

2020 JAN -2 PM 12:55

STATE OF OHIO
Executive Department

OFFICE OF THE GOVERNOR

Columbus

I, Mike DeWine, Governor of the State of Ohio, do hereby appoint Gregory A. Guzman, Ph.D, from Maumee, Lucas County, Ohio, as a Member of the Commission on Hispanic-Latino Affairs for a new term beginning December 20, 2019 and ending at the close of business October 7, 2022, replacing Gregory A. Guzman, whose term expired.



IN WITNESS WHEREOF, I
have hereunto subscribed my name
and caused the Great Seal of the State
of Ohio to be affixed, at Columbus, this
20th day of December in the year of our
Lord, Two Thousand and Nineteen.



Mike DeWine
Governor

Dr. Gregory A. Guzmán
Curriculum Vitae

Education

University of Toledo - Toledo, Ohio

Doctor of Philosophy. Earned 2014

Concentration: Higher Education; Cognate: Human Resources.

- Dissertation & Publication Title: *"Intertemporal Choice and Enrollment: Exploring the Influence of Latency on Enrollment Yield within the Recruitment Funnel."*
- National longitudinal quantitative study, 32,000+ data set, using economic consumer time-theory (intertemporal choice time consistency) to research student enrollment yield as relates to latency between application and start date within the university recruitment enrollment funnel.
- Publication has been downloaded and referenced worldwide in nearly a dozen countries.

Bowling Green State University - Bowling Green, Ohio

Master of Public Administration

Specialization: Economic Development and Planning

- Thesis: *Intergovernmentalism: A Study of Federal, State, and Local Economic Redevelopment.*

Bowling Green State University - Bowling Green, Ohio

Bachelor of Science

Major: Journalism; Minor in Political Science and Legal Studies

Teaching Experience

Winebrenner Theological Seminary

Findlay, Ohio

- 2017-18 Held "faculty status" as a matter of institutional position.
- Christian Leadership Seminar, Borel, Haiti. Spring 2018.

Herzing University

Toledo, Ohio

- Undergraduate, Macro Economics, 2012; Undergraduate, Micro Economics, 2011.
- Undergraduate, English Composition, 2010, 2012.
- Undergraduate, Professional Development (The Pacific Institute – Thought Patterns for High Performance), 2013, 2014.

**All courses were taught while serving as President of the University, until a full-time instructor was hired to complete the course and serve as instructor of final record.*

Bowling Green State University

Bowling Green, Ohio

- Undergraduate, Introduction to US Government, 1994.
- Undergraduate, Judicial Process, 1995.
- Undergraduate, Black Politics (this was the title at the time of instruction), 1995.

**All courses were taught by me as a graduate assistant.*

University of Toledo, Bowling Green State University, and Lourdes University

- Guest lecturer in, primarily, graduate level courses on policy, finances of higher education, organizational development, and educational administration; 2000 to 2014.

Professional Presentations

- "Strategic Hispanic Enrollment." The Ohio State University – Lima: Spring 2018.
- "The current environment of DACA." Lourdes University: Spring 2017. Same presentation was given throughout the NW Ohio community to churches, schools, and civic centers. DACA is the "Deferred Action on Childhood Arrivals" as relates to student immigration documentation statuses.
- "Financial Aid and Undocumented Students." Ohio Association of Student Financial Aid Administrators Annual Conferences: Spring 2017, Fall 2016.
- "Strategic Enrollment Management Planning and Data Analysis." Diocese of Toledo High School Principals and Enrollment Managers: Fall 2014.
- "Spiritual Quotient (SQ): Beyond EQ and IQ." Greater Toledo Area Association for Talent Development: Fall 2014.
- "Summer Session: Creating Enrollment Growth." North Central Association of the Higher Learning Commission: Summer 2009.
- "Maximizing Enrollment through the Aid Application Process." University of Southern California Center for Enrollment Research, Policy and Practice (CERPP) Conference, *Aid in an Age of Uncertainty*, 2009.
- "Creating a Successful Enrollment Strategy: Rags to Riches." Council for Advancement and Support of Education (CASE) Conference: Fall 2008.
- State-wide presentations on the Financial Aid Application Process from 1994 to 2014.

Selected Grants and Honors

- 2019 – 2015 State Commissioner of the Ohio Association of Hispanic and Latino Affairs Commission (OCHLA); Appointed by Ohio Governor, John R. Kasich.
- 2014 Recipient of the 25th Anniversary Diamante Award for service to the Latino community.
- 2011 Named One of Five *Ohio Hispanics to Follow* by ImpreMedia, the nation's leading Hispanic News Company.
- 2009 University of Southern California Center for Enrollment Research, Policy and Practice (CERPP) "Profile of the Week" in the USC Enrollment Management Newsletter.
- 2005 Recipient of the "20 Under 40" Award for outstanding leadership and community commitment.
- 2005 Ohio Association of Student Financial Aid Administrators *James White Award* winner. Award given for commitment to the State of Ohio's college access activities and community service.
- 2005 Nominee for the *Adelante Humanitarian Award*, which recognizes outstanding Latino's for humanitarian work
- Lumina Foundation & Knowledge Works First – College Goal Sunday Initiation Grant for establishing State of Ohio Financial Aid Literacy and College Access Program.
- 1997 Recipient of the *Urban All-American Award* presented by Central Cities Ministries of Toledo.

Selected Boards

- 2019 – 2016 United Way of Greater Toledo Executive Board Member
- 2019 – 2016 Northwest Ohio Public Broadcasting Foundation Executive Board Member (WGTE)
- 2014 President of the Northwest Ohio Hispanic Chamber of Commerce
- 2012 President of Partners in Education (Partners); Partners is a non-profit organization which develops and fosters collaborative partnerships between schools, businesses, governments, organizations and churches.
- 2002 Worked with Ohio Senator Mike DeWine's office in re-drafting educational savings plan legislation
- 2002/01 National Association of Student Financial Aid Administrators (NASFAA) Trainer

Dr. Gregory A. Guzmán
2985 Stonegate Dr.
Maumee, OH 43537
gregory.guzman@gmail.com
(419) 973-4734

Formal Education

Doctor of Philosophy (Ph.D.) – Higher Education

Cognate – Human Resources

University of Toledo, 2014

Doctoral Dissertation: *"Intertemporal Choice and Enrollment: Exploring the Influence of Latency on Enrollment Yield within the Recruitment Funnel."* A quantitative assessment of the college admissions latency period between the time of student application and start date; and the impact of increased start date opportunities on enrollment persistence.

Master of Public Administration – Economic Development & Planning

Bowling Green State University, 1994

Thesis: *Intergovernmentalism: A Study of Federal, State, and Local Economic Redevelopment."*

Bachelor Science - Journalism

Minor in Political Science and Legal Studies

Bowling Green State University, 1993

Professional Education

The University of Notre Dame – Latino Enrollment Institute

The Pacific Institute – Thought Patterns for High Performance 3.0®

SunGuard SCT Banner Student System and Module Training

Work Experience

Winebrenner Theological Seminary

Findlay, OH

Vice President of Institutional Advancement

(07/2017 – Present)

Chief Institutional Advancement Officer. Responsible for building community relationships for enrollment growth, student advancement, and operational revenues. The advancement function includes responsibility for financial performance of annual fund, corporate & foundation relations, major gifts & gift planning, endowment, capital campaigns, and alumni & constituent relations, stewardship, and advancement services. \$1.5 million Endowment, \$600k fundraising annually, and 5,000+ relationship base.

Central City Ministry of Toledo (CCMT) School System – Roman Catholic Diocese of Toledo

Toledo, OH

Executive Director

(06/2014 – 07/2017)

Chief Enrollment & Educational Administrator (local superintendent), Enrollment Manager, Financial Officer, Marketing Director, Human Resources Manager, and Development Officer responsible for full campus management, growing and maintaining operations of a two-campus, low-income, inner-city school system. Provided executive leadership for 50+ (approx.) employees, 2 principals, Board of Advisors, 600+ student population, with a \$6 million operational budget authority and \$500k annual fundraising responsibility.

Herzing University – Toledo Campus

Toledo, OH

University Campus President

(09/2010 – 06/2014)

Chief Executive & Enrollment Officer. Provided leadership for Campus management with emphasis on enrollment, financial management, student affairs, learning outcomes, and employer-advised programing. Responsible for all matters related to enrollment management (recruitment, admissions, financial aid, registration, FYE, etc.), advising, assessment, finance, academic affairs, budgeting, planning, and human resources. Operational matters also include, but are not limited to, academic development, student outcomes, curriculum development, resource allocation, physical plant, IT systems management, faculty and administrative personnel (including hiring, observation, evaluation, and termination). 50+ employees, 400+ students annually, \$15 million operational and capex budget authority.

Owner/Operator of Personal Consulting Business**Higher Education Consultant**

(04/2010 – 12/2016)

Self-employed, private, and confidential contractor. Provided highly confidential consultation services to colleges and universities on matters related to student enrollment and Title IV. Did not solicit business, only accepted selective requests.

Bowling Green State University (BGSU)

Bowling Green, OH

Vice Provost of Enrollment Management/Director of Student Financial Aid

(06/2007 – 04/2010)

University Chief Enrollment and Student Financial Aid Officer. Provided University-wide leadership for the development and implementation of a comprehensive, data-driven, enrollment strategy to achieve enrollment targets, including undergrad, graduate, international, and online. Reported directly to the Provost and President, member of the President's Extended Cabinet. Provided vision and leadership necessary for coordinated recruitment, enrollment forecasting, scholarships, and tuition discounting strategies. Collaborated across divisions to drive enrollment growth while leveraging tuition discounting to create a sustainable fiscal model. Led and managed the offices of Admissions, Student Financial Aid and Scholarships, Registration & Records, Advising, International Programs & Partnerships, and coordinated strategies with Marketing. Managed 120+ employees, \$12+ million administrative budget authority, \$250+ million internal & external aid budgets, approx. 5,500+ incoming freshman class size, 19,000 total enrollments.

Lourdes University

Sylvania, OH

Director of Financial Aid and Veterans Affairs

(Jan 2001 – June 2007)

University's Chief Financial Aid Officer and Member of President's Enrollment Management Team. Responsible for full administration of student & institutional financial aid along with Veterans admission and processing. Reported directly to Vice President and President. Advised, informed and created university enrollment projections, admissions standards, financial aid packaging philosophy, and marketing concepts. Managed 5+ employees, \$5 million internal & external aid budgets, 500+ incoming freshman class size, 2,000+ total graduate and undergraduate enrollment.

Bowling Green State University**Assistant Director – Compliance, Student Financial Aid****Tiffin University****Director of Financial Aid****Great Lakes Higher Education Student Loan Corporation – Now named "Ascendium Education"****Client and Compliance Supervisor – Ohio and Minnesota****Owens Community College****Financial Aid Representative/Veterans Admissions & Registration Coordinator**

Notable Grants and Honors

- 2021 – 2015: State Commissioner to the Ohio Association of Hispanic and Latino Affairs Commission (OCHLA); Appointed by Ohio Governor, John R. Kasich and re-appointed by newly elected Governor Mike DeWine.
- 2014: Recipient of the 25th Anniversary Diamante Award for service to the Latino community.
- 2012 City of Toledo Economic Development Task Force Member.
- 2011: Named One of Five *Ohio Hispanics to Follow* by ImpreMedia, nation's leading Hispanic News Company.
- 2009 University of Southern California Center for Enrollment Research, Policy and Practice Profile of the Week.
- 2005: Recipient of the "20 Under 40" Award for outstanding leadership and community commitment.
- 2005 *Adelante Humanitarian* Nominee, which recognizes community leaders for humanitarian work
- 2005: Recipient of the Ohio Association of Student Financial Aid Administrators *James White Award*.
- 1997: Recipient of the Central City *Urban All-American Award*.

Selected Boards, Trainings, Conference Presentations, and Community Involvement

- 2019 – 2016: United Way of Greater Toledo Executive Board Member.
- 2019 – 2016: Northwest Ohio Public Broadcasting System (PBS) Foundation Executive Board Member (WGTE).
- 2019 – 2014 Northwest Ohio Scholarship Fund Executive Board.
- 2019 – 2014 City of Toledo Rotarian; Vocational and Youth Services Co-Chair. Founder, Peace Committee.
- 2016 – 2014: PENTA County Career Education Executive Board Member.
- 2016 – Mercy College Diversity and Inclusion Board.
- 2016 – 2014: Lourdes University Hispanic Advisory Council Board Member.
- 2014 – President of the Northwest Ohio Hispanic Chamber of Commerce.
- 2012 – 2009: Executive Board Member and Past President of Partners in Education (Partners); Partners is a non-profit organization which fosters collaborative partnerships.
- 2012 – 2009: Executive Board Member of Adelante – The Latino Resource Center.
- 2009 – 2004: "Think College Now" Executive Board & Past President. NW Ohio's College Access Program.
- 2008 – 2004: College Goal Sunday (CGS) State-Wide Co-Chair.
- 2002 – Worked with Ohio Senator Mike DeWine's office in re-drafting Ohio's 529 savings plan legislation.
- 2002 – 2000: National Association of Student Financial Aid Administrators (NASFAA) Trainer.

GOVERNOR'S APPOINTMENTS TO BOARDS AND COMMISSIONS

Date: 12/20/2019

Name of Appointee: Dr. Gregory A. Guzman, Ph.D

Address: 2985 Stonegate Dr.
Maumee, OH 43537
Lucas County
(H) -
(W) -
(M) - 4199734734

Name of Commission: Commission on Hispanic-Latino Affairs

Contact: Lilleana Cavanaugh, MBA, CPM
Executive Director
(614) 466-8370
18th Floor, Riffe Center
Columbus, OH 43215
(614) 466-8333

Term Begins: 10/8/2019

Term Ends: 10/7/2022

Party Affiliation: Republican

Senate Confirmation: Appointed by the Governor, confirmed by the Senate

Financial Disclosure: Public disclosure required

Vice: Gregory A. Guzman