

Michelle Segura Joof

Innovative Educator | Instructional Design | Dynamic Leader

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PROFESSIONAL SUMMARY

Energetic, empathetic, and intuitive professor intentionally connecting with diverse communities through the classroom. Driven by data and innovation to improve student success and equity. Strategic planner capable of delivering creative and inclusive solutions. Commands a unique understanding of underrepresented student populations. Experienced in digital marketing, entrepreneurship, noncredit pipeline (HSE and VOC ED), creation of promotional material, distance education, and data management.

Technological Skills

Advanced in Microsoft Office Suite, Canva, Adobe Creative Design; PeopleSoft, eLumen, Canvas, Cranium Cafe, Aztec and Remind

PROFESSIONAL EXPERIENCE

LA City College, Noncredit Adult Education Program

February 2024- Present

Professor of Adult Education- Basic Skills

- Teaches High School Equivalency monolingual courses (English and Spanish)
- Instructs courses in various methods and modalities, including asynchronous, synchronous, hyflex, and hybrid
- Embodies data-centered approach to test preparation by focusing on Language Arts and Mathematics
- Developed/delivered lectures in accordance with course objectives; prepared course syllabus and aligned learning objectives with course materials; and engaged students via Canvas discussions, individual emails, and remind
- Trained in attendance reporting metrics for credit and noncredit courses, ensuring accurate and timely attendance tracking for compliance and accountability
- Caters to a myriad of learning styles by utilizing a combination of open-sourced teaching materials, textbooks, and software
- Software used: Aztec, Khan Academy and AI tools

LA City College, Business Department

February 2024 - Present

Adjunct Instructor

- Instructs credit Business courses at feeder K-12 Institutions through AB288
- Conducts engaging and inclusive in-person classes, fostering interactive discussions and collaboration among adult learners
- Creates lesson plans for multi-level learners

Selfwork by m.e , LLC

January 2019 - Present

Co-Founder, Small Business

- Operates as Chief Executive Officer managing the contracts, operations, and business success
- Lead presenter for Entrepreneurship, Wellness workshops, and trainings
 - Entrepreneurship Workshops include Introduction to Building a Small Business, Leadership Mindset, Building a Business Plan, and Introduction to Building a Website.
- Actively engages in partnership development
- Manages product development and marketing of new product lines

LA City College, Noncredit Adult Education Program

February 2019 - February 2024

Adjunct Instructor

- Instructs Bilingual Basic Skills Courses
- Developed lesson plans to guide students through HSE.

LA Trade-Tech College, Academic Connections (Noncredit Office)

June 2019 -June 2023

Adjunct Instructor

- Taught Career and Higher Education Exploration, Business leadership and communication, and TEAS Prep courses
- Supported diverse student populations, including dual enrollment (K-12), adult learners, and immigrant students, in adapting to online learning platforms

LA Trade Technical College, Dream Resource Center

July 2023-February 2024
November 2016-March 2022

Coordinator

- Pioneered and marketed the opening of the Dream Resource Center through promotion materials, press releases, and media coverage
- Established a website to promote services to coordinate the dissemination of information to students and the campus community
- Successfully secured and managed a 3-year cycle Entrepreneurship grant of \$375,000
- Launched a successful marketing campaign to improve financial aid applications by 50%

LA Harbor College , Adult Education and Noncredit Office

March 2022 - June 2023

Consulting Instructor

- Operated as acting department chair for noncredit and the department's director
- Managed the reactivation and relocation of the Pearson Vue (GED) Testing Lab
- Led launch of SB544 Adult Dual Enrollment Program
- Recruited, trained, and coordinated professional development for a team of 35 faculty members
- Managed and updated Student Learning Outcomes (SLOs) and Course Outlines on the eLumen platform, aligning course content with learning objectives and best practices for online instruction
- Represented Noncredit in shared governance meetings
- Leveraged a Strong Workforce Grant to successfully launch five CTE certificate programs in collaboration with business faculty under Vocational Education Small Business Sustainability, Entrepreneurship, and Digital Marketing
- Oversaw CAEP/WIOA program budgets and grants; local/regional grants, state, and federal funding
- Participated in local, regional, and shared governance committees and actively participated in collective bargaining procedures to develop a new curriculum
- Successfully deployed strategies to grow enrollment by 57% within one year by maximizing enhanced course offerings

EDUCATION

California State University, Los Angeles | Graduation 2021

- Master of Business Administration- Management

California State University, Long Beach | Graduation 2016

- B.S., Business Administration- Marketing

Los Angeles Trade-Tech College (LATTC) | Transferred 2014

- Business Administration- Marketing

TRAININGS / CERTIFICATES

- Google Digital Marketing Certificate- 2023
- CAEP Accountability Training- 2023
- Dual Delivery Training (Hyflex)- 2023
- Online Teaching Training Modules and Distance Education Training- 2021
- Undocumented Student Learning Module, 2020

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