

ALBERT K. LIRA

EDUCATION

Ed.D. (ABD)

Organizational Leadership, Higher Education Leadership Emphasis, Grand Canyon University

M.S. Degree (2002)

Leadership and Management, University of La Verne

M.A. Degree (1998)

Business Administration w/ an emphasis in Information Systems, University of La Verne

EXPERIENCE

District Director of Financial Aid

2021 to

Contra Costa Community College District Martinez, CA

Collaborated with financial aid staff on district-wide initiatives serving approximately 19,000 students.

- Collaborate with financial aid supervisors and staff at three colleges on district-wide technology, research, fiscal, enrollment and related initiatives, including implementing Global CORE, ASR financial aid dashboard and efforts to increase student enrollment and retention.
- Assessed, developed and collaborated with colleges to updated financial aid policies and procedures and programs to ensure improved service to students, program efficacy and compliance with federal and state agencies. This included provided oversight on internal audits.
- Developed and monitored district-wide financial aid technology budget and contracts associated with funding to ensure allocations were appropriately expended.
- Provide district-wide leadership on Financial Aid Steering and Professional Expert committees on policy and procedure development, and support for other committees including Admissions and Records directors and Fiscal Services leadership.

Assistant Dean Financial Aid & Student Support Services

2015 to 2021

Irvine Valley College Irvine, CA

Recruited to manage the comprehensive day-to-day operations of the Financial Aid Office.

Supervised and mentored 11 full-time employees in addition to serving on multiple governance committees and taskforces.

- Improved student services by assessing and updating financial aid policies and procedures. Performed internal audits to test for compliance with federal and state agencies
- Prepares and reviews all departmental reports for institution, state, federal and private organizations including FISAP, SSARCC, MIS, IPEDS, unit reports and SLO's.
- Developed and monitors district and categorical budgets for department to ensure

funds are appropriately expended.

- Upgraded service while reducing staff workload by coordinating and implementing new technologies
- Provide co-leadership oversight for the Student Ambassador Leadership Program, Guardian Scholars Program for foster youth and the Promise Program, including launching the latter two programs.
- Provides primary support to division when VP or other managers are out-of-the-office

Director of Financial Aid

2010 to 2014

College of the Desert,

Palm Desert, CA

Recruited to manage the day-to-day operations of the Financial Aid Office, including directly supervising and mentoring 8 employees.

- Prepared and reviewed all departmental reports for institution, state, federal and private organizations including FISAP, SSARCC, MIS, IPEDS and unit report.
- Developed and monitored district and categorical budgets for department
- Directed and created improvements to scholarship program with the Foundation Office and other departments on-campus by adding writing and application workshops, launching a donor reception, disbursing funds electronically to students and increasing the overall number of applicants for scholarships
- Developed and enhanced outreach program resulting in reaching over 12,000 students across the valley during the year which resulted in double digit increases to both Pell and Cal Grant programs and additional categorical and federal funding
- Improved service levels of department by reducing time students spent waiting in line by communicating more effectively to students, reducing staff workload in other areas and realigning personnel.
- Implemented and maintained various systems for the department including the AcademicWorks/Blackbaud scholarship system and the Laserfiche document imaging system.

Professional Associations:

- ACCCA & CCCSFAAA
- Region 9 Financial Aid Representative, California Community College Chancellor's Office/CCCSFAAA, 2012 to 2014
- Region 8 Financial Aid Representative, California Community College Chancellor's Office/CCCSFAAA, 2016 to 2018

Certificates and Awards:

- Five Frame Coaching, Center for Executive Excellence (2020)
- ACCCA Admin 101 program (2016); Mentor and Great Dean's Programs (2017) and Management Essentials (2021)
- Community College Leadership Academy, University of San Diego, Summer 2012
- Certificate in Leadership Excellence and Executive Coaching, Leadership Academy – Spring 2009

Community Outreach:

- IEPI Partnership Resource Team Member (2017)
- Chair, CVEP/Pathways to Success Financial Aid Committee – 2013 to 2015
- Treasurer, Bargains Thrift Store (2012-2014; 2017 to 2019)

December 17, 2021

Peralta Community College District
Human Resources
333 East 8th St.
Oakland, CA 94606

Greetings,

The California Community College Job Registry website recently announced an opening for the position of Director of Financial Aid at Peralta Community College District. Please consider me a candidate for this position.

Based on the following skills and experience I can successfully serve Peralta Community College District:

- Leader with 20 years of overall management experience, including the last 10 years as a community college administrator in the student services division where I've primarily served as a director or dean of financial aid, in addition to implementing, overseeing and supporting other programs such as the foster youth/Guardian Scholars Program, Student Ambassador Leadership Program and Promise Program.
- High level of commitment to building teams and collaborating within the department, division and across the campus community to achieve the mission, goals and objectives of the college, district and Chancellor's Office including the implementation of the Guided Pathways and Promise Programs. Serve on the shared governance committees such as Student Success, Budget and Resource Allocation, Academic Planning & Technology and Strategic Planning and Accreditation, as well as co-chairing taskforces and workgroups related to Foundation Scholarships and the College Promise Program.
- Directly managed and monitored financial aid department budgets and Guardian Scholars Program as well as assisted with the development and monitoring of the Promise Program (AB19 and AB2) budget. Submitted any required annual reports (SSARCC) on expenditures and requests for resources. Budgets have either been fully expended or come under budget (general fund) every year.
- Budgeted and developed training programs for staff to ensure professional growth, department morale and institutional compliance. At my prior college, training was not a priority for staff when I started, upon my arrival I intentionally setup training plans for each staff member, providing them with multiple opportunities within the department budget.
- Strong operational, technology and project management experience to achieve desired results. At my current college and prior institution the financial aid offices were able to achieve double digit increases in Pell Grant and Cal Grant disbursements as well as doubling the number of students being paid during the first week of classes. With changes to the community college funding formula, ensuring as many students as

possible receive financial aid not only ensures the fiscal viability of the college, but also the academic success of the student as student retention and success is directly related to students receiving financial aid. I am very comfortable with technology, having been a project manager on a Banner financial aid implementation and many other projects. I firmly believe technology can be used to improve service to students and make staff's workload more manageable and enjoyable.

- Extensive regulatory background in federal and state laws. Financial aid and admissions and records encompass a significant amount of regulatory compliance. I have expert level working knowledge of financial aid regulations and a proficient understanding of admissions policies for community colleges based upon the California Education Code and Title 5. I regularly train staff in the department, division and college on financial aid regulations, including in-service activities.
- Demonstrated commitment to providing exceptional customer service and community relations as evidenced by increasing overall outreach to area high schools and community organizations and working with the Matriculation Department and Promise Program to increase the number of applicants attending classes in the Fall semester. Outreach and student engagement efforts have also been utilized to aid in meeting enrollment targets through collaborative efforts with the Outreach, Counseling and other Student Services departments. This includes emailing part-time students to enroll full-time to receive more financial aid, while, offerings workshops to students for completing appeals and working with other departments in student services to identify at-risk students to increase retention rates. Lastly, I have been successful in reducing student lines at my current and prior institution by implementing new technologies and identifying ways of changing business processes to pay as many students as early as possible in the term.
- Regularly assess department's performance by completing annual reviews and Student Services Learning Outcomes (SSLO's) to ensure objectives and goals are being met for the department, division, college and district.
- Strong written and oral communicator. I regularly lead meetings, deliver presentations both on and off-campus and provide extensive reports to the division, college and external organizations. I strive to obtain consensus in decision-making and am flexible, easy going and work through conflict constructively.
- I have worked extensively with disproportionately impacted students over the last 12 years at the 4 public institutions where I have served and am keen in identifying barriers in processing and procedures that could prevent students from accessing or completing college.
- Served on student conduct disciplinary panel and in meetings with students with the Dean of Counseling in a supportive role and when she has been out of the office.

As an experienced manager in the California Community College system, I believe I possess the skills, experience and education needed to successfully serve as the Director of Financial Aid for

the Peralta Community College District. Please accept my request for an interview at your convenience. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken Lira". The signature is written in a cursive, flowing style.

Ken Lira