

Consulting Experience

Graterol Consulting, *Integrating Social Research & Technology*, California Evaluation, Strategic Planning, and Program/Organizational Development Founder and Principal, 2007 to present

Assisting non-profit organizations and funders with evaluation, strategic planning, and organizational development. This includes conducting single or multi-site, multi-cultural, community-based evaluations, assessments, and strategic planning using web-based technology combined with traditional methodologies to engage stakeholders, facilitate learning, and bring clarity throughout the process. Conducting field research and policy scans involving social determinants of health and health disparities.

- **Marin Community Foundation (MCF)**
 - As a member of the Advisory Panel, provide direction around policy frameworks during the development of a comprehensive report assessing the gaps in health, education, and income in Marin County titled "Portrait of Marin". The recently published report was commissioned by the American Human Development Project.
 - Conduct the evaluation of the Thriving Families Network (TFN), an economic development effort under MCF's Ending the Cycle of Poverty Strategic Initiative to Increase the income of low-wage earners. TFN is a dynamic group of caring professionals and agencies strengthening individuals, their families, and communities through comprehensive services and active collaboration.
 - Conduct a policy scan under the Foundation's Improving Community Health program area to address the social determinants of health impacting underserved and immigrant communities in Marin County. The policy scan led to the development of a resource guide titled, "Improving Access to Affordable Healthy Food: A Resource Guide for Implementing Policy Changes in Marin County". The guide was published to assist community leaders and grantees in developing and implementing policy changes in Marin County.
 - Develop evaluation frameworks for MCF's Community Grants program areas: Access to Parks, Green Space; Arts Education; Arts in the Community; Equity in Legal Protection; Improving Community Health; Integration of Immigrants; Restoring Ecosystems; Social Justice and Interfaith Understanding; and Successful Aging.
 - Develop the evaluation framework for MCF's Ending the Cycle of Poverty Strategic Initiative Strategy 1: Increase the income of low-wage earners.

- **Advocacy Coalition of Tulare County for Women and Girls (ACT):** Conduct the evaluation of the Female Leadership Academy (FLA) a policy and leadership development effort in the California Central Valley to engage young women in the promotion of personal and social change.

- **Community Health & Prevention Services - County of Marin Health & Human Services:** Conduct the evaluation of the Puentes Collaborative, a statewide effort of the California Department of Public Health to reduce teenage and unintended pregnancy and absentee fatherhood, promote responsible parenting and assist adolescents in accessing clinical services.

- **Canal Welcome Center:**
 - Assist with the implementation of the Canal Welcome Center Strategic Plan recommendations, including: board development; fund development; internal capacity building; and outreach/marketing.
 - Conduct the evaluation of the Cultural Cafe, a grassroots social justice movement building project to improve the living conditions in the Canal neighborhood, San Rafael.

- **Marin County Bicycle Coalition:** Develop, plan outreach, and implement street safety educational curricula for Spanish speaking cyclists and pedestrians under the Share the Road program.

- **Grassroots Leadership Network:** Conduct the evaluation of the Building Healthy Communities Initiative, a community leadership effort funded by The California Endowment to raise the voice of underrepresented residents and develop a list of public concerns from which policy change can be pursued to promote healthier communities in Marin County.

Abundantia Consulting, LLC, San Francisco, California Principal (2004 to 2005) / Project Director: 2004 to 2006

Directed and conducted the following evaluations using creative and innovative web-based approaches integrating technology and graphic arts with evaluation techniques:

- Marin Community Foundation - Thriving Families Initiative
- Rockefeller Foundation - North America Transnational Communities
- The California Endowment:

- Health Eating Active Communities
- Women Leadership Circles
- Agricultural Workers Health Initiative
- Hispanics in Philanthropy - Funders Collaborative
- Latino Health Access - Promotores Diabetes Follow-Up

Prosperitas Consulting, Marin County, California

Principal: 2002 to 2004

Directed and conducted multi-site, multi-cultural, community-based - local, regional and statewide - evaluations and strategic planning using creative and innovative approaches integrating technology and graphic arts with evaluation techniques. Designed and implemented electronic evaluation and strategic planning tools including web-based databases and electronic surveys. Conducted program planning and curriculum development.

Evaluation:

- Marin Community Foundation & Robert Wood Johnson Foundation - Marin County Latino Health Access Project: Latino Pathways
- Marin Community Foundation:
 - San Rafael Canal Healthy Neighborhood
 - Thriving Families Initiative
- The California Endowment - Diabetes Strategic Grants Program
- Marin Health and Human Services Department - Peer-mentor Project for home based family childcare providers

Strategic planning:

- Project Concern International - Border Reproductive Health Initiative
- The California Endowment - Agricultural Health Workers Program
- San Francisco State University, Urban Institute and Health Education Department - Health & Social Justice Network

Independent Public Health Consultant, San Francisco, California: 1998 to 2000

- Managed and coordinated a community collaboration project between academic and community faculty to co-design and co-teach service learning courses on women's health, harm reduction and substance use, economic development, welfare reform, homelessness and public policy. (Department of Health Education, San Francisco State University)
- Conducted needs assessments among the San Francisco Department of Public Health staff to evaluate the level of awareness of health disparities between African Americans and other ethnic groups. Analyzed qualitative and quantitative data sets using EpiInfo and SPSS (San Francisco Department of Public Health)
- Developed a program plan and designed its evaluation plan using a Freirian model to address root causes of substance use in the BayView Hunters Point neighborhood, San Francisco. San Francisco Department of Public Health.

Independent Technology Consultant, Marin County, California: 1996 to 2002

Assessed and evaluated resources and needs to upgrade and/or acquire appropriate computer equipment and programs. Conducted end-user technical training and workshops.

YICA Systems, S. A., Caracas, Venezuela

Principal: 1988 to 1989

Designed and implemented customized accounting and billing systems for small businesses in PC platform using Dbase, Clipper, Pascal, Basic and C.

Independent Social Worker, Caracas, Venezuela, 1987 to 1990.

Planned, developed, fundraised for and managed educational programs in health, hygiene, safety, first aid, reading and writing, cooking, nutrition and other basic needs for poor women and children living in remote rural areas.

Professional Experience

Canal Alliance, San Rafael, California

Associate Executive Director: 2007

Oversaw all aspects of agency operations and management including management of staff and programs, fund development, finances, board of directors and public relations as well as agency evaluation and strategic planning.

**Department of Health Education, College of Health and Human Services, San Francisco State University, California
Senior Research Associate: 2001 to 2005**

Conducted community-based evaluations in multi-ethnic California communities. Gathered and analyzed quantitative and qualitative data. Trained statewide project staff in data collection and management. Developed websites and database systems for data collection, information dissemination, on-line strategic planning and distance learning curriculum.

Community-based, statewide evaluations:

- Welcome Back: International Health Workforce Re-training Initiative (The California Endowment)
- Diabetes Strategic Grants Program (The California Endowment)
- Strategic planning of the Health and Social Justice Network

**Office of Community Service Learning (OCSL), San Francisco State University, California
Communications Director: 1999 to 2001**

Oversaw and managed the maintenance of a web-based database containing community placements (Community Connections DataBase) available to faculty, community agencies and students through a web interface in Perl, Java and html coding. Maintained the OCSL website using Dreamweaver and straight html coding. Coordinated the development and maintenance of online instructional materials for faculty, community agencies and students. Coordinated and monitored with computer science students a Unix server and its application support activities. Maintained electronic communications for faculty, community partners and students performing service learning. Coordinated purchases, installation and maintenance of OCSL computer equipment.

**Department of Health Education, College of Health and Human Services, San Francisco State University, California
Lecturer: 1998 to 2000**

Developed and taught an on-line service learning course, Structural Inequities and Public Health, using Dreamweaver, Netscape Composer, Photoshop and CourseInfo for the electronic tools.

Bay Area Homelessness Program (BAHP), Department of Health Education, College of Health and Human Services, San Francisco State University, California

Education Director: 1997 to 1999

Managed and coordinated the educational, technological and administrative functions of the Bay Area Homelessness Program (BAHP). Responsible for overall financial operations including administrative, accounting, account payable, and budget development.

Educational responsibilities included:

- Coordinated Regional Advisory Committee activities including program expansions through site visits and quarterly meetings with member campuses.
- Coordinated outreach efforts of BAHP educational program with community based organizations.
- Developed and coordinated community service learning placements in the Bay Area for university students taking courses of the Department of Health Education curriculum.
- Assisted on qualitative community based research projects among homeless groups.
- Developed student leadership and advocacy groups, especially with students formerly or currently homeless

Technological responsibilities included:

- Designed and developed BAHP website using Claris Home Page. This site included a clearinghouse for information and a downloadable educational tool kit, Homeless Education Kit, with games and simulations on homelessness and affordable housing issues.
- Updated and maintained BAHP databases in FileMaker Pro and electronic communication through listserv of member campuses.
- Purchased, installed and maintained BAHP computer equipment including PC and Mac hardware and software.
- Designed the technological aspects of HED/URBS 582 Homelessness and Public Policy, an on-line service learning course that included on-line syllabus design and web conferencing implementation.

Isabel Allende, Sausalito, California

PC Support Specialist / Office Manager / Event Coordinator: 1992 to 1996

Customized hardware and software. Evaluated resources, needs and specifications to acquire appropriate computer equipment and programs. Designed and conducted end-user training on software programs (MS Word, WordPerfect, MS Excel, Lotus1-2-3, MS PowerPoint, PageMaker, MS Access, Paradox, FileMaker, Photoshop, Illustrator and Quicken) and Internet access (WWW, FTP, Telnet and Gopher). Recruited, trained and supervised support staff: secretary/receptionist, accountant/bookkeeper and

event coordinator. Coordinated establishment of new office including site planning, physical layout, interior design and purchasing of equipment, furniture and supplies. Designed and implemented office procedures including computerization of the office systems: accounting, inventory, coordination of events and management of contracts. Coordinated scheduling of international and domestic conferences, readings, lectures, promotion tours and fundraising events including logistics, media coverage, itinerary, transportation and accommodations. Designed and implemented an information flow system to facilitate tracking and control of bank accounts, current financial statements, investment reports, publisher statements, commissions due to literary agent and royalties earned worldwide. Prepared monthly payroll, A/P, A/R, quarterly and annual tax returns and budget revisions.

Lagoven, S. A., Oil Company, Caracas, Venezuela

Support Specialist / Software Developer: 1989 to 1991

Resolved employees questions and problems related to desktop publishing, word processing, relational databases and spreadsheet programs. Wrote technical documentation, quick reference guides and operation manuals for end-users and technical staff. Designed and implemented a centralized information system using relational databases to support the managerial staff in the decision-making process. Used CSP, AS and SQL on an IBM 3090 under VM. Developed a relational database system for storage and retrieval of maps. Used REXX and SQL on an IBM 3090 under VM as the server and SUN workstations for the visualization process. Developed graphics subroutines using Fortran on VAX Intergraph workstations.

Canigua High-School, Caracas, Venezuela

Computer Teacher: 1985 to 1989

Designed, implemented and initiated the computer academic curriculum for all grades including classrooms, computer labs and computer clubs. Recruited, trained and supervised two teaching assistants.

Professional Presentations (partial list)

- "Accelerating Inter-Agency Collaboration and Outcome Measurement in Online Environments", Annual Conference of the American Evaluation Association (AEA), November, 2011, Anaheim, California.
- "Organizational Planning: Strategic and Annual", Annual Leadership Conference, Hispanics in Philanthropy (HIP), February 2007, Wilshire Grand Hotel, Los Angeles, California
- "New, web-based evaluation system supports real time decision-making", Annual Conference of the American Public Health Association (APHA), October, 2003, San Francisco, California
- "Using Technology for Public Health Global Organizing", Annual Conference of the American Public Health Association (APHA), October, 2001, Atlanta, Georgia
- "BCOM's Evaluation Plan: Bridge for Community & Mobilization", SF Department of Public Health, May 2000, San Francisco, California
- "Balancing Health Disparities, Social Inequalities and Structural Inequities", Annual Conference of the American Public Health Association (APHA), November 2000, Boston, Massachusetts
- "The Balance of Power: A Freirian Model to Addressing Root Causes of Substance Use", Annual Conference of the American Public Health Association (APHA), November 2000, Boston, Massachusetts
- "BCOM: Bridge for Community & Mobilization", SF Department of Public Health, December 1999, San Francisco, California
- "Structural Inequities as a Public Health Issue: Shifting the Life-style Paradigm to Addressing Contextual Factors as the Principal Determinants of Health", Annual Conference of the American Public Health Association (APHA), November 1999, Chicago, Illinois
- "The Health Status of African Americans: Awareness & Opinions from SFDPH Staff", SF Department of Public Health, Health Promotion & Prevention Branch, May 1999, San Francisco, California
- "Identifying African American Leaders: African American Health Initiative Planning", SF Department of Public Health, Health Promotion & Prevention Branch, December 1998, San Francisco, California

Education

- 1998 to 2001 MPH in Community Health Education, Honor: Graduate Student Award for Distinguish Achievement, San Francisco State University, San Francisco, California, US
- 1982 to 1989 BS in Computer Engineering, Simón Bolívar University, Caracas, Venezuela

Additional Training

- 1989 Programming in SQL, Introduction to VM, Application Development with AS & CSP
- 1990 SQL/DS & QMF Workshop
- 1996 CPR, Health, Safety and First Aid
- 1997 Principles & Techniques of Fund Raising. Fundraising School, University of Indiana
- 1998 Grant Writing Workshop, Office of Community Service Learning, San Francisco State University
- 2000 Overview of Harm Reduction, Harm Reduction Training Institute

Professional Affiliations

- American Evaluation Association (AEA)
- American Public Health Association (APHA)

Volunteer Experience

Bike Trails Work, Marin County, California

Volunteer, 2001 to Present.

Participating in trail work and maintenance projects coordinated by Bicycles Trail Council of Marin.

Local Bicycle Festivals, Bike Clubs and Rides Coordination/Participation, Marin County, California

Volunteer, 2001 to Present.

Organizing mountain bike and road rides around the San Francisco Bay and Tahoe. Participates in several local bike festivals (i.e., Fairfax Fat Tire Festivals, Biketoberfest Annual Events, participating at her son's high school mountain bike activities taking youth out on mountain bike rides.)

Marin County Bicycle Coalition (MCBC), Marin County, California

Board Member, 2008 to 2010.

MCBC promotes the development of safe routes in Marin County for cyclists and pedestrians both for transportation and recreation purposes. For more information, visit MCBC's website.

Transportation Advocacy, Marin County, California

Community Advisory Committee Member, 2001 to 2002.

Member of the Non-motorized Transportation Pilot Program (NTPP) Community Advisory Committee. NTPP is a component of the federal transportation bill SAFETEALU (Section 1807), enacted in 2005, and allocates \$25 million to Marin County; Sheboygan County, Wisconsin; Minneapolis, Minnesota; and Columbia, Missouri, for the purpose of constructing infrastructure and conducting educational programming to ascertain whether bicycling and walking can result in a greater share of overall trips and thus reduce single-occupant vehicle usage.

Law Offices Tesler, Sandmann & Fishman, Mill Valley, California

Legal Assistant / Political Asylum Advocate, 1994 to 1996.

Worked as a legal interpreter during interviews and meetings with Spanish clients. Translated and wrote declarations and legal documents from English to Spanish and vice versa. Testified for clients at the hearings before the United States Immigration Court.

Hobbies

Celia is a passionate mountain biker. She loves to mountain bike, organize and lead mountain bike rides as well as teach others to master in this exhilarating outdoors sport. Her favorite website is Mountain Biking Marin (www.mountainbikingmarin.com)