

ANTHONY CRUZ, Ed.D.

Cruza87@matc.edu

EDUCATION

Florida International University, Miami, FL
Doctor of Education
Higher Education Administration

Florida State University, Tallahassee, Florida
Master in Public Administration

Florida International University, Miami, Florida
Bachelor of Arts in Political Science

SUMMARY OF QUALIFICATIONS

- 16+ years of senior higher education leadership experience
- Experience working in a multi-college system
- Collaborative leader focused on results
- Strong experience with strategic planning and program implementation
- Effective financial management skills
- Extensive experience with student success and enrollment efforts
- Experience with fundraising
- Legislative and policy experience
- Ability to build productive relationships with internal and external stakeholders
- Eight years of undergraduate and graduate teaching experience

PROFESSIONAL EXPERIENCE

MILWAUKEE AREA TECHNICAL COLLEGE, Milwaukee, Wisconsin
President (7/24 – Present)

The MATC District serves more than 30,000 students per year.

Responsibilities

Serve as the chief executive officer of Milwaukee Area Technical College, reporting to the MATC Board of Directors. Responsible for day-to-day administration, management, and oversight of all college operations.

- Develop business and community partnerships to provide employment pathways for students.
- Provide strategic leadership to fulfill the college's mission and vision.
- Lead fundraising and philanthropic efforts through the college foundation.
- Advocate for the technical college mission at local, regional, and national levels.
- Implement initiatives to support underrepresented groups.
- Address skill gaps by aligning curriculum with industry needs and labor market trends.

Major Accomplishments

- Championed a successful partnership with the City of Milwaukee, the Milwaukee Bucks and J. Jeffers & Co. to provide the college with its first athletic facility.
- Fostered open communication and collaboration across the district by hosting Voices of the College Live sessions where employee feedback is gathered on current issues.
- Launched the college's first MLK Day event, honoring Dr. King's legacy through meaningful dialogue and community engagement.
- Engaged business and community partners at Presidential Roundtables to gather insights on the college's new strategic plan.
- Developed and launched multiple student engagement initiatives, including "Coffee and Cafecito with Cruz," the "Presidential Student Leadership Series," and Student Town Halls.
- Strengthened relationships with local businesses, community and government entities and enhanced the college's profile with multiple public speaking engagements.

MIAMI DADE COLLEGE, Miami, Florida

Campus President – Hialeah Campus (8/19 – 8/22)

Campus President – Kendall Campus (1/22 – Present)

Responsibilities

Served as the leader of the Kendall Campuses, reporting directly to the College President. Oversee all academic/administrative functions of the Campuses including but not limited to operational procedures and activities governing students, faculty and staff, campus fiscal and physical planning and implementation of the collective bargaining agreement.

- Provided fiscal leadership and oversight for a \$35 million campus budget.
- Lead the development and accountable for the execution of the campus strategic plan.
- Planned, developed, implemented and executed a campus enrollment and productivity framework.
- Established the development and implementation of innovative, high quality educational programs and support programs with a focus on programs tied to local workforce needs.
- Developed and implemented a campus-based, student centered academic and support services to promote student success and completion.
- Provided leadership in long-range institutional and statewide strategic planning, campus resource development and fundraising.
- Collaborated with government officials, representatives of business communities, and civic groups to promote educational, research and public service objectives and policies of the institution.
- Served as the chief campus spokesperson on policy matters.

Major Accomplishments

- Led campus preparation and transition through the COVID-19 pandemic.
- Achieved record campus enrollment in Fall 2021, 2022 and 2023 at the Hialeah Campus.
- Forged strong relationships with local businesses, non-profits and high schools.
- Created a strategic enrollment management plan for both campuses.
- Achieved the highest academic productivity numbers in the college-district.

- Created a Career Closet at both campuses.
- Created Que Pasa Hialeah and Keeping Up with Kendall podcasts.
- Increased high school dual enrollment numbers by 40% in two years.
- Developed and launched a Micro-Internship Program at the Kendall Campus.
- Developed the Kendall Learning Academy for neurodivergent college students.
- Developed student centered academic and support services to promote student success.
- Led the strategic planning process for the campus.
- Launched an extensive social media and communications campaign to engage students.

ST. LOUIS COMMUNITY COLLEGE, St. Louis, Missouri

Vice Chancellor for Student Affairs (9/16 – 8/19)

St. Louis Community College is a multi-campus district system that has more than 18,000 students and offers over 100 associate degree and certificate programs.

Responsibilities

Served as the chief student affairs officer of the College, reporting directly to the Chancellor and served as a member of the Chancellor's executive leadership team. Provided visionary and strategic leadership to a complex division with more than 320 employees on multiple campuses and teaching sites. Directly supervised twelve leaders including four Vice Presidents. Provided administrative and managerial oversight in the following areas: enrollment management, financial aid, academic advising, testing services, access services, veteran services, personal counseling, student conduct, behavioral intervention, Title IX, athletics, campus life, career development, and TRIO programs.

- Provided fiscal leadership and oversight for a divisional budget of over \$17 million.
- Provided leadership for the entire enrollment management strategy for the College, including the development of a strategic enrollment plan, and oversight and/or coordination and alignment of all enrollment management functions.
- Implemented and continuously improved processes that resulted in an exemplary student experience.
- Participated in college wide strategic planning processes and corresponding budget development and fiscal management for student affairs.
- Served as the principal champion for all students and strongly advocated for student centeredness in institutional planning and policy development.
- Provided leadership to the College community with expertise in student affairs programming, innovative solutions and national best practices.
- Engaged the College community across the district through open communication and collaboration to create an inclusive and supportive environment.

Major Accomplishments

- Created a Students 1st educational philosophy for the Student Affairs Division.
- Created a strategic enrollment management plan for the College.
- Designed a proactive case management academic advising model.
- Redesigned the career development function of the College.
- Led the district-wide implementation of an electronic student success platform to improve student onboarding, advising case management, class scheduling and registration.

- Created a comprehensive communication and outreach plan for current and new students.

SINCLAIR COMMUNITY COLLEGE, Dayton, Ohio

Vice President for Enrollment Management and Student Affairs (11/12 - 9/16)

Sinclair Community College has more than 20,000 students and offers over 220 associate degree and certificates programs.

Responsibilities

- Served as the Chief Student Affairs Officer of the College.
- Provided fiscal leadership and oversight for a divisional budget of over \$12 million.
- Managed 5 directors and more than 110 staff members.
- Oversight of all aspects of enrollment management and student affairs including admissions, financial aid, marketing, registration and student records, international education, new student orientation, counseling services, tutoring services, disability services, TRIO program, student leadership and activities, Ombudsman, and student judicial affairs.
- Identified short and long-term strategies for student services and success support and enhance the essential services of the College.
- As a member of the President's Cabinet, provided input on student services capabilities, requirements, and budget priorities to the President of the College to ensure alignment with Sinclair's strategic plan and philosophy of student success.
- Co-led with the Associate Provost an Academic Quality Improvement Program (AQIP) accreditation team on course scheduling optimization.
- Provided leadership for the integration of student services functions with academic programs and the strategic direction for the College's student success initiatives.

Major Accomplishments

- Collaborated with our Division of Instruction on the implementation of student success initiatives as part of a \$9.4 million Completion By Design grant funded by the Bill and Melinda Gates Foundation.
- Created a more integrated student career services model that resulted in a savings of \$300,000.
- Increased International Student enrollment by 185% over the last two years by implementing new recruitment strategies and improved support services.
- Collaborated with the Provost and ESL faculty members to design and implement an intensive English program for international students.
- Redesigned the College's \$2.5 million student scholarship portfolio to attract more high achieving students and increase completion.
- Collaborated with the Provost and his staff to restructure our senior citizen educational program and convert course offerings to a more cost efficient non-credit model.
- Restructured admissions, recruitment, and placement testing functions of the College into a new student enrollment center to improve workflow and student services.

CINCINNATI STATE TECHNICAL AND COMMUNITY COLLEGE, Cincinnati, Ohio
Dean of Enrollment and Student Development (1/09 - 11/12)

Cincinnati State Technical and Community College has more than 10,000 students and offers over 110 associate degree and certificate programs.

Responsibilities

- Served as the Chief Student Affairs Officer of the College.
- Managed 7 directors and more than 70 staff members.
- Provided fiscal leadership and oversight for a divisional budget of over \$5 million.
- Supervised and directed the activities of the Associate Dean of Student Development, Director of Admission, Registrar, Director of Financial Aid, Director of Student Activities, Director of College Access Programs, and Director of the Early Learning Center including goal development and completion, problem solving, supervising, evaluating and budgeting.
- Developed and recommended policies, procedures and action plans for Enrollment and Student Development units.
- Collaborated with the college's academic division to ensure that students were receiving the necessary support services.
- Participated in institution-wide strategic and annual budgetary process.
- Served as a member of the administration's union contract negotiating team.
- Served as the College Chief Judicial Advisor and provided student code of conduct training to faculty members.

Major Accomplishments

- Developed and executed a recruitment and marketing plan to open a new campus in Middletown, Ohio. Created new cross functional positions and hired all essential student service personnel. Exceeded the Middletown Campus opening enrollment goal by 75%.
- Increased College-wide enrollment by 20% by implementing new recruitment and communication strategies.
- Collaborated with leaders across the College in the development of the College's strategic plan.
- Created and implemented mandatory new student orientation sessions that streamlined the advising and registration process for new students.
- Designed and supervised the construction of a new student Welcome Center to better assist prospective and current students.

BROWARD COLLEGE, Pembroke Pines, Florida

Associate Dean of Student Affairs, South Campus (2/07 - 1/09)

Broward College has three major campuses and offers over 200 bachelorette, associate, and certificate programs. The South Campus has more than 10,000 students.

- Served as the Chief Student Affairs Officer in the absence of the Dean of Student Affairs.
- Led and supervised fifteen Advisement/ Counseling Center staff members to include overseeing professional development and performance evaluation.
- Administered student discipline cases according to the student code of conduct.
- Planned and organized student orientations.
- Developed institutional effectiveness plan and department goals in line with division, campus, district, and college strategic imperatives.
- Represented the Student Affairs Department at campus and college-wide/district meetings.

FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida

Director of Student Services (6/04 - 1/07)

Planned and supervised the daily operations of student services in the Schools of Social Work, Policy and Management.

- Directed the academic advising function of the Schools.
- Planned and implemented recruitment and retention activities.
- Supervised four student service coordinators.
- Coordinated all orientation activities.
- Served as the Ombudsman for all student issues.
- Served as a liaison between the academic units and the Office of the Registrar, Admissions, Financial Aid and International Student Services.
- Organized and mounted noncredit, certificate and off campus programs.
- Developed marketing materials.

FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida

Program Director - Continuing and Professional Studies (11/02 - 5/04)

Developed, managed, and evaluated credit and non-credit programs offered through the College of Continuing and Professional Studies.

- Collaborated with academic units to develop customized degrees and certificates delivered off campus, via the internet, and in compressed timeframes.
- Negotiated with business, government, and industry to provide credit and non-credit professional programming that generated over \$300,000 of revenue annually.
- Provided project leadership by coordinating program marketing and financial planning.
- Prepared information needed for the processing of contracts and program expenditures.
- Actively recruited students by making presentations and participating in community events.
- Informed internal and external clients of University rules, regulations, and procedures.

KAPLAN UNIVERSITY, Boca Raton, Florida

Director of Academic Advising (12/01 - 11/02)

- Planned and implemented retention activities that led to 85% first year student retention.
- Supervised and trained a team of fifteen academic advisors.
- Coordinated the student registration process.
- Enforced the College attendance policy.
- Oversaw the granting of academic approvals for admission.
- Coordinated student orientation.
- Created a peer-mentoring program.

CHARLES SCHWAB & CO., Miami, Florida

Investment Specialist (2/00 - 12/01)

- Helped clients set financial goals based on objectives and time horizon.
- Provided portfolio recommendations using asset allocation principles.
- Recommended mutual funds and other investment vehicles to achieve goals.
- Used marketing strategies to increase client base.
- Conducted seminars on a variety of investment related topics.

**PRUDENTIAL FINANCIAL PLANNING SERVICES, Coral Gables, Florida
Financial Planner (7/98 - 2/00)**

- Used a comprehensive financial planning approach to address client financial goals.
- Provided clients with the guidance to help them to achieve their financial goals.
- Provided financial advice on saving for major expenses, retirement, tax planning, insurance, and estate planning.
- Implemented recommendations with a variety of investment and insurance related products.
- Conducted individualized investing presentations to varied groups of people.

**FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida
Assistant Dean for Student Services, College of Health Sciences (COHS) (10/95 - 7/98)**

- Served as the liaison between COHS faculty and the offices of admissions, registration, and financial aid.
- Planned and organized recruitment and retention activities.
- Coordinated all orientation activities for COHS students.
- On behalf of the Dean, reviewed and approved all undergraduate applications for graduation.
- Coordinated the allocation of undergraduate financial aid including the allocation of undergraduate out-of-state tuition waivers.
- Responsible for the day to day planning and coordination of the federal Health Careers Opportunity Program (HCOP) grant activities.

**FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida
Coordinator of Student Services, School of Policy and Management (4/95 - 10/95)**

- Planned and implemented a new advisement system.
- Provided academic advising for undergraduate and graduate students.
- Coordinated new student orientation activities.
- Reviewed and approved undergraduate and graduate applications for graduation
- Planned and coordinated recruitment activities.
- Taught one Public Administration course each semester.

**FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida
Assistant Director of Admissions (7/93 - 3/95)**

- Visited community colleges and high schools for the purpose of recruitment.
- Advised students on admissions procedures and the requirements set by the academic units.
- Evaluated transcripts of transfer students for transferable credits.

TEACHING EXPERIENCE

Southern Illinois University Edwardsville, Edwardsville, Illinois

The Community College (Graduate Course). Units included governance and administration, impact of public policy, enrollment management and measuring student success, and developmental education reform.

Missouri Baptist University, St. Louis, Missouri

Enrollment Management in Higher Education (Graduate Course). Units included

enrollment management history and theories, financial and budget implications, and development of an enrollment management plan.

Cincinnati State Technical and Community College, Cincinnati, OH

Introduction to American Government. Units included the three branches of government, federalism, mass movement politics, civil liberties/rights, economic and social policy.

Florida International University, Miami, Florida

Introduction to Public Administration. Units included organizational behavior, intergovernmental relations, personnel management, budgeting, and ethics.

Miami Dade College, Miami, Florida

College Survival Skills. Units included time management, career planning, study techniques, and goal setting.

PUBLICATIONS

Cruz, A., Taylor, F., & Buck, K. (2021) The Urban Community College's Role in Addressing Income Disparity. In Ali Farazmand (Ed.), *Global Encyclopedia of Public Administration, Public Policy, and Governance*.

Cruz, A. (2019). 'The Urban College Student' in Ortiz, A. (ed.) *Student Affairs in Urban-Serving Institutions*. United Kingdom: Taylor & Francis, pp. 38 – 57.

Cruz, A. (2018). 'Journey to the Vice Presidency: Camino y Consejos' in Batista, A., Callado, S., & Perez II, D. (ed.) *Latinx/a/os in Higher Education: Identity, Pathways, and Success*. Washington, DC: NASPA, pp. 201 – 213.

PRESENTATIONS

Cruz, A. (2023, April). *Using Social Media to Reignite Engagement and Increase Enrollment*. Presenter at the 2023 AACC Convention, Denver, CO.

Cruz, A. (2022, October). Presenter and Panelist at the 2022 NASPA Escaleras Leadership Institute, California State University, Fullerton.

Cruz, A. (2020, October). *Leading During Uncertain Times*. Keynote address for the NASPA Florida Drive-in Conference, virtual presentation.

Cruz, A. (2020, April). *Community Colleges Care: Navigating Uncertain Times in Support of Our Students*. Panel presentation for the NASPA Community Colleges Division, virtual presentation

Cruz, A. (2020, January). *The Evolution of Megacities: What it Means for Community Colleges*. Panel presentation at the 2020 AACC Workforce Development Institute, Amelia Island, FL

Cruz, A. (2019, March). *Urban Students as the New Majority: Implications for Theory Practice*. Presentation at the 2019 NASPA Annual Conference, Los Angeles, CA

Cruz, A. (2019, March). *VPSA Roundtable: Minority Serving Institutions*. Presentation at the 2019 NASPA Annual Conference, Los Angeles, CA

Cruz, A. (2018, October). *Navigating Campus Politics*. Presentation at the 2018 NASPA Escaleras Institute, San Diego, CA

Cruz, A. (2018, March). *Developing a Culture of Assessment in Student Affairs*. Presentation at the 2018 League of Innovation Conference, National Harbor, MD

Cruz, A. (2018, March). *Student Affairs in Urban Serving Institutions*. Presentation at the 2018 NASPA Annual Conference, Philadelphia, PA

Cruz, A. (2017, June). *Strategies and Collaborations for Latino Empowerment: The Role of Community College*. Presentation at the 2017 Cambio de Colores Annual Conference, University of Missouri-St. Louis, St. Louis, MO

Cruz, A. (2016, October). *Sin Fronteras: Exploring the Intersection Between Latin@/x Leadership and the Higher Education Environment*. Presentation at the 2016 NASPA Escaleras Leadership Institute, University of New Mexico, Albuquerque, NM

Cruz, A. (2016, October). *Cabinet Conversations: Partnering with Your President to Advance Personal, Institutional, and Societal Priorities*. Presentation at the 2016 NASPA Escaleras Leadership Institute, University of New Mexico, Albuquerque, NM

Cruz, A. (2016, March). *Current Issues Impacting the Success of Latino/a Students in Community College*. Presentation at the 2016 NASPA Annual Conference, Indianapolis, IN

Cruz, A. (2015, October). *Aspiring to the Vice Presidency*. Presentation at the NASPA Escaleras: Student Affairs Latino Leadership Institute, University of Rhode Island, Kingston, RI

Cruz, A. (2015, April). *Latinos Navigating and Working in a Community College Environment*. NASPA Webinar

Cruz, A. (2015, April). *Demystifying Community Colleges*. Presentation at the National Association for College Admission Counseling (NACAC) Regional Transfer Forum, Ohio State University, Columbus, Ohio

AWARDS

- Public High School Alumni Achievement Award - The Education Fund - May 2023
- Man of the Year - South Florida Hispanic Chamber of Commerce - December 2022
- Career Technical Education Award Miami-Dade County Public Schools - November 2022
- Sunshine Award for Non-Profit Educational Institution - South Florida Hispanic Chamber of Commerce - November 2022
- L. Russell Norton Community Service Award - Chamber South - October 2022
- Paragon Award - Phi Theta Kappa - April 2022

- Education Advocate Award - Florida Hispanic Chamber of Commerce - March 2022
- Appreciation Award – Hispanic Leader Group of Greater St. Louis – July 2019

PROFESSIONAL AFFILIATIONS

- Chair, Business Economic and Recovery Taskforce - City of Hialeah, FL
- Faculty member, NASPA Escaleras Student Affairs Latin@ Leadership Institute
- Board Member, National Community College Hispanic Council Leadership Fellow
- Healthy West Kendall Advisory Board
- Big Brothers Big Sisters of America

LEADERSHIP DEVELOPMENT

- Leadership Dayton, 2014
- National Community College Hispanic Council Leadership Fellows 2011
- FIU's Educational Leadership Enhancement Program, 2006