

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2013 SEP 17 PM 1:06

Letter of Nomination

October 1, 2013

The Honorable City Council  
One City Hall Plaza, Second Floor  
Oakland, CA 94612

Dear President Kernighan and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby appoints the following person as a member of the following Board or Commission, subject to the City Council's confirmation:

**VIOLENCE PREVENTION AND PUBLIC SAFETY OVERSIGHT COMMITTEE**

Mara Velez Mayoral appointment on the recommendation of Councilmember Kernighan to serve the term beginning July 6, 2013 and ending July 5, 2014, filling the seat previously held by Richard Carter.

Jamila Iris Edwards Mayoral appointment on the recommendation of Councilmember Gibson McElhaney to serve the term beginning April 20, 2013 and ending April 20, 2014, filling the seat previously held by Vicente Cruz.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan  
Mayor

August 22, 2013

Hatzune Aguilar  
City of Oakland  
haguilar@oaklandnet.com

Re: Measure Y Oversight Committee

Dear Ms. Aguilar:

I am sincerely interested in serving on the Measure Y Oversight Committee for the City of Oakland. I have lived and worked in Oakland since 2003 and am extremely committed to the City and in particular, the safety of our community. I believe that my experience in public policy, as well as my interest and commitment to issues of violence prevention will make me an excellent candidate for the Committee.

I currently serve as the Northern California Director of the Children's Defense Fund, a national, non-profit child advocacy organization that has worked relentlessly for nearly 40 years to ensure a level playing field for all children. CDFCA champions policies and programs that lift children out of poverty; protect them from abuse and neglect; and ensure their access to health care and quality education. In this role, I direct CDFCA's policy agenda, which includes managing our policy staff and sponsoring legislation. Prior to CDFCA, I spent four years in Sacramento, gaining intensive experience in California's political landscape and legislative process. Additionally, I possess a Masters in Public Policy from the University of California, Los Angeles, where I focused on urban poverty and social welfare policy. I bring a professional and educational background in policy development, analysis and evaluation.

In addition to my professional and educational background, I bring a personal commitment to the fundamental principles associated with Measure Y. I am deeply concerned with violence in Oakland and believe that a complex problem like community violence requires multi-leveled solutions. I support Measure Y's comprehensive approach of both funding traditional public safety entities but also in funding violence prevention programs. I believe that both approaches are key in making communities safe.

Ten years ago, when I was preparing to graduate from graduate school, I had the option of moving to any city in the United States. I decided to make Oakland my home and am very proud to be a resident and to be raising my son here. Serving on the Measure Y Oversight Committee will provide me with the opportunity to give something back to the city I love and that I am personally committed to improving.

Thank you,

Jamila Iris Edwards

cc: Casey Farmer, Office of Councilmember Lynette Gibson McElhaney

## JAMILA IRIS EDWARDS, MPP

### EDUCATION

#### UNIVERSITY OF CALIFORNIA, LOS ANGELES SCHOOL OF PUBLIC AFFAIRS

*Master of Public Policy, 2003*

#### UNIVERSITY OF CALIFORNIA, SAN DIEGO

*Bachelor of Arts, Political Science, 2000*

### PROFESSIONAL EXPERIENCE

#### NORTHERN CALIFORNIA DIRECTOR

*Children's Defense Fund, Oakland, CA*

June 2011 – Present

- Manages the Oakland –based office and staff, interfaces with CDF-CA's Southern California office, and represents Northern California with CDF's national office
- Serves as the leader responsible for CDF-Northern California's work on children's health to enhance health outcomes by ensuring every child has access to quality health care
- Supervises assigned staff

#### ASSISTANT DIRECTOR OF POLICY

*California Primary Care Association, Sacramento, CA*

October 2007 – June 2011

- Conducted data and policy analysis in the areas of Medi-Cal, oral health and provider issues
- Presented oral and written testimony at public forums, hearings and conferences on nonprofit safety net clinic issues
- Assisted with grant writing and grants management
- Supervised assigned staff

#### ASSOCIATE DIRECTOR OF SPECIAL POPULATIONS

*California Primary Care Association, Sacramento, CA*

April 2007 – October 2007

- Implemented and developed issue areas addressing health care access to special populations served by nonprofit safety net clinics
- Provided advanced policy analysis, advocacy, coalition building, and technical assistance to member clinics and clinic networks in the area of special populations
- *Promoted to Assistant Director of Policy*

#### PROGRAM MANAGER

*Prevention Institute, Oakland, CA*

May 2006 – April 2007

- Managed projects related to nutrition, physical activity, community health and health disparities
- Co-authored concept papers and articles for publication
- Conducted public speaking and training on prevention concepts
- Supervised assigned staff

## **JAMILA IRIS EDWARDS, MPP**

### **PROJECT ADMINISTRATOR**

*Mason Tillman Associates, Limited, Oakland, CA*

April 2005 – May 2006

- Provided necessary functions to support public agencies in their efforts to be socially responsible
- Supervised project activities including report writing and data analysis
- Provided technical assistance to clients on relevant legislative and policy issues
- Supervised assigned staff

### **NUTRITION PROGRAMS AND POLICY COORDINATOR**

*Alameda County Community Food Bank, Oakland, CA*

December 2003 – May 2005

- Coordinated community nutrition education program services and events
- Expanded Food Bank's nutrition program to include policy and advocacy in public health and obesity issues affecting low-income populations
- Fostered programs and partnerships to increase low-income communities' access to healthy foods
- Supervised assigned staff

### **AGENCY SERVICES COORDINATOR**

*Alameda County Community Food Bank, Oakland, CA*

June 2003 – December 2003

- Managed Food Bank's 300 member agency program
- Performed site visits to monitor member agencies' compliance with Food Bank policies
- Presented agency needs and concerns to staff and Board of Directors
- *Promoted to Nutrition Programs and Policy Coordinator*

### **VOLUNTEER AND COMMUNITY RESOURCES COORDINATOR**

*Richstone Family Center, Hawthorne, CA*

July 2002 – June 2003

- Recruited, trained and supervised volunteers
- Produced all volunteer materials, including newsletters and media releases
- Organized and coordinated special events for children
- Managed mentoring program for youth
- 

### **ADMINISTRATIVE INTERN**

*Community Services Department, City of South Pasadena, CA*

January 2001 – July 2002

Assisted in grant management for the development of the city's first skateboarding park  
Developed skate park registration process and designed identification card  
Solicited and purchased supplies for city recreation facilities  
Provided staff support for Parks and Recreation Commission

### **TEACHER**

*Vallejo Middle School, Vallejo City Unified School District, Vallejo, CA*

August 2000 – August 2001

- Taught sixth grade level English and History classes
- Evaluated and addressed various student abilities
- Formulated engaging lesson plans to accomplish learning objectives
- Communicated student achievements and needs to parents

## JAMILA IRIS EDWARDS, MPP

### ORGANIZATIONAL MEMBERSHIP

- Sigma Gamma Rho Sorority, Inc.
- National Association for the Advancement of Colored People (NAACP)

### PRESENTATIONS

Presenter, California Dental Pipeline Meeting, 2011  
Presenter, California Conference of Local Health Officers Semiannual Meeting, 2010  
Panelist, Insure the Uninsured Project Annual Conference, 2009  
Moderator, California Primary Care Association Annual Conference, 2008  
Panelist, United Homeless Health Care Providers Summit, 2007  
Moderator, California Primary Care Association Annual Conference, 2007  
Keynote Presenter, African American Health and Education Summit, 2007  
Poster Presenter, California Nutrition Network Social Marketing Conference, 2004

### PUBLICATIONS AND RESEARCH

- *Hold the Applause for the Disney Company on Marketing Food to Children*, California Progressive Report, December 2006
- *Healthy Eating Among Seniors: A Summary of Findings from Focus Groups with Low-income Seniors*, Alameda County Community Food Bank, August 2004

## Mara Velez, M.A.

---

Summary: With a Master's degree in Industrial and Organizational Psychology and a Bachelors in Psychology, Mara has extensive experience in education, trainer, facilitator and coach. Mara is also completing her doctorate in International and Multicultural Education. Having completed all of the coursework, she is now working on her dissertation entitled "College persistence of Latino Youth: How a positive ethnic identity influences academic self-efficacy."

As an academic, she has taught at local colleges and worked in an administrative role at one of those institutions. Mara has a solid background in curriculum development and delivery. From both a theoretical and practical perspective, she understands and effectively implements adult learning and age-appropriate pedagogies in instructor-led, on-line and hybrid formats.

Utilizing the ADDIE model of instructional design, Mara has successfully executed corporate training in, and facilitated workshops for, small and large organizations in the non-profit, biotechnology, high-technology, marketing, education, banking, and finance industries.

### Education:

Ed.D., International and Multicultural Education, University of San Francisco (completion: 2011)

M.A., Industrial and Organizational Psychology, Golden Gate University

B.A., Psychology, San Francisco State University

### Experience in Education and Training:

Principal. *Mara Velez Instructional Design*. March 2011-present.

Provide instructional design, project management, event management consulting and support to clients. Using the ADDIE model of instructional design and project management expertise, bring high value and excellence to training and training-related projects.

Associate Director, Training. *The Broad Residency in Urban Education*. November 2009 - April 2011.

Responsible for leading the development and delivery of the professional development programming for The Broad Residency Program. Lead team of Residency staff to prepare and deliver a high quality, engaging, and differentiated training experience to increase Residents' impact. Manage the research and creation of professional development session content modules with a focus on reform of urban K-12 systems and leadership development. Identify and manage independent contractors to develop session content and materials. Provide technical assistance to staff and presenters on design and facilitation. Facilitate, present and lead group discussions. Manage Operations Associate responsible for all logistics required for professional development program, including pre-session mailings, session materials, on-site logistics. Assist with the program evaluation process including establishing metrics and benchmarks for curriculum and training to monitor and ensure program and Resident success. Advise Residents during their two year leadership path. Work with Residents' supervisors to develop Residents' skills and abilities through creating appropriate opportunities.

### Accomplishments

Remapped the curriculum to ensure alignment with Resident competencies. Designed and implemented a strategy for strengthening the performance of the program to support the goal accreditation for the Residency as a degree-granting institution. Developed and implemented a strategy and tools for delivering content using current best practices in electronic delivery and increased cohort collaboration.

Training Manager. *Genentech*. August 2005 - November 2009.

Manage the on-boarding program and continuous learning program for the Managed Care and Customer Operations (MCCO) teams, including a reimbursement call center, the payer field teams, channel field teams and field reimbursement managers. Conduct needs analysis, design, develop and evaluate appropriate training for all staff based on business needs and learner competence.

### Accomplishments

Implemented hundreds of trainings on enhancements for the business. Revised the onboarding program, including an education series for peer trainers, enhanced technology training on critical applications, a case-based, hands-on approach to train employees for new product launches, and re-designed a one-day customer service course. Managed the development of on-line modules, in collaboration with individuals across Genentech, for the development of critical knowledge on reimbursement and managed care. Co-lead the development and implementation several quality programs for the call center. Responsible for the success and the management of logistics, curriculum design and development, and implementation for quarterly training events for all call center staff. Recognized for excellence via several awards.

Faculty. *Heald College*. October 2000 - April 2004; June 2008 - November 2009

Instructed introductory psychology, business, English, e-commerce and human resource management courses. Developed daily lectures, experiential exercises, test and grade student performance.

### Accomplishments

Consistently rated between 3.5 - 4.0 on a 4-point scale on student evaluations.

Adjunct Faculty. *DeVry University*. May 2006 - June 2009

Teach introductory psychology and sociology courses. Teach second level psychology course entitled Leadership and Motivation. Develop daily lectures, experiential exercises, test and grade student performance.

### Accomplishments

Consistently rated between 3.5 - 4.0 on a 4-point scale, which is higher than the university average for the same courses, on student evaluations.

Tutor. *StudySharp Tutoring*. August 2006 - June 2007

Tutored students from 5th grade to high school on standardized testing preparation, study skills, organizational skills, English and writing.

### Accomplishments

Excellence in tutoring recognized by a "Sharpie" award.

Independent Consultant. February 2003 - July 2005

Consulted corporate and non-profit clients on organizational development projects, organizational change initiatives, and process development. Develop and deliver training materials.

### Accomplishments

Consistently achieved desired goals within timeframe set by clients.

Academic Program Manager, Business & General Education. *Heald College*. February 2004 - July 2005

Design, develop, implement, and manage individual courses and entire curriculum for the business and general education areas for the institution and its 11 campuses. Determine and implement new academic policies for the institution as needed. Developed on-line and instructor-led courses. Manage a professional staff of two course developers and relationships with faculty who develop courses for the college. This includes extensive project management responsibilities. Work with individual campuses to provide feedback to faculty on teaching methodology. Design, develop, and deliver quarterly faculty trainings.

### Accomplishments

Designed, developed and launched several new program offerings, including a legal assistant program and an agribusiness program. Designed and delivered a teacher education program for English instructors who teach non-native English speakers.

Human Resources Director. *The Buddy System*. July 2002 – February 2004

Managed all human resource functions of the organization with a primary focus on staffing. Responsibilities included designing, analyzing, developing and implementing the organization's staffing and human resource initiatives and setting budgets. Responsible for delivering management training to corporate clients. Managed all logistics in regard to training, including securing sites, logistics, and managing course registrations. Tutored students from 5th grade to high school on standardized testing preparation, study skills.

**Accomplishments**

Consistently, through targeted hiring initiatives, maintained a high-level of quality tutor resources. Rated highly by corporate clients who participated in training classes. Received high evaluations from students who were tutored.

Trainer. *Comergent Technologies*. February 2001 – October 2001

Collaborated with subject matter experts in order to design, develop and author training curriculum. Delivered technical courses for system integrators and highly technical students in the US and in Europe. Developed and implemented web-based training. Developed training material for delivery to both US and European students. Conducted needs analysis and developed materials for employee development. Created and delivered employee development training in conjunction with Human Resources. Created, administered and analyzed the results of surveys designed to assess the effectiveness of the training courses.

**Accomplishments**

Content and delivery of curriculum consistently achieved high ratings.

**Additional Management Experience:**

Human Resources Consultant & IT Manager. *IGLHRC*. February 2002 – November 2003

Consulted executive staff on human resource matters. Provided leadership coaching to managers and executive staff. Provided leadership as a project manager for various initiatives. Provided support for all aspects of information technology infrastructure.

**Accomplishments**

Implemented a wide-variety of technology standardization practices. Successfully managed organizational change initiatives during restructuring initiatives.

Technical Recruiter (contract). *Telespree Communications*. October 2001 – July 2002

Recruited candidates for technical positions within the organization. Posted open positions, reviewed resume submissions, sourced, screened and recommended candidates.

**Accomplishments**

Successfully facilitated the hiring of several director- and manager-level technical positions in the organization.

Human Resources Manager (contract). *Women.com*. December 2000 – February 2001

Lead and supervised human resources team. Assisted in managing budget for department. Managed human resource functions including employee relations, organizational development, recruitment and selection, employment compliance laws, and benefits administration.

**Accomplishments**

Assisted in the administration of a reduction in force.



Highlights:

- Committed to serving the needs of urban youth
- Skilled, creative and interactive instructor
- Accomplished leader and supervisor
- Strong coaching and facilitation skills
- Expertise in instructional technology
- Familiarity with the WASC accreditation process
- Bilingual: English/Spanish
- Demonstrated ability to collaborate across functions and levels to achieve results
- Committed to meeting the educational needs of diverse learners
- Solid background as a project manager and strategic planning consultant
- Excellent analytical skills, utilizing both qualitative and quantitative methodologies

Key skills:

- Instructional design
- Assessment and rubric development
- Facilitation, meeting and workshop
- Program management
- Process improvement
- Quantitative and qualitative analysis
- Strategic curriculum design and backward mapping
- Integration of technology systems
- Leadership development
- Technical writing and documentation
- Project management
- Survey design, fielding and analysis

Trainings and certifications:

Certificate, Conflict Resolution, Golden Gate University  
Certified trainer, Insights Discovery Personality Inventory  
Significant seminar work, Hammer Process Improvement

Presentations:

*Immigration Stories from Colombia and Venezuela: A Challenge to Ogbu's Framework*: Presented at the USF School of Education Graduate Research Symposium: April 14, 2007

Volunteer Experience:

*Steering Committee Member (2012-present): 17Y-NCPC*: Participate in, and provide leadership for, the activities and community events of the Neighborhood Crime Prevention Council (NCPC) for the 17Y Beat.

*East Bay SPCA (2011-present)*: Behavior and Training volunteer engaging in behavior modification and training of canines at the shelter.

*Oakland Catholic Workers (2010-2011)*: Provide ESL instruction to community members at the residency

*Building Skills Partnership (2006 - 2009)*: Provide ESL instruction to janitors on-site at Genentech.

*Dolores Street Community Services (2005)*: Conducted intake interviews in Spanish to assess the medical and psychological needs of residents at several homeless shelters. Provided ESL instruction to residents.

Professional Affiliations:

Member: American Educational Research Association (AERA)

Member: International Society for Performance Improvement (ISPI)

Interests and hobbies:

Photography, travel, soccer, positive canine training

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

13 SEP 13 PM 1:37

APPROVED FOR FORM AND LEGALITY

  
CITY ATTORNEY

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

---

### RESOLUTION APPOINTING MARA VELEZ AND JAMILA IRIS EDWARDS AS A MEMBER OF THE VIOLENCE PREVENTION AND PUBLIC SAFETY OVERSIGHT COMMITTEE

**WHEREAS**, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

**WHEREAS**, the Violence Prevention and Public Safety Act of 2004, also known as Measure Y, adopted by the voters of Oakland, November 2, 2004 in the General Municipal Election and amended by Ordinance No. 12690, adopted July 19, 2005, creates the Violence Prevention and Public Safety Oversight Committee to oversee and monitor the activities and procedures of the Violence Prevention and Public Safety Act; and

**WHEREAS**, the Violence Prevention and Public Safety Act of 2004 specifies that members of the Violence Prevention and Public Safety Oversight Committee are to be appointed one by each Member of the City Council and three members by the Mayor, to serve unlimited one-year terms; and

**WHEREAS**, the Honorable Mayor Jean Quan has appointed Maria Velez as the District 2 Representative upon the recommendation of Council President Kernighan and Jamila Iris Edwards upon the recommendation of Councilmember Gibson McElhaney as the District 3 Representative as a member of the Committee, to serve a one year term subject to confirmation by the City Council; now therefore, be it

**RESOLVED**, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Maria Velez to the Violence Prevention and Public Safety Oversight Committee for a one-year term beginning July 6, 2013 and ending July 5, 2014, filling the seat previously held by Richard Carter and Jamila Iris Edwards to the Violence Prevention and Public Safety Oversight Committee for a one-year term beginning April 20, 2013 and ending April 20, 2014, filling the seat previously held by Vicente Cruz.

**IN COUNCIL, OAKLAND, CALIFORNIA,  
PASSED BY THE FOLLOWING VOTE**

**AYES - KALB, PRESIDENT KERNIGHAN, GIBSON-MCELHANEY, SCHAAF, GALLO, BROOKS, REID  
AND KAPLAN**

**NOES-**

**ABSENT-**

**ABSTENTIONS-**

**ATTEST:**

---

**LATONDA SIMMONS**  
City Clerk and Clerk of the Council  
of the City of Oakland, California