



Board Appointment Form

City Clerk's Office

Appointing Office	Deanna Maldonado-Rocha, District 3
Agenda Placement	Consent
Date of Council Meeting	09/30/25
Name of Board	Open Space Advisory Board
Agenda Posting Language	
Appointment of Alica Rascon to the Open Space Advisory Board by Representative Deanna Maldonado-Rocha, District 3.	
Appointment Type	Regular
Member Qualifications	
Volunteered extensively at local charities and nonprofits. Previously served as a board member for nonprofit agencies. Graduated from the El Paso Leadership Academy, and has a master's in Public Administration.	
Nominee Name	Alicia Rascon
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 3
City Employed Relatives	No
Board Membership	
N/A	
Real estate owned in El Paso County	
[REDACTED]	
Previous Appointee	Norma Rivera
Reason for Vacancy	Term Expired
Date of Appointment	09/30/25
Term Begins On	07/01/25
Term Expires On	06/30/29
Term	First Term

Alicia Rascon

Experience

Recruiting & Training Manager – Colonial Life

Led recruitment, training, and performance development for a high-performing sales team at Colonial Life. Sourced, interviewed, and selected top talent while mentoring and motivating sales managers to achieve organizational goals. Conducted field training and joint client visits to support employee benefits sales and strengthen account relationships. Oversaw orientations, sales meetings, and ongoing professional development for new and veteran agents. Built and maintained strong partnerships with business owners, HR professional, and other key decision-makers. Fostered a supportive, collaborative, competitive, and energetic corporate culture that drove team success and client satisfaction. (2025-current)

Education Manager – Junior Achievement

Successfully managed day-to-day operations for Junior Achievement's educational programs, ensuring exceptional customer service for volunteers and educators. Recruited and onboarded new schools, volunteers, and community partners while maintaining strong relationships with existing stakeholders. Oversaw program evaluation, goal tracking, data entry, and grant implementation. Trained volunteers and educators, delivered engaging presentations to diverse audiences, and developed engagement plans with partner schools. Supported fundraising events, agency marketing, community outreach, volunteer management, and organizational initiatives to expand impact and reach. (2024-2025)

Development Manager - Young Women's Preparatory Network

Managed fundraising, sponsorships, grant writing, communications, community engagement, and volunteer management. Developed Advisory Council, provided ongoing board training, and collaborated with board to support community initiatives. Built long-term sustainability, implemented fundraising campaigns, secured community support, presented to stakeholders, hosted fundraising events, and managed community partnerships. Created and implemented a comprehensive engagement strategy to achieve programmatic and organizational goals. Communicated agency mission and impact to stakeholders through community relations, marketing, and public relations. Managed school engagement opportunities with corporate partners, and portfolio of foundation partners. Coordinated campus-wide events, alumni relations, enrichment programs, field trips, and student internships. (2022-2024)

Director of Strategic Development - Center Against Sexual & Family Violence

Served as development officer for the agency, responsible for the effective organization, operation, promotion, and administration of the center's strategic plan and development activities. Responsible for oversight, funding, management, and growth on the center's sexual assault and domestic violence services and prevention programs. Supervises development, grant compliance, and data management staff. Responsible for all agency fund development activities and related external functions, including coordination of all fundraising activities, oversight of grant development, and compliance. Responsible for assisting in the development and implementation of a strategic plan. Serves as a member of the agency Management Team and is accountable for the achievement of all objectives established. (2019-2022)

Student Engagement & Leadership Center Coordinator - University of Texas at El Paso,

Coordinated leadership retreats, conferences, and training seminars. Facilitated roundtable discussions and mentoring program. Served as an advisor for student organizations and assisted officers in strategic planning. Managed events, organized budgets and obtained sponsorships. Implemented department marketing plan and developed promotional materials. Provided leadership programming and training for student organizational leaders. Managed interns and student employees. Coordinated risk reduction, health promotion initiatives, violence prevention prevention, and mental health awareness campaigns and events. Developed leadership curriculum for student leadership development. (2016-2018)

Education:

University of Texas at El Paso Master's in public administration & Concentration in Leadership Studies

Georgetown University - Graduate Certificate in Non-Profit Management

University of Texas at Austin – Bachelor of Arts in Multimedia Journalism

Leadership: Leadership El Paso, Hispanic Austin Leadership, El Paso Leadership Academy,

Boards: Mijas Yes You Can, Insights, Junior League of El Paso, Junior Women's Club

Volunteerism: Las Abuelitas, Latinitas, Boy Scouts, Girl Scouts, La Posada Home, Americorps