
FLOR LEOS MADERO, PhD

Assistant Professor
Department of Communication & Mass Media
Angelo State University
flor.madero@angelo.edu

EDUCATION

- Ph.D. University of Texas at Austin, August 2012
Specialization: Interpersonal Communication
Dissertation: Look at me now!: Exploring Identity Narratives of First Generation, Mexican-American College Students
Advisor: Madeline Maxwell
Committee: Larry Browning, Michele Guzman, Matthew McGlone, Victor Saenz
- M.A. Angelo State University, December 2003
Communication Systems Management
- B.A. Angelo State University, December 1998
Major: Communication
Minor: Journalism
-

PROFESSIONAL APPOINTMENTS

- Assistant Professor - Department of Communication & Mass Media
Angelo State University, San Angelo, Texas (2012 – present)
- Associate Director for Multicultural Affairs
Angelo State University, San Angelo, Texas (2007 – 2012)
- Coordinator of Transitional Services
Angelo State University, San Angelo, Texas (2003-2007)
- Instructor - University Studies Department
Angelo State University, San Angelo, Texas (2004 – 2005)
- Academic Advisor
Angelo State University, San Angelo, Texas (2001-2003)
-

AWARDS & HONORS

- CONNECT! Faculty Fellow

2016-2017

- Faculty Research Enhancement Grant - ASU Spring 2015
- Woman of Distinction – Girl Scouts of Central Texas Spring 2014
One of five honorees for 2014
- Nominee, Outstanding Dissertation Award Fall 2013
Language and Social Interaction Division of the
National Communication Association
- 20 Under 40 Recipient – San Angelo, Texas Fall 2012
- David Bruton, Jr. Fellowship – University of Texas at Austin Fall 2011
- Grow Your Own Doctoral Fellowship – Angelo State University 2007-2010
- National Summer Institute Fellowship – Denver University Fall 2008
- Employee Excellence Award – Angelo State University Spring 2004

PRESENTATIONS

- “Generational Differences in the Classroom”
344th Military Intelligence Battalion
Goodfellow AFB
San Angelo, TX – March 2016
- “Converging Classrooms: Promoting New Teaching Methods for Positive Changes”
Panel competitively selected by the Western States Communication Association
San Diego, CA - March 2016
- “Human Trafficking: Deterrents and Strategies”
National Public Radio (NPR) Interview / KJZZ 91.5
Phoenix, AZ – June 2015
- “Effective Teaching Strategies”
344th Military Intelligence Battalion
Goodfellow AFB
San Angelo, TX - May 2015
- “Narrative Use In Diversity Training for College Students”
Panel competitively selected by the National Communication Association
Chicago, IL - November 2014
- “Living On The Border: Immigration Lessons Learned”
Big Read Opening Ceremony
Tom Green County Library Systems
San Angelo, TX – Oct 2013
- “I Don't Know What I Don't Know: Transition Strategies For First Generation College Students”
Scholar to Scholar Table Discussion
Texas Speech & Communication Association
Corpus Christi, TX – Oct 2013

“Success Strategies for Young Women”

Invited Speaker by the Laura Bush Institute for Women’s Health
San Angelo, TX - March 2013

“Super (Scholar) Mom: Investigating Community Perspectives of Work, Study,
Voluntarism and Life Balance”

Panel competitively selected by the National Communication Association
Orlando, FL - November 2012

“Hispanic Students’ Experience in Higher Education”

Roundtable presentation at the University of Texas Conflict Resolution Research Conference
Austin, TX - October 2011

“Being Both a Woman and a Man: Female Airmen in the Military”

Panel competitively selected by the National Communication Association
San Francisco, CA - November 2010

“Changing the Traditional Discourse: Embracing Bilingual Parents for Academic
Achievement”

Panel competitively selected by the National Communication Association
Chicago, IL - November 2009

Hispanic Culture and Self-Identification

Angelo State University, Department of Physical Therapy
San Angelo, TX - Fall 2007

“Success Narratives: The Mother Daughter Program”

International Higher Education Best Practices Conference
Alcala De Henares, Spain - March 2007

PUBLICATIONS

ENCYCLOPEDIA ENTRY

Madero, Flor Leos (2014). Mid-life Crisis. In *Social History of the American Family Encyclopedia*. Sage Publications.

BOOK CHAPTER

Madero, Flor Leos (2016), “The Labor of Identity Development: Work Lessons From Immigrant Parents”. In E. Gabor & S. Shenoy-Packer (Eds.), *Immigrants Communicating Meanings of Work*. Peter Lang Publishing.

TEACHING EXPERIENCE

Angelo State University, San Angelo, TX
Department of Communication & Mass Media

Undergraduate Courses

- Family Communication
- Communication in Professional Life
- Fundamentals of Human Communication
- Public Speaking
- Intercultural Communication
- Interpersonal Communication

Graduate Courses

- Family Communication
- Intercultural Communication
- Interpersonal Communication

Angelo State University, San Angelo, TX

Freshmen College

- General Studies: Thriving As A First Generation Student
- Critical Thinking

THESIS / COMPREHENSIVE COMMITTEES

Graduate Faculty Member – Comprehensive Exams – Dreshawn Murray – May 2016

Graduate Faculty Member – Comprehensive Exams – Matthew Dominguez - July 2016

Graduate Faculty Representative, Thesis Defense for Kelsey Merritt – July 2016
A Layered Autoethnographic Account Of Family, Identity and Television
Department of Communication, Angelo State University, San Angelo, TX

Outside Graduate Faculty Representative, Thesis Defense for Ray Wilcox - July 2015
The Role of Sunni-Shia Sectarianism in Mid-East Instability
Center for Security Studies, Angelo State University, San Angelo, TX

Graduate Faculty Representative, Thesis Defense for Devin Collins - April 2015
A Layered Account Of Mental Illness And/In Relating
Department of Communication, Angelo State University, San Angelo, TX

Graduate Faculty Representative, Thesis Defense for Lauren Moeller - November 2014
Remembering Through Relational Experience: Family Construction of Memory In Sexual Assault
Department of Communication, Angelo State University, San Angelo, TX

Outside Graduate Faculty Representative, Thesis Defense for Austin Osmanski - November 2014

On The Use Of Unmanned Aerial Vehicles To Analyze Microhabitats Of Two Texas Lizard Species, Cophosaurus Texanus And Aspidoscelis Gularis
Department of Biology, Angelo State University, San Angelo, TX

Graduate Faculty Representative, Thesis Defense for Stephen Henry - May 2014
Instructors as Connections: First Generation Students' Integration Through Office Hours
Department of Communication, Angelo State University, San Angelo, TX

Outside Graduate Faculty Representative, Thesis Defense for Preston Taren Wimberly - May 2014
Congressional Candidates and Hispanic Constituents: Official Congressional Websites as an Outreach Tool During the 2014 Midterm Elections
Honors Program, Angelo State University, San Angelo, TX

Outside Graduate Faculty Representative, Thesis Defense for Wesley Allen Brashear– June 20, 2013
An Assessment of the Genetic Structure of a Striped Skunk (Mephitis Mephitis) Population Across An Urban Landscape
Department of Biology, Angelo State University, San Angelo, TX

UNIVERSITY SERVICE

Student Government Association Faculty Advisor – 2016/17

Student Government Association Faculty Advisor – 2015/16

Communication & Mass Media Department Chair Search Committee – 2015

60x30 Initiative State Committee – 2015

Guest Trainer – AFROTC - September 2016

College of Civil Engineering Faculty Search Committees – Nov 2015 and March 2016

Department of History Faculty Search Committee – March 2016

Angelo State University – Judicial Board / Sexual Misconduct Committee – 2014/15

Angelo State University - Core Curriculum Committee – 2014/15

Logistics Coordinator – Auto Ethnography Conference - Angelo State University,
San Angelo, TX – 2012

Publicity Coordinator – “8 the Play” - Angelo State University, San Angelo, TX – 2012

Athletic Gender Committee Member- Angelo State University, San Angelo, TX – 2010 – Present

Staff Senate President - Angelo State University, San Angelo, TX – 2007

Staff Senate Representative - Angelo State University, San Angelo, TX – 2006

Presidential Search Committee Member - Angelo State University, San Angelo, TX – 2006

Student Endowment Advisory Committee – Angelo State University, San Angelo, TX – 2004-2008

PROFESSIONAL MEMBERSHIPS

- Western States Communication Association, 2006-2017
- National Communication Association, 2009 – Present
- Texas Speech Communication Association, 2013
- Hispanic Association of Colleges & Universities (HACU), 2005-2011

PROFESSIONAL SERVICE

JOURNAL MANUSCRIPT REVIEWER

Multicultural Perspectives, the official publication of the National Association for Multicultural Education (NAME) – 2014

Multicultural Perspectives, the official publication of the National Association for Multicultural Education (NAME) – 2013

PROFESSIONAL TRAINING

- LGBT Safe Space Training - Dr. Amanda Wheeler
Angelo State University - October 2013
- Handling Disruptive Students - Dr. Brian Van Brunt
Angelo State University - August 2013

COMMUNITY SERVICE

Concho Valley Rape Crisis Center	San Angelo, TX	2015 - Present
Lake View Athletic Booster Club	San Angelo, TX	2014 - Present

Laura Bush Institute for Women's Health	San Angelo, TX	2010 - Present
Host Family, First Generation Students	San Angelo, TX	2008 - Present
CREO – Community Reinvesting in Educational Opportunities	San Angelo, TX	2007 - Present
El Camino Girl Scout Council Advisory Board	San Angelo, TX	2006 – 2010
Shannon Health Wellness Advisory Board	San Angelo, TX	2005 – 2008
Shannon Right Choices for Youth Advisory Board	San Angelo, TX	2005 – 2008
Christian Women's Job Corp Advisory Board	San Angelo, TX	2004 – 2006
Southside Boys & Girls Club Advisory Board	San Angelo, TX	2002 – 2009
Baptist Student Ministry Advisory Board	San Angelo, TX	2002 – 2010
San Angelo Advertising Federation Board	San Angelo, TX	2002 – 2004

COMMUNITY SPEAKING ENGAGEMENTS

- Guest Trainer – United States Marine Corp Training Command 17 TRSS
Goodfellow AFB, San Angelo, TX
June 2016
- Keynote Speaker – Concho Valley Rape Crisis Center Annual Fundraiser
Cactus Hotel, San Angelo, TX
September 2015
- Guest Speaker – House of Faith Organization, Internet Safety & Communication
House of Faith Ministries, San Angelo, TX
April 27, 2015
- Keynote Speaker – Habitat for Humanity Annual Fundraiser
Bentwood Country Club, San Angelo, TX
November 2014
- Guest Speaker – Spanish Collection Ribbon Cutting
Tom Green County Library, San Angelo, TX
September 2014
- Guest Speaker – Manager Training
Sam's Club, San Angelo, TX
March 27, 2014

- Guest Speaker –College Preparedness
Lake View High School, San Angelo, TX
April 1, 2014
- Panel Participant –National Women Build Week
Habitat for Humanity, San Angelo, TX
May 6, 2014
- Keynote Speaker –GED Graduation Ceremony
Howard College, San Angelo, TX
June 2, 2014