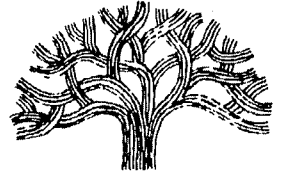


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CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3<sup>rd</sup> FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Honorable Libby Schaaf  
Mayor

(510) 238-3141  
Fax (510) 238-4731

Letter of Appointment

November 28, 2018

The Honorable City Council  
One Frank H. Ogawa Plaza, Second Floor  
Oakland, CA 94612

Dear President Reid and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has appointed the following person as a member of the following board or commission, subject to City Council confirmation:

**Head Start Advisory Board**

**Paula Ambrose**, to serve a three-year term that will begin March 12, 2017 and will end March 11, 2020 filling the seat previously held by Dr. Linda Perez.

**Nayeli Bernal**, to serve a three-year term that will begin March 12, 2017 and will end March 11, 2020 filling the seat previously held by Krishen Arvind Laetsch.

**Mark Friedman**, to serve a three-year term that will begin March 12, 2017 and will end March 11, 2020 filling the seat previously held by Alexandra Caraballo.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf  
Mayor

A large, stylized handwritten signature of Libby Schaaf, written in black ink.

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

18 NOV 29 PM 4:30

**Profile**

Mark

First Name

Middle Initial

Friedman

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Home

Primary Phone

Alternate Phone

self employed

Employer

Job Title

**Which Boards would you like to apply for?**

Head Start Advisory Board: Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I have 20 years experience in the early childhood education field. I am currently the Chair of the California State Advisory Council on Early Learning and Care.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

Mark Friedman Resume Oct. 2018.docx

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Mark Friedman [REDACTED]  
Employment Experience Jan 1989 Consultant to present Specialize in early childhood education programs including strategic planning, fundraising, and program development. Also political consulting, board development, meeting facilitation for a variety of non-profit organizations and government agencies. May 2014 Chief Executive Officer to Aug 2018 Thomas J. Long Foundation Walnut Creek, CA Led the foundation's grantmaking, strategic planning, administration, and management. The foundation annually made \$15-20 million in grants in Alameda and Contra Costa Counties in the areas of early education, seniors, disabilities, and safety net services. Responsible for forging partnerships with government and non-profit partners in order to leverage the effectiveness of the Foundation's community investments. Jan 1999 Chief Executive Officer to May 2014 First 5 Alameda County Alameda, California Responsible for the planning and implementation of innovative early childh Worked directly and indirectly with over 500 child care centers and family child care providers. Work with County Commission and community stakeholders to develop and implement the strategic plan. Direct and coordinate fiscal strategy, contracting, grantmaking, budgeting, media, research, diversity compliance, community outreach, infrastructure, parenting, strategic planning, evaluation, fiscal leveraging, and accountability. Work with various county departments including Health Care, Social Services, Public Health, and hundreds of community organizations. Serve as liaison to State and other County Commissions. Extensive experience in public speaking and media. Develop and monitor \$20 million annual budget. Hire, supervise, and lead staff of 60-70. Jan. 1992 Chief of Staff to County Supervisors Wilma Chan (1995-1999) and Don to Jan. 1999 Perata (1992-1995: Aide 1992-93, Chief 93-95) Alameda County, California Advised the Supervisors in the areas of children's services, seniors, health care, housing, economic development, financial services, land use, the environment, and transportation. Supervised other staff. Worked closely with a wide variety of communities and organizations throughout the district and county to develop innovative public policy and collaborative initiatives. Helped lead successful effort to save the Native American Health Center. Co-founded the Community Bank of the Bay, California's first community development bank which now has over \$30 million in deposits. Raised funds for Alameda Collaborative for Children, Youth, and Their Families. Helped create and served on the governing body for the Alameda County Lead Poisoning Prevention J.P.A. Instrumental in initiating and leading regional economic conversion efforts including the East Bay Conversion and Reinvestment Commission. Had input into the county budget of \$1.5 billion. Sept. 1989 Executive Director to Dec. 1991 Plant Closures Project, Oakland, California Directed all aspects of the project including training and technical assistance for labor unions, public relations and media, grantwriting, fundraising, community organizing, government liaison, administration, and personnel management. Among successful initiatives were the retention of jobs at Safeway and development of the nationally recognized West Berkeley Area plan that partnered retention of manufacturing jobs with environmental protection. Helped develop national industrial policy for the Federation for Industrial Retention and Renewal. Jan. 1980 Executive Director to Sept. '88 Special Child, Denver, Colorado Founded and led agency specializing in children with disabilities by providing child care, foster care, family support, and adoption services. Supervised a staff of 45 foster parents, licensed social workers, group home personnel, and support staff Worked with many government agencies on the local and state level.

Boards and Commissions (partial list) • Chair of the California State Advisory Council on Early Learning and Care (appointed by Governor Brown) • Mayor of City of El Cerrito, California in 2000, 2003, and 2014. El Cerrito City Councilmember for three terms. • Chair of the East Bay Community Foundation • Board member Youth Employment Partnership • Chair of Alameda County Earn It Keep It Save It advisory committee to increase the usage of Earned Income Tax Credit • President of the First 5 Association of California and the First 5 Foundation of California from 2003-2005, current member of the Executive Committee and Chair of the Advocacy Committee • Member of the Treasury Oversight Committee for Alameda County • Member of Steering Committee Oakland Reads 2020 • Co-Founder of the Alliance for Public Education in West Contra Costa County Unified School • Board member of Cyber Advanced Technology, a Berkeley based technology company.

Education  
M.A. in Management, Human Relations, and Organizational Behavior - University of Phoenix; B.A. in Arts Administration and Journalism - Antioch University.

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Please click the acknowledgement below.

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Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

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☒ I Agree \*

## Mark Friedman



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### Employment Experience

- Jan 1989 to present  
**Consultant**  
Specialize in early childhood education programs including strategic fundraising, and program development. Also political consulting, board development, meeting facilitation for a variety of non-profit organizations and government agencies.
- May 2014 to Aug 2018  
**Chief Executive Officer**  
**Thomas J. Long Foundation** Walnut Creek, CA  
Led the foundation's grantmaking, strategic planning, administration, and management. The foundation annually made \$15-20 million in grants in Alameda and Contra Costa Counties in the areas of early education, seniors, disabilities, and safety net services. Responsible for forging partnerships with government and non-profit partners in order to leverage the effectiveness of the Foundation's community investments.
- Jan 1999 to May 2014  
**Chief Executive Officer**  
**First 5 Alameda County** Alameda, California  
Responsible for the planning and implementation of innovative early childh  
Worked directly and indirectly with over 500 child care centers and family child care providers. Work with County Commission and community stakeholders to develop and implement the strategic plan. Direct and coordinate fiscal strategy, contracting, grantmaking, budgeting, media, research, diversity compliance, community outreach, infrastructure, parenting, strategic planning, evaluation, fiscal leveraging, and accountability. Work with various county departments including Health Care, Social Services, Public Health, and hundreds of community organizations. Serve as liaison to State and other County Commissions. Extensive experience in public speaking and media. Develop and monitor \$20 million annual budget. Hire, supervise, and lead staff of 60-70.
- Jan. 1992 to Jan. 1999  
**Chief of Staff to County Supervisors Wilma Chan (1995-1999) and Don Perata (1992-1995: Aide 1992-93, Chief 93-95)** Alameda County, California

Advised the Supervisors in the areas of children's services, seniors, health care, housing, economic development, financial services, land use, the environment, and transportation. Supervised other staff. Worked closely with a wide variety of communities and organizations throughout the district and county to develop innovative public policy and collaborative initiatives. Helped lead successful effort to save the Native American Health Center. Co-founded the Community Bank of the Bay, California's first community development bank which now has over \$30 million in deposits. Raised funds for Alameda Collaborative for Children, Youth, and Their Families. Helped create and served on the governing body for the Alameda County Lead Poisoning Prevention J.P.A. Instrumental in initiating and leading regional economic conversion efforts including the East Bay Conversion and Reinvestment Commission. Had input into the county budget of \$1.5 billion.

Sept. 1989  
to Dec. 1991

**Executive Director**

Plant Closures Project, Oakland, California

Directed all aspects of the project including training and technical assistance for labor unions, public relations and media, grantwriting, fundraising, community organizing, government liaison, administration, and personnel management. Among successful initiatives were the retention of jobs at Safeway and development of the nationally recognized West Berkeley Area plan that partnered retention of manufacturing jobs with environmental protection. Helped develop national industrial policy for the Federation for Industrial Retention and Renewal.

Jan. 1980  
to Sept. '88

**Executive Director**

Special Child, Denver, Colorado

Founded and led agency specializing in children with disabilities by providing child care, foster care, family support, and adoption services. Supervised a staff of 45 foster parents, licensed social workers, group home personnel, and support staff. Worked with many government agencies on the local and state level.

**Boards and Commissions (partial list)**

- Chair of the California State Advisory Council on Early Learning and Care (appointed by Governor Brown)
- Mayor of City of El Cerrito, California in 2000, 2003, and 2014. El Cerrito City Councilmember for three terms.
- Chair of the East Bay Community Foundation
- Board member Youth Employment Partnership

- Chair of Alameda County Earn It Keep It Save It advisory committee to increase the usage of Earned Income Tax Credit
- President of the First 5 Association of California and the First 5 Foundation of California from 2003-2005, current member of the Executive Committee and Chair of the Advocacy Committee
- Member of the Treasury Oversight Committee for Alameda County
- Member of Steering Committee Oakland Reads 2020
- Co-Founder of the Alliance for Public Education in West Contra Costa County Unified School
- Board member of Cyber Advanced Technology, a Berkeley based technology company.

## Education

M.A. in Management, Human Relations, and Organizational Behavior - University of Phoenix; B.A. in Arts Administration and Journalism - Antioch University.

**Profile**FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

18 NOV 29 PM 4:30

Nayeli

First Name

Bernal

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mobile:

Primary Phone

Home:

Alternate Phone

Employer

Job Title

**Which Boards would you like to apply for?**

Sugar Sweetened Beverages Community Advisory Board: Submitted

Head Start Advisory Board: Submitted

**Interests & Experiences****Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I have 15 years of experience in community-based research supporting organizations with planning, implementation, and evaluation of programs to promote more equitable outcomes in both early childhood education and nutrition and physical activity. I understand the important role of quality preschool and other early childhood experiences to increase kindergarten readiness and longer-term educational outcomes. I also have experience in working to promote systems change to increase healthy eating and active living opportunities for young children. More importantly, I am the mother of three young children under the age of 7 living in East Oakland and committed to ensuring my own children and others in my community have the best opportunities to grow healthy and happy.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

[NayeliBernalMPH\\_Resume2018.pdf](#)

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

Summary of Qualifications Over fifteen years of progressive experience in academic and community-based research. Over ten years of professional practice in program planning, implementation and evaluation. Experienced in quantitative and qualitative data collection and analysis methods. High-level skills summarizing, writing, and presenting information to diverse stakeholders. Strong project and staff



management, group facilitation and collaborative relationships. Team player with solid background in culturally and linguistically diverse environments. Bilingual and bicultural; native fluency in Spanish; certified translator and interpreter. Knowledge of data collection, management, and analysis tools, including SPSS, Atlas.ti, and Qualtrics. High capacity for learning skills, adapting to new situations and performing under pressure. Education Master of Public Health (MPH) in Community Health Education, May 2008. San Francisco State University, Department of Health Education, San Francisco, CA. University's Graduate Student Award for Distinguished Achievement. Certificate in Translation and Interpretation Studies, May 2005. The National Hispanic University, Translation and Interpretation Program, San José, CA. Bachelor of Arts in Psychology with Honors, August 2003. University of California, Berkeley, College of Letters and Science, Berkeley, CA. Relevant Experience Senior Research Analyst at Applied Survey Research (2016-present) o Develop new projects including seeking out new partnership opportunities, writing proposals, meeting with new clients, helping determine research and evaluation needs, and drafting logic models. o Refine scopes of work, finalize evaluation questions and designs, facilitate planning meetings, transcribe notes, communicate by phone or email to clients as appropriate, and identify key indicators for measurement and appropriate samples from whom data shall be collected. o Draft survey instruments or other protocol according to evaluation design and indicators of interest, manage or oversee launch of data collection activities, conduct key informant interviews, focus groups or observations, and/or coordinate other resources to do so. o Manage and oversee collection of data, including cleaning and verification, help finalize data analysis requests according to original evaluation design/questions, oversee processing of data, analyze preliminary data, request additional analysis as appropriate, and synthesize multiple kinds of data to produce summaries of key findings. o Draft evaluation reports and summaries, including visual charts, create PowerPoint presentations, and provide oral presentations to clients. o Facilitate data-to-action session with clients to help them discover their next action steps. Associate Specialist/Project Manager at UC Berkeley's Nutrition Policy Institute (2011-2015) o Design and conduct research on school-based nutrition and physical activity interventions. o Design research protocols and data collection instruments. o Mobilize and maintain the involvement of participating schools and research partners. o Train and coordinate the activities of other research staff. o Supervise data collection activities and conduct analyses. o Interpret findings and prepare reports for schools, communities, funders and policy makers. o Draft articles for publication in professional journals. o Present research findings at professional meetings. Research Assistant & Research Associate at Harder Company Community Research (2005-2010) o Contribute to designs of needs assessments, program plans, and process and outcome evaluations. o Monitor budgets and timelines, develop culturally appropriate tools and implementation plans. o Conduct qualitative and quantitative data collection and analysis. o Provide functional direction, feedback, and mentoring opportunities for research assistants. o Work with organizational teams and staff to coordinate work and provide technical assistance. o Synthesize complex information into user-friendly reports. o Prepare and deliver presentations to diverse audiences. o Interact regularly with clients to maintain positive relationships and fluid communication. Staff Research Associate I & II at University of California, San Francisco (2003-2005) o Recruit and screen study participants for a research study on Latino(a) young adult sexual health. o Assist in the development and translation of study measures and instruments. o Administer quantitative and qualitative interviews to participants in English and Spanish. o Convene a community youth advisory board for guidance on strategies for hard-to-reach youth. o Liaison between project and partners such as local hospitals/clinics and non-profit organizations. Other formative work experience: o Case Manager at Planned Parenthood Golden Gate (2004-2005) o Research Intern at National Council on Crime and Delinquency (2004-2005) o Research Assistant at San Francisco General Hospital (2002-2003) Presentations and Conferences Master Thesis Presentation (2008). Developing a Policy and Advocacy Evaluation Approach through Community Organizing: A Promising Framework for Evaluating Reproductive Justice Strategies in California. National Association for Chicana and Chicano Studies (2008). Promoting Reproductive Justice for Latinas in California: An Evaluation of the Latino Issues Forum's Policy Advocacy Strategies. American Evaluation Association (2007). Practicing Culturally-Based Evaluation: Learnings from the Field. American Public Health Association (2007). Assessing early identification, access to services, service system effectiveness and community collaboration for sexually trafficked Asian immigrants in San Francisco. National Association for Chicana and Chicano Studies (2004). Conducting Research on Sexuality with Latino Adolescents: Experiences of Latina/o Research Assistants. Reports and Publications Comprehensive Report of First 5 Alameda County School Readiness Assessment (2018, Pending). Evaluation Report for the 10 Books a Home Program, which promotes intrinsic learning motivation among preschoolers (2018, Pending). Evaluation Report for the Contra Costa Attendance Learning Network (2017). Leaders Among Us: Peer-Led Efforts

to Promote Healthy Living and Active Living in California (2012). Avance Special Needs Project Evaluation Report (2008-2009). Recommendations from the San Francisco Department of Public Health Community Programs Stakeholder Engagement Process (August 2008-May 2009). Planned Parenthood Mar Monte (PPMM) Teen Success Process and Outcome Evaluation Study (2008). Developing a Policy Advocacy Evaluation Approach through Community Organizing: A Promising Framework for Evaluating Reproductive Justice Strategies in California (2008). Student Social Adaptation to College as a Function of Close Relationships (2003). Variation in the Display and Experience of Love between College Latino and Non-Latino Heterosexual Romantic Couples (2002).

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**Please click the acknowledgement below.**

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---

☒ I Agree \*

## Nayeli Bernal, MPH

---

### Summary of Qualifications

- Over fifteen years of progressive experience in academic and community-based research.
- Over ten years of professional practice in program planning, implementation and evaluation.
- Experienced in quantitative and qualitative data collection and analysis methods.
- High-level skills summarizing, writing, and presenting information to diverse stakeholders.
- Strong project and staff management, group facilitation and collaborative relationships.
- Team player with solid background in culturally and linguistically diverse environments.
- Bilingual and bicultural; native fluency in Spanish; certified translator and interpreter.
- Knowledge of data collection, management, and analysis tools, including SPSS, Atlas.ti, and Qualtrics.
- High capacity for learning skills, adapting to new situations and performing under pressure.

### Education

- **Master of Public Health (MPH) in Community Health Education, May 2008.**  
*San Francisco State University, Department of Health Education, San Francisco, CA.*  
*University's Graduate Student Award for Distinguished Achievement.*
- **Certificate in Translation and Interpretation Studies, May 2005.**  
*The National Hispanic University, Translation and Interpretation Program, San José, CA.*
- **Bachelor of Arts in Psychology with Honors, August 2003.**  
*University of California, Berkeley, College of Letters and Science, Berkeley, CA.*

### Relevant Experience

- **Senior Research Analyst at Applied Survey Research (2016-present)**
  - Develop new projects including seeking out new partnership opportunities, writing proposals, meeting with new clients, helping determine research and evaluation needs, and drafting logic models.
  - Refine scopes of work, finalize evaluation questions and designs, facilitate planning meetings, transcribe notes, communicate by phone or email to clients as appropriate, and identify key indicators for measurement and appropriate samples from whom data shall be collected.
  - Draft survey instruments or other protocol according to evaluation design and indicators of interest, manage or oversee launch of data collection activities, conduct key informant interviews, focus groups or observations, and/or coordinate other resources to do so.
  - Manage and oversee collection of data, including cleaning and verification, help finalize data analysis requests according to original evaluation design/questions, oversee processing of data, analyze preliminary data, request additional analysis as appropriate, and synthesize multiple kinds of data to produce summaries of key findings.
  - Draft evaluation reports and summaries, including visual charts, create PowerPoint presentations, and provide oral presentations to clients.
  - Facilitate data-to-action session with clients to help them discover their next action steps.
- **Associate Specialist/Project Manager at UC Berkeley's Nutrition Policy Institute (2011-2015)**
  - Design and conduct research on school-based nutrition and physical activity interventions.
  - Design research protocols and data collection instruments.
  - Mobilize and maintain the involvement of participating schools and research partners.
  - Train and coordinate the activities of other research staff.
  - Supervise data collection activities and conduct analyses.
  - Interpret findings and prepare reports for schools, communities, funders and policy makers.
  - Draft articles for publication in professional journals.
  - Present research findings at professional meetings.

## Nayeli Bernal, MPH

---

- **Research Assistant & Research Associate at Harder Company Community Research (2005-2010)**
  - Contribute to designs of needs assessments, program plans, and process and outcome evaluations.
  - Monitor budgets and timelines, develop culturally appropriate tools and implementation plans.
  - Conduct qualitative and quantitative data collection and analysis.
  - Provide functional direction, feedback, and mentoring opportunities for research assistants.
  - Work with organizational teams and staff to coordinate work and provide technical assistance.
  - Synthesize complex information into user-friendly reports.
  - Prepare and deliver presentations to diverse audiences.
  - Interact regularly with clients to maintain positive relationships and fluid communication.
- **Staff Research Associate I & II at University of California, San Francisco (2003-2005)**
  - Recruit and screen study participants for a research study on Latino(a) young adult sexual health.
  - Assist in the development and translation of study measures and instruments.
  - Administer quantitative and qualitative interviews to participants in English and Spanish.
  - Convene a community youth advisory board for guidance on strategies for hard-to-reach youth.
  - Liaison between project and partners such as local hospitals/clinics and non-profit organizations.
- **Other formative work experience:**
  - Case Manager at Planned Parenthood Golden Gate (2004-2005)
  - Research Intern at National Council on Crime and Delinquency (2004-2005)
  - Research Assistant at San Francisco General Hospital (2002-2003)

### *Presentations and Conferences*

- Master Thesis Presentation (2008). Developing a Policy and Advocacy Evaluation Approach through Community Organizing: A Promising Framework for Evaluating Reproductive Justice Strategies in California.
- National Association for Chicana and Chicano Studies (2008). Promoting Reproductive Justice for Latinas in California: An Evaluation of the Latino Issues Forum's Policy Advocacy Strategies.
- American Evaluation Association (2007). Practicing Culturally-Based Evaluation: Learnings from the Field.
- American Public Health Association (2007). Assessing early identification, access to services, service system effectiveness and community collaboration for sexually trafficked Asian immigrants in San Francisco.
- National Association for Chicana and Chicano Studies (2004). Conducting Research on Sexuality with Latino Adolescents: Experiences of Latina/o Research Assistants.

### *Reports and Publications*

- Comprehensive Report of First 5 Alameda County School Readiness Assessment (2018, Pending).
- Evaluation Report for the 10 Books a Home Program, which promotes intrinsic learning motivation among preschoolers (2018, Pending).
- Evaluation Report for the Contra Costa Attendance Learning Network (2017).
- Leaders Among Us: Peer-Led Efforts to Promote Healthy Living and Active Living in California (2012).
- *Avance* Special Needs Project Evaluation Report (2008-2009).
- Recommendations from the San Francisco Department of Public Health Community Programs Stakeholder Engagement Process (August 2008-May 2009).
- Planned Parenthood Mar Monte (PPMM) Teen Success Process and Outcome Evaluation Study (2008).
- Developing a Policy Advocacy Evaluation Approach through Community Organizing: A Promising Framework for Evaluating Reproductive Justice Strategies in California (2008).
- Student Social Adaptation to College as a Function of Close Relationships (2003).
- Variation in the Display and Experience of Love between College Latino and Non-Latino Heterosexual Romantic Couples (2002).

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OAKLAND

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**Profile**

Paula

First Name

Ambrose

Last Name

[REDACTED]  
Email Address[REDACTED]  
Street Address

Suite or Apt

[REDACTED]  
City[REDACTED]  
State[REDACTED]  
Postal Code

Business [REDACTED]

Primary Phone

Mobile [REDACTED]

Alternate Phone

Kenneth Rainin Foundation

Employer

Program Officer, Education

Job Title

**Which Boards would you like to apply for?**

Head Start Advisory Board: Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I am a Program Officer and have been supporting early learning efforts in the city of Oakland for 6 years now. I grew up in Oakland and I am deeply committed to ensuring equitable opportunities and the best outcomes for our youngest learners. I also serve on the Board of the Oakland Literacy Coalition, an organization that works to ensure that every Oakland child learns and loves to read. Finally, I'm proud to say that I am also a Head Start alum.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

pambrose\_resume\_2018\_Head\_Start.doc

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

Please click the acknowledgement below.

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☒ I Agree \*

## S U M M A R Y

Accomplished professional with experience in a variety of areas including Philanthropy, Fundraising, Marketing, Organization & People Development and Human Resource Management. Excellent planning, execution and communication skills. Talent for collaborating and delivering results in dynamic environments. Strategic and/or tactical experience in:

- Planning
- Grant Making
- Community Relations
- Non-Profit Management
- Program Management
- Customer Experience Management
- Organization Development Consulting
- Learning and Development
- Team Development
- Employee Relations
- Staffing & Recruiting
- Compensation & Benefits

## P R O F E S S I O N A L   E X P E R I E N C E

### **Kenneth Rainin Foundation, Oakland, CA**

#### **Program Officer, Education (2012-Present)**

Responsible for managing the Foundations early childhood literacy initiatives and community grant making.

- Led the development of the first education strategy; launched first formal grant making process
- Successfully launched multi-partner initiative that provides professional development and coaching for preschool and transitional kindergarten teachers.
- Represent the Foundation on multiple citywide efforts aimed at improving outcomes for Oakland children.

### **Playworks-Education Energized, Oakland, CA**

#### **Director of National Partnerships (2010-2012)**

Responsible for leading the identification, development and launch of strategic partnerships and programs to help advance the mission of Playworks, a national organization that positively impacts youth and school communities.

- Developed and led strategy to position the organization to pursue mutually beneficial corporate partnerships (brand alignment, mission advancement). Secured first and most lucrative national corporate partner in the history of organization.
- Supported Executive Directors around the country in their efforts to build local corporate partnerships via coaching and collaborative efforts, captured best practices for dissemination nationally across 23 cities.

#### **National Community Engagement Manager (2009-2010)**

- Responsible for establishing and leading the community engagement strategy for the national organization.
- Created the infrastructure for effective community engagement including national volunteer engagement policies, processes and systems. Systems still being leveraged organization wide.
- Partnered with AmeriCorps VISTA branch to recruit and on-board VISTA resources for each Playworks city and provided leadership and support for a national VISTA community of practice. Met grant compliance and reported consistent success against grant objectives.

### **Hewlett-Packard Company, Palo Alto, CA**

#### **Sr. Program Manager-Global Social Responsibility (2007-2008)**

Managed education and economic development investments through planning, execution, evaluation and dissemination of results. Led community investment decisions related to initiative focus.

- Created positive brand awareness and participated in business unit press events to showcase HP's social investment activities.
- Led strategic partnership with non-profits and funded the development of educator professional development programs, entrepreneurial education and microfinance support.
- Awarded grants valued at \$12M in cash, equipment and professional development to micro enterprise nonprofits in underserved communities and to K-12 schools. Recognized by leaders for flawless execution and results.
- Provided \$2M in funding and sponsorship for education projects that developed resources for teachers and reinforced HP's education thought leadership.
- Guest panelist and moderator at the National Education Computing Conference on topic of education and best practices in technology integration. Conference attended by more than 18,000 educators & policy makers.

- Facilitated grantee forums for learning and community building, made site visits to potential and existing grant recipients to collect input for program development and learn about grant projects.

#### **Marketing Program Manager-Customer Experience, Culture & Communication (2004-2007)**

Developed and consulted on methods to drive customer centric culture, performance and business results.

- Designed customer and employee engagement forums to facilitate learning and effective strategic planning. Developed highly leveraged communication vehicles including video, web collateral and webinars designed to educate and improve customer centric culture and performance.
- Led customer consulting engagement with an HP global Fortune 500 customer account. Established collaborative relationship with account manager and customer contacts. Interviewed customer representatives from around the globe and identified areas for focused strategy development and collaboration. Facilitated joint planning session at customer site resulting in improved customer relationship and 10% increase in customer satisfaction scores.

#### **Organization & People Development Consultant (2002-2004)**

Consulted with senior leaders. Analyzed and improved organization processes, capabilities and performance which included coaching senior leaders, change management, team development and meeting facilitation.

- Co-led implementation of "Strategy in Action" forums designed to engage and mobilize employees globally around the business strategy. Effort impacted over 50,000 employees with program evaluations averaging 4.0 on 5-point scale. Received division award and recognition from Executive Sponsor.
- Co-creator and program lead for pilot "Focused Development Program" targeting diverse leaders. Designed and facilitated forums for mentoring, networking and best practice sharing. Subsequently 100% of program adopted into businesses "Leadership Development" portfolio.
- Led management of change team for cross-business integration effort. Designed and facilitated large group event attended by over 200 employees to align organization to change objectives. Event included external customers and key partners. Received positive recognition from Executive Sponsor.

#### **Human Performance and Process Engineer-Hardware Services Division (1996-2002)**

Provided human performance and process analysis and consulting to Hardware Service Delivery division.

Led global efforts designed to improve operational efficiency and reduce delivery costs.

- Led cross-business team in improving data integrity on a customer order and billing system. Developed computer-based training tool and performance intervention that netted a 90% reduction in coding errors.
- Led globally dispersed team in effort to reduce operational costs associated with customer support without impacting customer experience including program chartering and strategy development. Effort exceeded cost reduction and customer satisfaction goals set by stakeholders.

### **E A R L I E R   E X P E R I E N C E**

**Human Resources Operations Manager**– Hewlett-Packard Company

**Learning and Development Consultant and Trainer**- Hewlett Packard Company

### **E D U C A T I O N**

**M.S.**-- Human Resources Management & Organization Development, Golden Gate University, San Francisco, CA

**B.A.** --Psychology, Pitzer College, Claremont, CA

**B.A.** --Organization Behavior, Pitzer College, Claremont, CA

### **A F F I L I A T I O N S**

- Coro Center for Civic Leadership Development – Adjunct Facilitator
- A Better Chance Scholar – Alumni



---

**Profile**

Paula

First Name

Ambrose

Last Name

Middle Initial

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Kenneth Rainin Foundation

Employer

Program Officer, Education

Job Title

**Which Boards would you like to apply for?**

Head Start Advisory Board: Submitted

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**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I am a Program Officer and have been supporting early learning efforts in the city of Oakland for 6 years now. I grew up in Oakland and I am deeply committed to ensuring equitable opportunities and the best outcomes for our youngest learners. I also serve on the Board of the Oakland Literacy Coalition, an organization that works to ensure that every Oakland child learns and loves to read. Finally, I'm proud to say that I am also a Head Start alum.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

pambrose\_resume\_2018\_Head\_Start.doc

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

Please click the acknowledgement below.

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Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

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☒ I Agree \*

## S U M M A R Y

Accomplished professional with experience in a variety of areas including Philanthropy, Fundraising, Marketing, Organization & People Development and Human Resource Management. Excellent planning, execution and communication skills. Talent for collaborating and delivering results in dynamic environments. Strategic and/or tactical experience in:

- Planning
- Grant Making
- Community Relations
- Non-Profit Management
- Program Management
- Customer Experience Management
- Organization Development Consulting
- Learning and Development
- Team Development
- Employee Relations
- Staffing & Recruiting
- Compensation & Benefits

## P R O F E S S I O N A L E X P E R I E N C E

### **Kenneth Rainin Foundation, Oakland, CA**

#### **Program Officer, Education (2012-Present)**

Responsible for managing the Foundations early childhood literacy initiatives and community grant making.

- Led the development of the first education strategy; launched first formal grant making process
- Successfully launched multi-partner initiative that provides professional development and coaching for preschool and transitional kindergarten teachers.
- Represent the Foundation on multiple citywide efforts aimed at improving outcomes for Oakland children.

### **Playworks-Education Energized, Oakland, CA**

#### **Director of National Partnerships (2010-2012)**

Responsible for leading the identification, development and launch of strategic partnerships and programs to help advance the mission of Playworks, a national organization that positively impacts youth and school communities.

- Developed and led strategy to position the organization to pursue mutually beneficial corporate partnerships (brand alignment, mission advancement). Secured first and most lucrative national corporate partner in the history of organization.
- Supported Executive Directors around the country in their efforts to build local corporate partnerships via coaching and collaborative efforts, captured best practices for dissemination nationally across 23 cities.

#### **National Community Engagement Manager (2009-2010)**

- Responsible for establishing and leading the community engagement strategy for the national organization.
- Created the infrastructure for effective community engagement including national volunteer engagement policies, processes and systems. Systems still being leveraged organization wide.
- Partnered with AmeriCorps VISTA branch to recruit and on-board VISTA resources for each Playworks city and provided leadership and support for a national VISTA community of practice. Met grant compliance and reported consistent success against grant objectives.

### **Hewlett-Packard Company, Palo Alto, CA**

#### **Sr. Program Manager-Global Social Responsibility (2007-2008)**

Managed education and economic development investments through planning, execution, evaluation and dissemination of results. Led community investment decisions related to initiative focus.

- Created positive brand awareness and participated in business unit press events to showcase HP's social investment activities.
- Led strategic partnership with non-profits and funded the development of educator professional development programs, entrepreneurial education and microfinance support.
- Awarded grants valued at \$12M in cash, equipment and professional development to micro enterprise nonprofits in underserved communities and to K-12 schools. Recognized by leaders for flawless execution and results.
- Provided \$2M in funding and sponsorship for education projects that developed resources for teachers and reinforced HP's education thought leadership.
- Guest panelist and moderator at the National Education Computing Conference on topic of education and best practices in technology integration. Conference attended by more than 18,000 educators & policy makers.

- Facilitated grantee forums for learning and community building, made site visits to potential and existing grant recipients to collect input for program development and learn about grant projects.

**Marketing Program Manager-Customer Experience, Culture & Communication (2004-2007)**

Developed and consulted on methods to drive customer centric culture, performance and business results.

- Designed customer and employee engagement forums to facilitate learning and effective strategic planning. Developed highly leveraged communication vehicles including video, web collateral and webinars designed to educate and improve customer centric culture and performance.
- Led customer consulting engagement with an HP global Fortune 500 customer account. Established collaborative relationship with account manager and customer contacts. Interviewed customer representatives from around the globe and identified areas for focused strategy development and collaboration. Facilitated joint planning session at customer site resulting in improved customer relationship and 10% increase in customer satisfaction scores.

**Organization & People Development Consultant (2002-2004)**

Consulted with senior leaders. Analyzed and improved organization processes, capabilities and performance which included coaching senior leaders, change management, team development and meeting facilitation.

- Co-led implementation of "Strategy in Action" forums designed to engage and mobilize employees globally around the business strategy. Effort impacted over 50,000 employees with program evaluations averaging 4.0 on 5-point scale. Received division award and recognition from Executive Sponsor.
- Co-creator and program lead for pilot "Focused Development Program" targeting diverse leaders. Designed and facilitated forums for mentoring, networking and best practice sharing. Subsequently 100% of program adopted into businesses "Leadership Development" portfolio.
- Led management of change team for cross-business integration effort. Designed and facilitated large group event attended by over 200 employees to align organization to change objectives. Event included external customers and key partners. Received positive recognition from Executive Sponsor.

**Human Performance and Process Engineer-Hardware Services Division (1996-2002)**

Provided human performance and process analysis and consulting to Hardware Service Delivery division.

Led global efforts designed to improve operational efficiency and reduce delivery costs.

- Led cross-business team in improving data integrity on a customer order and billing system. Developed computer-based training tool and performance intervention that netted a 90% reduction in coding errors.
- Led globally dispersed team in effort to reduce operational costs associated with customer support without impacting customer experience including program chartering and strategy development. Effort exceeded cost reduction and customer satisfaction goals set by stakeholders.

## E A R L I E R   E X P E R I E N C E

**Human Resources Operations Manager**– Hewlett-Packard Company

**Learning and Development Consultant and Trainer**- Hewlett Packard Company

## E D U C A T I O N

**M.S.**-- Human Resources Management & Organization Development, Golden Gate University, San Francisco, CA

**B.A.** --Psychology, Pitzer College, Claremont, CA

**B.A.** --Organization Behavior, Pitzer College, Claremont, CA

## A F F I L I A T I O N S

- Coro Center for Civic Leadership Development – Adjunct Facilitator
- A Better Chance Scholar – Alumni

18 NOV 29 PM 4:30

  
City Attorney's Office

## OAKLAND CITY COUNCIL

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

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#### RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF PAULA AMBROSE, NAYELI BERNAL, AND MARK FRIEDMAN TO THE HEAD START ADVISORY BOARD

**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 City of Oakland has been a grantee of the Head Start Program since 1971 and is required to have an established policy council that shares responsibility with the governing body for overseeing the delivery of high quality services to children and families in accordance with Head Start Performance Standards; and

**WHEREAS**, the City Council passed Ordinance No. 13230 C.M.S. establishing the creation of the Head Start Advisory Board (HSAB) to assist the Council in its role as the Head Start Governing Body by overseeing, monitoring and reporting on the implementation of the Oakland Head Start/Early Head Start programs; and

**WHEREAS**, the HSAB is comprised of nine members serving no more than four consecutive three-year terms; and

**WHEREAS**, the Honorable Mayor Libby Schaaf has appointed Paula Ambrose, Nayeli Bernal, and Mark Friedman to the HSAB 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 following appointments to the Head Start Advisory Board:

**Paula Ambrose**, to serve a three-year term that will begin March 12, 2017 and will end March 11, 2020 filling the seat previously held by Dr. Linda Perez;

**Nayeli Bernal**, to serve a three-year term that will begin March 12, 2017 and will end March 11, 2020 filling the seat previously held by Krishen Arvind Laetsch; and

**Mark Friedman**, to serve a three-year term that will begin March 12, 2017 and will end March 11, 2020 filling the seat previously held by Alexandra Caraballo.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB,  
KAPLAN AND PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

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