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GUILLERMO MARTINEZ III

Professional Skills Highlights

- Passionate leader of student success initiatives through strategic planning, collaborative efforts, and continuous data-informed assessment/evaluation.
- Direct involvement with leadership, implementation, and operationalizing of institutional efforts with Achieving the Dream Leader Designation, League of Innovations, Guided Pathways, Seal of Excelencia, Excelencia in Education, Aspen Prize aspirations, and work centered on being a Hispanic Serving Institution (HSI).
- Effective communicator with extensive experience in presentations, public speaking, and internal/external writing.
- Record of strong fiscal and budget management skills for multiple areas, including budget preparation, tracking, and forecasting of multi-million dollar budgets, including public, private, state, and federal grants oversight and capital projects oversight.
- Strong analytical skills including data analytics, statistical analysis, financial analysis, forecasting, problem-solving, and quantitative/qualitative research.
- Leadership experience working with multiple departments (100+), multiple campuses (11) in large complex urban higher education institution with diverse faculty, staff, and students. ACC's service area is 7,000+ sq mi and serves about 70,000 students annually.
- Collaborative shared governance experience leading and working in multiple councils, committees, strike teams, and task forces.
- Team leader with a strong commitment to leadership with empathy and care for equitable student success for all and creating opportunities for professional growth.

Education

Degrees

Doctorate of Philosophy in Higher Education Administration
Program in Higher Education Leadership (cognate in Sociocultural Studies)
University of Texas at Austin – 2017

Master of Arts in Mathematics *(Actuarial Science Focus)*
University of Texas at Austin – 2007

Bachelor of Science in Statistics *(Cum Laude)*
Bachelor of Science in Mathematics *(Cum Laude)*
University of Texas at San Antonio – 2005

Professional Training

Chancellor Leadership Institute (CLI)
Austin Community College – Present

Policy Fellows for Equity Innovation
Excelencia in Education and the Global HSI Equity Innovation Hub – 2023

National Community College Hispanic Council (NCCHC)
Presidential Leadership Fellows Program Certificate
Affiliate of American Association of Community Colleges (AACC) – 2019

Next Generation Leadership Academy (NGLA) Certificate
Civitas Learning – 2018

Texas Data Fellow
Texas Higher Education Coordinating Board (THECB) – 2017

Texas Mediator Certificate
University of Texas at Austin Lyndon B Johnson School of Public Affairs – 2016

Probability Statistics and Financial Mathematics Certifications
Society of Actuaries – 2006

Professional Experience

Associate Vice Chancellor Student Engagement & Academic Success, Sept 2021-Present
Austin Community College District (ACC)

- Reports directly to the VP Student Affairs and is part of the Provost's Council.
- Oversaw 200+ salaried employees and approximately 350 hourly employees with a $14+ million budget.
- Responsible for providing leadership and supervision of districtwide priorities in academic support services, student experience and outcomes, the ACCelerators, the Make It Center, and strategic initiatives to promote student access and success across the student life cycle.
- Provides leadership and strategic direction to areas of tutoring, online supports, embedded services, supplemental instruction, academic coaching, early alert initiatives, student life, career services, transfer services, student outcomes, ACCelerators, Make It Center, and districtwide strategic initiatives.
- Led the creation of the Make It Center to serve the central Texas community to deepen their engagement with career exploration, collaborate around the evolving workforce needs, and build strong foundations for upward mobility for all.
- Oversaw the efforts across departments to grow student engagement by over 10 percentage points year over year, measured through strategic SMART goals per area.

- Serve as co-lead for Student Affairs capital improvement projects districtwide for 13 campuses in relation to the roll out of $770 million tax bond and $85 million maintenance bond.
- Led the efforts for ACC to achieve the Seal of Excelencia designation as one of 9 inaugural higher education institutions across the country for our efforts in intentionally serving our Latinx students. Also led the effort to successfully recertify our designation.
- Serve as point of contact for Hispanic Serving Institution (HSI) efforts including our partnerships with Excelencia in Education, Hispanic Association of Colleges & Universities (HACU), and the Texas Association of Chicanos in Higher Education (TACHE).

Associate Vice President Student Success & Analytics, June 2016-Aug 2021
Austin Community College District (ACC)

- Reports directly to the VP Student Affairs and is part of the Provost's Council.
- Oversee approximately 200 salaried employees and approximately 350 hourly employees with a $12+ million budget.
- Lead the district's strategy for Institutional Analytics, Learning Support Services (Learning Labs, Tutoring, Supplemental Instruction, Academic Coaching), Student Life, and ACCelerators (Open, adaptive, and collaborative learning environments with 604 computers/150+ computers).
- Provide leadership for the expansion of the ACCelerator network, a technology-enhanced learning support environment built on collaboration, student assistance, and student customer service. Oversaw the growth of student traffic usage from 3,000 visitors to 15,000+ visitors any given term over three years.
- Oversaw and directed the growth of student engagement through Student Life by increasing student interactions from 35,000 to approximately 100,000 annually over three years. Successfully advocated for the partnership with the Central Texas Food Bank on campus. Encouraged Student Life to apply to several statewide awards, including winning the Best Male Leadership Program in Texas and the Governor's Volunteer Award for Texas Community Colleges.
- Oversaw and advocated for the Learning Support Services areas across the district, a unit that serves over 250,000+ student interactions each year. Successfully reallocated budgets to more accurately reflect usage and to best serve the student body, including the creation and expansion of the Academic Coaching unit.
- Established a data analytics team responsible for the expansion of continuous and real-time data analytics throughout student affairs and the institution to improve student success. The team was instrumental in improving student success measures as they helped create a data-informed culture across ACC and handled 250+ ad hoc data requests annually. This team was directly responsible for assisting the institution triple the THECB 3 year graduation rate.

Interim Vice President Student Affairs, June 2019-February 2020
Austin Community College District (ACC)

- Reports directly to the Provost and is part of the President's Cabinet.
- Provide leadership, administration and supervision of approximately 700+ salaried employees and approximately 700+ hourly employees with a $45+ million budget.
- Implement the strategic plan by leading a team of approximately 30 units including Student Support Services (Advising, Counseling, Conduct, Testing), Enrollment Management (Admissions, Enrollment, Recruitment, Financial Aid, Student Help Desk), Academic Guidance & Learning Support Services (Learning Labs, Tutoring, Academic Coaching, ACCelerators), Student Engagement & Analytics (Student Life, Analytics), Student Accessibility & Social Supports.
- Work directly with the President and Cabinet leadership with all Student Affairs matters in a fast-paced environment centered on equitable student success outcomes.
- Advocate and lead efforts regarding budget negotiations, space allocations, space renovations/expansions, process improvements/efficiencies, student success initiatives, legal counsel conversations, student conduct and advocacy situations, and de-escalation of student issues/concerns across the district.
- Encourage the expansion of clear, open communication, collaboration, efficient operations, and team support within student affairs and across the institution to achieve student and staff success for all.
- Communicate the advances in student success at ACC through multiple interviews, including newspapers, magazines, higher education organizations, and television; Promoting our passionate leadership, data-informed environment, equity-minded culture, and student-first mentality.
- Promote the efforts of the student affairs team at national institutes, statewide meetings, and with internal local constituents to positively spotlight the many efforts occurring across the division.
- Collaborate with institutional research and instructional leaders to develop and apply appropriate data measures for the institutional strategic plan to track the recruitment, entry, academic progress/persistence, completion, and placement (transfer or job entry) of students.
- Ensure federal, state, and college policy compliance across the district, in collaboration with the college's legal counsel.

Data Analytics Manager, Sept 2015-June 2016
Austin Community College District (ACC)

- Reports directly to the Provost and works directly with cabinet-level administration to create a culture of strategic data-informed decision-making.
- Provide leadership in the areas of data analytics to include descriptive, predictive, and prescriptive statistics for identifying strategic priorities and determining the effectiveness of strategic and operational plans.

- Provided fast-paced ad-hoc data requests for the President, Provost, and cabinet-level administrators to assist with strategic planning, organizational problem solving, resource allocations, and day-to-day business operational needs.
- Compile and analyze data from multiple sources and develop summaries, reports and recommendations on a wide variety of topics including strategic planning, continuous quality improvement, and institutional performance.

Research & Analysis Coordinator, June 2013-Sept 2015
Austin Community College District (ACC)

- Provide Department of Labor (TAACCCT) grant-based data collection, maintenance, and reporting for ACC accelerated competency-based IT grant.
- Coordinate the implementation of the project evaluation plans by aligning the grant strategies with the required data and analysis for the grant program. Work with external grant evaluator to monitor and maintain data and research integrity.

Graduate Research Assistant, Sept 2013-Sept 2015
University of Texas at Austin

- Assist with research and data needs for the Student Success Initiative projects including Achieving the Dream, Board of Trustees Institute, Governance Institute for Student Success, and Gulf Coast Partners Achieving Student Success.
- Assist with research and data needs for Project MALES and the Texas Education Consortium for Male Student Success.

Institutional Studies Coordinator, Sept 2011-May 2013
Austin Community College District (ACC)

- Coordinate, manage, and fulfill college-wide ad-hoc data requests.
- Perform technical tasks and provide technical support/training for collecting, interpreting, reporting, aggregating and evaluating data, including for ACC Fact Book and Departmental Snapshots.
- Design and administer institutional surveys and coordinate ACC's participation in national surveys. Analyze and interpret data from these surveys. Develop informative presentations and reports to communicate findings.
- Facilitator for Instructional Program Review SWOTs, Support Services Reviews SWOTS, Achieving the Dream, etc.
- Assist with compliance writing for SACS accreditation (comprehensive standards, core/federal requirements) and substantive change reports.

Compensation Analyst, June 2007-Sept 2011
Texas Association of School Boards (TASB)

- Provide data analysis support for Texas school district consulting services, including compensation, climate surveys, and other human resource services projects (handle 25+ projects annually). Surveyed and worked with 1,030+ ISDs.
- Benchmarking jobs, market analysis, job rating, general pay increase cost estimates, salary structure adjustments, data audits, etc.

- Assist with planning and production of annual salary surveys, including data analysis, report preparation, and web-document development.
- Responsible for market and pay data templates, including Visual Basic for Applications macros in MS Excel.

Actuarial Intern, Summer 2006
Texas Department of Insurance

- Worked in Property & Casualty division, on the Texas Disallowed Expense Report, an annual report on all insurance companies that do business in Texas.
- Provided survey audits, data analysis, and report preparation for the 2005 Texas Disallowed Expense Report.

Teaching Experience

Adjunct Assistant Professor of Practice - Educational Leadership & Policy, Jan 2025-Present
University of Texas at Austin

- Taught Quantitative Research Design and Analysis for the Executive Ed.D. in Higher Education Leadership

Adjunct Assistant Professor, Jan 2014-Present
Austin Community College

- Taught Elementary Statistics course in-person and distance learning synchronous.
- Worked terms as available (currently in Fall 2024)

Teaching Assistant, Aug 2005-May 2007
University of Texas at Austin

- Held discussion sessions and office hours for Calculus and Introduction to Mathematics classes (100+ students).

Supplemental Instructor/Tutor, January 2003-May 2005
University of Texas at San Antonio

- Held discussion sessions and office hours for Algebra class, Elementary Mathematics class, and Rhetoric/Composition class (20-100+ students).
- Tutored Mathematics, Statistics, Economics, English, and Spanish.

Tutor, August 2003-December 2004
Northwest Vista College

- Worked as a tutor in Mathematics Enrichment Lab.

Supplemental Instructor/Tutor, August 2002-December 2002
St. Mary's University

- Held discussion sessions for Pre-Cal class and Finite Math class (20-30 students).
- Tutored students in various Mathematics courses.

Consulting/Advisory Experience

Strada Education Group 2023-present

- Served on national advisory working group of student success leaders with experts throughout the country to advance work on Quality Coaching. A select advisory group of researchers, practitioners, and other leaders in the field are to help create an initial set of guiding principles for coaching focused on supporting individuals in connecting their education to a career.

Excelencia in Education 2023-present

- Served as institutional coach for multiple higher education institutions looking to implement the Excelencia in Education framework of Data, Practice, and Leadership. Worked with institutions seeking to improve how they intentionally serve Latinx student to increase student access, engagement, success, and overall outcomes to try to earn the Seal of Excelencia designation.

Moore Philanthropy & Bill & Melinda Gates Foundation (BMGF), 2022-2024

- Co-created The Guide for Postsecondary Changemakers toolkit. Served as research, data, and higher education expert in national conversations to help facilitate and routinize equity-minded, data-driven decision-making towards more equitable student outcomes for mid-level leaders and the faculty and staff. Worked with researchers to help determine ways to democratize data and increase data literacy among mid-level leaders in higher education institutions.

Texas Association of Community Colleges (TACC), 2018-2019

- Served as data consultant to pull together statewide data in institutional level summaries for Texas Guided Pathways Summits

Presentations & Speaking Opportunities

- Martinez, G. (2023, September). *Higher Education Impacts on Potential Changes from Federal Government Tracking of Race & Ethnicity*. The Chronicle of Higher Education Interview.
- Martinez, G. (2023, September). *Funding for College-Completion Program at Risk in Federal Budget – Department of Education Postsecondary Student Success Grant Funding*. Inside Higher Education Interview.
- Martinez, G. & Zavala-Acevez, Elizabeth (2023, August). *Storytelling Latino Student Success*: *Aligning Data, Practice and Leadership to Intentionally SERVE Latino Students* - Excelencia in Education Institute.
- Martinez, G. & Ceja, B. (2023, June). *Defining Latino Student Success*. Excelencia in Education Evidence-Based Practices Institute.

- Martinez, G. (2023, May). *Seal of Excelencia Planning and Applying*. *CS*U HSI Community Convening.
- Martinez, G. & Ceja, B. (2022, April). *Defining Latino Student Success*. Excelencia in Education Evidence-Based Practices Institute.
- Martinez, G. & Zavala-Acevez, Elizabeth (2022, February). *Demonstrating Alignment Through Seal Application*. Excelencia in Education Institute.
- Martinez, G. (2021, August). *Community College Student Success Innovations*. American Council on Education (ACE) Interview.
- Martinez, G. (2021, June). *NCCHC Leadership Fellows Program - Moderator*. National Community College Hispanic Council.
- Martinez, G., Munoz, M., Franco, M., & Shipley, H. (2021, April). *A plática among Seal of Excelencia certified institutions (2019 & 2020) - Panel*. Excelencia in Education Institute.
- Martinez, G. (2020, December). *ACC Increasing Completions*. KXAN Interview.
- Martinez, G. (2020, August). *Building Pathways, Partnerships, and Resilience at ACC*. Linda Baer Interview for Student Success Initiatives Book.
- Martinez, G. & Miller, T. (2020, June). *Creating a Culture of Care & Action*. Civitas Virtual Leadership Series.
- Martinez, G. & Reinhart, R. (2020, February). *Strategic Supports for Guided Pathways*. Texas Association of Community College Student Affairs Administrators.
- Martinez, G. (2020, February). *Aligning Data to People to Practice*. Civitas Learning Power Users Summit in Austin.
- Martinez, G. (2020, February). Impact Analysis with a Culture of Care. Civitas Leadership Summit.
- Martinez, G. (2019, November). *Scaling Guided Pathways Case Management Advising*. American Association of Colleges and Universities (AACU) Interview.
- Martinez, G. & Quintero, A. (2019, October). *Effective Models of Alignment with a Latino Lens*. Excelencia in Education Institute.
- Martinez, G. (2019, September). *Aligning Data to People to Practice*. Civitas Learning Power Users Summit in Boston.
- Martinez, G. (2019, July). *ACC is for Everyone (Spanish)*. Univision TV Interview.
- Martinez, G. (2019, June). *Increasing Student Success Outcomes in Community Colleges*. Inside Higher Education Interview.
- Martinez, G. (2019, June). *Advancing Advising Through Coaching with Inside Track*. Community College Daily Interview.
- Martinez, G. (2019, May). *ACC Graduation Numbers Increasing*. KUT Interview.
- Martinez, G. (2019, April). *ACC Student Affairs.* Inside Track Symposium.
- Martinez, G. (2019, April). *A Successful Relationship: Student Engagement Meets Data Analytics.* American Association Community Colleges (AACC).
- Martinez, G. (2019, February). *A Love Story: Student Engagement & Analytics.* League of Innovations Conference.
- Martinez, G. & Fraire, V. (2018, April). *Using Real-Time Predictive Analytics for Strategic Interventions.* American Association Community Colleges (AACC).
- Martinez, G. (2018, April). *The ACCelerator.* The Chronicle of Higher Education Interview.

- Martinez, G. (2018, April). *Researching Latinx Students - Guest Speaker*. UT-Austin Graduate Higher Education Course.
- Martinez, G. & Stevens, C. (2018, March). *The ACCelerator: An Open, Adaptive, and Collaborative Learning Environment.* League Innovations Conference.
- Martinez, G. & Gilmer, M. (2018, March). *Supplemental Instruction: A College and U.S. Government Course Success Story.* League Innovations Conference.
- Martinez, G. (2018, March). *Power Walking Toward Real-Time Predictive Analytics for Strategic Interventions.* League Innovations Conference.
- Martinez, G., Reid, F., Echevarria, S.C., & Gullick, C. (2017, December). *What it's Like to be an ACC Student - Panel*. Building Bridges.
- Martinez, G. & Reid, F. (2017, November). *What it's Like to be an ACC Student - Interview*. KAZI Radio Interview.
- Martinez, G. (2017, April). *Guided Pathways: Building and Nurturing Relationships*. Austin Community College Fuerza Latinx - Serving and Engaging the Emerging Majority.
- Martinez, G. (2017, April). *The Power of Analytics in Education - Interview*. Civitas Learning Video Interview.
- Martinez, G. (2017, April). *Democratizing Data to Enable Holistic Advising and Improve Student Outcomes*. American Association Community Colleges (AACC).
- Martinez, G. & Suddick, L. (2017, April). *Embedding Integrated Advising and Student Supports in Pathways Redesign*. American Association Community Colleges (AACC).
- Martinez, G., Fraire, V., Vito, M., & Baldasare, A. (2017, April). *Impact Analysis to Prioritize Resource Allocation*. Civitas Learning Partner Summit.
- Martinez, G. & Gonzalez, L. (2017, February). *Mentoring College Students the ACC Way*. Texas Association of Chicanos in Higher Education (TACHE).
- Martinez, G., Ruiz, R., Ashford, R., & Lewis, T. (2016, November). *Student Success Centers*. Entering Student Success Institute (ESSI).
- Martinez, G. (2014, May). *Online Accelerated Competency-Based Program Analysis - Poster.* National Institute for Staff and Organizational Development (NISOD).
- Martinez, G., Harris, F., Wood, L., Moody, K., Johnson, M. (2014, April). *Men of Color in the 21st Century Community College - Workshop*. American Association of Community Colleges (AACC) Conference.
- Martinez, G. & Griffiths, R. (2013, February). *Community College Student Retention: The Predictive Validity of the SENSE Survey*. Texas Association of Institutional Research (TAIR) Conference.
- Martinez, G. & Griffiths, R. (2012, August). *Analyzing Data*. Austin Community College General Assembly
- Martinez, G. (2012, April). *Characteristics of Today's Latino Student.* Latino Perspectives: Characteristics of Today's Latino Students and Strategies for Academic Success Symposium
- Martinez, G. & Griffiths, R. (2012, February). *Community College Faculty Use of Effective Teaching Practices.* Texas Association of Institutional Research (TAIR) Conference.

Publications

- Martinez, G., Green, J., & Stevens, C. (2023). The Make It Center: Career Exploration Today for Tomorrow. *League for Innovations – Learning Abstracts, 26(6).*
- Cervantes, D., Burmicky, J., & Martinez, G. III. (2022). Latino men and men of color programs: Research-based recommendations for community college practitioners. *Journal of Diversity in Higher Education, 15(5),* 537–541.

Shared Governance & Internal Groups (Councils/Committees/Task Forces)

- **ACC Councils:** President's Cabinet, Provost Council, Academic & Student Affairs Council (co-chair/member), Administrative Services Council, Shared Governance Review Council
- **ACC Committees:** TransformED Faculty, Future of Higher Ed, Research Review Board (IRB), Equity & Inclusion Committee, Master Plan Committee, Space Planning Committee, Information Technology Committee, Technology & Capital Outlay Committee, Institutional Effectiveness Committee, Institutional Planning Council, Marketing and Outreach Committee, Distance Learning Committee, Retention & Intervention Committee, Association Professional-Technical Employee
- **ACC Task Force:** Student Affairs Strike Teams (sponsor), Early Alert Task Force (chair), Campus Operations Task Force (chair), Customer Relationship Management (CRM) Task Force (chair), Distance Learning Testing Task Force (chair), Academic Master Plan Task Force, Strategic Enrollment Task Force, Area of Study Task Force, Default Prevention Task Force, Child Care Task Force, SACS QEP Selection Task Force, SACS Accreditation Writing Task Force

Volunteer External (Boards/Councils/Committees/Membership)

- Big Brother Big Sisters Central Texas Foundation Board Member (2019-Present)
- Texas Educational Consortium for Male Students of Color Advisory (2019-Present)
- Texas Association of Chicanos in Higher Education (TACHE) – Past ACC TACHE President, Vice-President, Treasurer, State Regional Representative (2011-Present)
- Tx Higher Education Coordinating Board (THECB) Central Texas Advisory (2017-2020)
- Civic Future Summit Awards Selection Panelist (2019)
- Research Alliance Network (2018-2019)
- Central Texas Mayor's Community Workforce Master Plan Team (2016-2018)
- Project Males Graduate mentor (2013)
- Austin Partners in Education volunteer/mentor (TA Brown Elementary) (2007-2011)

- TASB Committees: Partners in Education, Wellness, Power User (2007-2011)
- Dell Children's Hospital volunteer patient representative (2010)
- Texas Association of Gifted & Talented conferences volunteer (2009-2012)
- College Bound mentor (Woodland Hills Elementary) (2002)

Awards/Scholarships

- ACC President's Leadership Excellence Award (2020)
- League for Innovation in the Community College - The League Excellence Award (2020)
- Texas Association of Chicanos in Higher Education (TACHE) Graduate Fellowship (2014)
- UT Community College Leadership Program Tuition Scholarship (2013-2016)
- TASB Spot Award (2010, 2008)
- TASB Extraordinary Contribution Award (2008)
- UT South Texas Graduate Fellowship (2005-2006)
- Environmental Management Scholarship (2004, 2005)
- Hispanic Scholarship Fund Scholarship (2003, 2004)
- National Science Foundation Scholarship (2003, 2004)
- UTSA Selective Scholarship (2003, 2004)
- UTSA Academic Excellence Scholarship (2004)
- Kenedy Memorial Foundation Scholarship (2004)
- Won Regional Surveying Engineers Contest (2001)
- Won over 100 UIL Academic competition awards (1997-2001)

Technical Skills

- TExES K12 Certification Test - Mathematics (8-12)
- Advanced MS Excel (including VBA programming)
- Experience with SAS Base programming, SAS Enterprise Guide, SPSS, Datatel, R, Informer, SNAP Survey, Survey Crafter Professional, Survey Monkey, WMG DataCentral, Maple, MathCad, Visio, Google Drive, Ellucian Colleague
- Bilingual in Spanish