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JR10007946 - Assistant Vice Chancellor for Connection & Achievement

Candidate Name	Candidate ID	Attachments
1. Alberto Maldonado	C10063803	

## MISSION

To lead and advance inclusive, student-centered systems that strengthen connection, belonging, and achievement from access through graduation. Grounded in servant leadership and guided by values of equity, collaboration, and excellence, I work to empower students, families, staff, and community partners to co-create pathways of opportunity that produce lasting institutional and community impact.

## LEADERSHIP PHILOSOPHY

I believe student-centered, equity-driven institutions succeed when leaders empower teams, lead by example, center student voices, and build strong campus and community partnerships. My leadership focuses on collaboration, data-informed decision-making, and creating systems that strengthen belonging and student achievement from access through graduation.

## EDUCATION

**Bachelors of Fine Arts, 1996**  
University of Wisconsin-Milwaukee

**Masters of Science  
Educational Policy, 2010**  
University of Wisconsin-Milwaukee

## CONTINUING EDUCATION

**Latino Nonprofit Leadership  
Certificate Program, 2005**  
University of Wisconsin-Milwaukee Cardinal Stritch

# Alberto Jose Maldonado

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## POSITION SEEKING

*Assistant Vice Chancellor for Connection and Achievement*

## PROFESSIONAL SUMMARY

Accomplished public higher education leader with more than 25 years of K–16 experience advancing student connection, achievement, and belonging within public institutions. Demonstrated success leading cross-campus and community partnerships, aligning strategy with institutional priorities, and building inclusive systems that promote access, equity, and persistence to graduation. Brings a collaborative, mission-driven leadership approach grounded in operational excellence, innovative planning, and a deep commitment to student success and community-engaged practice.

## WORK HISTORY

### **Roberto Hernandez Center**

University of Wisconsin-Milwaukee

2016-Present

**Title:** Director (Chief Executive and Administrative Officer of the Center) and Special Assistant to the Vice-Chancellor for Community Empowerment and Institutional Inclusivity (CEII)

### **Summary of Experiences:**

Senior higher education administrator overseeing the operations and strategic direction of a cultural and academic support center. Lead Latine student success initiatives, community partnerships, and fundraising efforts aligned with institutional equity goals. Provide cross-campus consultation and co-lead university-wide strategies through the Chancellor's Committee for Hispanic Student Initiatives. Oversee programming, staff leadership, budget management, and grant development to advance access, retention, and graduation outcomes.

- Provide strategic leadership to align institutional priorities with student success, equity, and community impact goals.

### **Senior Leadership Development Program**

Division of Student Affairs, 2015  
University of Wisconsin-  
Milwaukee Continuing Education

### **Academia de Liderazgo**

Higher Education Leadership  
Institute, 2024  
Hispanic Association of Colleges  
and Universities

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## **CAMPUS LEADERSHIP & INVOLVEMENT**

### **Chancellor Enrollment Management Action Team**

*Executive Board member*  
2020- present

### **Undocumented Student Task Force**

*Founding Member and Chair*  
2014- present

### **Multicultural Network**

*Chair*  
2021-2022

### **Moonshot for Equity: Equity Transfer Initiatives**

*Action Team Member*

### **Chancellor's Committee for Hispanic Serving Initiative**

Co-led  
2016- present

UW Milwaukee "Best Place to Work"

*Coordinating Team Member*  
December 2011- 2016

### **New Student Orientation Leadership Committee**

Fall 2012-Present

**Advisor and Counselor Network**  
*Active Member*

**Student Recruitment Advisory**

- Collaborate with the Vice-Chancellor's and members of UWM's leadership to design and execute long-range strategic initiatives and performance metrics.
- Serve as a trusted advisor and partner to the Vice-Chancellor, ensuring operational excellence, cross-departmental alignment, and timely execution of institutional objectives.
- Oversee management and planning, including personnel, budget administration, and program development and implementation.
- Provide leadership, vision, and direction to a team of professional staff and students.
- Oversee the Coordination of all Socio-Cultural and Academic Success programming
- Conduct and monitor the growth, impact, and assessment in areas of Latinx recruitment, retention/graduation, and fund development.
- Co-Lead the Chancellors Committee for Hispanic Student Initiatives (CCHSI), areas of engagement with the community, and implementation of commitments made by the Chancellor.
- Provide ongoing consultation to several areas on campus, including admissions, marketing, and community outreach.
- Develop and maintain key community partnerships in alignment with the University's mission to provide access.
- Lead fund development efforts and grant writing annually to help support emergency funds/scholarships and retention initiatives at the center.
- Lead cross-functional planning efforts, integrating academic, financial, and community priorities into a unified institutional strategy.
- Build and strengthen community, industry, and educational partnerships to expand access, workforce readiness, and innovative student opportunities.

### **Office of Undergraduate Admissions**

University of Wisconsin-Milwaukee

2011-2016

**Title:** Assistant Director for Undergraduate & Transfer Recruitment and Community Relations with the Office of Undergraduate Admissions.

### **Summary of Experience:**

Enrollment management leader directing a recruitment team focused on high school, transfer, and veteran populations.

*Committee Member*  
2011-Present

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## COMMUNITY & BOARD INVOLVEMENT

**College Goal Wisconsin**  
*State Board Member*  
Fall 2012-2018

**University of Wisconsin-Milwaukee Alumni Association**  
*Board of Directors-Trustee*  
2013-2021

**Wisconsin ACT Council**  
*Board Member*  
Summer 2013-2018

**MCH PASS-Preparing Academically Successful Students in Maternal and Child Health MCH PASS**  
*Advisory Board Member*  
Spring 2010-2018

**Carmen Schools of Science and Technology**  
*Board of Trustees*  
2019-Present

**UW-Milwaukee Latino Alumni Chapter**  
*Board President*  
Fall 2007-2009

**All of Us Advisory Board Member**

**Hispanic Professionals of Greater Milwaukee**  
*Board Member*  
2021-Present

**HSI Network of Wisconsin**  
*Founding Member*  
2019 - present

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## AWARDS & RECOGNITION

2019 University of Wisconsin-Milwaukee "Outstanding Performance Alumni Award"

Developed and implemented strategic enrollment plans, strengthened partnerships with K–12 schools and community colleges, and led outreach initiatives for historically underrepresented students. Collaborated across academic units and marketing to create effective, culturally relevant recruitment materials and events.

- Provided leadership, direction, and supervision to a team of seven traditional high school recruiters, three transfer recruiters, and one veteran specialist,
- Maintained strong partnerships with area high schools, two-year colleges, community agencies, and multiple offices at the UW-Milwaukee campus.
- Established and monitored recruitment and enrollment goals with each of the admission representatives.
- Successfully integrated efforts to help prospective students through the application and admission process.
- Collaborated in the development of new recruitment events and marketing materials designed to help produce positive and targeted results.
- Manage outreach and recruitment initiatives to increase the recruitment of students of color. (Bilingual Open House, Undocumented Task Force, etc.)
- Work collaboratively with all the UWM School and Colleges, the marketing and communication departments to develop recruitment and outreach activities.

### Senior Academic Advisor for the College of Health Sciences

University of Wisconsin-Milwaukee

2008-2011

#### Summary of Experience:

Student success professional with extensive experience in academic advising and undergraduate engagement. Managed a large caseload of Health Sciences students, supported academic appeals, and led orientation programming. Advised student organizations, conducted targeted outreach to students of color, and partnered with college leadership to promote inclusive student development and community engagement.

- Advised and provided academic guidance to 550 Kinesiology and Athletic Training students.
- Conducted academic and reinstatement appeals
- Advised the Undergraduate Kinesiology student organization.
- Organized the New Student orientation for all the incoming Health Sciences students.
- Conducted presentations to prospective students of color multiple times a year.

2019 One of the Most Influential Hispanics in Wisconsin  
Madison 365

2015 Remarkable Staff Award (STAR)  
Division of Student Affairs at the University of Wisconsin-Milwaukee

2014 “Supervisor of the Year” Nomination  
Student Affairs Division as

“Milwaukee Latino Leader Clutch” recognition by Kamala Harris during her 9/22/22 visit at the University of Wisconsin-Milwaukee.

2025 “Notable Leader in Higher Education” by Milwaukee Biz Times

- Served in the Black and Gold Committee with the CHS Dean and student leaders.
- Conducted outreach activities in the Milwaukee Community

### Senior Academic Advisor

Trio Pre-College Programs and GEAR UP

1998- 2008

### Summary of Experience:

Pre-college access and advising professional with a decade of experience supporting first-generation and low-income students through federally funded TRIO and GEAR UP programs. Provided academic coaching and postsecondary planning for middle and high school students, designing college readiness workshops, in-school presentations, and experiential learning opportunities through university visits and cultural field trips. Played a key role in federal grant compliance by co-authoring progress reports and contributing to successful grant renewals. Represented the institution at national conferences in Washington, D.C., advocating for program funding and sharing best practices in college access and equity.

- Provided academic coaching and guidance to a cohort of students from 6-12<sup>th</sup> grade
- Develop academic programing, classroom presentations, and post-secondary preparation workshops for all grades.
- Coordinated academic field trips to expose students to diverse experiences at universities in the Milwaukee area and out of state.
- Co-wrote the annual and bi-annual progress reports for the Federal government and contributed to the development of the second grant cycle proposal.
- Represented campus at Washington, DC national conferences, presented best practices, and advocated for additional funding for Pre-College programs in Congress.

## Alberto Jose Maldonado

### REFERENCES

**Dr. Chia Youyee Vang, Vice Chancellor**  
Community Empowerment & Institutional Inclusion (CEII)  
University of Wisconsin-Milwaukee  
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**Hector Colon**

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**Tito Guerrero, III, Ed.D.**

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**Pedro A. Colon-**

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1st district  
Phone: 414-379-3144  
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2/7/2026

To: Assistant Vice Chancellor for Connection & Achievement Search Committee

Dear Members of the Search Committee:

I am pleased to submit my application for the position of ***Assistant Vice Chancellor for Connection & Achievement*** in the Division of Student Affairs. As a proud graduate of the University of Wisconsin–Milwaukee and a long-serving leader, I am deeply aligned with UWM’s commitment to student belonging, engagement, and degree completion. This role represents a powerful opportunity to strengthen the student experience from first point of interest through graduation by fostering meaningful connections among students, families, campus partners, and the broader Milwaukee community. I am energized by the opportunity to contribute to and help lead this transformational work.

Over the past two and half decades, I have had the privilege of serving UWM in progressively responsible leadership roles, including Assistant Director for Undergraduate Admissions and Recruitment, Director of the Roberto Hernández Center, Special Assistant to the Vice Chancellor for Community Empowerment and Institutional Inclusivity, and Lead for the Chancellor’s Committee for Hispanic Serving Initiatives. In these roles, I advanced institution-wide strategies focused on enrollment growth, scholarship fundraising, and student success. My work advancing CCHSI goals contributed to a 6% increase in Latine student enrollment since 2016, while Casa Abierta and Bienvenida engaged a growing number of prospective and admitted students and their families each year. I also partnered with campus and community stakeholders to strengthen financial support pathways for students; through the PALM Graduation Gala and community partnerships such as Mexican Fiesta, I helped generate nearly \$400k in scholarship and emergency support funds, directly benefiting approximately 60 students annually. Collectively, these efforts strengthened recruitment pipelines, improved retention, and expanded access to degree completion resources for students.

My leadership philosophy is grounded in servant leadership and systems thinking, guided by a strong commitment to centering students, empowering and mentoring staff, and fostering collaborative structures that promote access, achievement, community connections and student belonging. I bring a proven track record of leading multidisciplinary teams, stewarding programs and budgets, and implementing data-informed strategies to improve access, engagement and persistence. I am especially inspired by the opportunity to lead a team dedicated to intentional outreach and holistic student support—one that builds authentic partnerships, deepens community engagement, and continuously strengthens UWM’s student success ecosystem.

I have extensive experience collaborating with senior leaders who regularly entrust me with institution-wide initiatives while also supporting my own professional growth. For example, in addition to leading CCHSI, the Vice Chancellor for Community Empowerment and Institutional Inclusivity and the Chancellor provided funding that enabled my participation in the prestigious Hispanic Association of Colleges and Universities (HACU Academia de Liderazgo (Leadership Academy) Fellowship Program during the 2023-2024 academic year. Moreover, I lead sustained collaboration with faculty, staff, community-based organizations, and external partners to design and scale innovative initiatives to meet evolving needs of students, families and communities. From directing high-impact signature programs such as Casa Abierta, to advancing intercultural engagement through Spanish-language family orientations, to strengthening strategic campus-

community partnerships, my work reflects a clear commitment to inclusive excellence and intentional impact.

I view this position as a pivotal opportunity to lead transformative work in support of UWM's 2030 Action Plan and Strategic Enrollment Management goals by creating integrated, student center pathways that align connection, holistic support, and achievement across the institution. I am prepared to contribute my leadership experience, institutional knowledge, and commitment to public higher education to ensure my alma mater, UWM, continues to serve as a national model for inclusive, community-centered student success.

Thank you for your consideration of my application. I welcome the opportunity to further discuss how my experience, leadership, and vision for this role can advance the impact of Connection & Achievement at UWM.

Sincerely,

A handwritten signature in black ink, appearing to read "Alberto J. Maldonado". The signature is fluid and cursive, with the first name "Albert" and last name "Maldonado" clearly visible.

**Alberto J. Maldonado MS Ed.**

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