



DR. JOE-JOE MCMANUS serves as the Chief Diversity Officer at California State University San Marcos (CSUSM), leading the Office of Inclusive Excellence. He also does speaking engagements and consults with organizational leaders on issues of diversity, equity and inclusion. McManus began his career in higher education teaching at Florida A&M University, where his students and colleagues dubbed him “Dr. Joe-Joe.”

An educational innovator, Dr. McManus has lectured, served on panels, presented, and consulted in the U.S. and internationally for nearly three decades. His experience includes faculty, staff and administration roles, having served at an HBCU, an Ivy League institution, a major urban university system, a religious college, and an international university.

The academic and professional goals that McManus has pursued have been motivated by his personal history. When Joe-Joe was a year old his brother Kacey was adopted, he was five weeks old. A few years later B-J, the youngest brother, was born. Racism became an issue early on for the boys because of reactions to Kacey being an African American child in a European American family. Later, issues of anti-Semitism and classism piled on; Mom being Jewish and the family living in an apartment behind a liquor store. There was also a history of Interreligious marriage on his Dad’s side; Grandpa was Irish Catholic and Grandma English Protestant.

Nothing was more difficult to cope with than the racism directed at Kacey. Teachers were the most disappointing perpetrators. They placed Kacey in the lowest possible classes, Joe-Joe in the highest. They both knew that was not right. Their parents fought with the teachers, and Kacey and Joe-Joe fought what seemed like everyone else. Over time the prejudice in school, the racism that is everyday America, and the tremendous stresses of being an adolescent became too much. At the age of seventeen Kacey became a victim of suicide, and Joe-Joe suffered the most profound loss of his young life.

Kacey and Joe-Joe had tried to make a difference, speaking to fellow students, arguing with teachers, taking on anyone that dared make a racist comment. It all seemed in vain. Joe-Joe felt like a failure, unable to protect his younger brother from the pain and injustice.

Years of struggling silently with the loss of his brother followed, constantly fuming over manifestations of racism that continued to go unchecked. Oppression of all sorts became evident, and continued to fuel his rage. Then Joe-Joe began to speak. He spoke at schools with students he did not know, trying to work with them to combat racism in themselves and others. He spoke to teachers, tearing apart their Eurocentric curricula and oppressive teaching practices. He found himself speaking to international audiences at universities in Moscow, Kiev, and all over Russia, then at the University of Cambridge, then to a packed hall of military personnel back in the States, then again on campus at the college he was attending. His work caught the attention of new mentors who continue to guide him today.

Dr. Joe-Joe’s personal commitment, academic knowledge, and professional experience are the foundation of his no-nonsense style and results oriented approach to inclusive excellence.

A first generation college student, McManus earned his Ph.D. in Educational Leadership from Florida A&M University. Currently, he is a member of the San Diego Diversity Leadership Council, the Board of Directors of the Diversity Collegium, and Boards of Advisors for E3: Education, Excellence & Equity and the Center for Culturally Proficient Educational Practice. He also serves as an Expert Panelist for the Global Diversity & Inclusion Benchmarks (GDIB), and as a member of the Diversity Community Exchange (DiCE) Group for which he edited the book, *The Diversity Calling*.

Notably, Dr. McManus completed the National Association for Diversity Officers in Higher Education (NADOHE) Standards of Professional Practice Institute as a member of the inaugural cohort, and recently served on the NADOHE President’s Task Group on Charlottesville.

McManus lives in San Marcos, CA with his wife, Dr. Kecia Brown McManus, President of the Kingston Bay Group, and their daughter Makaila Imani, an awesome second grader.

