



FALONE SERNA

**Dean of Undergraduate Admission and Outreach
California Lutheran University**

EDUCATION

University of La Verne- BA in Broadcast Communications

California State University, Fullerton- MA in Communications

PROFESSIONAL EXPERIENCE

California Lutheran University

Dean of Undergraduate Admission & Outreach, *April 2022- present*

Whittier College

Vice President for Enrollment Management, *September '19- April '22*

Pepperdine University

Director of Admission, *October 2017- September 2019*

Reed College

Director of Admission, *September 2015- September 2017*

Senior Associate Dean of Admission, *September 2013- September 2015*

Harvey Mudd College

Associate Director of Admission, *August 2011- August 2013*

Assistant Director of Admission, *August 2007- August 2011*

University of La Verne

Admission Counselor, *September 2002 – January 2005*



PROFESSIONAL ACTIVITIES

WACAC Leadership Development Institute- Mentor (2019)

NACAC Admission Practices Committee- WACAC and PNACAC Liaison (2013-2016)

WACAC Executive Board- Assembly Delegate, DEA Committee Chair (2009-2014)

Numerous presentations at regional and national conferences

College Board Western Region Summer Institute Ned Tibby Award Winner (2003)

PERSONAL

I'm a former college athlete (football) and I still TRY to keep in decent shape. The gap in my professional experience listed above is from when I temporarily left higher ed to work in marketing and advertising. My family, which includes my wife, daughter (13 years old), son (9 years old), and dog (Catahoula Leopard Dog), occupies most of my free time. And I am from Pomona, California by way of Chicago, Illinois.