



SERVICE LEARNING AND CIVIC ENGAGEMENT THROUGH HIGHER EDUCATION

## **ADRIANA LOPEZ BARBERENA | DALLAS COLLEGE**

### **METHODOLOGY FOR OBSERVING STUDENT ENGAGEMENT IN SERVICE-LEARNING AND FULBRIGHT SCHOLARSHIP PROCESS**

---

#### **ABSTRACT:**

This study outlines a methodology to observe student engagement in service-learning projects within the Fulbright Scholarship framework. It details the scholarship process, key criteria for service-learning observation, and data collection methods, emphasizing inclusivity and sustainability. Five case studies in Mexico are highlighted: environmental sustainability, entrepreneurship, artisanal sectors, "Pueblos Mágicos," and vulnerable communities. The results demonstrate how Fulbright recipients enhance project visibility and impact, fostering community involvement through outreach strategies and digital platforms.

#### **THEMATIC FOCUS: LISTENING CLOSELY | LEARNING THE CHORDS | RESONANCE**

#### **BIO(S):**

##### **ADRIANA LOPEZ BARBERENA**

Dr. Adriana López Barberena holds a Doctorate in Business Administration, along with two master's degrees in marketing and E-Commerce, and a background in Communications. With 24 years of experience as a university lecturer at both undergraduate and master's levels, she has provided guidance on industry projects. Dr. López Barberena has a strong foundation in the private sector and consults for small and medium-sized enterprises. She takes pleasure in teaching online courses with international universities. Adriana is passionate about personal work while cherishing family time and seeking opportunities to enjoy life through travel, art, and culture.

In addition to her academic achievements, Dr. López Barberena has received international awards, collaborating with France and Japan. She has also enhanced projects with

Nashville, TN | March 26-28, 2025

international scholarships such as the "Trainer of the Trainers" program in Canada, and received the prestigious Fulbright Scholarship in 2024 to serve as a SIR Fulbright at Dallas College.