

Estrella Escobar
Associate Vice President
External Relations and Communications
The University of Texas at El Paso



Estrella Escobar has served for eighteen years in the President's senior administrative team at The University of Texas at El Paso, a Carnegie R1 top tier research university. In her role as Associate Vice President for External Relations and Communications, she supports the President in the management and daily operation of the university, which has a budget of over \$500 million, research expenditures of \$95 million, 5,000 employees and over 25,000 students. Ms. Escobar oversees the Division of External Relations, a team of over 60 individuals which includes the Departments of University Communications, University Relations and University Events. She is responsible for directing the university's marketing,

branding, media relations, social media, website, photography and community outreach presence, including major university and targeted events. She serves as liaison for the President with various community constituencies, directs the President's Office staff and operations and is part of the emergency response and senior crisis management team. Ms. Escobar is the President's point person on issues dealing with Mexico and serves as the President's representative with the Embassy of the United States in Mexico City. She is the institutional liaison with U.T. System External Relations and Public Affairs and acts as spokesperson for the university with broadcast and print media in Spanish.

Ms. Escobar is a member of the U.S.-Mexico Bilateral Forum on Higher Education, Innovation and Research, serves on the State Bar of Texas Board of Directors, on the Executive Committee of the State Bar of Texas Board, and was recently appointed by the President of the State Bar of Texas to the Texas Bar Foundation Board of Trustees. She also serves as an Executive Board Member of the Boy Scouts of America Yucca Council. An alum of the Texas Lyceum, Escobar is a member of the Embassy of Spain Hispanic Leaders Association, the Leadership Texas Alumni Association and Past President of The Executive Forum. Past service includes the City of El Paso's Museums and Cultural Affairs Advisory Board and the U.T. System Global Initiatives Advisory Board. Ms. Escobar is a graduate of the International Exchange Program sponsored by Rotary International in Brazil and the Hispanic Leaders Program sponsored by the Embassy of Spain and the Universidad Internacional Menéndez Pelayo in Santander, Spain.

Escobar held previous positions as Executive Aide to the Mayor in the City of El Paso, managing the city's state and federal legislative agendas, public policy and media; Special Projects Director for the District Attorney of the 34th Judicial District, serving as spokesperson for criminal cases in El Paso, Culberson and Hudspeth counties; and in Washington, D.C. as Director at Public Strategies Washington Inc., a government affairs consulting firm, concentrating on clients' public policy objectives in areas such as international trade, border environment and transportation.

Escobar earned her Bachelor and Master of Arts Degrees in Political Science from The University of Texas at El Paso and is fluent in Spanish and Portuguese.