



Using Social Media to Transform Communities



@joseahliquist



@gracebagunu



@JoeSabado

NASPA Western Regional Conference
Wednesday 7:45 am - 8:45 am Platinum 7
#NASPAwrc

Joe Sabado

HIGHER EDUCATION TECHNOLOGY LEADER:

Committed to promoting
student success through
technology and mentorship

UCSB EAOP
Education, Leadership, Careers
Conference
Feb 6, 2016



THROUGH MY STORY:

I want you to **know** that anyone can benefit from an education.

I want you to **understand** that an education can open the doors to career opportunities that can often times represent many dreams coming true.

I also want you to know that **many successful people come from very humble beginnings** and have worked hard and continued to educate and prepare themselves for opportunity and success throughout their lives.

I hope that some aspect of my story will ***inspire and motivate*** you and help you believe that **dreams can and do come true**, in spite of the obstacles that sometimes get in the way

BEFORE WE START...GETTING TO KNOW EACH OTHER.

Why are you here today on a Saturday morning?

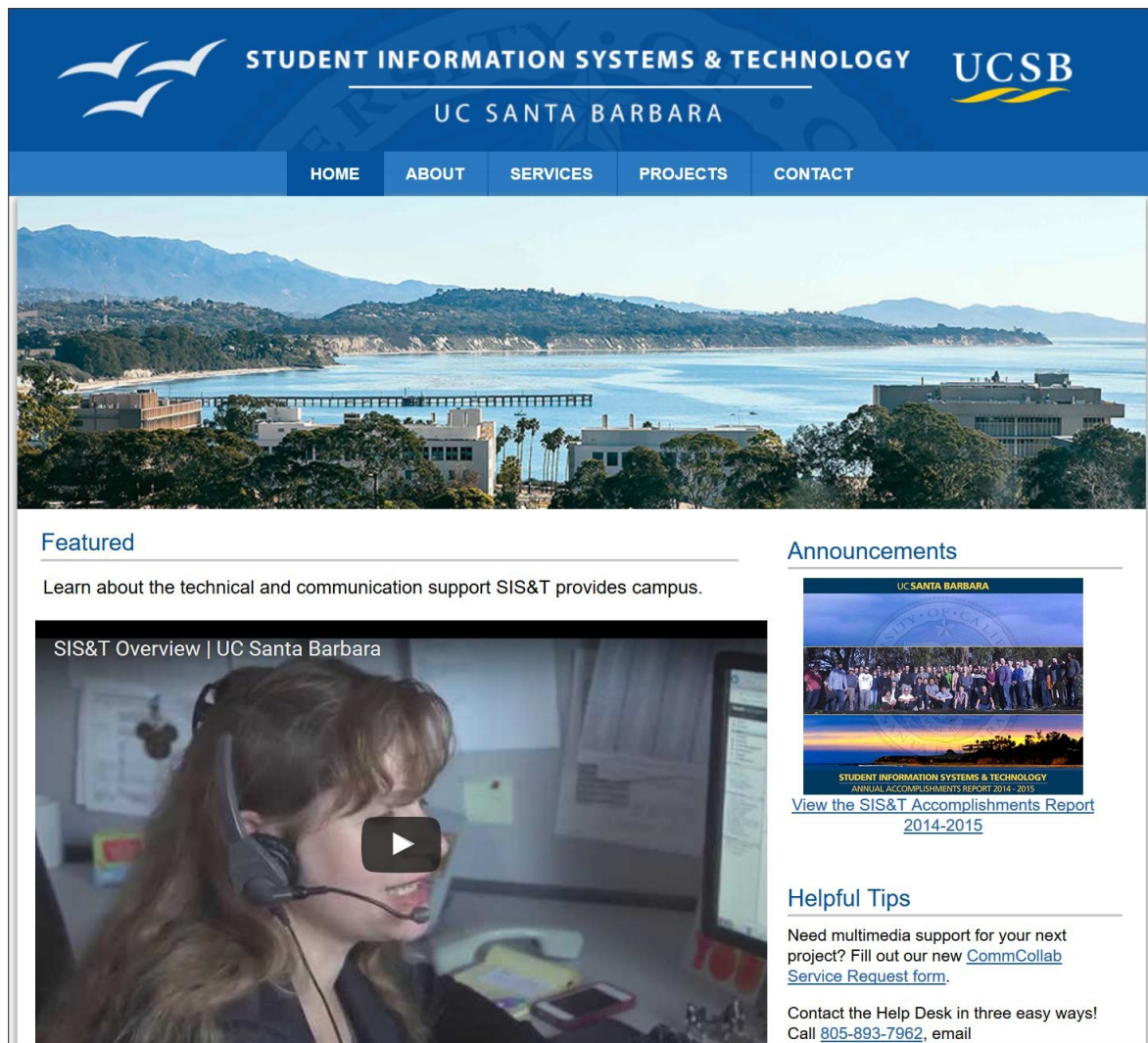
What do you want to be when you grow up?

Why education?

It is through education that I am able to have a job I enjoy,
help others (with my background) succeed, and
able to live a life I never dreamed I would have.

It is through education that I am able to repay my parents sacrifices
by showing them all the things they did are all worth it.

What I do: Executive Director – UCSB SIS&T



<https://www.youtube.com/watch?v=bx3KmROQTto>

As Executive Director:

- Lead/Mentor
 - 62 professionals
 - 5 student workers
 - 20+ student interns
- Manage
 - Over 6 million dollars budget
- Oversee
 - Information Technology Projects

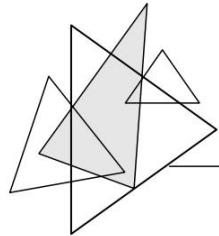
What I do: Executive Director – UCSB SIS&T

Student Information Systems & Technology

UC SANTA BARBARA



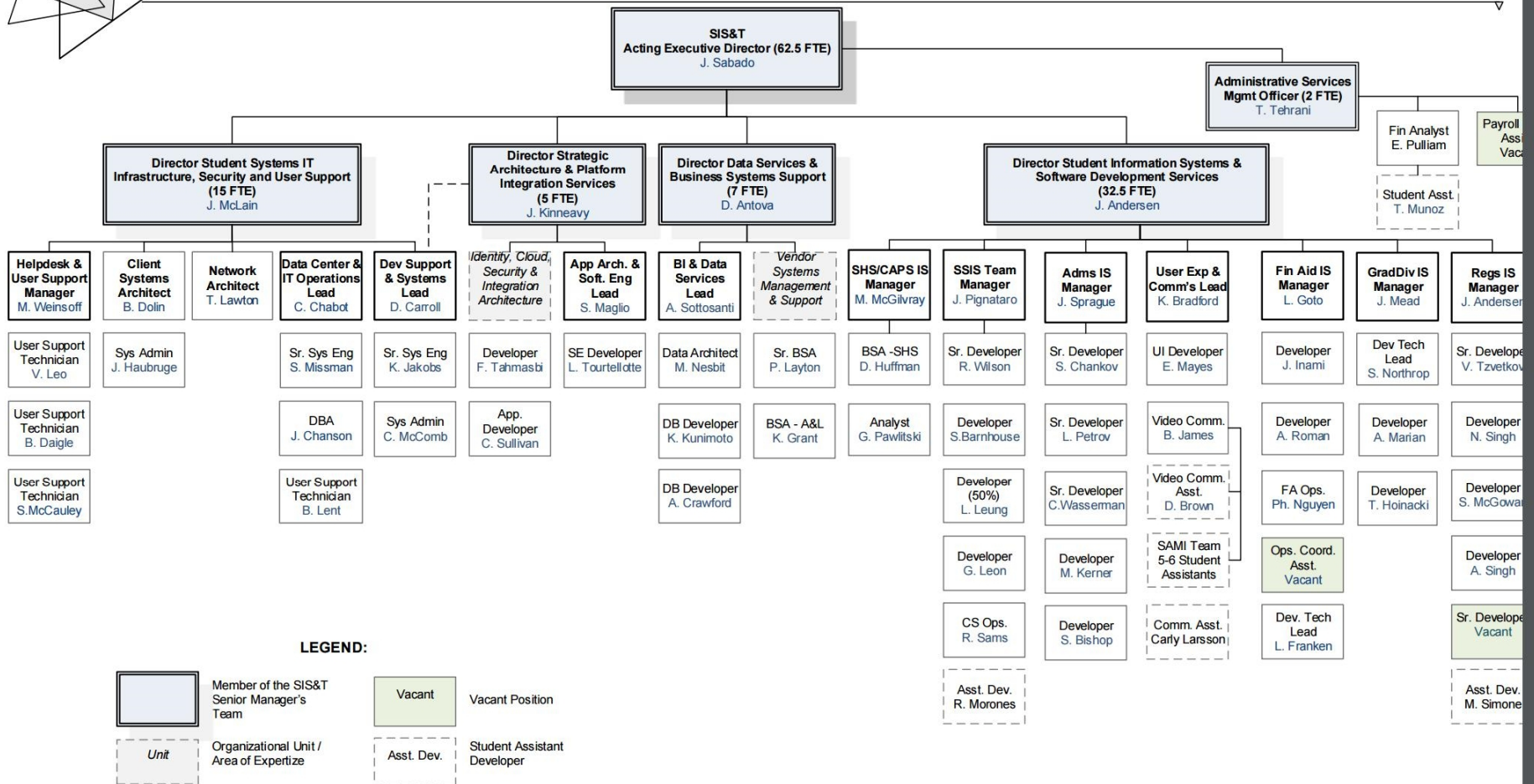
What I do: Executive Director – UCSB SIS&T



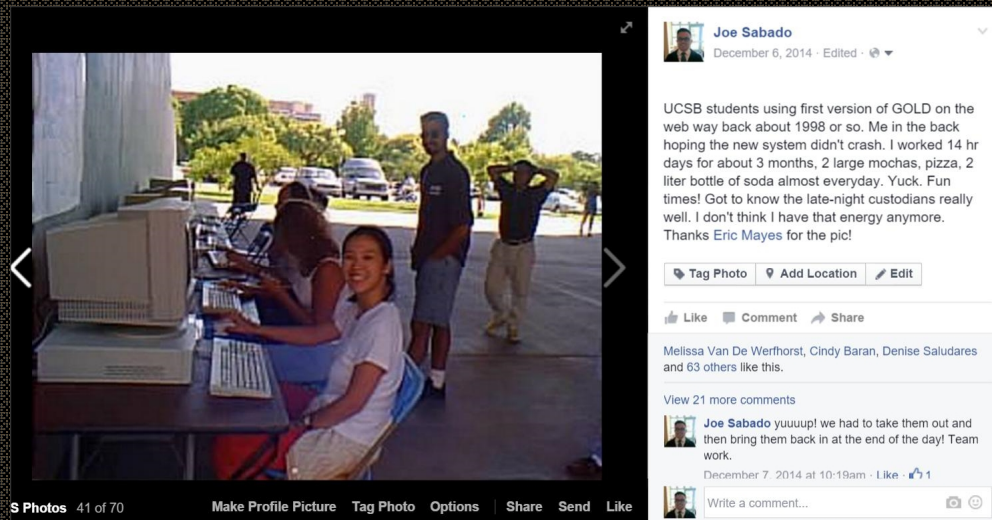
Student Information Systems & Technology

University of California, Santa Barbara
Division of Student Affairs

Nov. 18, 2015



MY YEARS AS IT PROFESSIONAL



- 1996
 - First job as webmaster for my current dept (SIST)
 - Left after 6 months (went to corporation)
 - Came back 6 months to (SIST)
- 1998
 - Left SIST for start-up
 - Came back to SIST after about 2 years
- 2001
 - Became manager in SIST
- 2005
 - Left SIST for Housing at UCSB
- 2005-now
 - Manager, Director, Executive Director

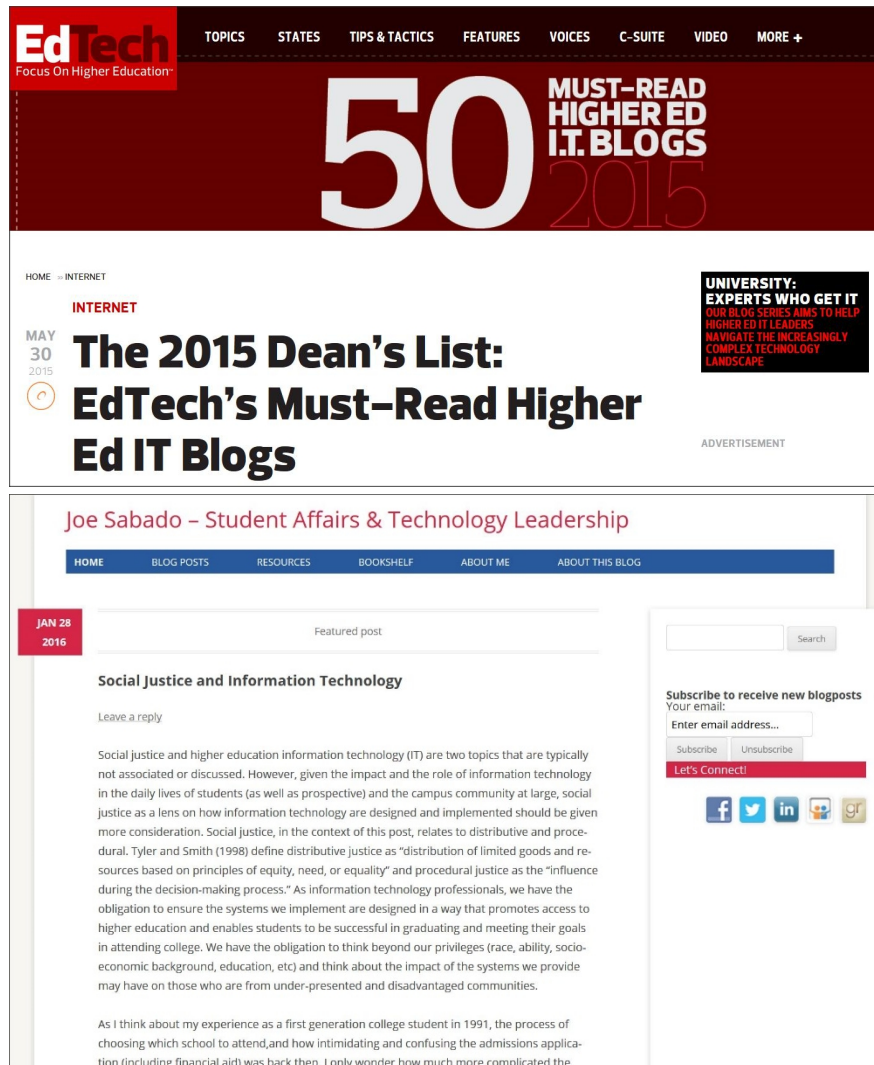
What I do: Mentor, Organization Advisor, Teacher



- Mentor
 - Students
 - Staff
- Teacher
 - EOP Summer Program
 - First Year Education
 - (Freshman/Transfer)

As a first generation, under-represented student, I am committed to helping students like me to succeed.

What I do: Leader in Higher Education Technology



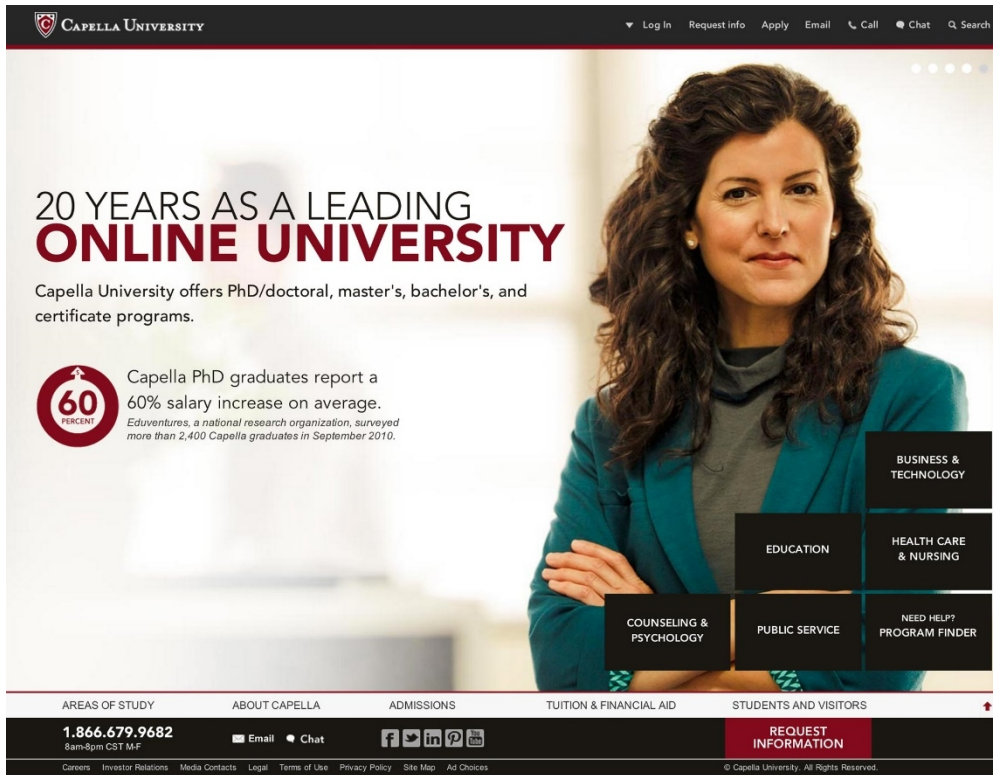
The image shows two screenshots from the EdTech website. The top screenshot is the homepage with a red header containing navigation links: TOPICS, STATES, TIPS & TACTICS, FEATURES, VOICES, C-SUITE, VIDEO, and MORE +. A large banner reads "50 MUST-READ HIGHER ED I.T. BLOGS 2015". Below the banner, the main article is titled "The 2015 Dean's List: EdTech's Must-Read Higher Ed IT Blogs" with a date of MAY 30 2015. A sidebar on the right has a black box with white text: "UNIVERSITY: EXPERTS WHO GET IT OUR BLOG SERIES AIMS TO HELP HIGHER ED IT LEADERS NAVIGATE THE INCREASINGLY COMPLEX TECHNOLOGY LANDSCAPE". The bottom screenshot is a blog post by Joe Sabado titled "Social Justice and Information Technology". It features a date stamp of JAN 28 2016 and a "Featured post" label. The post text discusses social justice and higher education information technology. On the right side of the blog post, there is a search bar, a subscription form with the text "Subscribe to receive new blogposts", and social media links for Facebook, Twitter, LinkedIn, and Google+.

- Blogger (joesabado.com)
- Speaker
 - Social media
 - Mobile development
 - Digital Reputation



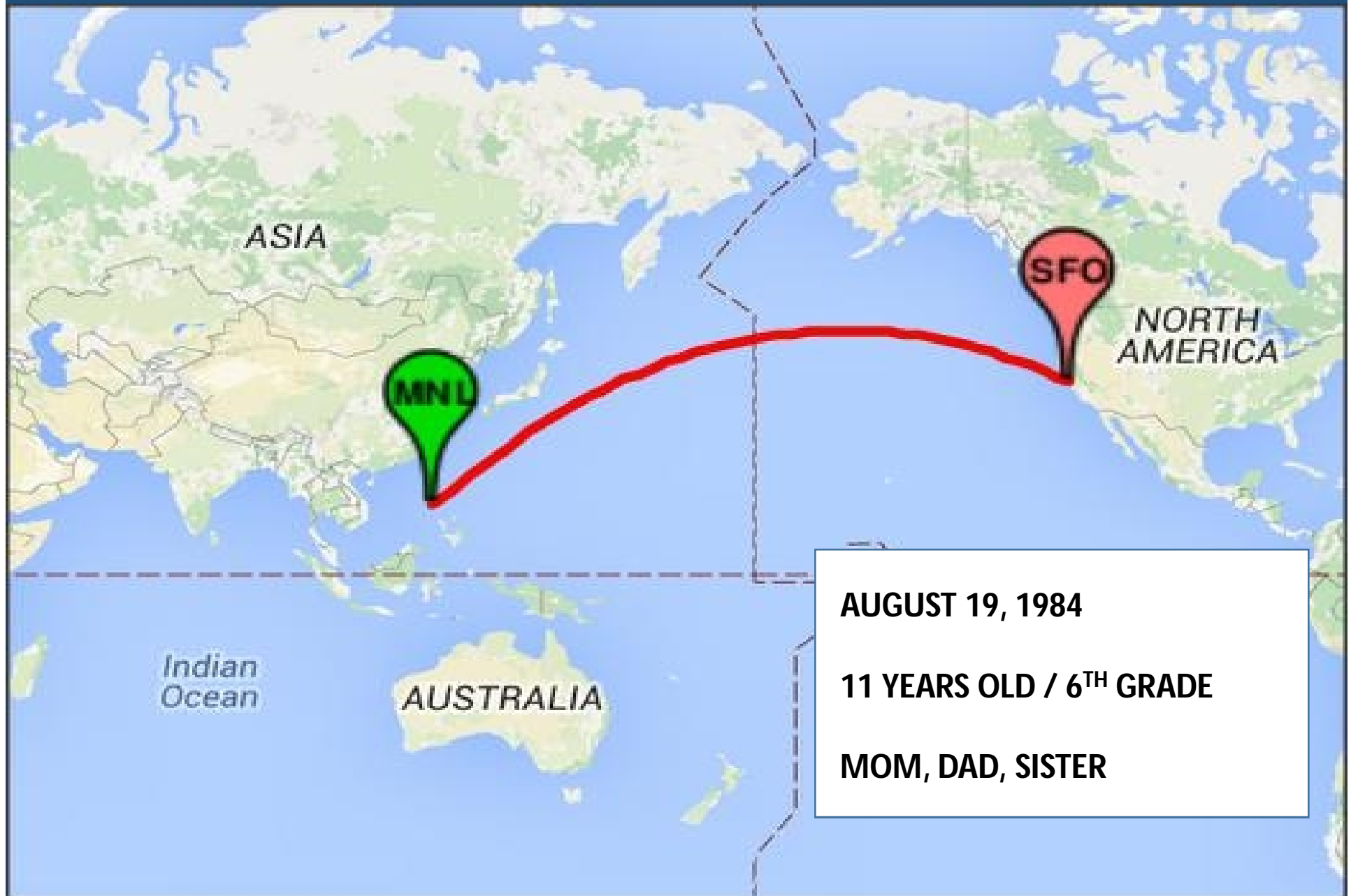
The image is a slide from the NASPA Western Regional Conference. It has a black background with the title "Using Social Media to Transform Communities" in red. Below the title are three headshots of speakers. The first is a woman with long dark hair, labeled "@josieahquist". The second is a woman with dark hair and a colorful scarf, labeled "@gracebagunu". The third is a man with glasses and a dark jacket, labeled "@JoeSabado". At the bottom, the text reads "NASPA Western Regional Conference", "Wednesday 7:45 am - 8:45 am Platinum 7", and "#NASPAwrc".

What I do: Continuing my education – MBA Online

A screenshot of the Capella University website. The header features the Capella University logo and navigation links: Log In, Request info, Apply, Email, Call, Chat, and Search. The main banner includes a woman with long dark hair and a teal blazer. Text on the banner reads: "20 YEARS AS A LEADING ONLINE UNIVERSITY", "Capella University offers PhD/doctoral, master's, bachelor's, and certificate programs.", and a circular graphic with "60 PERCENT" stating "Capella PhD graduates report a 60% salary increase on average. Eduventures, a national research organization, surveyed more than 2,400 Capella graduates in September 2010." Below the banner are six dark boxes with white text: BUSINESS & TECHNOLOGY, EDUCATION, HEALTH CARE & NURSING, COUNSELING & PSYCHOLOGY, PUBLIC SERVICE, and NEED HELP? PROGRAM FINDER. The footer contains navigation links: AREAS OF STUDY, ABOUT CAPELLA, ADMISSIONS, TUITION & FINANCIAL AID, and STUDENTS AND VISITORS. It also displays the phone number 1.866.679.9682, social media icons, and a "REQUEST INFORMATION" button. The bottom-most footer line includes links for Careers, Investor Relations, Media Contacts, Legal, Terms of Use, Privacy Policy, Site Map, and Ad Choices, along with the copyright notice "© Capella University. All Rights Reserved."

- Masters in Information Technology Mgmt
- Graduation – Feb 2017

PHILIPPINES TO SALINAS, CALIFORNIA



PHILIPPINES TO SALINAS, CALIFORNIA ... MEMORIES



- Field workers
(Chican@s/Filipin@s)
- Lived on east side
where there were
gangs, shootings
near/in front of our
apartment.

PHILIPPINES TO SALINAS, CALIFORNIA ... MEMORIES



- HAD TO ADJUST TO NEW CULTURE, SCHOOL
- HAD TO LEARN ENGLISH (ESL)
- FIND NEW FRIENDS



PHILIPPINES TO SALINAS, CALIFORNIA ... MEMORIES



PARENTS SACRIFICES

Mom worked at the mall (pizza place)

Dad worked 3 jobs at the same time:

- ☐ Mall janitor
- ☐ Mowed lawns
- ☐ Washed windows

Poster of pic on the left with "Ask Jose about his son who attends UCSB" – point of pride for my dad.

- Ask for my biz card when I'm promoted.

PHILIPPINES TO SALINAS, CALIFORNIA ... MEMORIES



New kid on the block ...

"Fresh off the boat" (FOB)

Challenged to fights ("I'm Asian, I must know karate")

Made fun of my accent, so:

- I stopped talking in class
- fear of public speaking, pretended to be sick during oral book reports
- Started stuttering

ALISAL HIGH SCHOOL, SALINAS, CA



Activities I enjoyed ..

- Band
- Golf
- Spelling Bee
- Academic Decathlon

Still some bad experience

...

- Bullied
- Made fun of (accent, acne)

ALISAL HIGH SCHOOL, SALINAS, CA



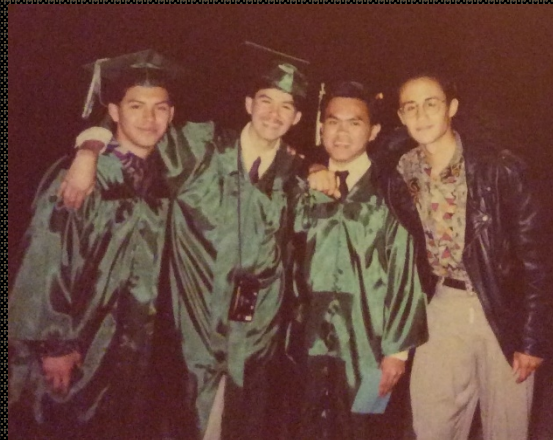
➤ SALUTATORIAN

➤ APPLIED/ADMITTED
TO:

- UCLA
- BERKELEY
- UCSB
- Other schools...

"You won't succeed at the university."

"Only reason why you got salutatorian is because you came from a school full of Mexicans."



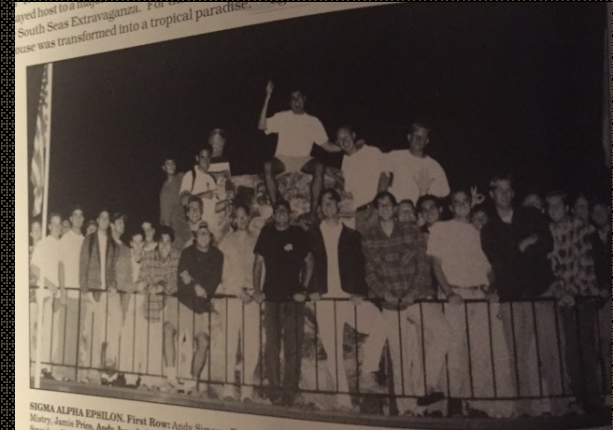
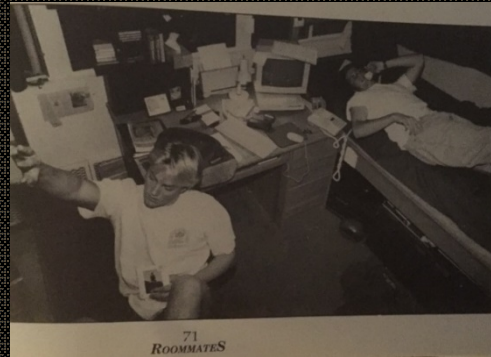
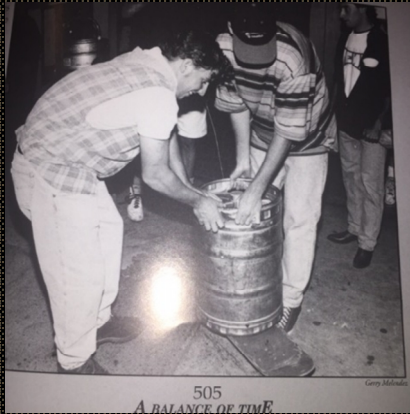
UNIVERSITY OF CALIFORNIA SANTA BARBARA



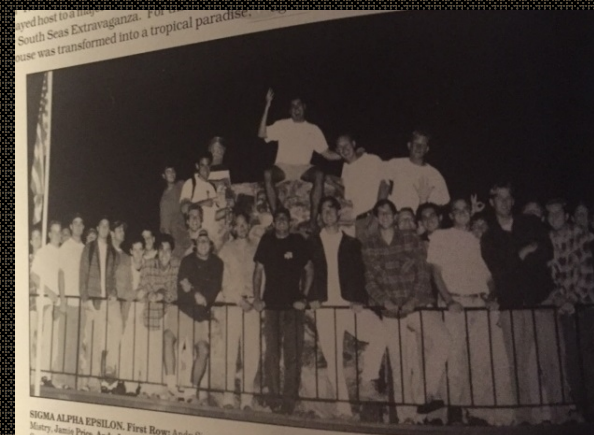
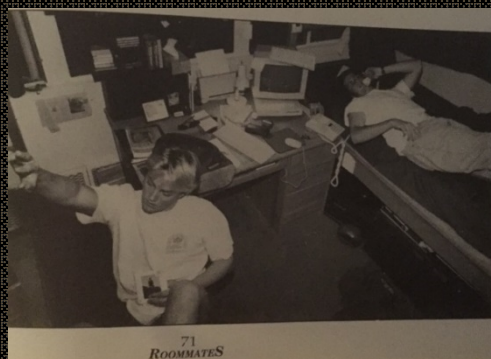
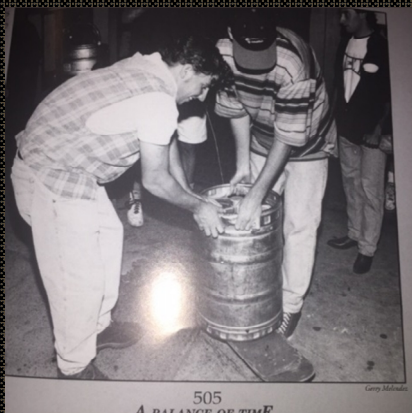
UNIVERSITY OF CALIFORNIA SANTA BARBARA



UNIVERSITY OF CALIFORNIA SANTA BARBARA



UNIVERSITY OF CALIFORNIA SANTA BARBARA

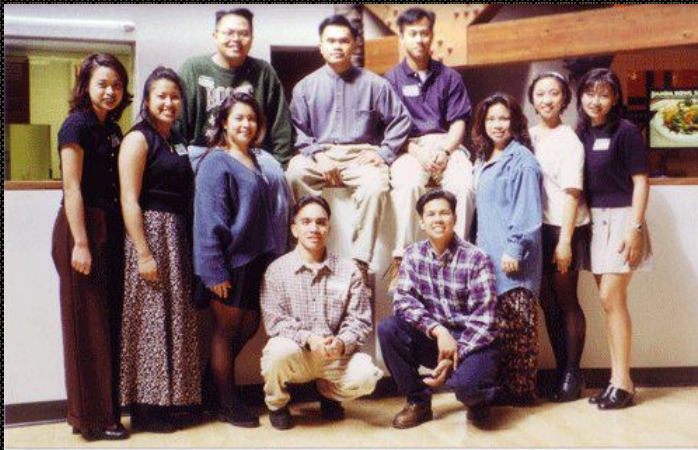


Culture shock!!!

- Food sucked after awhile (it was good at first) / missed Mom's cooking
- Didn't know how to study (GPA was D average Spring qtr, freshman year)
- Partied too hard first two years of school ☺
- Population different (mostly Whites, instead of Chicanos in high school)
- Missed home
- Didn't know how to do laundry (mixed whites and colors – turned pink)
- Roommate was wealthy and had not much in common

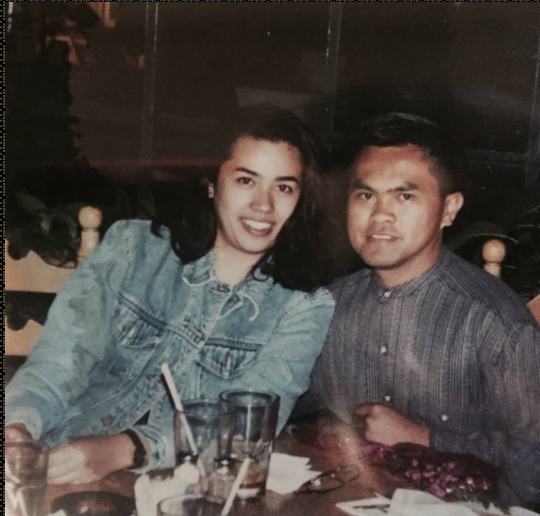
UNIVERSITY OF CALIFORNIA SANTA BARBARA where ...

I MET LIFE-LONG FRIENDS ...



UNIVERSITY OF CALIFORNIA SANTA BARBARA where ...

I MET MY WIFE ... Tiffany (married for 14 years)



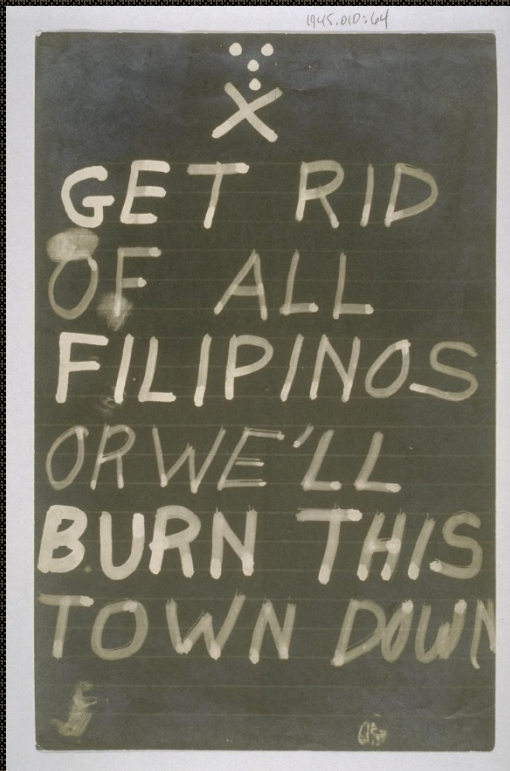
Florence, Italy (2014)



First home (2009)

UNIVERSITY OF CALIFORNIA SANTA BARBARA where ...

**I LEARNED ABOUT FILIPINO-AMERICAN HISTORY
& OTHER THINGS THEY DIDN'T TEACH IN HIGH SCHOOL**



- Changed major to Political Science and Asian American Studies (from Economics)
- Led me to becoming an activist on campus

UNIVERSITY OF CALIFORNIA SANTA BARBARA where ...

I LEARNED ABOUT MYSELF AND MY WHO I AM ...



- Learned about my values (diversity, inclusion)
- Became more confident

Helped me later as a leader and in my job now



UNIVERSITY OF CALIFORNIA SANTA BARBARA where

I LEARNED HOW TO LEAD... OUTSIDE THE CLASSROOM



- KAPATIRANG PILIPINO
President (100+ members)
- Upward Bound Summer RA
- EOP STEP Program RA
- EOP Peer Advisor
- Teaching Assistant
- Student Activist (got to know people who eventually got me my job at UCSB)



**BA Political Science
Minor Asian American Studies
1997**



**MY EDUCATION AT UCSB PREPARED
ME FOR MY CAREER, LEADERSHIP
OPPORTUNITIES, AND THE LIFE I
COULD ONLY DREAM OF LIVING.**

**THROUGH EDUCATION, MY
PARENTS' SACRIFICES ARE ALL
WORTH IT.**

SOME ADVICE

“These students are extremely motivated and many are school leaders, highly competitive academically and interested in pursuing four-year degrees and multiple majors” - UCSB EAOP Director Britt Ortiz

- Know Your Story, Own Your Story, Share Your Story
 - Use your unique experience and values to impact others
- Don't be afraid to make mistakes
 - That's how you learn
 - Dare to be different
- Challenge/Question status quo
- Be a lifelong learner
 - “Leaders are readers”
 - Use formal education, trainings, social media, etc
- Find Mentors
 - They will open doors and help you along the way



MY CONTACT INFO:

Blog: <http://www.joesabado.com>

Twitter: @joesabado

Email: sabado-j@sa.ucsb.edu