

# Jon E. Juarez

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Las Cruces, NM 88001  
575-527-7665

## EDUCATION

**New Mexico State University**, Las Cruces, NM  
Master of Arts – Educational Administration, 1999

**Newman University (formerly Kansas Newman College)**, Wichita, KS  
Bachelor of Arts (Magna Cum Laude) – English major / Computer Science minor, 1983

## CERTIFICATIONS

**Cisco Certified Academy Instructor**  
March 24, 2003, #494636182020

**Cisco Certified Network Associate**  
Exam 640-607, March 7, 2003, #CSCO10610249

## PROFESSIONAL EXPERIENCE

**DONA ANA COMMUNITY COLLEGE**, Las Cruces, NM - August 1989 to present

**Department Chair** (January 2004 – present)

Scheduled and staffed up to 144 sections per semester of Business Computer and Information Systems courses, Computer Science courses and Occupation and Educational Computer Science courses including satellite centers, area high schools and distance education. Supervised and evaluated eight full-time faculty, one full-time teaching technician and approximately 20 part-time instructors. Maintained annual budget. Submitted requests for technology implementation and renew through internal and external funding sources. Ensured safety compliance of server/security laboratory and Cisco network laboratory.

**Full-Time Faculty** (August 1989 – present)

Taught Cisco Certified Network Academy courses, systems analysis/design, database management and design, spreadsheet applications, word processing, operating systems, operating environments, programming languages, networking essentials and data communications. Served on college-wide, divisional, departmental and program-specific committees. Developed web-based academic support materials and curriculum integration guides. Developed innovative instructional testing and reporting procedures. Reviewed learning objectives, desired outcomes and assessment procedures of existing courses. Recommended departmental curriculum revisions encompassing texts, software, hardware and curriculum. Developed new course offerings including non-traditional, short, interim and off-campus courses. Teaching locations included: Gadsden High School, Hatch High School, Court Youth Center, White Sands Missile Range, DACC Las Cruces Central Campus and DACC East Mesa Campus.

**SOFSOURCE, Inc.**, Las Cruces, NM - May 1997 to September 1998 (temporary professional leave from teaching)

**Director of Educational Marketing** – Developed marketing, sales and business plans for the educational sales division. Coordinated activities of the product development department and the graphic design department for educational products in targeted markets. Assisted Vice President of Operations in the determination of production quantities based on sales forecasts. Conducted market research and analysis for new product business proposals. Assisted Vice President of Business Development present annual sales reports to senior management. Directed web page designs and coordinated product listings with internet support services. Company liaison to nation-wide school districts, individual schools and education technology centers. Coordinated cooperative marketing and advertising programs with educational distributors and resellers.

**Director of Educational Sales** – Developed and managed educational sales division including distributor channels, educational resellers and direct school sales. Developed business plans and sales strategies for \$500,000 budget. Coordinated marketing campaigns to 16,000 technical-based public and private high schools. Targeted advertising and sales campaigns to home school organizations, school districts, public schools, private schools, colleges and universities. Increased sales during first year from \$37,000 to \$200,000. Attended national educational conferences and information technology trade shows.

## PROFESSIONAL EXPERIENCE (continued)

**WSD TECHNOLOGIES**, El Paso, TX - March 1987 to December 1989

**Assistant Marketing Director** - Developed and maintained 10,000 name database directed to engineering departments of universities. Scheduled and coordinated semi-annual national mailings. Assisted development of marketing material and solicitation letters. Scheduled and coordinated nation-wide marketing trips.

**Systems Developer / Analyst** - Analyzed end user hardware and software requirements, recommended commercial, off-the-shelf software, developed customized programs, developed database systems, configured and installed hardware equipment.

**Systems Training Specialist** - Trained end users regarding systems operation, application software, database management, communications, accounting systems, time billing and project management. Assisted users by phone and at client offices regarding procedures, operating systems, application software and system maintenance.

**TROWBRIDGE INDUSTRIES INC.**, El Paso, TX - February 1986 to October 1987

**Technical Marketing Coordinator** - Created technical publications, user manuals, customer sales literature and general documentation; maintained technical support and customer databases; answered technical questions regarding product line and compatibility; coordinated software and hardware for on-site presentations.

**EDWARD TRIVIZ, PA**, Attorney, Las Cruces, NM - January 1984 to December 1985

**Administrative Assistant** - Managed daily office; maintained payroll, accounts payable and accounts receivable records; maintained library resources, and assisted with trial preparations.

## TECHNICAL EXPERTISE

### Author / Technical Writer

Wrote application textbooks and user reference manuals for Microsoft Access, custom software and academic coursework. Reviewed and corrected commercial texts for major academic publishers. Advised publishers on concepts and technical aspects of texts. Extensive knowledge of proper techniques for developing, organizing and writing reference manuals and procedural guides, including installation, operation, maintenance and troubleshooting. Proficient in word processing, desktop publishing, graphics manipulation, and printing graphics.

### Software / Hardware Review and Evaluation

Beta tested customized software systems and hardware configurations. Reviewed, evaluated and developed software products for educational and business applications, including testing, accounting systems, project and job tracking systems, communications, image processing, word processing, desktop publishing and graphics presentations.

### Systems Analysis and Design

Directed and participated in preliminary investigations, detailed analysis, systems design, systems development and systems implementation for private industry and governmental agencies. Communicated with technical and non-technical clients. Wrote documentation for all stages of the systems life cycle including investigative reports, systems requirements, design documents, and user guides.

### Microcomputer Hardware Maintenance

Serviced and assembled IBM and IBM compatible microcomputers, including video cards, scanners, image processors, memory expansion cards, serial and parallel ports, accelerator cards, 808x, 286, 386, 486, Pentium main boards, floppy drives, hard disk drives, CD drives and storage systems.

## PUBLICATIONS

**Author**, *Access 2007: A Professional Approach*, Juarez, Jon and John Carter, McGraw-Hill, © 2008. ISBN: 978-0-07-351920-3

**Author**, *Access 2003: A Professional Approach*, Juarez, Carter and Stewart, McGraw-Hill, © 2004. ISBN: 0-07-223206-4

**Developmental Editor**, *Access 2002: A Professional Approach, Core & Expert*, Stewart, Kathleen, Glencoe/McGraw-Hill, © 2002. ISBN: 0-02-805589-6

**Author**, *Introduction to Microcomputer Applications with MS DOS, WordPerfect 6.0, Quattro Pro 5, and MS Access*, Abernathy, Juarez, Kingsley-McGuire, Valdez and Walker, McGraw-Hill, Inc., © 1996, 1994. ISBN: 0-07-000132-4

**Author**, *Introduction to Microcomputer Applications with MS DOS, WordPerfect 5.1, Lotus 1-2-3, Release 2.2 and dBASE III Plus*, Abernathy, Juarez, Valdez and Walker, McGraw-Hill, Inc., © 1992, 1991. ISBN: 0-07-000133-2

## PRESENTATIONS

- “Recruiting and Retaining Females in STEM Programs,”** New Mexico Higher Education Assessment and Retention Conference, February 28, 2008
- “Assessing Across the Curriculum,”** New Mexico Higher Education Assessment and Retention Conference, February 24, 2006
- “Prototype Data Assessment System,”** DABCC professional Development Day, September 28, 2005
- “Assessing Across the Curriculum,”** New Mexico Higher Education Assessment and Retention Conference, February 25, 2005
- “Defining Computer Literacy,”** New Mexico Higher Education Assessment and Retention Conference, February 24, 2005
- "You’ve Got Mail: Email Etiquette for Regional Officers,"** Regional Officer Academy, Phi Theta Kappa International Convention, April 4, 2002 and March 29, 2001
- "Utilizing Commercial Software for Classroom Management,"** Faculty Development Workshop, Doña Ana Community College, February 21, 1997
- "Blending Computer Technology and Accounting Procedures to Facilitate Student Success,"** Seventh Annual New Mexico Community College Faculty Development Conference, Ruidoso, NM, May 14, 1996
- "Time Management for the Over-Worked Professional,"** American Banking Institute Continuing Education Series, Las Cruces, NM, February 29, 1996
- "Accomplishing More in Less Time"**  
 Faculty Developmental Workshop, Las Cruces, NM, January 9, 1996  
 Sixth Annual New Mexico Community College Faculty Development Conference, Ruidoso, NM, May 16, 1995  
 Professional Workshop for New Mexico State Agency on Aging, Las Cruces, NM, March 1994  
 Series of Professional Workshops for the City of Las Cruces, Las Cruces, NM, November 1993
- "Time Management Techniques for Front Line Employees,"** Professional Workshop for Las Cruces Public Schools Food Services Department, Las Cruces, NM, April 1994
- "Computers in Workforce 2000"**  
 1993 Chicano Week Symposium, New Mexico State University, Las Cruces, NM, May 1993
- "Implementing a Computer-Automated Testing System for Evaluation of Student Learning in College Courses,"** 1992 Annual Conference of the League for Innovation in the Community College, Orlando, FL, October 1992

## COMMUNITY SERVICE

### **La Casa Domestic Violence Shelter Board of Directors**

**President** 2000-2002

**Vice-President** 1999-2000

**Member** 1997 – 2003, 2007 – present

### **Las Cruces Catholic Schools Board of Education**

**President** 2004-2005

**Member** 2003-2006

### **Las Cruces Symphony Association Board of Directors**

**Member** 2000 – 2003

100 volunteers, 2 full-time staff

### **Gus Macker Charity Basketball Tournament**

**Executive Director** 1996-97

**Administrative Director** 1995-1996

**Organizing Committee Member** 1994-1997

### **Dona Ana Arts Council Board of Directors**

**President** 1992-94, 1995-96

**Vice President for Marketing** 1991-92

**Member** 1989-96

### **Renaissance Craftfaire**

**Chair** 1994

**Volunteer** 1989 - 2000

**ACADEMIC / INSTITUTIONAL LEADERSHIP**

**President**, DACC Cultural Diversity Caucus (2007-present)  
**Member**, DACC ITAC (2007-present)  
**Chair**, Adult Basic Education Division Promotion and Tenure Committee (2006-2008)  
**Chair**, Business and Information Systems Division Promotion and Tenure Committee (2007-2008)  
**Chair**, Screening Committee for Nursing Program Director (2008)  
**Member**, Screening Committee for Financial Aid Advisor (2007-2008)  
**Member**, DACC Budget Committee (2006-2008)  
**Chair**, Task Force for Strategic Priority 2 “Nurturing a Culture of Evidence” (2007)  
**Chair**, Screening Committee for Creative Media Technology Faculty (2007)  
**Member**, Screening Committee for Network Administrator II (2007)  
**Member**, Screening Committee for Web Developer (2007)  
**Member**, Screening Committee for Grant Writer (2007)  
**Member**, City of Las Cruces System Analyst Screening Committee (2007)  
**Member**, NMSU’s Creative Media Institute Game Development and Visualization Advisory Committee (2006-2007)  
**Member**, NMSU’s College of Engineering Information Technology Degree Advisory Committee (2006-2007)  
**Member**, NMSU’s CREST Scholarship Committee (2005-2007)  
**Member**, NMSU’s Promotion and Tenure Review Committee (2007)  
**Member**, NMSU’s College of Business Articulation Committee (2007)  
**Vice-President**, DACC Cultural Diversity Caucus (2006-2007)  
**Member**, Screening Committee for Grant Writer (2006)  
**Member**, Screening Committee for Systems Analyst II (2006)  
**Member**, Screening Committee for Web Developer (2007)  
**Member**, DACC Scholarship Committee (2005-2007)  
**Member**, DACC Retention Task Force (2004-2006)  
**Chair**, English Retention Task Force (2004-2006)  
**Chair**, Screening Committee for Program Specialist (2004)  
**Chair**, Screening Committee for English Faculty (2004)  
**Member**, Retention Task Force (2004-present)  
**Chair**, English Retention Task Force (2004-present)  
**Member**, DABCC Awards Committee (2003-2005)  
**Member**, B & I Division Promotion and Tenure Committee (2003-2004)  
**Member**, Screening Committee for Nursing Coordinator (2004)  
**Chair**, Division Promotion and Tenure Committee (2003)  
**Member**, NMSU Roles & Rewards Task Force (2002-present)  
**Advisor**, Phi Theta Kappa, National Honor Society (1999-present)  
**Chair**, Division Professor Promotion Subcommittee (2003)  
**Member**, Screening Committee for Business and Information Systems Dean (2003)  
**Member**, Screening Committee for Computer Technology Faculty (2003)  
**Member**, Screening Committee for Dean, College of Arts and Science (2002-2003)  
**Member**, Screening Committee for Coordinator, Hospitality and Tourism (2002)  
**Regional Coordinator**, Phi Theta Kappa, National Honor Society (2000-2002)  
**Member**, College Promotion and Tenure Committee (1999-2002)  
**Chair**, College Professor Promotion Subcommittee (2002)  
**Member**, Promotion and Tenure Committee Guidelines Taskforce (2002)  
**Chair**, Screening Committee for Computer Technology Faculty (2002)  
**Member**, Screening Committee for Vice Provost for Distance Education (2001-2002)  
**Member**, DABCC Information Literacy Committee (1999-2000)  
**Member**, Sabbatical / Leave Policy Taskforce (2000)  
**Chair**, Screening Committee for Developmental Math Instructor (1999-2000)  
**Member**, Screening Committee for Small Business Development Officer (1999)  
**Internal Reviewer**, NCA Accreditation - Heath & Public Service Division (1996-1997)  
**Member**, Computer Technology Program Advisory Committee (1990-1997)

## ACADEMIC / INSTITUTIONAL LEADERSHIP (continued)

**Advisor**, Doña Ana Community College On-Line Student Newspaper (1996-1997)  
**Chair**, DABCC Instructional Standards Committee (1995-1996)  
**Chair** - DABCC Marketing Committee (1994-1995)  
**Chair** - Tech Prep Marketing Committee (1994-1995)  
**Chair** - Screening Committee for Computer Technology Instructor (1994)  
**Chair** - National Endowment for the Arts Grant Planning Committee (1991-1993)  
**Chair** - Faculty Council Constitution and Bylaws Committee (1991-1993)  
**Member** - Doña Ana Community College Marketing Committee (1993-1994)  
**President** - Doña Ana Community College Faculty Council (1992)  
**Advisor** - Doña Ana Community College Student Newspaper (1991-1992)  
**Chair** - Screening Committee for Small Business Specialist (1991)  
**Chair** - Screening Committee for Computer Specialist I (1991)

## AWARDS / RECOGNITIONS / MEMBERSHIPS

**Association for Career and Technical Education (381744)** – 2005 to present  
**IEEE Affiliate Computer Society (85014989)** – 2005 to present  
**Association for Computing Machinery (0011940)** – 2005 to present  
**Empire's Who's Who Lifetime Member** – 2005 to present  
**David R. Pierce Faculty Technology Nominee (American Association of Community Colleges)** – 2005  
**NMSU Regents Professorship (endowed chair)** – 2004 to present  
**Honorary Member Phi Theta Kappa, National Honor Society** – 2001 to present  
**Kappa Gamma Pi, National Honor Society** – 1983 to present  
**Who's Who Among America's Teachers** – 1994, 2002, 2004  
**National Institute for Staff and Organizational Development Excellence Award** – 2000  
**DABCC Student Government's Favorite Teacher Award** – 2000  
**NMSU Donald C. Roush Excellence in Teaching Award** – 1999  
**DABCC Student Government's Faculty MVP Award** – 1991  
**DABCC Extra Mile Award** – 1990  
**Student Government Service and Dedication Award** – 1990

## TEACHING RESPONSIBILITIES

<b>CS 110</b>	Computer Literacy
<b>OECS 105</b>	Introduction to Microcomputers Lecture & Laboratory
<b>OECS 125</b>	Operating System - Subtitled DOS
<b>OECS 140</b>	BASIC Programming I
<b>OECS 141</b>	BASIC Programming II
<b>OECS 146W</b>	QuickBooks & QuickPay for Personal & Business Use
<b>OECS 185</b>	PC Maintenance and Selection I
<b>OECS 200</b>	Accounting on Microcomputers
<b>OECS 215</b>	Spreadsheet Applications - subtitled Lotus 1-2-3, Quattro Pro, or Microsoft Excel
<b>OECS 220</b>	Database Design - subtitled dBase IV, Paradox, or Microsoft Access
<b>OECS 216S</b>	Quattro Pro Business Applications
<b>OECS 230</b>	Data Communications and Introduction to Networking
<b>OECS 250</b>	Systems Analysis and Design
<b>OECS 255</b>	Special Topics – various subtitles
<b>OECS 261</b>	Cisco Certified Network Academy, Semester I
<b>OECS 262</b>	Cisco Certified Network Academy, Semester II
<b>OECS 263</b>	Cisco Certified Network Academy, Semester III
<b>OECS 264</b>	Cisco Certified Network Academy, Semester IV
<b>OECS 275</b>	PC Maintenance and Selection II
<b>OECS 290</b>	Computer Technology Capstone
<b>OEBS 255</b>	Business Publications
<b>OEBS 271</b>	Practical Applications of Microcomputers in Business

