

Jillian J. La Serna, Ed.D.

jlaser@unc.edu

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

2010-2011 Full-Time Principal Intern
Chapel Hill-Carrboro City Schools

2008-2009 Spanish Dual Language Reading Interventionist

La Serna, Jillian J.

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>
- 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.
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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/TwoWay 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 Whiteness*. 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