

Jaqueline Cruz, Ed.D.

*Vice President of Institutional Advancement and Development, Hartnell College
Executive Director, Hartnell College Foundation*

Contact Information



Professional Summary

Accomplished leader with over 26 years of experience in resource development, community and industry partnerships for inclusive economic advancement. Serving as Vice President of Advancement at Hartnell College and Executive Director of the Hartnell College Foundation, Jackie leads strategic initiatives that foster equity, economic prosperity, and educational attainment. Passionate about supporting youth and women's advancement, she has successfully led multi-faceted campaigns, developed impactful partnerships, and driven innovative programs to close equity gaps and enhance community well-being.

Education

- **Doctor of Education** | University of Southern California
- **Master of Business Administration** | Chapman University
- **Bachelor's Degree** | Chapman University
- **Associate Degree** | Hartnell College

Professional Experience

Hartnell College

*Vice President of Advancement | Executive Director, Hartnell College Foundation
2009 – Present*

- Spearheaded initiatives to expand workforce programs and student facilities through innovative partnerships, specifically, the campaigns to expand higher education access to residents in South County, to expand the Center for Nursing and Health Sciences, and to expand programs in Science, Technology, Engineering, Math, Teacher Pathways, and Agriculture and Ag Tech.
- Designed and led the Foundation's Advancement and Foundation Team, overseeing public and private resource development, alumni relations, government relations, and cross-sector partnerships.
- Directed two comprehensive campaigns, five capital campaigns, and a bond campaign.
- Cultivated vibrant relationships with local industry and key foundations, securing resources to address equity gaps and increase higher education attainment in the Salinas Valley.

Leadership Roles and Key Initiatives

- **Executive Leader**, Measure T Leadership Committee
 - **Founding Chair**, Hartnell College Task Force on Racial Equity and Social Justice (2020 – 2024)
 - **Founder and Executive Sponsor**, Salinas Valley Promise (2018 – Present)
 - **Executive Leader**, Hartnell College Ag Steering Committee
 - **Executive Leader**, Bright Futures Education Partnership (Cradle to Career)
 - **Executive Leader and Co-Founder**, Salinas Valley Health Professions Pathway Partnership
 - **Executive Leader**, Bridging the Gap Initiative
 - **Executive Leader and Co-Founder**, Women’s Education and Leadership Institute and Women’s Leadership and Economic Forum
 - **Executive Leader and Co-Founder**, The Salinas Valley Ag Tech Alliance
 - **Executive Leader and Founder**, Monterey County STEM Task Force and STEM Talent Expo
 - **Executive leader**, Blueprint for College and Career Workforce Systems- The Career Hub
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United Way of Monterey County

1999 – 2009

- Developed and executed community-focused programs to address socio-economic challenges and support families in Monterey County.
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Current Board Leadership and Advisory Roles

- **President**, DigitalNEST Board
 - **Treasurer**, Rancho Cielo Board
 - **Executive Committee, Vice President and Chair of Professional Development**, Network for California Community College Foundations
 - Advisor to the James Irvine Foundation Priority Communities Strategic Plan Refresh
 - Advisor to the Salinas Inclusive Economic Development Initiative
 - Advisory Board, Mujeres En Acción
 - Advisors, The Reservoir
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Achievements and Recognition

- USC Rossier School of Education, Dissertation of Distinction – 2025
- Latina Advocate, State Assembly District 29 – 2025
- Monterey Bay Business Hall of Fame Laureate – January 2025
- Distinguished Woman of the Year- State Senate District 17 – 2024
- Hartnell College Leadership and Courage Award (Measure T) – 2016
- Woman of the Year, State Assembly District 29 – 2016

- Citizen of the Year – 2008 Salinas Valley Chamber of Commerce
 - Successfully advanced equity-focused programs that increased higher education opportunities and workforce readiness in the Salinas Valley.
 - Built enduring partnerships with local industries, municipalities, and educational organizations.
 - Advocated for youth and women's economic empowerment through targeted initiatives and leadership roles
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Personal Interests

- Proud mother of four children, guided by a deep commitment to nurturing families and building connected, resilient communities.
 - Passionate soccer player and advocate for youth and women's participation in sports, regularly organizing and supporting local athletic programs.
 - Entrepreneur driven by innovation and impact, with a track record of launching ventures focused on community, empowerment, and sustainability. Experienced in turning ideas into actionable business strategies and mentoring others on their entrepreneurial journey.
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