

# Vinnie C. Wu, Ph.D.

wu.vinnie@gmail.com

## SUMMARY

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Institutional research and planning professional with expertise in quantitative and qualitative research methods, survey design, institutional effectiveness, and equity-focused data analysis within the California Community College system. Experienced in accreditation, strategic enrollment management, participatory governance, and translating complex findings into actionable insights for executive leadership and campus stakeholders. Skilled in cross-functional collaboration, data storytelling, and supporting evidence-informed decision-making to advance student success, equity, and institutional planning.

*Technical Skills:* R/RStudio, SQL, Oracle Banner, Qualtrics, Tableau, Power BI, Quarto, Excel, survey design, quantitative and qualitative analysis, data visualization

## EDUCATION

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**University of California – Santa Barbara (UCSB)** June 2024

*Ph.D., M.A., Psychological & Brain Sciences: Social Psychology*

Emphasis in Quantitative Methods for Social Sciences

Co-advisors: Shelly Gable, Diane Mackie

Dissertation Thesis: With us or against us: Regulating others' group emotions

**University of California – Irvine (UCI)** June 2013

*B.A., Psychology & Social Behavior, magna sum laude*

**Fullerton College** June 2011

## PROFESSIONAL EXPERIENCE

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**Senior Research and Planning Analyst** 2025-present

*Fullerton College, Fullerton, CA*

- Lead campuswide survey research initiatives examining student belonging, mental health, basic needs, campus climate, and program effectiveness to support institutional planning, student success, and equity initiatives
- Design and administer quantitative and qualitative assessments using national and locally developed instruments to inform institutional effectiveness efforts and strategic decision-making
- Develop accessible data communication tools, including the “Data Buzz” infographic series, to translate institutional findings for broad campus audiences
- Support institutional planning, assessment, and equity initiatives through data analysis, reporting, and cross-functional collaboration with campus stakeholders

**Research Analyst** 2022-2025*San Bernardino Valley College, San Bernardino, CA*

- Conducted institutional research and disaggregated outcome analyses examining retention, success, enrollment, and disproportionate impact to support strategic planning, accreditation, enrollment management, and student equity initiatives
- Developed reports, presentations, and data visualizations translating complex institutional findings into actionable insights for executive leadership, faculty, classified professionals, students, and community stakeholders
- Contributed to the development of an integrated strategic enrollment management data framework using quantitative and qualitative institutional data

**Graduate Student Research Fellow** 2017-2024*Psychological and Brain Sciences, UCSB*

- Recruited, trained, supervised, and coordinated a team of 21 undergraduate research assistants supporting data collection, coding, and research operations across multiple projects
- Conducted mixed-methods research using quantitative and qualitative analytic approaches to examine emotion, motivation, and intergroup processes
- Designed and administered over 90 Qualtrics surveys incorporating quantitative, qualitative, and multimedia data collection methods
- Secured over \$175,000 in competitive fellowships and research funding

**SERVICE TO THE COLLEGE**

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**Diversity Advisory Committee** 2025-present*Fullerton College***Student Equity and Achievement Committee** 2025-present*Fullerton College***Participatory Governance Task Force, Member** 2024-2025*San Bernardino Valley College*

- Collaborated with stakeholders to evaluate and refine institutional governance processes aligned with college priorities and participatory governance principles
- Designed and analyzed campus surveys assessing governance effectiveness to identify areas for institutional improvement

**Classified Senate, Vice President** 2024-2025*San Bernardino Valley College*

- Represented and advocated for classified professionals in participatory governance processes as senator and vice president
- Collaborated with campus leaders and governance committees to ensure classified perspectives informed institutional decision-making and campus initiatives

**Accreditation Committee, Member** 2024-2025*San Bernardino Valley College*

- Collaborated in the development of institutional accreditation planning processes, including contributions to the ISER and Institutional Set Standards discussions

**Curriculum Committee, Member** 2023-2025  
*San Bernardino Valley College*  
 – Evaluated and approved new and revised courses and programs to ensure they meet academic standards and align with institutional goals  
 – Collaborated with departments across the college to support the development of cohesive and comprehensive guided pathways

**Enrollment Management & Student Equity Committee, Member** 2023-2025  
*San Bernardino Valley College*  
 – Contributed to strategic enrollment management and student equity planning efforts through disaggregated data analysis, enrollment trend evaluation, and evidence-informed recommendations to support student access and success

**Diversity, Equity, Inclusion Committee** 2021-2022  
*Psychological and Brain Sciences, UCSB*  
 – Assessed departmental campus climate with a survey sent to faculty, staff, and graduate and undergraduate students  
 – Developed a strategy to diversify the departmental speaker series  
 – Proposed and clarified mentoring guidelines for the retention of graduate students

## **LEADERSHIP & SERVICE**

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**CAMP Research Group Coordinator** 2023-present  
*RP Group*  
 – Facilitate regional institutional research meetings for California Community College researchers across Los Angeles, Orange, Riverside, and San Bernardino counties to support professional collaboration and knowledge sharing

**Leading from the Middle Alumni Committee, 2025**  
**APAHE Pre-Conference Proposal Reviewer, 2025**  
**CAIR 2AIDE Committee Member, 2025**

## **PRESENTATIONS & PUBLICATIONS**

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**Wu, V.**, Lawler, H., & Tasaka, B., (2026, April). *Data as resistance: Reclaiming AANHPI narratives in higher education*. Asian Pacific Americans in Higher Education Conference, Anaheim, CA.

Berumen, D., Corona, K., Gieck, M., & **Wu, V.** (2026, April) *From numbers and stories to strategies: Applying quantitative and qualitative data to enhance campus diversity efforts*. American Association of Community Colleges Annual Conference, Seattle, WA.

Chow, K., Sodhy-Gereben, I., Tasaka, B., & **Wu, V.** (2025, November). *AANHPI students still need systemwide data disaggregation and utilization*. Academic Senate for California Community Colleges Rostrum. <https://www.asccc.org/rostrum-reader/2025/November>

Graham, D., Homier, S., & **Wu, V. C.** (2025, October). *Outliers no more: Empowering students to be equity-focused researchers*. Presentation at the RP Group Strengthening Student Success Conference, Burlingame, CA.

**Wu, V. C.**, Homier, S., & Oxendine, J. M. (2024, November). *The transformative power of data-driven narratives for equitable decision-making*. Presentation at the California Association for Institutional Researchers Conference, San Francisco, CA.

Oxendine, J. M., **Wu, V. C.**, Buffong, K., & Mills, A. (2024, October). *From data to dialogue: Fostering inclusive campus communities through holistic profiles*. 80-minute workshop presentation at the RP Group Strengthening Student Success Conference, Garden Grove, CA.

## TEACHING EXPERIENCE

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### Part Time Faculty

2024-2026

*Social Sciences, Chaffey College, Rancho Cucamonga, CA*

- Instructed Statistics for Social Sciences courses in in-person, hybrid, and online formats for students with varied academic and mathematical backgrounds
- Developed accessible instructional materials and scaffolded statistical content using open-source resources and applied learning approaches

### Teaching Associate

2020-2021

*Psychological and Brain Sciences at UCSB, Santa Barbara, CA*

- Designed and instructed undergraduate courses in Introductory Statistics, Research Methods, Social Influence, and Emotions for classes of up to 124 students
- Incorporated equity-focused teaching practices through inclusive classroom engagement, anonymous grading, open-source materials, culturally relevant research examples, and student-driven projects on diversity and intergroup relations.