

# Alex Avila

*Professor • Author • Storyteller • Community Economic Developer*  
*Ph.D. Candidate, Instructional Design • AI & AR Learning Specialist*

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— Curriculum Vitae 2026 —

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## PROFESSIONAL SUMMARY

Dynamic educator, published author, storyteller specialist, multimedia specialist, and community economic development strategist with over 20 years of experience bridging academic excellence and grassroots community impact. Holder of an MFA in Creative Writing from Cal State University San Bernardino, Alex has taught composition, creative writing, and storytelling at the college and K-12 levels while simultaneously founding multiple enterprises and co-authoring grants totaling over \$10 million. As the Inland Empire Regional Representative for the California Governor's Office of Business and Economic Development (GO-Biz), Alex brought over \$75 million in state funding to the Inland Empire through the California Jobs First Initiative and the K-16 Cradle to Career Pathway Initiative. Recognized by the California State Assembly and Senate for dedicated service to youth and underrepresented communities.

## EDUCATION

- Doctor of Philosophy (PhD) — Instructional Design** — *Northcentral University (NCU)* 2023 – Present  
*San Diego, CA · Doctoral Candidate · Focus: Artificial Intelligence & Augmented Reality in Learning Environments · Developing AI/AR-Integrated Tools for Professional and Academic Development · Currently Enrolled*
- Master of Fine Arts — Creative Writing** — *California State University, San Bernardino* Conferred June 2016  
*Poetry Concentration · Thesis: The Bronx Cocked Back and Smoking – Multifarious Prose Performance*
- Bachelor of Arts — Creative Writing** — *California State University, San Bernardino* Conferred December 2013
- Associate of Arts — Liberal Arts** — *San Bernardino Valley College* Conferred June 2008
- Advanced Poetry Certificate** — *Iowa Writers' Workshop, University of Iowa* August 2000

## CREDENTIALS & CERTIFICATES

**Career Technical Education Teaching Credential** · Specialty: Arts, Media & Entertainment · CSUSB, May 2017

## TEACHING EXPERIENCE

- Composition & Reading Professor** — *San Bernardino Valley College* January 2020 – Present
- Teach college-level composition and critical reading to diverse student populations.

- Curriculum development for the Wraparound Umoja program.

**Composition & Reading Professor** — *Victor Valley College*

August 2017 – Present

- Courses taught: Composition, Reading, and Writing Fundamentals.
- Developed concurrent enrollment curriculum for Adelanto High School students.

**Lecturer** — *California State University, San Bernardino*

September 2016 – 2019

- Courses taught: Liberal Studies, Creative Writing, Storytelling, Introduction to Poetry & Cinema, Early Start English.
- Developed curriculum and lesson plans for undergraduate and graduate students.

**Writing & Drama Instructor** — *PAL Charter High School*

August 2016 – June 2019

- Courses taught: Writing Fundamentals, Playwriting, Screenwriting, Storytelling, Poetry, and Podcasting.
- Designed CTE Career Pathways curriculum.
- Coached the PAL Charter Academy High School basketball team to their first and only championship in over 30 years.

**Writing & Drama Instructor** — *PAL Charter Middle School*

August 2018 – June 2019

- Courses taught: Writing Fundamentals, Storytelling, Poetry, and Drama.

## ADDITIONAL EDUCATION EXPERIENCE

- Teacher, Student Coyote in Poetry Prose — CSUSB (September 2013 – December 2016)
- Teacher, African American Theater 462 — CSUSB (January–March 2015)
- Visiting Teacher, PACE/Migrant Education Summer Residential Program — UC Riverside (July 2014)
- Teacher / Educational Vocational Counselor — Starshine, San Bernardino (January–June 2014)
- Tutor / Peer Advocate — Knott's Family & Parenting Institute (August 2008–January 2011)
- Tutor Trainer / Cultural Director — Central City Lutheran Church (January 2000–December 2007)

## PROFESSIONAL EXPERIENCE

**Project Manager / Consultant** — **YLINC** — *Youth Action Project*

April 2019 – May 2026

- Built partnership with Claremont Lincoln University for curriculum development and recruitment.
- Developed, managed, and delivered the Young Leaders (YLINC) program end-to-end.
- Responsibilities spanned: grant writing, fundraising, marketing, podcast production, web development, and contract management.
- Developed and trained over 30 young entrepreneurs in launching and growing their own businesses through structured mentorship and business development programming.
- Assisted over 45 young people in successfully entering the workforce through career coaching, job readiness training, and employer connections.

**Regional Economic Recovery Coordinator** — **Inland Empire** — *CA Governor's Office of Business & Economic Development (GO-Biz)*

October 2023 – October 2024

- Served as the Inland Empire Regional Representative for the California Jobs First Initiative (\$550 million).
- Co-facilitated the \$550M CA Jobs First Initiative; built partnership bridging Riverside and San Bernardino Counties for the \$1.2 billion K-16 Educational Initiative.
- Roles included: Data Analyst, Proposal Reviewer, Research Grant Specialist, Network Specialist, and Technical Assistance Grants.

- Secured and directed over \$75 million in state funding to the Inland Empire through the California Jobs First Initiative and the K-16 Cradle to Career Pathway Initiative.

**Team Lead / Trainer** — *Warehouse Workers United*

March 2011 – May 2013

- Recruited and trained over 140 participants across the Inland Valley.
- Supervised more than 50 staff members.
- Developed civic engagement training strategies focused on educational funding and economic disparities.

**Tutor / Outreach Specialist / Peer Advocate** — *Knott's Family & Parenting Institute*

May 2008 – February 2011

- Developed curriculum for 100+ students in foster care and probation, emphasizing literacy through multimedia.
- Collaborated with 40+ community agencies to identify eligible families for program services.
- Co-designed a community resource fair for 80+ families in partnership with Loma Linda University Hospital and CCAEJ.

**GRANTS & RESEARCH****Co-Grant Writer — Build Back Better Federal Grant (\$100 Million)** — *Black and Brown Collective / IEGO* December 2021

- Co-founded the Black and Brown Collective and co-wrote a \$100 million federal Build Back Better grant application to promote racial equity in the Inland Empire logistics industry.
- Grant sought to address systemic inequities facing Black and Brown workers in the region's warehouse and logistics sector — one of the largest in the nation.
- Collaborated with the Inland Empire Growth and Opportunity (IEGO) collaborative and regional partners.
- Featured in The Press-Enterprise / SCNG (December 9, 2021) as co-founder of the Black and Brown Collective.

**Co-Grant Writer — Community Economic Resilience Fund (CERF)** — *IEGO / Inland Empire Community Foundation*

2022

- Governor Newsom's \$600 million CERF — co-led grant writing, marketing, recruiter for CBOs, and drafted equity/inclusion narrative.
- K-12 \$500 million Regional CERF: partnered with GIA, IECF, CSUSB, UCR, RCC, SBVCC, and grassroots CBOs.

**Co-Founder & Co-Grant Writer** — *JUST San Bernardino (JUST SB)*

October 2020 – May 2021

- Co-founded JUST San Bernardino (JUST SB), a multi-organizational coalition dedicated to civic engagement, equity, and community economic development across the San Bernardino region.
- Negotiated and secured a \$7 million economic development and workforce development project with the James Irvine Foundation, structured as a three- to four-year initiative.
- Co-author of the foundational \$2.7 million Irvine Foundation grant and the initial \$300,000 strategic planning and research grant.
- Led media, marketing, and fundraising; built collaboration across eight community organizations.

**Research Fellow — Community-Based Research Grant Program (CBR)** — *Cal State University, San Bernardino*

January–May 2019

- Researched the SCIPP partnership examining Paulo Freire and Reggio Emilia methods in marginalized San Bernardino communities.

**Co-Founder & Economic Development Lead** — *H-Street Clinic*

2003 – 2008

- Co-founded the H-Street Clinic, a community health resource for underserved San Bernardino residents, developed in partnership with Loma Linda University.
- Collaborated with Loma Linda University on the design and build-out of the clinic, contributing to facility planning, community health strategy, and operational infrastructure.
- Served as a core member of the economic development team, establishing the clinic as a sustainable community anchor.

## Grant Facilitator — San Manuel Band of Mission Indians Cultural Community Grant (\$350,000) — H-Street

Clinic

June 2006

- Facilitated grant writing for clinic operations, staffing, and affordable care for impoverished communities.
- Led event production and location promotion, increasing community awareness and driving patient outreach through targeted marketing campaigns.

## ENTREPRENEURSHIP & BUSINESSES

### Founder — Avila Community Economic Solutions (ACES)

2025 – Present

- Provides economic development, community engagement, and multimedia services. ACES maintains active partnerships across coffee shop chains, restaurants, hotels, car dealerships, housing developers, and advanced manufacturing, with access to state, federal, and philanthropic resources.
- Website: <http://avilaeconomicsolutions.com/>

### Founder — APE Press

2020 – Present

- Independent press specializing in editing, graphic design, publishing, web design, content writing, and social media strategy.

### Founder — Avila Production

2010 – Present

- Full-service creative consultancy: marketing, storytelling, graphic design, photography, cinematography, web development, and social media.
- Marketing consultant for San Bernardino Unified School District and various non-profits.
- Website: <https://www.avilaproduction.com/>

### Founder — 4e — Education, Empowerment, Equity & Excellence

2011 – 2017

- Hired, trained, and developed 115 young adult leaders; built collaboration with 30+ statewide organizations.
- Developed policies, marketing plan, recruitment task force, and training curriculum from the ground up.

## COMMITTEES & BOARDS

### Committees

- College of Education Community Engagement Project — CSUSB (December 2018): Revised mission/vision statement; developed strategies for recruiting, retaining, and enrolling Black and Latino students.
- Black and Brown Conference — CSUSB (September 2016): Provided educational resources for 300+ male Latino and African American middle school students.
- Coyote First Step, College of Extended Learning — CSUSB (June 2016): Co-developed a pilot program in digital composition and multimodal literacy for incoming freshmen.

### Boards

- The Garcia Center for the Arts — Board Member, Marketing & Fundraising (August 2016 – July 2018)
- ChICCCAA (Chicano Indigenous Community for Culturally Conscious Advocacy and Action) — Board Member, Marketing / Fundraising / Recruitment (July 2013 – December 2015)
- H-Street Clinic — Co-Founder & Board Member, Economic Development / Marketing & Fundraising (2003 – 2008): Co-founded the clinic with Loma Linda University, assisted in facility design, led economic development strategy, and drove community outreach, events, and promotion.

## CIVIC ENGAGEMENT

- Candidate — San Bernardino City Unified School District School Board, At-Large Seat (November 8, 2022): Ran as a nonpartisan candidate for the SBCUSD School Board on a platform rooted in educational equity, community engagement, and career pathways for students. Source: [https://ballotpedia.org/Alex\\_Avila](https://ballotpedia.org/Alex_Avila)

## SELECTED PRESENTATIONS & SPEAKING ENGAGEMENTS

### Irvine Foundation Retreat — Inland Empire Panel — *Featured Panelist & Speaker*

March 2026

- Invited as a featured panelist and economic development specialist at the James Irvine Foundation Retreat, a convening held every three years bringing together teams from across one of California's largest philanthropic institutions (over \$1 billion in grants distributed). Represented Avila Community Economic Solutions (ACES) and spoke on the future of the Inland Empire economy, worker-centered growth, apprenticeships, infrastructure readiness, and innovative cross-sector partnerships. Co-panelists: Marissa Brookes (IE Labor & Community Center, UC Riverside) and Sheheryar Kaoosji (Warehouse Worker Resource Center).

### IEDC Leadership Summit — Tucson, Arizona — *Featured Panelist*

January 30, 2023

- Invited as a featured panelist at the International Economic Development Council (IEDC) Leadership Summit, representing Avila Production. Participated in a panel on Marketing & Community Engagement, addressing strategies for economic development, partnership building, and engaging the creative economy. Co-panelists included Sarah Lee (Think Dutchess Alliance for Business) and Scott Hathcock (Moonshot AZ).

### Little Hoover Commission Hearing — *Sacramento, CA — Oral & Written Testimony*

May 26, 2022

- Invited to present written and oral testimony before California's independent state oversight agency on Equitable Economic Development Across California (Part 1). As Co-Founder of the Black Brown Economic Empowerment Partnership and the Inland Empire Multicultural Collective, testified on building opportunity and inclusion, and what the State must do to support regional, inclusive economic development. Featured in The IE News Report (IEGOcollab.com).

### California Forward (CA FWD) Economic Summit — *Monterey, CA — Featured Panelist & Speaker*

November 9–10, 2021

- Featured speaker at the 10th Annual California Economic Summit, one of California's premier gatherings of civic, economic, and community leaders. Spoke on the power of a human-centered economy and innovative partnerships that bridge institutions, industries, and communities.

### USC — “Surprise I’m Afro-Latinx” Panel — *CBCSA & La CASA, University of Southern California*

September 30, 2020

- Invited as featured speaker and poet for the Latinx Heritage Month Panel. Delivered a poetry performance and participated in a panel discussion on Afro-Latinx identity and heritage.

### CSUSB Hispanic Heritage Month — Afro-Latinx Open Verse — *ALFSS, California State University San Bernardino*

October 1, 2020

- Featured poet and panelist for the Afro-Latinx Open Verse event hosted by the Association of Latino Faculty, Staff and Students.

### 2016 SEI/ELM Pre-service Conference — *SBCUSD — Indian Springs High School*

July 26, 2016

- Featured presenter alongside keynote speaker Jeff Zwiers (Senior Researcher, Stanford University). Addressed educators on connecting with English Learners and bridging language and culture in the classroom.

### Additional Speaking Engagements

- Black and Brown Conference — CSUSB: workshops for 600+ middle school students (2019)

### Additional Speaking Engagements (cont.)

- PAMLA Arts Matter 2021 Roundtable — 118th Annual PAMLA Conference, Las Vegas, NV: “Among the Unrest” (November 2021)
- PAMLA Annual Conference — Riverside, CA: MFA Poets: Voices of Inlandia (2014)
- AAHHE Annual Conference — Costa Mesa: Pedagogy of Creative Writing in an HSI; featured poet (2014, 2016)
- Fifth & Fourth Annual Meeting of the Minds, CSUSB — researcher and presenter (2015, 2016)
- SEI/ELM Pre-service Conference, SBCUSD — Bridging the Gap for English Learners (2016)
- Latino Health Equity Conference — CSULB: Panelist, Latino Health Practices in Rural Communities (2014)
- PAMLA Annual Conference — San Diego, CA: MFA Poets: Voices of Inlandia; Multimodal Projects (2019)
- Cesar Chavez YAP Talk & Day of Service — San Bernardino High School: featured speaker (2018)
- Nuestra América Poetry Reading — Human Resources Los Angeles (2018)
- 4th Annual Native Voices Poetry Festival — Dorothy Ramon Learning Center, Banning (2018)
- Dream Big Inland Empire: Youth Empowerment Summit — featured speaker (2017)
- Conversation with Poet Laureate Dana Gioia — The Garcia Center for the Arts (2017)
- Life Over Death Interactive Performance — UC Santa Barbara, Hemispheric South/s Research Initiative (2017)
- Inlandia Institute National Poetry Month Celebration — Riverside Library (2017)

## AWARDS & RECOGNITION

- |                                                                                                                                          |      |
|------------------------------------------------------------------------------------------------------------------------------------------|------|
| ► <b>Certificate of Recognition — Cesar Chavez YAP Talk &amp; Day of Service</b> — CA State Assembly, 47th District (Eloise Gomez Reyes) | 2018 |
| ► <b>Certificate of Recognition — Commitment to Serving Youth</b> — CA State Senate, 20th District (Connie M. Leyva)                     | 2018 |
| ► <b>Certificate of Appreciation — PoetrIE: Voices of the Inland Empire</b> — CA State Assembly, 47th District                           | 2014 |
| ► <b>Civic Engagement Recognition</b> — California Calls, Los Angeles                                                                    | 2011 |
| ► <b>Outstanding Delegate — Model Arab League</b> — California State University, San Bernardino                                          | 2010 |
| ► <b>Youth Advocate Award</b> — African American Health Institute, San Bernardino                                                        | 2009 |
| ► <b>Congressional Recognition — Volunteer, Shine a Light on Child Abuse Award</b> — 43rd Congressional District, CA                     | 2007 |
| ► <b>Senate Recognition — Debut of BUCKWORD Inspirational Series</b> — Senator 32nd District, CA                                         | 2007 |
| ► <b>Congressional Recognition — Dedicated Service to Inland Empire Youth</b> — 43rd Congressional District, CA                          | 2006 |

## BOOKS & PUBLICATIONS

**Lex's Adventures: Dinosaurs in the Bed** — Editor / Graphic Art Specialist. APE Press LLC, 2025

**Lex's Adventures: Mario the Lizard** — Editor / Graphic Art Specialist. APE Press LLC, 2025

**Lex's Adventures: Benny Shelly** — Editor / Graphic Art Specialist. APE Press LLC, 2025

**Lex's Adventures: The Lost Lava Rock** — Co-Author / Editor / Graphic Art Specialist. APE Press LLC, 2021

**Saints of Mary's Projects: Multifarious Prose Collection** — Author / Editor / Graphic Designer. APE Press LLC, 2021

**The Bronx Cocked Back and Smoking – Multifarious Prose Performance** — MFA Thesis. CSUSB, 2016

**Drought City: Voices of Southern California** — Author / Editor / Graphic Designer. CSUSB, 2015

**Help Spare Change: Chapter eBook** — Author / Editor / Graphic Designer. AP Publishing, 2014

**Never Say Die: Life over Death Edition** — Author / Editor / Graphic Designer. Kirk House Publishers, Minneapolis MN, 2006

**3 Crossed to Plant a Seed** — Author / Editor. CCLM, 2004

**No Regrets: Wes'Cipe Del Barrio** — Author / Editor. CCLM, 2000

**Growing Up in the Bronx** — Writer / Photographer. South Bronx Photographic Center, 1994

**What Can CBOs Teach Us About Achieving Equity in Workforce Development?** — Co-Author. JFF / IEGO / IECF. October 2022.

## PODCAST PRODUCTIONS

- College Career and Beyond (CCaB) — Explores academic, economic, political, and social challenges facing students; examines the ROI of higher education and the jobs of the future.
- Parents-Are-Cool (PAC) — Supports families through expert partnerships focused on personal growth and household development.

## THEATER PERFORMANCES

- Pa'Delante! — Healing and Defending San Bernardino Through the Cultural Arts, Featured Speaker & Poet: Garcia Center for the Arts, San Bernardino, alongside Milpa, Son Rea, El Santo Coulpe, and Tepeyollot Aztec Dancing.
- Inlandia Institute — Arts Walk for Book Lovers, National Poetry Month, Featured Poet (April 6, 2017): Downtown Riverside Public Library, alongside Romaine Washington.
- Native Voices Poetry Festival — Dorothy Ramon Learning Center, Banning, CA, Featured Performer (January 28, 2017)
- Co-writer & Director, Black Butterfly — San Bernardino Valley College Theater, Project 21 Dance (February 2020)
- Commemoration of Black Heroes — San Bernardino Valley College Theater, Avila Production / Project 21 Dance (2017)
- Nina Simone Tribute — San Bernardino Valley College Theater, collaborative with Project 21 Dance (2016)
- Implosion — Los Angeles Theater Center; Project 21 Dance (2015)
- Fundraiser for Doctors Without Borders — Brockus Dance LA Studio; Black Brown Boy (2015)
- The Meeting (written by Jeff Stetson, Emmy Award Winner) — Steelworkers Auditorium, Fontana; Martin Luther King Jr. and Malcolm X (2012)
- Uncovered – A Pageant of Hip Hop Master — Sweeney Art Gallery, UCR Arts Block; Hindsight Production (Rickerby Hinds). Performed as Tupac Amaru Shakur and Run D.M.C. (2009)
- Buckworld One — Oregon Shakespeare Festival (First Hip-Hop Theater Production); co-writer and actor, Hindsight Production (2009)

## STUDENT ORGANIZATIONS & ACADEMIC PROJECTS

### Student Organizations

- President, Poetry in Public Places (PIP) — CSUSB (January 2015 – June 2016): Organized and coordinated all poetry and fiction reading events.
- President, Brothers & Sisters United (BSU) — San Bernardino Valley College (2001–2005): Revived the Black Student Union; grew membership from 5 to 23; expanded the organization to include all ethnic groups.

### Academic Projects

- Co-Founder, The Affinity Center — CSUSB, 2016: Co-founded Pan African Student Success Center, Latin X Center, Asian Pacific Center, and First People Center; led strategic planning and implementation.
- Co-Founder, Black Scholars — CSUSB, 2015: Marketing, recruitment, retention strategies; co-authored implementation of CSUSB's first-ever Affinity Centers.
- Founder, Poetry in Public Places (PIP) — CSUSB, 2015–2017: Marketing specialist, event coordinator, and collaboration strategist.

## PRESS & MEDIA FEATURES

- KVCR-FM 91.9 / CSUSB Coyote Radio — Featured as overseer of the SCIPP program. One-hour radio special featuring creative works by San Bernardino elementary school students, aired live December 7, 2018; rebroadcast December 22 and December 25, 2018. Source: <https://www.csusb.edu/inside/article/447171/kvcr-feature-students-and-coyotes-instruction-poetry-and-prose>
- Black Voice News — Featured as a panelist at the 2021 California Economic Summit (CA FWD). Recognized for advocacy on bringing resources to underserved communities and developing partnerships through IEGO. Source: <https://blackvoicenews.com/2021/11/20/2021-california-economic-summit-highlights-resilience-funding-for-local-communities/>
- The Press-Enterprise — Featured in coverage of the African-Mexican culture exhibition at the National Orange Show Art Gallery in San Bernardino, highlighting Afro-Latino heritage and culture (February 7, 2014). Source: <https://www.pressenterprise.com/2014/02/07/san-bernardino-exhibit-sheds-light-on-african-mexican-culture/>
- Hispanic Outlook Magazine — Featured in a profile article on the SCIPP program at Cal State University, San Bernardino, highlighting the use of the Paulo Freire method to empower marginalized communities (July 14, 2014).
- The Press-Enterprise / SCNG — Featured as co-founder of the Black and Brown Collective in coverage of the \$100 million federal Build Back Better grant initiative promoting racial equity in the Inland Empire logistics industry (December 9, 2021).
- The IE News Report (IEGOcollab.com) — Featured for testimony before the Little Hoover Commission on Equitable Economic Development Across California (May 26, 2022).

## RESEARCH & TEACHING INTERESTS

Composition / Critical Reading  
 Journalism & Technical Writing  
 Chicano & African American Literature  
 Creative Writing: Poetry & Fiction  
 American Theater & Film  
 Contemporary American Poetry  
 Immigrant Literature  
 Screenwriting & Podcasting  
 Literary Theory  
 Instructional Design / AI & AR Learning

Marketing & Business Writing  
 Argumentative & Critical Writing  
 Social Justice Theory  
 Independent Publishing  
 Multimodal Literature  
 Interactive Literary Technology  
 Contemporary Music Literature  
 Community Documentary  
 Reading Fundamentals & Study Skills  
 Professional & Academic Development Tools