Jillian J. La Serna, Ed.D.

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**EDUCATION**

Educational Leadership, Ed.D. – May 2017

The University of North Carolina at Chapel Hill

Educational Specialist, Ed.S. – May 2013

The University of North Carolina at Chapel Hill

Masters of School Administration, M.S.A. – May 2011

The University of North Carolina at Chapel Hill

Bachelor of Liberal Studies, B.A. – December 2011

California State University, Sacramento, *Summa Cum Laude*

**LICENSURE**

NC School Administrator Superintendent License (current)

NC School Administrator Principal License (current)

NC Elementary Education (K-6) Elementary Education License (current)

CA Multiple Subject Teaching Credential

CA Gifted and Talented Education Certificate

CA Cross-cultural, Language, and Academic Development Certificate

**PROFESSIONAL EXPERIENCE**

2022-present Research Assistant Professor

The Education Policy Initiative at Carolina

University of North Carolina at Chapel Hill

2019-present Board of Education, Member (elected office)

Chapel Hill-Carrboro City Schools

2019-2022 Assistant Professor of Educational Leadership

University of North Carolina at Charlotte

Courses taught:

* ADMN 6130: Supervision of Instruction
* AMDN 6161: The Principalship
* ADMN 8181: Equity and Social Justice in Adult Education
* ADMN 6110: School Leadership and Management

2013-2019 Principal

Chapel Hill-Carrboro City Schools, Carrboro Elementary School

2011-2013 Assistant Principal

Chapel Hill-Carrboro City Schools, Carrboro Elementary

* 1. Full-Time Principal Intern

Chapel Hill-Carrboro City Schools

2008-2009 Spanish Dual Language Reading Interventionist

Chapel Hill-Carrboro City Schools

2003-2008 Teacher

San Diego Unified School District, Johnson Elementary and La Jolla Elementary

1998-2002 Instructional Assistant

Rio Linda Union School District, part-time

**PUBLICATIONS**

**La Serna, J.** (2022). Effective instructional strategies for literacy in dual language classrooms. *Foreign Language Annals.* [**https://doi.org/10.1111/flan.12628**](https://doi.org/10.1111/flan.12628)

Salas, S., Acosta, J**., La Serna, J.** (2021). Teacher disequilibrium, programmatic doublespeak,

and “A Day without Immigrants.” *Journal of Curriculum and Pedagogy*.

<https://doi.org/10.1080/15505170.2021.1928570>

Shore, R, Morris, D., Watson, J., & **La Serna, J.** (2021).  Casting call! The Aspiring Principal Program: A partnership initiative filling the need for leadership. *PDS Partners:  Bridging Research to Practice*, National Association for Professional Development Schools, *16*(2), 64-71.

Shore, R, Watson, J., Morris, D., & **La Serna, J.** (2021). Equity through inquiry: One region's effort to provide students and their teachers with leaders in their schools that look like them*. PDS Partners:  Bridging Research to Practice,* National Association for Professional Development Schools, *16*(2), 72-77.

**La Serna, J.** (2020). Culturally relevant pedagogy in two-way immersion classrooms. *Bilingual Research Journal, 43*(4), 400-416. <https://doi.org/10.1080/15235882.2020.1861126>

Hesse, C., **La Serna, J.,** & Zoeler, E. (in press). Critical [inter]action: Fostering a critically conscious DLBE community. In Dorner, M., Palmer, D., Crawford, E., Cervantes-Soon, C., & Heiman, D. (eds.), *Critical Consciousness in Dual Language Bilingual Education: Case Studies on Policy and Practice*. London, UK: Routledge.

**PRESENTATIONS**

**La Serna, J.**, Hesse, C., & Zoeller, E. (2022, April). *Beyond Bilingual: a critical look at dual language bilingual education professional development practices*.

Roundtable presentation at American Educational Research Association Conference. Virtual.

Salas, S., Acosta, J., & **La Serna, J.** (2022, April). *Teacher disequilibrium, programmatic doublespeak, and “a day without immigrants.”* Poster presentation at Cato College of Education Research Symposium. Charlotte, NC.

**La Serna, J.**, & Hesse, C. (2022, February). *Social Justice in Dual Language Elementary Curriculum*. Paper presentation at the National Association for Bilingual Education

Conference. New York, NY.

**La Serna, J.** (2022, February). *A Coaching Model for Dual Language School Leaders*. Paper

presentation at the National Association for Bilingual Education Conference. New York, NY.

**La Serna, J.** Kudlats, J., Cox, K, Benson, T., & Lambert, R. (2021, November). *A Range of Influence: How principals view their impact on school operations*. Paper presentation at the University Council for Educational Administration Conference, Virtual.

Kudlats, J. & **La Serna, J.** (2021, November). *Cultivating Leadership Identity: Exploring the Motivations and Experiences of Aspiring School Leaders*. Paper presentation at the University Council for Educational Administration Conference, Virtual.

**La Serna, J.**, Hesse, C., & Zoeller, E. (2021, October). *Critical [Inter]Action: Developing a Critically Conscious DLBE Community*. Paper presentation at the Curriculum and Pedagogy Conference, Virtual.

**La Serna, J.** (2021, May). *Competencia Cultural: Creando entornos educativos acogedores e inclusivos para estudiantes y familias latinas/hispanas*. Invited speaker Bridging the Divide conference at ISLA, Virtual.

**La Serna, J.**, Bivins, E., & Benson, T. (2021, April). *Unequal Representation: An analysis of student recognition awards at two dual language* schools. Paper presentation at the National Association of Bilingual Education Conference, Houston, TX.

**La Serna, J.**, Bivins, E., & Benson, T. (2021, April). *Disparity in Scholastic Achievement Awards in Two-Way Immersion Programs* Poster presentation at the American Educational Research Association Conference, Virtual.

Hesse, C., **La Serna, J.**, & Jewett, L. (2021, April). *Critically Unconscious? Unconsciously Critical? Critical Consciousness in Dual Language/Two0Way Immersion*. Roundtable session at the American Educational Research Association Conference, Virtual.

**La Serna, J.** (2021, March). *Education Policy and Local Elections*. Invited speaker for Public Policy, UNC, Chapel Hill, Virtual.

**La Serna, J.** (2020, March). *Dual Language and Immersion Leadership*. Co-presenter Foreign Language Association of North Carolina, Charlotte, North Carolina.

**La Serna, J.** (2020, February). *Awarding Whitene*ss. Roundtable presentation at North Carolina Association for Research in Education, Greensboro, North Carolina.

**La Serna, J.** (2019, March). *Examining the Intersection of Culturally Relevant Pedagogy and Guiding Principles of Dual Language Education*. Paper presented at the National Association for Dual Language Education Conference, Orlando, FL.

**La Serna, J.** (2019, February). *Culturally Relevant Resources for African American Students in Two-Way Immersion Programs*. Paper presented at the Seventh International Conference on Immersion and Dual Language Education, Charlotte, NC.

**La Serna, J.** (2019, March). *Examining the Intersection of Culturally Relevant Pedagogy and Guiding Principles of Dual Language Education*. Paper presented at the National Association for Dual Language Education Conference, Orlando, FL.

**La Serna, J.** (2019, February). *Culturally Relevant Resources for African American Students in Two-Way Immersion Programs*. Paper presented at the Seventh International Conference on Immersion and Dual Language Education, Charlotte, NC.

**La Serna, J.** (2018, July). *Integrating Language and Content into Classrooms and Engaging Latinx Parents*. Invited speaker at Connecting the Americas Scholar Program, Durham, NC.

**La Serna, J.** (2018, November). *The Secret Language of Success*. Paper presented at La Cosecha, Santa Fe, NM.

**La Serna, J.**, Davis-Castro, J., & Woody, J. (2018, November). *Social Justice Every Day*. Panel presented at La Cosecha, Santa Fe, NM.

**La Serna, J.** (2018, April). *Fostering Latinx Parent Leadership in Schools*. Invited speaker at Immersion for Spanish Language Acquisition Bilingual and Multicultural Education Conference, Chapel Hill, NC.

**FELLOWSHIPS AND GRANTS**

**La Serna, J.** [Principal Investigator]. (2021) *Critically Conscious? An investigation of critical consciousness in Dual Language School Leaders*. UNC Charlotte Faculty Research Grant, Funded: $7,834.

Morris, D. S., [Principal Investigator], D’Amico, M. M., Watson, J., Hart, W., Shore, R., La Serna, J., & Kudlats, J. [Co-Principal Investigators]. (2020-2025). *Transforming principal preparation program (TP3): UNC Charlotte and Southwest Regional Education Service Alliance collaborative project.* North Carolina Principal Fellows Commission, North Carolina State Education Assistance Authority, and the University of North Carolina General Administration. Funded: $3.75 million.

Morris, D. S., [Principal Investigator], D’Amico, M. M., Watson, J., Hart, W., Shore, R., La Serna, J., & Kudlats, J. [Co-Principal Investigators]. (2025-2026). *Transforming principal preparation program (TP3): UNC Charlotte and Southwest Regional Education Service Alliance collaborative project: 6th Year Funding.* North Carolina Principal Fellows Commission, North Carolina State Education Assistance Authority, and the University of North Carolina General Administration. Funded: $699,941.

**La Serna, J.** [Recipient]. (2019) *The Leadership of Jose Martí: The strengths and challenges of a Charismatic Leader*. National Endowment of the Humanities Summer Scholar Program. Funded. $3,300.

**La Serna, J.**  [Principal Investigator]. (2014). *The Secret Language of Success: Assessing the*

*Achievement of African American Students in Two-Way Immersion.* Chapman Literacy Research Fellowship. Funded: $2,000.

**La Serna, J.** [Recipient]. (2009-2011). North Carolina Principal Fellowship. Funded: $60,000

**MEMBERSHIPS AND AFFILIATIONS**

American Educational Research Association

University Council for Educational Administration

National Association for Bilingual Education

Latin American Studies Association

North Carolina School Boards Association

**SERVICE**

2020-present Member, Board of Education, Chapel Hill-Carrboro City Schools

2022-present Chair, Board of Education Policy Committee, Chapel Hill-Carrboro City Schools

2021-present Manuscript Reviewer

*Bilingual Research Journal*

*Foreign Language Annals*

*Race, Ethnicity, and Education*

*Leadership and Research in Education, The Journal of the OCPEA*

2019-2022 Member, Cato College of Education Diversity Committee, UNC Charlotte

2021-2022 Member, Legacy for Leadership Award Committee, UNC Charlotte, Educational Leadership Department

2020-2022 Member, Testerman Scholarship Award Committee, UNC Charlotte

2020-2022 Member, Duke Autism Center of Excellence Community Engagement Advisory Board, Duke University

2019-2020 Member, North Carolina Dual Language/Immersion Advisory Board

**PROFESSIONAL TRAINING**

2020 Participant, Best practices in remote instruction

2019 Scholar, National Endowment of the Humanities

2018 Participant, Social Justice Teaching by Teaching Tolerance

2017 Participant, Gender Spectrum - Creating Gender Inclusive Schools

2017 Participant, Restorative Practices

2017 Graduate, Crisis Prevention and Intervention

2016-18 Participant, Situation Appraisal, Decision Analysis, Problem Analysis, and Potential Problem Analysis TregoED training

2016 Participant, The Art of Coaching (led by Elena Aguilar.)

2014-15 Participant, Teaching for Biliteracy

2014 Participant, Understanding by Design

2012 Graduate, Facilitative Leadership

2011 Participant, Grading and Reporting Systems (led by Dr. Thomas Guskey)

2010-11 Graduate, Growing Future Leaders

2009-11 Recipient, North Carolina Principal Fellow

2008 Participant, Effective Spanish Reading Instruction and Assessment

2007 Recipient, Colonial Williamsburg Teacher Institute Fellowship for San Diego County