

# Dr. Rafael Class II

(386) 235-5575 | [drclass@culturalsynergy.life](mailto:drclass@culturalsynergy.life) | CulturalSynergy.Life | [linkedin.com/in/rclassii](https://www.linkedin.com/in/rclassii)

## ***Professional Summary***

Transformative educational visionary and multidisciplinary practitioner, utilizing the Cultural Synergy Framework™ to harness diverse perspectives, driving institutional advancement in higher education administration, business management, and organizational leadership. As a first-generation college graduate who overcame significant barriers, my personal journey profoundly shapes my commitment to educational equity and student-centered approaches designed to dismantle systemic obstacles. My leadership integrates Lean Six Sigma, change management expertise, and DEI principles within a synergistic model, balancing operational excellence with inclusive practices for measurable success. Fluent in English, Spanish, and Portuguese, and with published works on diversity and inclusion, I bring a forward-thinking yet practical, data-informed, and deeply human perspective to transformative leadership.

## ***Core Competencies***

- Strategic Planning & Execution
- Higher Education Administration
- Enrollment Management (SEM)
- Student Success & Retention
- Diversity, Equity & Inclusion (DEI) Leadership
- Cultural Synergy Framework™ Implementation
- Organizational Leadership & Development
- Change Management (CMS Certified)
- Nonprofit Management & Grant Writing
- Real Estate Finance & Investment (MSRE)
- Budget & P&L Oversight
- Data-Driven Decision Making

## ***Professional Experience***

### **Founder & CEO | Cultural Synergy™ (formerly Self3mpowerment)**

*Peoria, IL | May 2024 – Present*

- Founded and lead a consulting firm applying the proprietary **Cultural Synergy Framework™** and **Achievement Ecosystems™** model to enhance educational access, organizational transformation, and equitable community development.
- Secured over **\$250,000 in grant funding** through strategic proposal design and stakeholder engagement.
- Built partnerships with **8+ community organizations** to establish educational and workforce pathways.
- Designed and delivered executive workshops on DEI strategy and synergistic leadership.
- Integrated Lean Six Sigma methodologies into client operations and internal systems.

### **Founder & Principal | The Pulse Group at Keller Williams Hudson Valley**

*New City, NY | February 2025 – Present*

- Lead a specialized real estate practice leveraging MSRE expertise in valuation, finance, and market analysis.
- Manage full-cycle client acquisition and transactions, achieving a **99% completion rate** and **95% satisfaction rating**.
- Coordinate a professional network of lenders, attorneys, and contractors to ensure client success.

### **Enrollment Advisor & Recruitment Specialist | National University**

*San Diego, CA | April 2024 – September 2024*

- Managed recruitment pipelines for **150+ prospective students** across programs.
- Utilized CRM platforms (Slate, Salesforce) to increase application completions by **27%**.
- Advanced equitable access initiatives, contributing to a **27% increase in enrollment diversity**.
- Represented the institution in 12+ virtual recruitment events (average satisfaction 4.8/5).

### **Adjunct Professor & Enrollment Consultant | Morris Brown College**

*Atlanta, GA | January 2021 – August 2024*

- Designed and delivered inclusive business, leadership, and real estate courses for HBCU students.
- Mentored **50+ students**, improving campus climate satisfaction by **22%**.
- Developed recruitment strategies that increased **first-year retention by 15%**.
- Supported curriculum design, program assessment, and accreditation projects.

### **Academic Supervisor & Enrollment Manager | Turner Job Corps**

*Albany, GA | June 2023 – October 2023*

- Supervised **25+ faculty** aligned academic programs, and improved retention by **18%**.
- Led professional development on culturally responsive pedagogy.

### **Senior Credit Risk Analyst | JP Stone Community Bank**

*Hobbs, NM | July 2021 – June 2022*

- Analyzed commercial/consumer loan portfolios and enhanced risk assessment protocols.
- Served on compliance committees ensuring full regulatory adherence.

### **General Manager | McAlister's Deli**

*Hobbs, NM | September 2019 – October 2021*

- Directed operations for **38+ staff**, managing budgets, inventory, and supplier relations.
- Reduced operational costs by **12%** while increasing customer satisfaction by **20%**.

### **Inmate Grievance Representative | Fishkill Correctional Facility**

*Beacon, NY | 2016–2019*

- Represented and advocated for the fair and lawful treatment of incarcerated individuals by facilitating formal grievance submissions and ensuring due process in compliance with NYS DOCCS policies.
- Reviewed, documented, & resolved **500+ inmate grievances**, demonstrated analytical & interpersonal skills in addressing issues related to safety, medical care, housing, & institutional procedures.

### **Director of Operations | TOC Construction / Northeast Landscaping**

*Needham, MA | 2011 – 2015*

- Oversaw logistics, scheduling, and vendor coordination for construction and landscaping projects.
- Maintained compliance with safety and quality standards.

## ***Education***

### **Doctor of Education (Ed.D.) – Higher Education Administration & Organizational Leadership**

Liberty University, Lynchburg, VA | 2025

Dissertation: “*Recommendations to Improve Student Support for First-Generation Fellows at Bentley University.*”

### **Master of Science in Real Estate (MSRE)**

Fordham University, New York, NY | 2025

### **Master of Legal Studies (MLS) – Higher Education & NCAA Compliance and Sports Law**

Drexel University, Philadelphia, PA | *Expected 2026*

### **Master of Business Administration (MBA) – Strategic Leadership**

University of the Southwest, Hobbs, NM | 2021

### **Bachelor of Science (B.S.) – Organizational Management**

Alliance University (formerly Nyack College), New York, NY | 2018

## ***Certifications & Licenses***

- Lean Six Sigma Master Black Belt (LSSMBB), MSI (2024)
- Change Management Specialist (CMS), MSI (2024)
- Strategic Enrollment Management Endorsement (AACRAO, 2023)
- DEI Leadership Certifications – University of Michigan, Rice University, USF (2022)
- Licensed Human Rights Specialist, US Institute of Diplomacy and Human Rights (2022)
- CPD Certified Life Coach (2021)
- Certified F&I Manager
- Real Estate License – New York
- General Contractor License – Rhode Island & Massachusetts

## ***Research & Publications***

### **Books:**

- *Reconstructing Student Affairs with the Cultural Synergy Framework™* (Expected 2025)
- *Cultivating Understanding: Nurturing DEI in Higher Education* (2023)

### **Articles:**

- “Establishing Effective First-Generation College Student Support Programs” (2025)
- “The Hidden Burdens of Doctoral Achievement” (2025)
- “From Prison to Scholar: The Transformative Journey of Dr. Rafael Class II” (2025)

### **Research Interests:**

- Institutional Effectiveness & Accreditation
- Student Success & Retention for First-Gen Populations
- DEI Leadership & Organizational Change
- Real Estate and Economic Development in Education

## ***Technical Skills***

CRM: Slate, Salesforce, HubSpot, Ellucian Recruit

Data Analytics: Tableau, Power BI, Excel (Advanced)

SIS: Banner, PeopleSoft, Workday

LMS: Canvas, Blackboard

Project Management: Asana, Trello, Microsoft Project

Office Tools: Microsoft 365, Google Workspace

## **Professional Affiliations**

AACRAO | ACE | NACAC | NADOHE | NASPA | PMI | ULI | NAACP | NAR

## **Languages**

- English (Native)
- Spanish (Fluent)

## **References**

**Dr. LaBrent Chrite** | President, Bentley University | [LChrite@Bentley.edu](mailto:LChrite@Bentley.edu) | (520) 955-1343

**Dr. Cedric Gathings** | VP of Student Affairs, MeridianCC | [Cedric.Gathings@MeridianCC.edu](mailto:Cedric.Gathings@MeridianCC.edu) | (662) 889-5201

**Dr. Timothy Hatchett** | VP of Student Affairs, Fort Valley State U | [timothy.hatchett@fvsu.edu](mailto:timothy.hatchett@fvsu.edu) | (478) 235-3090

**Dr. La'Trice Fentress** | Doctoral Chair, Liberty University | [LSFentress@Liberty.edu](mailto:LSFentress@Liberty.edu) | (757) 737-0114

**Dr. Phillis Williams** | (Retire) Professor, Nyack College | [Drwms2017@gmail.com](mailto:Drwms2017@gmail.com) | (917) 349-9103

**Dr. Cory Potter** | Director, Elon University | [cpotter9@elon.edu](mailto:cpotter9@elon.edu) | (407) 416-7630