STAFF SPOTLIGHT

BFSA

Black Faculty Staff Association



# ROSA BARR-WILLIAMS

## 3 ROLES. 1 MISSION.

- Interim Assistant Director, Black Student Center
- Admission Officer
- Coordinator of Strategic Partnerships

## FROM D.C. TO CSUSM

**7 years** at the Association of American Medical Colleges

moved to California

nearly **20 years** at CSUSM.

Her passion for student success, educational access, & community-building led the way.

Students became her greatest teachers.

**Rosa creates opportunities, builds university-community connections, and helps Black students feel seen, supported, & empowered.**

## WHY SHE DOES IT

Rosa helps students recognize their potential and gives them practical ways to pursue it. She also helps first-generation families understand college so they can become powerful partners in student success.

> Meaningful progress grows through relationships, collaboration, and determination.
> -Rosa

# HELPING STUDENTS SEE WHAT'S POSSIBLE.

Rosa believes potential grows when students have the tools, networks, confidence, & people to recognize their own promise.



## THREE COMMITMENTS GUIDE HER WORK...

**BELONGING**
A safe place to contribute, lead, & grow as your whole self.

**REPRESENTATION**
Students see possibility when they can see themselves.

**ACCESS**
Tools, relationships, & confidence turn potential into progress.

> **"Representation changes what students believe is possible."**
> **-Rosa**

**BELONGING MEANS THAT YOU ARE**

- WELCOMED
- RESPECTED
- CONNECTED
- SUPPORTED

## HOW SHE LEADS

**ADAPTABILITY**
Change taught her to adjust without losing sight of purpose.

**PERSISTENCE**
Barriers taught her to keep building toward meaningful progress.

**PERSPECTIVE**
Competing priorities taught her to focus on what matters most.

**EMPATHY**
Leadership taught her to listen, understand, and act with care.

Nearly 20 years in higher education have shaped a leadership practice rooted in relationships - and sharpened by experience.

# IN ROSA'S WORDS

"My immediate priorities for the BSC are to strengthen student retention, support academic success, & increase meaningful student engagement. I am committed to creating an environment where students feel a strong sense of belonging, have access to the resources they need to thrive, & are empowered to achieve their educational and personal goals. **Ultimately, my goal is to ensure that the BSC serves as a hub of excellence, connection, advocacy, & support for Black students & the broader campus community."**

## BLACK STUDENT OPPORTUNITIES

Lead | Innovate | Shape the future of our campus community | Bring unique perspectives, talents, & experiences that enrich the university & contribute to meaningful change on & off-campus

## BEYOND THE TITLE

- Foster-care Advocate
- Community Volunteer
- Runner
- Double Dutch Enthusiast
- Traveler
- Proud Mother

## BLACK STUDENT CHALLENGES

Navigating complexity of finding their place & sense of belonging in today's social & cultural climate | Balancing academic expectations, personal responsibilities & questions about identity, representation, & community | Limited access to networks | Underrepresentation | Feelings of isolation | Navigating systems that have not always been designed with their experiences in mind

## BSC/BFSA COLLABS

- Mentorship
- Networking
- Financial Literacy
- Wellness
- Leadership
- Pathways to Careers

## GROUNDED BY

**FAITH**

**FAMILY**

**STUDENTS**

