]. National League of Cities, San Antonio, TX.

Rocha Garcia, PhD., A. (2022e, February 25). Public service, community engagement and advocacy, education and workforce training [Presentation]. San Antonio Roundtable Symposium, San Antonio, TX.

Rocha Garcia, PhD., A. (2022f, March 4). Public service, leadership, business, community engagement and advocacy [Guest Speaker]. Texas Realtors Leadership Program, San Antonio, TX.

Rocha Garcia, PhD., A. (2022g, March 8). Public service, community advocacy and engagement, immigration, education, leadership, and women empowerment [Keynote Speaker]. UScis Naturalization Ceremony, San Antonio, TX.

Rocha Garcia, PhD., A. (2022h, March 22). Community engagement and advocacy, public service, leadership, and student empowerment [Guest Speaker]. Service Leadership Society at Harmony Public School, San Antonio, TX.

Rocha Garcia, PhD., A. (2022i, March 31). Module 2: Government, business and politics [Panel Discussion]. North Chamber Civic Leadership Academy, San Antonio, TX.

Rocha Garcia, PhD., A. (2022j, April 14). Module 3: Campaign components: GOTV, finance, fundraising & platform [Presentation]. North Chamber Civic Leadership Academy, San Antonio, TX.

Rocha Garcia, PhD., A. (2022k, April 29). Participatory futures roundtable [Roundtable Discussion]. Texas Smart Cities Summit Participatory Futures Roundtable, San Antonio, TX.

Rocha Garcia, PhD., A. (2022l, May 3). Maestro entrepreneur center san antonio's small business town hall meeting [Townhall Meeting]. Maestro Entrepreneur Center San Antonio's Small Business Town Hall Meeting, San Antonio, TX.

Rocha Garcia, PhD., A. (2022m, May 10). Leading when people get loud [Presentation]. UTSA Community Lecture Series, San Antonio, TX.

Rocha Garcia, PhD., A. (2022n, May 11). Public service, leadership, local government, community engagement and advocacy [Guest Speaker]. City South Leadership Academy, San Antonio, TX.

Rocha Garcia, PhD., A. (2022o, May 28). Public service, public health, community engagement and advocacy, education, health, wellness and fitness. [Presentation]. San Antonio Express News Access Denied Health Fair, San Antonio, TX.

Rocha Garcia, PhD., A. (2022p, June 1). Public service, community engagement and advocacy, education, empowerment, diversity, leadership [Presentation]. Leadership San Antonio Social Justice Class Day, San Antonio, TX.

Rocha Garcia, PhD., A. (2022q, July 10). ARPA; public service; community engagement and advocacy; local government; education; empowerment; diversity; leadership [Presentation]. UnidosUS Annual Conference Building Equity through American Rescue Plan Act (ARPA) Funding, San Antonio, TX.

Rocha Garcia, PhD., A. (2022r, July 15). Public service, community engagement and advocacy, education, empowerment, diversity, and leadership [Presentation]. Boeing Leadership Network, San Antonio, TX.

Rocha Garcia, PhD., A. (2022s, July 29). Public service, women empowerment, and leadership [Presentation]. Latina Leadership Institute, San Antonio, TX.

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 Connecting with Hispanic Audiences Critical During COVID, December 2020. Cancelled due to COVID-19.

**Garcia, A.** “Educational Information and Health Literacy Concerns in Direct-to-Consumer Pharmaceutical Advertising.” Poster at 2008 Kentucky Conference on Health Communication.

Mackert, M. & Whitten, P., & **Garcia, A.** “E-Health Interventions for Low Health Literate Audiences: Reaching a Broader Audience.” Panel at the International Communication Association Annual Convention, Montreal, Canada, May 2008.

**Garcia, Adriana R.** “PR on a Shoestring Budget: How to make the best out of a small, or non-existent advertising budget” to be presented at the National Catholic Educational Association 105<sup>th</sup> Annual Conference, Indianapolis, Indiana, March 2008.

### **Business/Community Presentations**

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### **Published Editorials**

Rocha Garcia, PhD., A. (2022). Adriana Rocha Garcia: Give women in leadership their due. San Antonio Express-News.

<https://www.expressnews.com/opinion/commentary/article/Adriana-Rocha-Garcia-Give-women-in-leadership-17006362.php>

Rocha Garcia, PhD., A. (2022). How the housing bond can help address homelessness in San Antonio. San Antonio Report. <https://sanantonioreport.org/san-antonio-housing-bond-adriana-rocha-garcia/>

Rocha Garcia, PhD., A. (2022). Commentary: Here’s the plan for city’s beneficial housing bond. San Antonio Express-News.

<https://www.expressnews.com/opinion/commentary/article/San-Antonio-beneficial-housing-bond-17133725.php>

Rocha Garcia, PhD., A. (2022). Rocha Garcia: Remember the 53 migrants. honor them with compassion. San Antonio Express-News.

<https://www.expressnews.com/opinion/commentary/article/Rocha-Garcia-trailer-migrant-deaths-17330186.php>

## Media Mentions

2021-23 San Antonio City Council Committees Announced - San Antonio Chamber of Commerce. (2021). San Antonio Chamber of Commerce. [Press Release].

<https://www.sachamber.org/news/2021/07/23/chamber-news/2021-23-san-antonio-city-council-committees-announced/>

Councilwoman Dr. Adriana Rocha Garcia Launches the District 4 Small Business Committee in Partnership with Southside First Economic Development Council. (2021). The City of San Antonio - Official City Website. [Press Release].

<https://www.sanantonio.gov/SAFD/News-Media-and-Reports/Press-Releases/ArtMID/12824/ArticleID/20222/Councilwoman-Dr-Adriana-Rocha-Garcia-launches-the-District-4-Small-Business-Committee-in-partnership-with-Southside-First-Economic-Development-Council>.

District 4 Heritage Community Center is one step closer to reality. (2021). The City of San Antonio - Official City Website. [Press Release].

<https://www.sanantonio.gov/comm/News/ArtMID/24373/ArticleID/22085/District-4-Heritage-Community-Center-is-one-step-closer-to-reality>

ABC News. (2022). “It can happen within an instant”: Texas council member on human smuggling. <https://abcnews.go.com/US/video/happen-instant-texas-council-member-human-smuggling-85890372>

Acosta, S., & Carpio, L. (2019). City leaders address economic segregation in San Antonio; some residents think it may be too late. KSAT.

<https://www.ksat.com/news/2019/08/03/city-leaders-address-economic-segregation-in-san-antonio-some-residents-think-it-may-be-too-late/>

Aguilera, J., & Shah, S. (2022). San Antonio Migrant Smuggling Suspects Could Face Death Penalty: The Latest. Time. <https://time.com/6191845/san-antonio-migrants-death/>

Aguirre, P. (2022). San Antonio opens new bike park on city’s Southwest Side. MySA.

<https://www.mysanantonio.com/lifestyle/outdoors/article/San-Antonio-Southwest-Side-bike-park-17178928.php>

Ayala, E. (2022). Ayala: Taxpayers lost in a sea of appraisals, exemptions, deferrals and Looming Tax Bills. San Antonio Express News.

<https://www.expressnews.com/news/local/article/Ayala-Property-owners-want-appraisals-that-17143003.php>

Bailey, J. (2022). Removing barriers to building accessory dwelling units is the right move for San Antonio. San Antonio Report. <https://sanantonioreport.org/accessory-dwelling-units-affordable-housing-san-antonio/>

Ball, S. (2021). Heart of the city: COVID-19 memorial recalls friends, family lost in pandemic. San Antonio Report. <https://sanantonioreport.org/san-antonio-covid-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-lord-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-antonios-voice/councilwoman-loses-seven-family-members-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-Antonio-domestic-violence-awareness-16563275.php>

Biediger, S. (2021). Access to capital was already tough for San Antonio's 7 minority-owned businesses. The pandemic made it worse. San Antonio Report. <https://sanantonioreport.org/black-hispanic-small-business-owners-pandemic/>

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