

Nidia Bañuelos

Assistant Professor of Adult, Continuing, and Higher Education

Division of Continuing Studies

University of Wisconsin, Madison | 21 N. Park St. | Madison, WI 53715 | nbanuelos@wisc.edu

ACADEMIC POSITIONS

Assistant Professor, Liberal Arts & Applied Studies, Continuing Studies, UW-Madison	2021-present
Anna Julia Cooper Fellow, UW-Madison	2020-2021
Postdoctoral Fellow, School of Education, University of California, Davis	2018-2020
Social Sciences Librarian, Robert W. Woodruff Library, Emory University	2016-2017

EDUCATION

PhD	Sociology, University of Chicago	2016
	<i>Dissertation:</i> The 1970s in a History of American For-Profit Colleges and Universities	
	<i>Advisor:</i> Andrew Abbott	
BA	Sociology and Public Policy, Honors in Education, Stanford University	2007
	<i>Honors Thesis:</i> Sex Education Beyond the Classroom: A Survey of Students' Comfort with Peer Health Resources	
	<i>Advisor:</i> Edward Haertel	

PUBLICATIONS

Book Chapters:

Bañuelos, N. forthcoming. "The Rhetoric of Profit: The Role of Crisis in Enhancing the Legitimacy of New Institutions of Higher Education" in *Historical Thinking of Higher Education Leadership: Putting the Past in Practice*, Bazner, K. & Catalano, C.J. (Eds.).

Peer Reviewed Articles:

Bañuelos, N. Jang-Tucci, K., Triana, C., & Benbow, R. forthcoming. "Research in Brief: Using Sociogram-Assisted Interviews to Examine Students' Relational Assets." *Journal of College Student Development*.

Bañuelos, N., Jang-Tucci, K., & Benbow, Ross. 2026. "The Development and Validation of the Academic Cultural Wealth Scale: Recognizing Student Strengths Through Critical Quantitative Methods." *Educational Evaluation and Policy Analysis*.
<https://doi-org.ezproxy.library.wisc.edu/10.3102/016237372614218>

Bañuelos, N. & Jang-Tucci, K. 2025. "Investigating the Relationship Between Community Cultural Wealth and Cultural Capital in Higher Education: A Quantitative Study." *Innovative Higher Education*.

Bañuelos, N. 2021. "Quality and Innovation in American Higher Education Accreditation: The Case of the University of Phoenix." *History of Education*, 50(3): 428-449.

Bañuelos, N. 2020. "Why We Need More Histories of Low Status Institutions." *History of Education Quarterly*, 60(2): 246-260.

Bañuelos, N. 2018. "California's Police Professors and the Birth of Criminal Justice Education." *California History*, 95(2): 27-51.

Bañuelos, N. 2016. "From Commercial Schools to Corporate Universities: Explaining the Shift in Proprietary Business Education in the U.S. 1970-1990." *The Journal of Higher Education*, 87 (4): 573-600.

Working Papers:

Bañuelos, N. Waldron, J., Hupp, S., Zinkan, L. "Head in the Books, Heart on the Beat: A Qualitative Study of College Students Entering Careers in Law Enforcement."

Bañuelos, N. "Applying Asset-Based Frameworks to College-to-Career Transitions: Lessons from the Community Cultural Wealth Literature."

Reports:

Bañuelos, N., Jang-Tucci, K., Benbow, R. 2023. "Forming Science Identity in Personal Networks: A Quantitative Study of Social Support for Latine STEM Students." University of Wisconsin-Madison, Center for Research on College-Workforce Transitions.
<https://ccwt.wisc.edu/projects/nca/>

Jang-Tucci, K., Benbow, R. J., & **Bañuelos, N.**, 2023. Using Multiple Generator Random Interpreters (MGRIs) for Studying Undergraduate Student Support Networks. University of Wisconsin-Madison, Center for Research on College-Workforce Transitions.
<https://ccwt.wisc.edu/projects/nca/>

Rios-Aguilar, C., Cuéllar, M. **Bañuelos, N.**, Lyke A., Vo, D. 2023. *The Potential of California's Community College Baccalaureate for Closing Racial Equity Gaps*. Los Angeles, CA: The Civil

Rights Project/Proyecto Derechos Civiles, UCLA.

<https://civilrightsproject.ucla.edu/research/college-access/underrepresented-students/the-potential-of-californias-community-college-baccalaureate-for-closing-racial-equity-gaps>

Bañuelos, N. Jang-Tucci, K. & Benbow, R. 2022. "Hispanic/Latino Student Community Cultural Wealth, Social Networks, and Career Development at the University of Wisconsin-Whitewater: A Report by the Networks and Cultural Assets Project (NCA)." University of Wisconsin-Madison, Center for Research on College-Workforce Transitions. <https://ccwt.wisc.edu/projects/nca/>

Jang-Tucci, K. **Bañuelos, N.**, & Benbow, R. 2022. "Hispanic/Latino Student Community Cultural Wealth, Social Networks, and Career Development at the University of Wisconsin-Whitewater: A Methods and Data Compendium to the Report by the Networks and Cultural Assets Project (NCA)." <https://ccwt.wisc.edu/projects/nca/>

Bañuelos, N. 2021. "Community Cultural Wealth Goes to College: A Review of the Literature for Career Services Professionals and Researchers." (WCER Working Paper 2021-6). University of Wisconsin-Madison, Wisconsin Center for Education Research. https://wcer.wisc.edu/docs/working-papers/WCER_Working_Paper_No_2021-6.pdf

Outreach and Extension Publications:

Bañuelos, N. 2019. "Dangerous Metaphors: The Consequences of Treating Higher Education Like a Consumer Good." *Change: The Magazine of Higher Learning*, 51(1): 14-21.

Bañuelos, N. 2018, May 1. "Why Top U.S. Universities Have Law Schools, But Not Police Schools." *The Conversation*. <https://theconversation.com/why-top-us-universities-have-law-schools-but-not-police-schools-95281>

Bañuelos, N. 2015, August 21. "A Look Back at Federal Support for the For-Profit Sector." *A Community of Higher Ed Scholars*. <http://aeradivisionj.blogspot.com/2015/08/a-look-back-at-federal-support-for-for.html>

TEACHING

University of Wisconsin, Madison

Sociology of Race & Ethnicity (Instructor, Onward Odyssey, SOC 134)

Latinas/os in American Higher Education (Instructor, Chican@/Latin@ Studies, CHICLA 330)

University of California, Davis

Literature Review (Instructor, Doctorate of Education, EDU 292)

Diversity Issues for Education Leaders (Instructor, Doctorate of Education, EDU 282B)

Schools in the Free Market (Instructor, Doctorate of Education, EDU 292)

Philosophical and Social Foundations of Education (Instructor, Undergraduate Minor, EDU 120)

Qualitative Coding Workshop (Guest Lecturer, Doctorate of Education, EDU 281B)

Emory University

Archives Research Program (Workshop Co-Instructor, Sociology)

Introduction to Library Research (Workshop Instructor, Sociology and Development Practice)

University of Chicago

Colleges and Universities in American Society (Instructor, SOCI 28067)

Mind (Instructor, SOSC 14300; Teaching Assistant, SOSC 14100-14200-14300)

English as a Second Language (Instructor, Linden House of Chicago)

Problems of Policy Implementation (Teaching Assistant, PBPL 22300)

Strategy and Structure (Teaching Assistant, BUSE 39001)

Strategic Leadership (Teaching Assistant, BUSE 39002)

Psychological Research Methods (Teaching Assistant, PSYC 20200)

ADVISING AND MENTORING

University of Wisconsin, Madison

Postdoctoral Fellow

Dr. Trevor McCray (Postdoctoral Associate, NCA Project, February 2023-February 2024)

Graduate Student Research Assistants

Michael Sanchez (PhD candidate, Counseling Psychology, 2024-2025)

Claudia Triana (PhD candidate, Educational Policy Studies, 2024-present)

Kyoungjin Jang (PhD candidate, Educational Policy Studies, 2021-present)

Luis Gonzalez (MA student, Latin American, Caribbean, and Iberian Studies, 2023-2024)

Doctoral Dissertation Committees

Anthony Twarog (PhD, Department of Communication Arts, 2022)

Kyoungjin Jang (PhD candidate, Educational Policy Studies, 2021-present)

Undergraduate Research Assistants

Natalie Xiong (Fall 2025-Spring 2026)

Claudia Salgado (Spring 2025)

Bryna Goeking (Spring 2023)

Olivia Schmidt (Fall 2023-Spring 2024)

Naing Naing (Fall 2023-Spring 2024)

University of California, Davis

Doctoral Dissertation Committees

Diana Lizarraga (dissertation committee member, 2021-present)

Josh Wittinghill (dissertation committee member, 2018-2019)

Served on four qualifying exam committees (January 2018 - July 2019)

Graduate Research Assistants

Samantha Hupp (MA student, Psychology, University of Indianapolis, 2019-2020)

Laura Zinkan (MA student, Psychology, University of Indianapolis, 2019-2020)

Emory University

Library Graduate Fellow

Jonathan Coulis (PhD student, History, 2017)

SELECTED GRANTS AND AWARDS

Grants

Principal Investigator. “Measuring the Social Networks and Community Cultural Wealth of Latina/o STEM Undergraduates.” Rapid Response Bridge Funding. Alfred P. Sloan Foundation: #G-2025-79154. \$24,951. 2025

Principal Investigator. “Measuring the Social Networks and Community Cultural Wealth of Latine STEM Undergraduates.” Out-of-Season Supplemental Funding. University of Wisconsin-Madison, Vice Chancellor for Research and Graduate Education. \$46,388. 2024-2025

Principal Investigator (with Ben Flores and Ross Benbow). “Measuring the Social Networks and Community Cultural Wealth of Latina/o STEM Undergraduates.” National Science Foundation: #2201545. \$675,271. 2022-2026

Senior Researcher (with Mindi Thompson PI). “Career-related Community Cultural Wealth and Social Capital.” Bill & Melinda Gates Foundation, Testing Knowledge Mobilization of Postsecondary-Workforce Activities: INV-043997, \$86,641 2023-2025

Co-Author (with Cecilia Rios-Aguilar, Marcela Cuellar, and Austin Lyke). “The Potential of California’s Community College Baccalaureate in Closing Racial Equity Gaps.” Civil Rights Project, UCLA. \$4,000. 2020-2022

Senior Researcher (with Matthew Hora PI, Ross Benbow Co-PI). “Recognizing Students’ Community Cultural Wealth and Social Networks in Career Development.” Bill & Melinda Gates Foundation, Provisioning Education to Employment Services to Postsecondary Success: INV-023125, \$60,000 2020-2022

Co-Principal Investigator (with Jordan Sparks Waldron, Co-PI). “Law Enforcement Community’s Attributions of Responsibility for Crimes Committed Under the Influence of Drugs.” University of Indianapolis, Inquiry Grant. \$4,122. 2019-2020

Co-Principal Investigator (with Marcela Cuellar, Co-PI). “Labor Market Analysis of California Community College Baccalaureate Programs.” University of California, Davis, School of Education, Dean’s Excellence Award. \$500. 2019-2020

Founder (with Jonathan Coulis, Library Graduate Fellow). “Emory First Generation Oral History Project.” Emory University Libraries, Mini Grant. \$2,500. 2017

Other Awards

Morgridge Fellow, Morgridge Center for Public Service, UW-Madison 2022-23

Social Science History Association, Tilly Travel Award	2015
University of Chicago, Robert E. Park Lectureship	2015
University of Chicago, Charles Bidwell Travel Award	2014
George Washington University, CIBER, Summer Doctoral Fellowship	2010
University of Chicago, Social Sciences Five-Year Fellowship	2008-2013

RECENT PRESENTATIONS, WORKSHOPS, AND PANELS

* Indicates that the presentation was made by co-authors.

<i>Workshop Facilitators:</i> “Community Activity: Community Cultural Wealth.” Engineering Student Center Community Meeting.*	February 2025
Bañuelos, N. Jang-Tucci, K. “Investigating the Relationship Between Dominant and Non-Dominant Cultural Capital in Higher Education: A Quantitative Study.” ASHE Annual Conference.	November 2024
Bañuelos, N. Jang-Tucci, K. “Investigating the Relationship Between Dominant and Non-Dominant Cultural Capital in Higher Education: A Quantitative Study.” American Sociological Association Annual Conference.	August 2024
<i>Workshop Facilitator:</i> “Adult Students and the Institutions That Serve Them: A Conversation about the Form and Function of Lifelong Learning.” NEH Institute for Higher Education Faculty: Unpacking the History of Higher Education in the U.S. George Mason University.	June 2024
<i>Keynote Speaker:</i> Chican@ & Latin@ Studies Program Graduation. University of Wisconsin-Madison.	May 2024
Bañuelos, N. Jang-Tucci, K. Benbow, R. “Social Support Networks and STEM Identity for Students of Color.” NIH Research Enhancement: Building Infrastructure Leading to Diversity. University of Detroit Mercy.	March 2024
Bañuelos, N. , Jang-Tucci, K., Benbow, R. “Social Networks and Science Identity Formation: A Study of Social Support for Latine STEM Students.” LSMRCE Conference, Inclusion by Design: Nurturing Diversity in STEM.	November 2023
Bañuelos, N. , Jang-Tucci, K., Benbow, R. “Social Networks and Science Identity Formation: A Study of Social Support for Latine STEM Students.” ASHE Annual Conference.	November 2023
Bañuelos, N. “Examining Students’ Strengths: Community Cultural Wealth and Social Networks in the College-to-Workforce Transition.” Institute for Research on Poverty Seminar Series, UW-Madison.	April 2023

<i>Symposium Organizer:</i> “Mobilizing Students’ Community Cultural Wealth in Transitions to College and Career: A Community Discussion.” American Educational Research Association Annual Conference.	April 2023
Jang-Tucci, K., Bañuelos, N. , Benbow, R. “Combining Community Cultural Wealth and Social Network Analysis: Developing New Methods for Measuring Students’ Assets.” American Educational Research Association Annual Conference.	April 2023
Bañuelos, N. , Jang-Tucci, K., Benbow, R. “Investigating Latina/o Community Cultural Wealth, Social Network Capital, and Academic/Career Development: A Quantitative Study.” ASHE Annual Conference.	Nov 2022
Bañuelos, N. , Flores, B. “Measuring the Social Network and Community Cultural Wealth of Latina/o STEM Undergraduates.” NSF STEM Education Advisory Committee Meeting.	Nov 2022
Bañuelos, N. , Benbow, R. Jang-Tucci, K. “Harnessing Students’ Networks and Cultural Assets for STEM Success.” LSMRCE Conference, STEM Ecosystem: Diversity, Partnership, and Empowerment.	October 2022
Bañuelos, N. , Benbow, R. Jang-Tucci, K. “Advancing Community Cultural Wealth: Using Asset-Based Frameworks to Support Students’ Career Development.” NYU Wasserman Center for Career Development.	October 2022
Benbow, R. Bañuelos, N. , Jang-Tucci, K. “Advancing Community Cultural Wealth: Using Asset-Based Frameworks to Support Students’ Career Development.” American Association of Colleges and Universities, Institute on Engaged and Integrative Learnings.	July 2022
Bañuelos, N. Jang-Tucci, K. & Benbow, R. “Advancing Community Cultural Wealth: Early Findings from the Networks and Cultural Assets Study (NCA).” The University of Manchester, Levelling Up Education: New Approaches to Place Work, and Education.	June 2022
<i>Panelist:</i> “New Research on Unpaid Internships.” UW-Madison, Center for Research on College-Workforce Transitions, Symposium on College Internship Research - Exploring Unpaid Internships: Issues of Access, Equity, and Learning.	April 2022
<i>Panelist:</i> “Thinking Collectively About Futurity in Education.” UW-Madison, Department of Educational Policy Studies, Annual Conference.	March 2022
Bañuelos, N. Jang-Tucci, K. & Benbow, R. “Advancing Community Cultural Wealth: Insights from the Literature and Lessons from a Mixed Methods Pilot Study.” UW-Madison, Department of Educational Policy Studies, Brown Bag Series.	February 2022

<i>Panelist.</i> Author Meets Critic: “The University Revolution: Outline of a Processual Theory of Modern Higher Education by Eric Lybeck.” Social Science History Association Conference, Virtual.	November 2021
Bañuelos, N. Jang-Tucci, K. & Benbow, R. “A Mixed Methods Approach to Measuring Students’ Community Cultural Wealth: Preliminary Findings and Methodological Notes.” Social Science History Association Conference, Virtual.	November 2021
<i>Workshop Facilitator.</i> “Celebrating Students’ Assets: How Can We Use the Community Cultural Wealth Framework in Our Daily Work?” UW-Madison, Division of Continuing Studies, Inclusivity Everyday Series.	November 2021
Bañuelos, N. , Waldron J.S., Zinkan, L. & Hupp, S. “Head in the Books, Heart on the Beat: Understanding College Students’ Motivations for Entering Policing.” American Sociological Association Conference, Virtual.	August 2021
Bañuelos, N. “Libraries as Partners in Knowledge Mobilization.” UW-Madison, Knowledge Mobilization Flash Talks, Virtual.	April 2021
<i>Panelist.</i> “Higher Education Reform and the Value of a Liberal Art Education.” UW-Madison Phi Beta Kappa, Virtual.	February 2021
Waldron, J.S. & Bañuelos, N. “Attributions for Drug-Related Crime: A Qualitative Study with Future Police Officers.” Association for Psychological Science Conference, Virtual.*	May 2020
Waldron, J.S., Ward, E. & Bañuelos, N. “Impact of Drug Source and User’s Race on Opioid Use Disorder Stigma.” Association for Psychological Science Conference, Virtual.*	May 2020
<i>Panelist.</i> “Career Stages and the History of Higher Education.” History of Education Society Pre-Conference, Virtual.	September 2020
Rios-Aguilar, C., Cuellar, M., & Bañuelos, N. “Is My Bachelor’s Degree Valuable? Using Labor Market Data to Critically Examine the ‘Geography of Opportunity’ Around Community College Baccalaureate Programs.” Association for the Study of Higher Education Conference, Portland, OR.*	November 2019
Rios-Aguilar, C., Cuellar, M., & Bañuelos, N. “Using Equity-Focused Labor Market Data to Examine the ‘Geography of Opportunity’ Around Community College Baccalaureate Programs.” Wheelhouse Scholars Retreat, Berkeley, CA.	August 2019

OTHER RESEARCH AND WORK EXPERIENCE

Graduate Admissions Assistant, Office of Enrollment, University of Chicago	2013-2015
Research Assistant, Survey Research Lab, University of Chicago	2013-2014
Research Assistant, Booth School of Business, University of Chicago	2013

Research Assistant, Cultural Policy Center, University of Chicago	2009-2010
Auditor, Federal Judicial Center, Chicago, IL	2009
Researcher, Glanz Lab, Emory University School of Public Health	2007-2008

SERVICE

Morgridge Center for Public Service Advisory Board	2025-present
Chicanx/e & Latinx/e Awards Committee	2026
Chicanx/e & Latinx/e Speaker Series Committee	2024-2025
Faculty Senate, UW-Madison	2023-2026
Co-Director, CCWT Student Research Program, UW-Madison	2023
UW-Madison Prison Research Collective Member	2022-2023
Speaker Organizer, Center for College-Workforce Transitions, UW-Madison	2022-2023
UW Odyssey Project Writing Tutor, UW-Madison	2020-2022
Associate Editor, Civic Sociology, University of California Press	2018-2021
Webmaster, ACRL Anthropology and Sociology Section	2019-2022
Sociology Information Literacy Framework Subcommittee Chair, ACRL/ANSS	2017-2019
Member, Emory University Senate Committee for Open Expression	2016-2017
Member, Diversity and Inclusion Working Group, Emory University Library	2016-2017
Executive Board Member, Society for Social Research, University of Chicago	2011-2012
Mentor, Youth and Family Services, Wadsworth Elementary	2009-2011

Reviewer:

Grants

Wisconsin Partnership Program: Community Impact Grant, NSF: Racial Equity in STEM Education
Research Policy and Practice, Emory Prevention Research Center Mini-Grants Program

Journals

Sociological Forum, Journal of Women and Minorities in Science and Engineering, American Journal of Sociology, Social Problems

Conferences

Association for the Study of Higher Education Conference, AERA Conference,

Professional Organizations: American Educational Research Association, American Library Association, Association of College and Research Libraries, American Sociological Association, Association for the Study of Higher Education, Social Science History Association

Radio and Podcast Interviews:

Bañuelos, N. 2022, October 26. “Nidia Bañuelos on Valuing the Skills and Assets of Lower Income and Underrepresented College Students.” Poverty Research & Policy. *Institute for Research on Poverty*.

<https://www.irp.wisc.edu/resource/nidia-banuelos-on-valuing-the-skills-and-assets-of-lower-income-and-underrepresented-college-students/>

Bañuelos, N. 2020, March 31. “Analyzing the Tremendous Growth of For-Profit and Criminal Justice Higher Education.” Office Hour with Naomi Janowitz. *KDVS: UC Davis Student Radio*.
<https://officehourucdpodcast.com/Spring%202020/>

Bañuelos, N. 2018, June 12. “What Kind of Education Do Police Officers Receive?” *Crosscurrents*.
KALW: San Francisco Public Radio.
<https://www.kalw.org/post/what-kind-education-do-police-officers-receive#stream/0>