



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Cassandra Hernandez, District 3
Agenda Placement	Consent
Date of Council Meeting	07/30/24
Name of Board	Fair Housing Task Force
Agenda Posting Language	
Appointment of Deanna Maldonado Rocha as a regular member to the Fair Housing Task Force by Representative Cassandra Hernandez, District 3.	
Appointment Type	Regular
Member Qualifications	
She possesses the following qualifications such advocacy for human/civil rights within the community; Matters relating to Education in the community;	
Nominee Name	Deanna Maldonado Rocha
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 3
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	N/A
Reason for Vacancy	Term Expired
Date of Appointment	07/30/24
Term Begins On	05/01/24
Term Expires On	04/30/27
Term	First Term

DEANNA MALDONADO-ROCHA

EDUCATION

University of Phoenix

Master of Business Administration, Global Management

Bachelor of Science, Business Management

Santa Teresa, NM

May 2000

August 2006

EXPERIENCE

AT&T – El Paso, Texas

October 1994 – September 2023

Workforce Management Manager

February 2017 – September 2023

- Data specialist supporting Business Mobility organization through capacity planning, long range forecasting, advanced analytics, and budget and finance management via Power BI and other reporting outputs.
- Cultivate close relationships with vendor partner management groups to closely synch capacity volumes and efficiencies for over 17 different call taking centers.
- Gather, merge, analyze and interpret data daily to ensure proper outputs and information.
- Utilize MS Office Suite to present business partners patterns and outcomes through visuals.
- Plan and execute both capacity management and long-range forecasting processes to ensure we meet budget and finance requirements.
- Strong oral, written, and interpersonal skills used to present findings to executive leadership.

Capacity Manager

October 2009 – February 2017

- Collaborate and support VP organization in access planning, sizing capacity, project management, efficiency improvement, including, but not limited to, ad hoc requests and analysis.
- Work with Vendor Management to provide monthly vendor locks and help with analysis and reports.
- Communicate Daily with Vendor Managers; balance vendor call volumes; identify and report process and production gaps; monitor real-time vendor results.
- Support our priority to delivering exceptional customer service, by meeting answer performance expectations. Achieve targets by Proactively Balancing Queues, Call Flows, and Managing Intraday Functions and making the most efficient use of call center resources.
- Oversee Access Performance Management by managing overtime monthly budget and vendor volume delivery (Calls Offered / Minutes).
- Created daily report to track internal calls to forecast to produce a viable schedule to maintain acceptable answer performance rates.
- Led weekly meetings with leadership centers to provide status of the business.

Project Manager

May 2008 – October 2009

- Managed enterprise-wide initiatives for Consumer and Care center work groups focusing on center infrastructure improvements and optimization with SMEs, Labor, Legal, CCTP, Corporate Real Estate, ITO, Sales and Compensation, IVR, Marketing, Work Force Management, and Vendor Management.
- Implemented initiatives to improve call center performance, while improving customer experience and center efficiencies across all consumer call centers.
- Added 118 seats at a Miami consumer center location utilizing expense funds only, providing center growth capability to a consumer VP organization, increasing revenue and improving center efficiencies. Converted 108 West agents to handle SW calls, reducing overtime and improving answer

performance, while increasing agent utilization for the West region team. Providing vendor group with access to U-verse applications to assist with rebate redemption calls, potentially eliminating 120K-180K calls per year to AT&T consumer call centers and yielding cost savings of \$580K - \$2M annually.

- Partnered with Field Marketing & Mass Markets Methods & Procedures (M&P) staffs to provide updated and improved processes to the field nationwide.

Support Operations Manager

December 2006 – May 2008

- Partnered with Field Marketing & Mass Markets Methods & Procedures (M&P) staff to provide SW Consumer call center sales support on the Wireless from AT&T & U-verse products, including reviewing, editing & distributing educational aids & training material for representative development.
- Designated Subject Matter Expert (SME) for SW call centers on compliance requirements related to disclosures, FCC Mandates & Lifeline service. SME role includes creating, distributing & delivering materials & partnering with Mass Markets M&P for on-going handling of questions & updates.
- Responsible for SW call center notifications related to products, process changes & key reminders.
- Collaborated with Network staff & Backroom Call Center Support on customer impacting issues related to service installation, to improve due date intervals & customer experience. Remove roadblocks associated with service rep errors and misunderstandings
- Provided system support for all SW managers on call center applications & web tools. Distribute on-going system updates for service rep awareness to minimize customer impact.

Lead Training Manager Delivery

August 2000 – December 2006

Service Representative

October 1994 – August 2000

ADDITIONAL EDUCATION

Udacity Nanodegree Program, AT&T	2019
Nanodegree completion of Introduction to Computer Programming	
AT&T Diversity & Inclusion Employee Group Leadership Academy	2021
HACEMOS Emerging Latina Leadership Program	2023
Jay Shetty Certification School	2024

PROFESSIONAL and COMMUNITY SERVICE

AT&T: AT&T HACEMOS, El Paso - President	2018-2023
OASIS - Member, Mindfulness Community Core Group member	2008-2023
AT&T Pioneers - Member	1995-present
Trish Renz Organization - Culture Council Member and Team Lead	2021-2023
Hanks High School, El Paso, TX - Wrestling Booster Club, President	May 2015 – May 2017
United Way, El Paso, TX – Leadership Giver	January 2000 - Present
City of El Paso Neighborhood Leadership Academy graduate	August 2022
Junior Achievement Inspire Committee	August 2023

TECHNOLOGY, MANAGEMENT AND LANGUAGE SKILLS

TECHNOLOGY: Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), data analysis

MANAGEMENT: budgeting and finance, project management, organization and planning, teamwork oriented, customer service minded, client/vendor relations, strong verbal and written communication

LANGUAGE: Spanish – Fluent reading and writing