

Keyimani L. Alford, Ph.D.

Director of Student Financial Support Services with Madison Area Technical College



Keyimani L. Alford is a higher education professional serving as the Director of Student Financial Support Services with Madison Area Technical College. He is responsible for the oversight of the Financial Aid, Veterans Benefits, and Student Recruitment Offices and directing the success of college-wide programs and initiatives such as Scholars of Promise, Financial Literacy, and Emergency Funding. Keyimani has achieved success with well-established institutions and associations such as the University of Wisconsin-Milwaukee, Great Lakes Higher Education Corporation, the Wisconsin Association of Student Financial Aid Administrators (WASFAA), the Midwest Association of Student Financial Aid Administrators (MASFAA), and the U.S. Department of Education, Office of Federal Student Aid through leadership, training, and programmatic efforts. During the 2020-2021 term, Keyimani will serve as President of WASFAA, leading the executive and strategic affairs of the association within Wisconsin.

After spending more than 20 years in Higher Education, Keyimani understands the impact of financial aid policy, student retention and persistence challenges, and financial literacy outcomes for underserved, underrepresented student populations. As a first-generation college student who was exposed to poverty related conditions, his lived experiences provides a keen perspective regarding financial barriers and financial freedom strategies for students. Through advocacy, Keyimani has led discussions and initiatives to infuse financial education and practices into the student experience at institutions and shared best practices to other professionals across the United States.

Keyimani holds a bachelor's degree in criminal justice from the University of Wisconsin – Milwaukee, a master's in business management from the University of Phoenix, and a

doctorate in higher education leadership from Capella University. In his spare time, Keyimani enjoys traveling, fishing, listening to music, and spending time with family and his dog Max.