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Dominican welcomes ACE fellow Larisa Genin

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Dominican welcomes ACE fellow Larisa Genin

Dominican University of California President Mary B. Marcy welcomes Larisa Genin to Dominican for the spring semester. Genin is the Associate Dean for Undergraduate Programs and Accreditation in the School of Economics and Business Administration at Saint Mary's College of California. She is visiting Dominican as an American Council on Education (ACE) Fellow.

The ACE Fellows program was established in 1965 to build leadership in American higher education by preparing promising senior faculty and administrators for senior roles. ACE Fellows spend a period of time at a host campus working with senior administrators on an issue of concern to the institution.

"I am delighted to welcome Larisa to Dominican as an ACE Fellow," President Marcy said. "The ACE Fellows program is the longest running leadership development program in the United States. It identifies and prepares the next generation of senior leadership for the nation's colleges and universities."

At Dominican, Genin will work with President Marcy and members of the President's Cabinet as they continue to engage the campus community around the development of the Dominican Experience. Genin will undertake a research project focused on student retention.

"I am very interested in gaining a better understanding of what it takes to be a visionary, innovative, and successful President of a small but very diverse and academically strong institution like Dominican University of California," Genin said.

"I believe that President Mary Marcy is a perfect role model and mentor to help me gain insight into my learning goals: visionary and innovative strategic planning along with organizational and operational matters."

Genin said the fellowship will give her an opportunity to examine how Dominican prioritizes, carries out, manages, and monitors its strategic initiatives, and how it adjusts the management of these processes to the various current trends that are affecting institutions of higher education.

At St. Mary's, Genin provides leadership in the areas of strategic planning, accreditation, enrollments, marketing, curricular development, student experience and success, academic standards, and alumni relations. She was instrumental in leading the development and implementation of the School's five-year strategic plan. Most recently, Genin successfully led St. Mary's in obtaining AACSB (The Association to Advance Collegiate Schools of Business) accreditation.

In addition, she is an Associate Professor of Marketing. Her scholarly interests focus on the areas of globalization, innovation, the Internet, personal branding, and marketing education.

Before joining Saint Mary's, Genin taught undergraduate and graduate courses at Dominican; Santa Clara University; California State University East Bay; Golden Gate University; UC Berkeley Extended Education; University of Hong Kong and other institutions in the areas of marketing, strategy, global business, and online marketing. The author of more than 15 scholarly publications, Genin received a doctorate in Business Administration and a master's degree in Management from Golden Gate University, as well as a bachelor's degree in International Business from the University of San Francisco.

Nearly 2,000 higher education leaders have participated in the ACE fellows Program since its inception, with more than 300 fellows having gone on to serve as chief executive officers of colleges and universities and more than 1,300 having served as provosts, vice presidents or deans.