

# Joseph T. DeCrosta, Ph.D.

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## VISION STATEMENT:

*In our continually globalizing world, it is imperative that we provide opportunities that expose young people to the dynamic world around them. As a professional in international education, my role is to create reliable academic programs and curricula that allow students to engage in dialogue with their cultural counterparts and to create an environment for the authentic exchange of ideas. Whether it is by encouraging U.S. students to engage various study abroad opportunities, or by encouraging students from around the globe to attend a university in the United States, we can help to develop young minds, shift their perspectives in ways that they never imagined, and ultimately transform their lives.*

## EDUCATION:

### **Duquesne University – Pittsburgh, PA**

Ph.D. in Communication and Rhetoric

March 2014

*Dissertation Topic — The Nation as a Communicative Construct: Toward a Theory of Dialogic Nationalism*

Master of Arts in Elementary Education; *pending practicum*

### **The American University/School of International Service — Washington, DC**

Master of Arts in International Communication

August 1996

### **Rutgers University/Rutgers College — New Brunswick, NJ**

Bachelor of Arts in Communication and Italian; Minor in Linguistics

May 1993

### **Università di Firenze-Facoltà di Lettere — Florence, Italy**

Major: Italian Literature/Mass Communication

Sept. 1991 - Aug. 1992

## EMPLOYMENT:

### **Duquesne University, Office of International Programs – Pittsburgh, PA**

*Director, International Programs*

July 2003-present

*Manager/Associate Director, International Affairs*

Sept. 2001-July 2003

*Assistant Director of International Admissions*

Aug. 1997-Aug. 2001

### **The College Board, Office of International Education – Washington, DC**

*Grant Projects Assistant*

Feb. 1994-Aug. 1997

### **United Nations University – Washington, DC**

*Fellow/Program Assistant*

May -Aug. 1994

## PROFESSIONAL EXPERIENCE AND SKILLS

### **Management and Leadership Experience**

- **Direct and manage staff and activities within the Office of International Programs**, including study abroad development and operations, admissions and recruitment activities, immigration and advisement operations and policies, student services and programming
- **Act as a manager and liaison for the English as a Second Language program**, which reports to the Office of International Programs
- Lead, manage, and advocate for **the creation of a new Office of International Programs** that integrates outgoing study abroad student services and incoming international student services; this office was realized in July 2004
- Serve as a key team member for the creation of a **5-year Strategic Plan** that defines the future direction of international programs for the university; identified aspects of office and institutional culture that require additional resources and development for effective internationalization
- Manage and maximize **operating budgets in excess of \$1 million** to optimize projects and activities for all international programs; manage a scholarship budget of over **\$750,000**
- Advise the **Provost/Vice President for Academic Affairs and the Associate Provost of Enrollment** on international issues and admission policies at the university
- Serve as the **lead for the development of international exchange agreements** for students and faculty for relationships throughout the world, which led to an increase in active and viable agreements for academic departments
- Lead nationally-mandated **Student Exchange Visitor Information System (SEVIS) implementation** effort for Office of International Programs and advise and collaborate with university students and colleagues to ensure compliance
- Troubleshoot complex student issues that arise as a result of **cultural adjustment, financial difficulties, and academic challenges**
- Develop programming in cooperation with the **Center for Teaching Excellence (CTE)** to address the learning and cultural concerns; workshops were among the most well-attended events sponsored by CTE
- Lead effort to **consolidate and simplify international wire transfer process** for both international students as well as for the payment of study abroad bills to institutions overseas; resulted in a streamlined process that helped students and the institution obtain the best available currency rates
- Lead a **regional professional association** in conference planning, policy issues, and leadership training; implement creative changes within the organization to deliver new information and structural changes effectively to the membership
- Serve as a **consultant to other international education offices and various education programs**; assisted these offices in implementing positive changes in international programming to improve services and output
- **Hire essential professional and support staff** for the Office of International Programs on a regular basis
- Serve on various **national and local Boards of Directors and professional committees** for advancement of international education efforts

### **Study Abroad Programming and Evaluation**

- Act as a **manager and key team member** to identify and develop new study abroad opportunities and evaluate and refine existing programs specific to Duquesne's particular institutional mission and goals, including programs located in **Rome, Italy as well as Galway and Dublin, Ireland**
- Develop **new academic courses** that integrate valuable experiences abroad and help internationalize curricula
- Conduct **site visits** to assess value and dependability of approved study abroad programs
- Chair the **Financial Subcommittee for Study Abroad Programming** to create sound and realistic financial policies that meet both student and institutional needs
- Analyze and manage **study abroad budgets** to ensure the accurate tracking of study abroad expenditures and revenue
- Contribute to a 8-member **Presidential Committee on Study Abroad Safety** which improved emergency guidelines and procedures and led to the creation of a new integrated office for all international services on campus
- Lead effort to identify a **study abroad emergency assistance program** that provides reliable services for students in distress while abroad
- Contribute to a university-wide **International Programs Steering Committee** which determines the goals and direction of the international office that serves student and faculty needs
- Chair a university-wide **Committee on China** which allowed colleagues on campus to collaborate to maximize our existing relationships and to explore new opportunities in China
- Act as **Fulbright Program Advisor and chair the Fulbright Scholarship Selection Committee**; select faculty and staff evaluators who recommend candidates to the National Fulbright Selection Committee; advise and guide students on program selection and the application process, which resulted in 200% increase of Fulbright placements around the world
- Design marketing and promotion of study abroad programs through **study abroad fairs, information sessions and other creative programming** to expose the university community to various study abroad opportunities and to increase overall participation
- Create **user-friendly publications and websites** pertaining to study abroad programs, enrollment procedures and financial policies
- Create **policies for grade and credit transfer** for students wishing to study abroad

#### **International Admissions, Recruitment, and Global Relationship Management**

- Develop a detailed **strategic/marketing plan for international recruitment efforts** to focus activities and resources to increase the number of academically talented international students to the university; resulted in an 60% increase of international enrollments to date
- Lead and manage a **targeted global recruitment and marketing campaign** in geographic areas including several countries in Asia/Pacific Rim, South America, Central America, Middle East, India, Africa, and the Caribbean
- Manage a **scholarship budget of \$750,000+ annually**; design an evaluation rubric and award funds to academically-talented students to maximize the enrollment of talented students
- Structure and implement the **international student application process** from start to finish; supervise the team that executes this process
- Direct the **comprehensive international student enrollment system** that supports students, families, and placement advisors at critical points throughout the transition to the U.S.
- Conceptualize and develop a **Customer Relations Management (CRM) and complex communication plan** for international student recruitment to better engage students' decision-making

- Organize and facilitate **informational sessions and receptions** for target groups of educational professionals, students and families to educate them about the U.S. admissions process
- Analyze the university's **overseas offsite representation needs and develop an elaborate evaluation process to aid in the selection of appropriate placement agencies**
- **Negotiate agent contracts** and manage the training, development and ongoing relationships with agent representatives
- Forge relationships with **key officials within U.S. government, embassies, international education agencies, and foreign universities** to increase their awareness about my institution and secure them as key promoters of the university in their home areas
- Conceive and develop **publications and websites** to market university's academic programs and outline the admission process for non-traditional applicant pools
- **Serve as an advisor to the ESL program on recruitment and marketing** to increase international student enrollment at the undergraduate and graduate levels; create policies and procedures to elevate the admission standards and academic rigor of the ESL program
- Serve as **campus expert on foreign credentials and educational systems** to evaluate applications for admission; educate colleagues in academic and athletic programs to regulate the caliber of admitted international students
- Increase prestigious **international scholar population** by identifying and executing mutually beneficial arrangements between the university and agencies that financially sponsor students through the State Department, Fulbright, Muskie, the Ron Brown Fellow programs as well as other competitive scholar programs
- Develop **university-wide conditional admission policies and bridge programs** for international graduate students to increase enrollment in programs that experience declining enrollments; resulted in a 30% increase in international student enrollments in its first year
- Develop **credit transfer policies** for the International Baccalaureate program, British A-levels, French Baccalaureate, and others that allow the university to attract talented students from competitive academic programs

#### **Program Development, Management, and Evaluation**

- **Advise and collaborate with executive university officers, deans and directors** to accomplish overall international goals for the university and to create and implement effective international programming
- **Write grant proposals** for various opportunities to host students from around the world as well as young professionals in need of academic and professional training; **awarded several grants** including the **2016 Mandela Washington Fellowship for Young Leaders grant for \$150,000, an initiative of the Obama Administration**
- **Conceptualize a fundraising program** in collaboration with University Advancement to raise funds for international students in need
- Lead campus-wide effort on **intercultural awareness training** to help faculty and staff work more effectively with a growing culturally-diverse population
- Develop, design, and execute a **unique on-campus summer program** to highlight the university's academic programs, campus environment, and local culture for six years
- Design and frequently restructure a **bi-annual orientation workshop for new students**; created a comfort zone for undergraduate, graduate, and non-degree students unfamiliar with the U.S. system of higher education and culture

- Conceive, promote, and conduct the **“American Traditions Series,”** a program designed to expose international populations to widely-practiced traditions in their new host environment to assist students with cultural adaptation and establishing a home in their new environment
- Assist with the **creation of an annual training program** funded by the **U.S. Department of State** grant that educates overseas advisors who promote U.S. higher education
- Create and coordinate a city-wide network of educators to **train overseas colleagues for government-sponsored professional development programs** independently as well as sponsored by the Department of State; **recognized by the State Department’s EducationUSA as an “Outstanding Institutional Partner”** for these efforts
- Serve as a team member for the English as a Second Language program **to write their five-year accreditation report for the Commission on English Accreditation (CEA)**; this ESL program was among the inaugural group of CEA-accredited programs

### **Internal and External Consulting**

- Elected as **chairperson of NAFSA Region VIII** team to coordinate the logistics for the annual professional conference; chose locations for future conferences by conducting **site visits** to understand if venues would meet the **budgetary and practical needs** of the organization; **led regional team meetings** in determining the direction and focus of the region; managed the **overall budget and treasury** of the organization
- Selected from nationwide pool of university professionals to serve on evaluation committees for prestigious programs such as the **Freedom Support Act, Muskie Scholars program, Young Russian Fellows program, Mandela Washington Fellowship for Young African Leaders, and the Undergraduate Scholars programs** funded by the United States government and private foundations around the world
- Serve as educational consultant for government-sponsored scholar **orientation program in Tashkent, Uzbekistan**
- Lead effort to create and design **first-ever three-day staff development retreat** for two related offices
- Serve on a company-wide **human resource committee** focused on restructuring organizational alignments and compensation
- Create and coordinate **International Umbrella Committee** that brought structure and semblance to the various international organizations on campus to better manage programming, funding, and resources
- Conceptualize **professional development workshops** for annual conferences; formed a network of professionals from various venues to present content to colleagues in the field

### **Committee Leadership and Participation**

- Study Abroad Budget and Finance Committee, *Chair*
- China Initiatives Steering Committee, *Chair*
- President’s Committee on Diversity
- International Programs Steering Committee
- Study Abroad Risk and Safety Committee
- School of Leadership and Professional Advancement Admission Transition Committee
- English as a Second Language Director and Associate Director Search Committee
- Global Pittsburgh Education Partners Steering Committee
- Anti-Discrimination Review Panel

- Committee on Freshman Retention
- Student Learning Assessment Team

### **Scholarship and Teaching Experience**

#### *Publications*

- DeCrosta, Joseph. (2015). Dialogic Communication: A Foundation for Authentic Intercultural Communication. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (Chapter 1). Dubuque, IA: Kendall Hunt.
- DeCrosta, Joseph. (2015). Transitions across Cultural Boundaries: Culture Shock. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural Communication for global engagement* (Chapter 6). Dubuque, IA: Kendall Hunt.
- “Why Study in the U.S.?” *American Colleges and Universities magazine*, 2014.

#### *Conference Papers*

- “The Nation as a Postmodern Construct: Toward a Theory of Dialogic Nationalism” - National Communication Association (NCA), Chicago, November 2014
- “Language and Intercultural Communication” - Pennsylvania Communication Association (PCA), Pittsburgh, September 2005

#### *Adjunct Professor*

- **Design, develop and instruct a 400-level Intercultural Communication course** for the Department of Communication and Rhetorical Studies. This semester-long course included a “**Spring Break Away**” component that exposed students to Italian/Roman culture over a 10-day Spring Break trip to Italy
- Teach the **300-level Cross-Cultural Preparation: Getting Ready for the Journey course** required of all students preparing to study abroad the following semester

#### *Guest Lecturer*

- Teach several classes for the “Intercultural Interpretation Seminar,” the “Orbis Learning Community,” and “Global Sociology” about intercultural communication theory, cross-cultural simulations, cultural adjustment, and cultural standpoints

#### *Teaching Assistantships*

- Support Communication Theory undergraduate students with the complex theoretical and philosophical foundations of communication studies
- Contribute academic and professional expertise to professor and students for the Intercultural Communication Commission — a group of elite undergraduates chosen to conduct specialized, independent research for the Department of Communication and Rhetorical Studies

#### *Thesis Director*

- Serve as the thesis director for a Masters of Intercultural Relations candidate at the Intercultural Communication Institute/University of the Pacific to edit and finalize her capstone thesis requirement; provided final evaluation and grade for the project

#### **CONSULTANT WORK:**

**Slippery Rock University, Office of Global Engagement— Slippery Rock, PA**

*External Reviewer for the Office of International Programs*

**International Research and Exchanges Board (IREX) – Moscow, Russia**

*Member of Selection Committee for U.S. State Department sponsored scholarship program*

**Chatham College – Pittsburgh, PA**

*Consultant to VP of Enrollment on various immigration issues*

**International Research and Exchanges Board (IREX) – Washington, DC**

*Member of Selection Committee for U.S. State Department scholarship program*

**Open Society Institute (OSI)/Soros Foundation – New York, NY**

*Member of Selection Committee for scholarship program sponsored by Soros*

**American Council on International Education (ACIE) – Washington, DC**

*Member of Selection Committee for U.S. State Department scholarship program*

**American Council on International Education (ACIE) – Tashkent, Uzbekistan**

*Consultant for Pre-departure Orientation for Uzbek government-sponsored program*

**LANGUAGES:** Fluent in Italian; Proficient in Spanish; Reading proficiency in French

**PROFESSIONAL AFFILIATIONS/ COMMUNITY ACTIVITIES:**

**Association for International Education Administrators (AIEA) – Conference Planning Committee**

**American International Recruitment Council (AIRC) – Board Member; Secretary; Conference Planner**

**NAFSA: Association of International Educators; Region VIII – Regional Chair; Treasurer; Conference Planning Coordinator; National Association – Regional Affairs Council**

**OACAC: Overseas Association for College Admission Counselors – Member**

**Rotary International-Downtown Pittsburgh Chapter – Member, Scholarship and Rotary Youth Exchange Committee**

**Strong Women, Strong Girls – Field Day Workshop Leader**

**World of Wonder Podcast – Creator and Producer**