

Joely Proudfit, Ph.D. (Luiseño/Payomkowishum)

Director of California Indian Culture and Sovereignty Center
Department Chair, American Indian Studies, CSU San Marcos
Executive Director, California's American Indian & Indigenous Film Festival
President, Naqmayam Communications
Co-President, The Native Networkers



Joely Proudfit (Luiseño), Ph.D., is a descendant of the Pechanga Band of Luiseño Mission Indians. Her maternal grandmothers are Lupe Grijalva Guerrero, Refugia Flores Grijalva Zuniga, Candelaria Flores and Juana Hapish, and she is of the Ngeesikat clan. Dr. Proudfit holds an M.A. and Ph.D. in political science with emphasis in public policy and American Indian studies from Northern Arizona University and a B.A. in political science with emphasis in public law from California State University Long Beach. As the first member of her family to complete a high school diploma, she serves as a role model for native youth and encourages self-determination through knowledge and education. Dr. Proudfit is one of only a few American Indians with a Ph.D. in political science and was the first recipient of the American Political Science Association Native Fellows Program. An associate professor, Dr. Proudfit has been tenured three times in the CSU system. Most recently, President Barack Obama appointed Dr. Proudfit to the 2016 National Advisory Council on Indian Education.

In fall 2008, she joined the faculty at CSU San Marcos as Program Coordinator for Native Studies. She now serves as Department Chair and is Professor of the newly established American Indian Studies Department. Dr. Proudfit is also the Director of the California Indian Culture and Sovereignty Center (CICSC) at CSUSM. The mission of the CICSC is to foster collaborative study and community service relationships among the faculty, staff and students of CSUSM, and members of Tribal communities, for the purpose of developing and conducting research projects that support the maintenance of sovereignty and culture within those communities.

Prior to coming to CSUSM, Dr. Proudfit previously served as a tenured associate professor of public administration and the director of the Tribal Government, Management and Leadership Master of Public Administration (MPA) program. A political scientist, she takes an interdisciplinary approach to her wide variety of research interests, which include: tribal sovereignty, federal Indian policy, tribal leadership and governance, California Indian political and contemporary issues, American Indian education, mass media, tribal telecommunications and social justice issues. She has presented her research at numerous conferences and media forums, and published numerous essays and articles including: "In the Trenches: A Critical Look at the Isolation of American Indian Political Practices in a Non-Empirical Social Science" in the book *Indigenizing the Academy*, "Native American Gaming in California" in the book *Native Americans* (part of the American Political History Series published by the Congressional Quarterly Press) and "From Activism to Academics: The Evolution of American Indian Studies at San Francisco State 1968-2001" in the *Indigenous Nations Studies Journal*. She is the lead author and researcher on the 2012, 2014 and 2016 ground breaking annual reports on the **State of American Indian and Alaskan Native Education in California**. These reports have received national attention, acclaim and citation. Dr. Proudfit along with Dr. Warner are the series editors of a ten (10) book contract with Information Age Publishing, Charlotte, NC. The books address American Indian education through the lens of ten different regions throughout the U.S. The first book will be out in 2015 and focus on California. **On Indian Ground-: A Return to Indigenous Knowledge—Generating Hope, Leadership and Sovereignty through Education**. Dr. Proudfit is also working on the forthcoming book titled **Beyond the American Indian Stereotype: There's More to Me Than What You See**.

Dr. Proudfit also served as the department chair of American Indian Studies at San Francisco State University. In addition to her academic positions, she was the first special advisor to the Honorable Cruz M. Bustamante, lieutenant governor of California, for California Indian Sovereign Nations in 2002.

Dr. Proudfit has taught and developed a wide range of both graduate and undergraduate courses including: American Indian Politics, Tribal Government Management, Business – Government Relations, American Indians and U.S. Laws, Imagining Indians: American Indians, Media, Film and Society, Tribal Government Gaming and Economic Development, American Indian Women and Activism, American Government and Politics, American Indians: Stereotypes and Realities in the Mass Media, Power and Politics in American Indian History, and Federal Indian Law and Administration.

Dr. Proudfit is also the founder and Executive Director of the California's American Indian & Indigenous Film Festival. The California's American Indian & Indigenous Film Festival (CAIIFF) is a grassroots community event organized by the California Indian Culture and Sovereignty Center (CICSC) in collaboration with several tribal and university partners. The CAIIFF developed with the aim to bring high quality, culturally relevant, and inspiring films about American Indian life and culture to the southern California region. Her teaching and research in film and media studies highlight the work of American Indian women. In March 2015, she was invited to present "The Sounds of Silence: American Indian Women in Cinema" at the Native American Literature Symposium.

Located in the heart of southern California's Indian country, the California Indian Culture and Sovereignty Center at Cal State San Marcos is the nexus for innovating partnerships between American Indians, academics, and the regional community. The CAIIFF is a product of this innovation and it is rapidly becoming a "don't miss" event. Screenings are scheduled each year both at CSUSM's arts theaters on campus and on a local Indian Reservation to literally bring the movies and our moviegoers "home" to our American Indian communities.

Dr. Proudfit and Chris Eyre (Director/Producer) recently formed The Native Networkers, an alliance to promote American Indian representation throughout the film industry.

Dr. Proudfit also served as the lead and only AIAN consultant for the 2010 Census for the LA Region AIAN outreach campaign.

Dr. Proudfit is the owner of Naqmayam Communications, an independent, full-service, California Indian-owned and -operated public relations agency. Naqmayam Communications, aka NaqCom, promotes socially conscious marketing and consumer and cultural education. NaqCom also offers expertise in developing and implementing communication strategies to successfully build consensus and brand loyalty among Native American communities. Dr. Proudfit holds positions on numerous boards and committees, such as: 2nd vice chair for the Native American Caucus of the California Democratic Party, board member of the California Indian Museum and Cultural Center, and executive director of the California Indian Professors Association.

Committed to serving the American Indian community in a number of capacities, she served as a highly visible campaign spokesperson, participating in numerous television ads for both the Proposition 1A – California Constitutional Amendment, Indian Self-Reliance Initiative; and the Proposition 5 – Indian Self-Reliance Initiative. Dr. Proudfit also is the executive producer for the upcoming documentary entitled, "I is not for Indian," which explores the controversy behind how Native American curriculum is taught in our public schools. She has participated in a number of media venues such as National Public Radio, television and news specials on issues relating to tribal gaming, social justice, American Indian political development, Native American graves protection and repatriation, and California Indians. She has testified before state legislators on California Indian education issues and works with tribal leaders and state legislators to implement new legislation to benefit American Indians.

Dr. Proudfit is the recipient of numerous accolades for her work and community service such as: the 2013 Recipient, American Indian Educator of the Year, 36th Annual California Conference on American Indian Education, the California Teachers Association (CTA)'s Salute to Friends of Education Award, the Opportunities Unlimited 2002 Award in recognition of dedication and leadership by Congresswoman Grace F. Napolitano and the CTA, and the John F. Kennedy, Jr. Award for Outstanding Public Service.