
Curriculum Vitae



John L. Hoffman

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Education

University of Minnesota, Minneapolis, MN, 2000
Ph.D., Educational Policy & Administration – Higher Education

University of Minnesota, Minneapolis, MN, 1997
M.A., Educational Psychology – Counseling & Personnel

Concordia University, Seward, NE, 1994
B.S., Secondary Education – Physics & Theology
Honors: Magna Cum Laude; Outstanding Student Teaching Award

Concordia University, Seward, NE, 1994
B.A., Business Leadership
Honors: Summa Cum Laude; Outstanding Graduate Award

Current Employment

California State University, Fullerton

- Assistant Professor of Higher Education (2008 – Present)
- Coordinator, Master's Degrees in Higher Education (2008 – Present)

Primary Duties

- Coordinate the higher education option of the master's degree programs in counseling and in educational leadership
- Teach leadership, management, policy, and theory courses in the masters and doctor of education programs

Work History

California State University, Long Beach

- Lecturer (2004 – 2008)
- Coordinator, M.S. in Counseling, Student Development in Higher Education (2006 – 2008)
- Leadership Faculty in Residence (2006 – 2007)

Primary Duties

- Coordinated the higher education option of the master's degree programs in counseling and in educational leadership
- Chaired admissions processes for a selective master's degree program (25% acceptance rate)
- Taught leadership, management, policy, evaluation, and theory courses in the masters and doctor of education programs

Accomplishments

- Maintained above average teaching evaluations while teaching 15 different courses (11 new preparations) over a 4-year period
- Assisted in the development of the independent doctor of education program including a lead role in writing the program's WASC Substantive Change report

Concordia University, Irvine

- Assistant to the Provost (2002 – 2004)

Primary Duties

- Oversaw the 5-year evaluation cycle for all academic programs, majors, and minors
- Administered new academic program development efforts
- Served as a policy analyst and consultant for faculty and academic policy matters
- *Strategic Assignment*—Served as project manager overseeing content development for the university's web portal ensuring a student-centric quality for the site

Accomplishments

- Administered the development of a new Master of Arts in Coaching program
- Oversaw revision processes for five major policies including those addressing academic integrity, sabbatical leaves, and use of standardized tests in admissions
- New website highlighted over 350 students quotes on academic excellence and over 50 examples of faculty scholarship activities; monthly website "hits" increased 29%

Concordia University, Irvine

- Dean of Students (1998 – 2002)

Primary Duties

- Supervised Student Services staff including the Directors/Departments of Residence Life, Intercultural Relations, Leadership Development, Student Activities & Orientation, Counseling Services, and Health Services
- Oversaw departmental planning, budgeting, and assessment efforts
- Chaired committees for Student Policies, Diversity, Student Success and Retention, and Student Wellness
- Served as Senior Judicial Officer

Accomplishments

- Eliminated a 12% retention rate gap between white students and students of color; highlighted within this number was a 12% retention rate increase for Latino students
- Increased satisfaction with student affairs functions by 3.0% overall and by 4.9% for students of color; highlights include a 12% increase for conduct rules and an 8% increase for student voice in policies; highlights for students of color include a 20% increase for student voice in policies, a 15% increase for cultural programs, and a 14% increase for residence life.
- Developed a department-wide formula budget forecasting budgetary needs during a period of rapid enrollment growth (30% increase in total enrollment and 45% increase in housing demand)
- Revised sexual assault and harassment policies and implemented comprehensive prevention, intervention, and response programs
- Revised disciplinary sanctioning practices resulting in a 26% decrease in total violations, a 15% decrease in the number of repeat offenders, and an 18% increase in student self-reported satisfaction with the disciplinary system

Concordia University, St. Paul

- Interim Dean of Student Affairs (1997 – 1998)
- Assistant to the Vice President of Student Affairs (1995 – 1997)

Primary Duties

- Assist the Vice President in the management of the Student Union, Residence Life, Student Government, Athletics, Multicultural Services, & Academic Support Services
- Chair the President's Task Force for Diversity and the Vice President's Task Force to Restructure the Department of Student Affairs
- Senior Judicial Officer

Accomplishments

- Implemented student of color mentor program including program design, grant writing, and program implementation; 100% of student mentors involved over three years were retained and the freshmen-to-sophomore retention rate for students of color increased from 57% to 71%
- Revised disciplinary sanctioning practices resulting in a 56% decrease in violations
- Assisted in university transitions from college to university status (including departmental reorganization); from quarter to semester academic offerings; and from NAIA Division III to NCAA II standing

Concordia University, Nebraska

- Major Gifts Officer (1994 – 1995)

Primary Duties

- 80% new donor prospecting and solicitation; 20% strategic planning

Accomplishments

- Raised over \$100,000 in new donor gifts and initiated a relationship with the CFO of the state's largest newspaper; he is now a member of Concordia's Board of Regents

Papers and Publications

Hoffman, L., Hoffman, J. L., Dillard, K., Clark, J., Acoba, R., Williams, F., & Jones, T. T. (2008). Diversity and the God Image: Examining cultural difference in the experience of God for a college-age population. *The Journal of Psychology and Theology*, 36(1), 26-41.

Hoffman, L., Knight, S. K., Hoffman, J. L., et al. (2007). *Examining the interplay of religious, spiritual, and homosexual dynamics of psychological health: A preliminary investigation*. Poster presentation at the annual meeting of the American Psychological Association, San Francisco.

Hoffman, J. L., & Lowitzki, K. (2005). Predicting college success with high school grades and test scores: Limitations for minority students. *The Review of Higher Education*, 28(4), 455-474.

Hoffman, J. L. (2005). Getting involved: A typology of student involvement at a Christian university. *Growth, the Journal of the Association for Christians in Student Development*, 5(5), 16-28.

Hoffman, L., Hoffman, J. L., Dillard, K., Clark, J., Acoba, R., Williams, F., & Jones, T. T. (2005, April). *Cultural diversity and the God Image: Examining cultural difference in the experience of God*. Paper presented at the International Convention of the Christian Association of Psychological Studies, Dallas, TX.

Hoffman, L., Hoffman, J. L., Robison, B., & Lawrence, K. (2005, April). *Modern and postmodern ways of knowing: Implications for therapy and integration*. Paper presented at the International Convention of the Christian Association of Psychological Studies, Dallas, TX.

- Hoffman, J. L. (2002). The impact of student cocurricular involvement on student success: Racial and religious differences. *The Journal of College Student Development*, 43(5), 712-739.
- Hoffman, J. L. (2001, January 19). Recruiting tomorrow's leaders begins with mentoring today's young professionals. *Net Results* [online].
- Hoffman, J. L. (2000, Winter). Credit card debt and today's college students. *Net Results* [online].
- Hoffman, J. L. (2000, Spring). Internet gambling. *Net Results* [online].
- Hoffman, J. L. (1999, Fall). Changes in FERPA: Student rights and parental notification. *Net Results* [on-line].

Professional Conference Presentations

- Hoffman, J. L. (2008, November). *Residence life assessment workshop*. Conference Chair for the Academic Impressions Conference, Austin, TX.
- Hoffman, J. L. S., & Hoffman, J. L. (2008, November). *Using human sculpture to understand racial identity development*. Presentation at the Regional NACA Conference. Ontario, CA.
- Hoffman, J. L. (2008, July). *Outcomes-based assessment for career services*. Conference Chair for the Academic Impressions Conference, Memphis.
- Hoffman, J. L. (2008, May). *Assessing your student success center*. Post-Conference Workshop, Academic Impressions Conference, Chicago.
- Hoffman, J. L. (2008, April). *How to submit a program or poster session proposal*. Presentation at the NASPA Region VI Professional Development Drive-In Conference, Orange Coast Community College, Costa Mesa, CA.
- Hoffman, J. L. (2007, October). *Outcomes-based assessment for career services*. Conference Chair for the Academic Impressions Conference, Phoenix, AZ.
- Hoffman, J. L. (2007, June). *Designing and implementing comprehensive cocurricular assessment programs*. Presentation at the NASPA Region VI Assessment Drive-In Conference. Chapman University, Orange, CA.
- Hoffman, J. L. (2007, June). *From Assessment to Practice: Using Cocurricular Certificate Programs to Enhance Student Learning*. Presentation at the International Assessment and Retention Conference, St. Louis, MO.
- Hoffman, J. L. (2007, June). *From Theory to Assessment: Using Student Development Theory to Design SLOs, Assessments, and Rubrics*. Presentation at the International Assessment and Retention Conference, St. Louis, MO.
- Gutierrez, C., Hoffman, J. L., Martinez, D. R., & Hanson, C. (2007, April). *How to decide: If, when, and which graduate school*. Panel presentation at the Southern California Forum for Diversity in Graduate Education, Santa Barbara, CA.
- Sheridan, D., & Hoffman, J. L. (2007, April). *Is doctoral study for you? Self-authorship and your professional future*. Presentation at the WACUHO Conference. Palm Springs, CA.

- Hoffman, J. L., & Hoffman, J. L. S. (2006, October). *Sculpting race: An innovative approach to teaching racial identity development*. Presentation at the Western Regional Careers in Student Affairs Day, California State University, Fullerton.
- Hoffman, J. L. (2006, October). *Cocurricular assessment for dummies (and other highly effective professionals)*. Presentation at the Western Regional Careers in Student Affairs Day, California State University, Fullerton.
- Ross, L., Gutierrez, C., Stanton, S. M., Hoffman, J. L., & Martinez, D. R. (2006, April). *How to decide: If, when, and which graduate school*. Panel presentation at the Southern California Forum for Diversity in Graduate Education, Los Angeles, CA.
- Hoffman, J. L., & Young, S. (2006, June). *Implementing a comprehensive assessment program: Can I get one hour a month?* Presentation at the International Assessment and Retention Conference, Phoenix, AZ.
- Hoffman, J. L., & Franco, M. (2005, October). *Assessment in student affairs*. Presentation at the Western Regional Careers in Student Affairs Day, California State University, Long Beach.
- Hoffman, J. L., Hoffman, J. L. S., & Coleman, A. (2005, March). *Surprise and sense-making: Using assess to improve student of color retention*. Presentation at the national conference of the National Association of Student Personnel Administrators, Tampa, FL.
- Hoffman, J. L. (2004, June). *Surprise and sense-making: An organizational model for improving student of color retention*. Presentation at the National Student Affairs Assessment and Retention Conference of the National Association of Student Personnel Administrators, Scottsdale, AZ.
- Ingebretsen, E. J., & Hoffman, J. L. (2003, March). *Sexual minorities on religious campuses*. Invited presenter at the American Association of University Professors conference on Academic Freedom at Religiously Affiliated Colleges and Universities, San Diego, CA.
- Hoffman, J. L., Littler, A., & Alexander, J. L. (2001, March). *Preparing your sexual harassment and assault prevention program*. Presentation at the national conference of the National Association of Student Personnel Administrators, Seattle, WA.
- Vieselmeyer, D. M., & Hoffman, J. L. (2001, March). *Using theory to enhance your retention efforts*. Presentation at the national conference of the National Association of Student Personnel Administrators, Seattle, WA.
- Hoffman, J. L., Littler, A., & Alexander, J. L. (2000, October). *Preparing your sexual harassment and assault prevention program*. Presentation at the International Conference on Sexual Assault and Harassment on Campus, Orlando, FL.
- Troha, J., & Hoffman, J. L. (2000, March). *Your career at the crossroads: Aspiring to the senior-level leadership position*. Pre-conference workshop presented at the national conference of the National Association of Student Personnel Administrators, New Orleans, LA.
- Hoffman, J. L. (2000, March). *Applying "leadership for social change" to diversity efforts*. Presentation at the national conference of the National Association of Student Personnel Administrators, New Orleans, LA.
- Vieselmeyer, D. M., & Hoffman, J. L. (2000, March). *Hands-on leadership: A model of theory to practice*. Presentation at the national conference of the National Association of Student Personnel Administrators, New Orleans, LA.

Hoffman, J. L. (1999, April). *Leading with integrity when values are diverse*. Session presented at the Christian College Leadership Conference, Azusa, CA.

Hoffman, J. L., & Troha, J. (1999, March). *Aspiration versus perspiration: Advice from 20-something-year-old deans*. Presentation at the national conference of the National Association of Student Personnel Administrators, Indianapolis, IN.

Invited Speaker

Hoffman, J. L., & TBD. (2008, November). *Title TBD*. Co-faculty for the Dorothy J. Keller Graduate Student/New Professional Institute of the NASPA Region V-VI Professional Conference, Long Beach, CA.

Hoffman, J. L., (2005, February). *Designing learning experiences: Teaching critical thinking online*. Invited speaker/workshop facilitator, the Graduate School of Concordia University, Seward, NE.

Hoffman, J. L., & Hoffman, J. L. S. (2004, March). *Sexual assault: What college women need to know*. Invited speakers at the national meeting of Lambda Theta Nu (Latina Sorority), Northridge, CA.

Hoffman, J. L. (2002, January). *Loving your enemies: A history, a vision, and a dream*. Invited chapel speaker for Martin Luther King Day, Azusa Pacific University, Azusa, CA.

Hoffman, J. L., & Hoffman, J. L. S. (2001, August). *Sexual assault: Legal trends and implications for prevention programs*. Invited speaker, the Student Services Department, Occidental College, Los Angeles, CA.

Hoffman, J. L. (2001, May). *Mañana, mañana*. Commencement speaker at the Charter Oak-Ute High School Graduation Ceremonies, Charter Oak, IA.

Courses Taught

California State University, Fullerton (2008 – Present)

- EDD 620A: Research Seminar in Community College/Higher Education
- EDD 621B: Higher Education/Community College Systems, Structures, and Cultures

California State University, Long Beach (2004 – 2008)

- EDP 708: Leadership of Change in Education
- EDP 707: Student Learning and Development Theory in Higher Education
- EDP 703: Policy in Education
- EDP 698: Thesis
- EDP 596: Program Evaluation
- COUN 693: Seminar in Professional Development
- COUN 643b-644b: Fieldwork – Higher Education
- COUN 549: Management of Student Development in Higher Education
- COUN 548: The U.S. College Student
- COUN 547: Student Development Theory in Higher Education
- COUN 516: Counseling the Adult

University of Southern California (2004 – 2007)

- EDHP 687: Student Development in Higher Education
- EDHP 563: Student Affairs Work
- EDUC 524: Leadership
- EDHP 508: Organization Theory in Higher Education

Concordia University, Nebraska (2004 – 2007)

- ED 570: Cultural Awareness for Teachers and Young Children

Azusa Pacific University (2002 – 2005)

- CSA 592: Program Evaluation
- CSA 581: Foundations of Higher Education
- CSA 567: The Role of Diversity in Student Affairs
- CSA 551: Introduction to College Student Affairs
- LDRS 591: Organizational Behavior and Development

Concordia University, Irvine (1998 – 2003)

- EDU 555: Social, Political, and Cultural Foundations of Education
- CCI 449: Honors Mission Trip to Venezuela
- ALA 310: The Making of Our Reality
- INT 103: Leadership Development

The Forest Institute of Professional Psychology (2002)

- PSY 542: Philosophical Issues in Clinical Psychology

Concordia University, Ann Arbor

- OLA 508: Organizational Theory and Change
- EDU 301: Multicultural Education

Concordia University, St. Paul (1998 – 2000)

- ECE 541: The Diverse Classroom
- SAC 440: Multicultural Relations

Thesis Committees

Doctoral Thesis Committees – Reader

Hoffman, L. (2001). *The effects of social skills training on college adjustment*. Unpublished master's thesis, Fuller Theological Seminary, Pasadena, CA.

Cifone, R. (In process). *TBD*. The University of Southern California, Los Angeles.

Perez, J. (In process). *TBD*. The University of Southern California, Los Angeles.

Master's Thesis Committees – Chair

Garcia, C. (2008). *Understanding the perceptions and experiences of students and counselors engaging in online community counseling*. Unpublished master's thesis, California State University, Long Beach.

Master's Thesis Committees – Reader

Vo, V. T. M. C. (2008). *The relationship between ethnic identity development and degree of self-esteem among Vietnamese American students*. Unpublished master's thesis, California State University, Long Beach.

Booth, E. (2007). *Commuter students: Effects of place of residence on the development of autonomy*. Unpublished master's thesis, California State University, Long Beach.

Ebner, A. (2007). *Pluralizing leadership education for multicultural inclusion: A case study of the women's leadership initiative at St. James Catholic College*. Unpublished master's thesis, The University of Southern California, Los Angeles.

Kerr, K. (2006). *The experience of being a transfer student at a four-year university*. Unpublished master's thesis, California State University, Long Beach.

Pichardo, D. (2006). *Do characteristics of the millennial generation fit Latino college students?* Unpublished master's thesis, California State University, Long Beach.

Master's Capstone Project Committees - Member

Grillo, C. J. (2007). *Portfolio*. The University of Southern California, Los Angeles.

Lovano, E. (2007). *Erica Lovano: An electronic portfolio*. The University of Southern California, Los Angeles.

Yang, H. (2007). *Hannah Yang's portfolio*. The University of Southern California, Los Angeles.

Deal, K. (2006). *Capstone project*. Azusa Pacific University, Azusa, CA.

Ericson, B. (2006). *Capstone project*. Azusa Pacific University, Azusa, CA.

Lawrence, D. (2006). *Capstone project*. Azusa Pacific University, Azusa, CA.

Martinez, C. E. (2006). *Agua fresco: CSA capstone*. Azusa Pacific University, Azusa, CA.

Compton, S. (2005). *My journey through CSA*. Azusa Pacific University, Azusa, CA.

Lowitski, K. (2005). *Capstone*. Azusa Pacific University, Azusa, CA.

Muñoz, J. (2005). *Forever young: Johnny's capstone*. Azusa Pacific University, Azusa, CA.

Ninmann, A. (2005). *A little piece of my heart: The capstone of Alison Ninmann*. Azusa Pacific University, Azusa, CA.

Grant, K. T. (2004). *Graduate capstone*. Azusa Pacific University, Azusa, CA.

Holloway-Friesen, H. (2004). *Capstone project*. Azusa Pacific University, Azusa, CA.

Matsuura, C. (2004). *CSA capstone project*. Azusa Pacific University, Azusa, CA.

Qatami, S. (2004). *Capstone project*. Azusa Pacific University, Azusa, CA.

Alexander, J. L. (2002). *Transitions*. Azusa Pacific University, Azusa, CA.

Huh, P. (2001). *The journey*. Azusa Pacific University, Azusa, CA.

Professional Affiliations and Activities

ACPA - American College Personnel Association

ASERVIC - Association for Spiritual, Ethical, and Religious Value Issues in Counseling

- Member of the National Board of Directors, 1999 – 2000
- Executive Committee Chair for Strategic Planning & Policy, 1999 – 2000

ASHE - Association for the Study of Higher Education

CSCC - Council for the Study of Community Colleges

NASPA - National Association of Student Personnel Administrators

- Diamond Club Member (2004 – Present)
- Contributing Editor, *Net Results*, the on-line publication of the Academy for Leadership and Executive Effectiveness (1999 – 2000)

Professional Awards

Individual Diversity Award, Diversity and Affirmative Action Committee, Western Association of College and University Housing Officers (WACUHO), 2001

Volunteer Activities

Intercommunity Counseling Center, Whittier, CA, 2006 - Present

- Vice President, Board of Directors
- Chair, Fund-Raising Committee

Preparing for a Degree, Garden Grove, CA, 2001 - Present

- Member, Board of Directors
- Fund-Raising Chair

Azusa Pacific University, College Student Affairs Program, Azusa, CA, 2008 - Present

- Member, Advisory Board

PFLAG, Orange County, 2003 - Present

- Organized teams for the annual AIDS Walk

St. Andrew Lutheran Church, Whittier, CA, 2003 - Present

- Chair, Mutual Ministry Team
- Co-Chair, Senior Pastor Search Committee
- Member, Leadership Transition Task Force

AIDS Services Foundation, Irvine, Los Angeles, & Riverside, CA, 2001 - Present

- Organized teams for the annual AIDS Walk
- Raised over \$1,000 in 2001 and 2002

Concordia Food Pantry, St. Paul, MN, 1995 - 1998

- Served as program director
- Oversaw annual food drive, fund raising efforts, and food distribution

Cub—Concordia—Community Connection, St. Paul, MN, 1996-1998

- Co-developer of the program
- Organized educational fairs for under-privileged youth in the community