

Needs Assessment

- Surveyed literature and statistics and wrote white papers on community education needs in Tech Prep areas: biotech, criminal justice, early childhood education and computer gaming
- Worked with Tech Prep Advisory Committees composed of business, industry, and community members, to evaluate workforce education needs
- Surveyed potential CyberSummer participants' needs to modify program each year
- Surveyed potential Summer Seminar participants' needs to modify program each year
- Determined community service needs for Moorpark College Service Learning program

Recruitment

- Work with community college departments and interdepartmentally to help them conceptualize, recommend, and develop special projects and programs
- Work with community college departments and interdepartmentally to help them conceptualize, recommend, and develop recruitment and public relations campaigns to promote those projects, programs, and the college to various publics
- Make presentations to high school and community college students and educators and the public about special programs at the community college – Moorpark College Tech Prep, Internship, Service Learning, CyberSummer, Academic Faire, Summer Seminar, and others – and about the college in general
- Plan, organize and facilitate special events such as CyberSummer, Summer Seminar, Academic Faire, East Ventura County High School/Community College Job Shadow Day – all used as recruitment tools
- After consulting with relevant administrators, faculty, staff and students, develop recruiting materials including flyers, brochures, newsletters, postcards, posters, event follow-up mailings, promotional videos, Web messages, podcasts, media releases, media kits
- Coordinate distribution of recruitment materials

Communication skills

- Cultivating relationships
- Writing for multimedia
- Editing for multimedia
- Technology (managed a Macintosh computer lab, teach integration of photography, audio and video components to best relay information)
- Speaking and presentations
- Teamwork

Curriculum development

- Ongoing work in formulating student learning outcomes and writing program plans
- Ongoing work in developing curriculum for journalism program at Ventura College
- Developed four-semester sequence of general education classes for One-Day College at Moorpark College
- Participated in developing curriculum for journalism program at Moorpark College
- Developed Service Learning course
- Coordinated Service Learning integration in courses in a wide variety of subject areas
- Participated in developing four-semester sequence for Learning Community Institutes
- Participated in developing suggested Health Sciences course sequence for high school students wanting to enroll in Moorpark College Health Sciences program
- Participated in creating and implementing professional development programs

Instruction

- Community college and university levels
- Mass Communication with an emphasis on new media
- Writing for the Media with an emphasis on new media
- Directed Studies with an emphasis on new media (including supervising three interns placed with in public relations projects and four placed in the New Media department at regional newspaper)
- Revising traditional print journalism curriculum to reflect evolving industry needs
- Also: Feature Writing, Copyediting, Media Production
- Designed and am currently teaching a distance education class in Mass Communication

EMPLOYMENT

Journalism instructor

August 2006-present

Teaching reinstated classes in temporarily closed journalism program, developed new program and curriculum to reflect current needs of the industry, conducted yearly program review, coordinated Ventura College student contributions to three-campus newspaper and Web site, coordinated student newsmagazine production for airing on local public access television station and YouTube, developed distance education journalism program and shell for first class in program, developed and implemented podcasting component for Writing for the Media class. Coordinate and oversee recruitment efforts.

Supervisor: Dean Kathy Scott, Ventura College/Dean Diane Moore, Ventura College, CA

Marketing & PR Consultant

February 2006-Present

Work with company teams to analyze strengths, weaknesses, opportunities and threats, define goals, identify the publics (or groups of people whose support or understanding is needed), and recommend and plan materials and activities to sell a product, service or idea, including branding, collateral materials, publicity, promotion, advertising, point-of-sale display, and special events. Specializing in the fields of higher education, art and environment.

Tech Prep Grants Project Manager

August 2003-February 2006

Coordinated Tech Prep Education Grant and East Ventura County Tech Prep Consortium contract activities for students at consortium member high schools and Moorpark College. Worked with high school and college representatives to create career education pathways for students. Facilitated events that have served more than 4,000 students and 200 faculty members and counselors each year. Coordinated and oversaw recruitment efforts for tech prep programs.

Supervisor: Dr. Victoria Bortolussi, Moorpark College, CA

Smaller Learning Communities Liaison

August 2002-May 2003

Coordinated Tech Prep activities with Moorpark High School under a joint Smaller Learning Communities grant, including enhancing Academies to Moorpark College Institutes pathways, facilitating pathways events, and working with business, industry, and community members to assure pathways meet student and workforce needs. Finalized overall work of a three-year grant ending in 2003.

Supervisor: Dr. Victoria Bortolussi, Moorpark College, CA

Service Learning Coordinator

July 2001-May 2002

Created the Service Learning @ Moorpark College program, including establishing an office; assessing faculty, nonprofit agency, and student needs; recruiting participants; planning and implementing training sessions; establishing a Service Learning course, and coordinating integration of Service Learning in 25 courses in a wide variety of disciplines. Also managed the grant budget and all required reporting. Coordinated, implemented and reviewed recruitment for program.

Supervisor: Dr. Victoria Bortolussi, Moorpark College, CA

Journalism instructor/newspaper advisor

August 2000-May 2001

Advised an award-winning community college newspaper, taught courses in newspaper production, news writing, copyediting & layout, and mass communication, as temporary full-time replacement for professor on one-year sabbatical.

Supervisor: Dean Diane Moore, Ventura College, CA

Special Projects Coordinator

January 2000-August 2000

Coordinated outreach, recruitment, and marketing to high schools and other institutions for Learning Community Institutes, CyberSummer, Summer Seminar and other special programs at Moorpark College.

Supervisor: Dr. Victoria Bortolussi, Moorpark College, CA

Interim Internship Program Manager

August-December 1999

Managed program that matches student interns with hands-on experiences in their career field, interfacing with students, faculty, and regional business and industry representatives. Arranged course credit for participating students. Coordinated, implemented and reviewed recruitment for program.

Supervisor: Dr. Margaret Tennant, Moorpark College, CA

Freelance writer and editor

June 1998 to June 2001

Compiled, ghostwrote, and edited clients books and articles. Began writing a novel.

Supervisor: Self

Journalist**1982-June 1998**

Held a variety of positions, advancing from intern to assistant editor/reporter, to managing editor of one weekly newspaper, to managing editor of three weekly newspapers; then community editor, copyeditor, wire editor, assistant features editor, and, finally, Lifestyle and Features editor of daily newspapers. In that final position, supervised and edited content for the Life section of a 96,000-circulation daily newspaper; supervised one editor, four reporters, and 21 community columnists; worked with heads of other departments, including new multimedia department, to assure the best product possible; interfaced with the public. Appointed to the newspaper's marketing committee.

Supervisor: Joe Howry, Ventura County Star, Ventura, CA

MEMBERSHIPS**Ventura County Community College District Committees**

- VCCCD Student Voice Advisory Committee 2006-2009
- Ventura College High School to College Connections Conference planner/participant 2007
- Oxnard College Youth Leadership Conference committee 2005-2007
- Moorpark College Career Education Council 2002-2006
- MC Academic Faire Committee 2002-2006
- MC Academic Senate 2005-2006
- MC Education Committee for Accreditation and Planning 2005-2006
- Summer Seminar Committee 2000-2006
- East Ventura County Groundhog Job Shadow Day Committee 2000-2006
- South Coast Regional Consortium for Tech Prep 2003-2006
- Moorpark College Learning Communities Committee 2000-2005
- MC Campus Environment Committee 2003-2005
- MC Facilities Steering Committee 2003-2005
- MC Facilities Project-Specific Committee, Academic Center 2003-2005
- LULAC Dare to Dream conference planner/participant 2003
- Pacific Southwest Learning Communities Conference Committee 2001
- (co-chair, student media project) 2004

Professional and Volunteer Associations

- Flagstaff Communicators 2009-present
- National Association of Women in Communications 2008-2009
- California Chicano News Media Association 1992-2009
- Ventura County Community Foundation Scholarship Selection Committee 2003-2008
- Conejo Area Coordinating Team 2004-2006
- Moorpark High School Business Academy Advisory Board 2004-2006
- Moorpark High School Smaller Learning Communities Board 2002-2004
- Community Colleges Service Learning Conference Organizing Committee 2001-2002
- Oxnard Environmental Advisory Committee 1970s
- Interface Hotline and Crisis Counselor volunteer 1970s

HONORS /AWARDS

- Invited presenter on Marketing Your Classes, Ventura College division 2007
- Certificate of Appreciation, Conejo Valley School District 2006
- Certificate of Appreciation, Junior Achievement 2004, 2005
- Invited presenter, National Career Academies Conference 2004
- Invited presenter, Service Learning Panel at Ventura College 2003
- Invited panelist, American Association of Feature and Sunday Editors 1997
- Invited presenter, Journalism Association of Community Colleges 1990, 1995
- Team Award for Best Lifestyle Coverage, CNPA 1995
- Award for team coverage of Northridge earthquake 1994
- Award for in-depth series on environment 1991
- Award for editorial on Saving the Sespe River 1986