

# MARCELA O. GARCIA

1204 S. CESAR CHAVEZ DRIVE | MILWAUKEE, WI 53204 |  
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## CAREER SUMMARY

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Director with broad experience in non profit and educational environments with proven success in program development, board development, marketing, grant writing, data management and establishment of collaborative relationships with emphasis in multicultural and emerging markets.

## EXPERIENCE

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Partners Advancing Values in Education

2012-present

### **Associate Program Director—Board Governance and Leadership**

*Assists in the planning, implementation, monitoring and evaluation of the PAVE Governance and Board Leadership programs at 55 campuses & 38 school systems.*

- Leads Board Corps initiative of recruiting and training of Milwaukee area professionals for board service of independent schools.

Saint Joan Antida High School

2011-2012

### **Director of Admissions and Enrollment**

*Directed and implemented the recruitment & admissions process for new students while managing the Admissions and Enrollment Department, New Student Orientation Programs, and Scholarships/Financial Aid or Milwaukee Parental Choice Program. Was a member of the school's Leadership Team, lead the Student Ambassador Program and cultivated community connections to create new relationships and partnerships.*

- Successfully registered 42% of 2010-2011 total student enrollment
- Successfully registered 46% of 2011-2012 total student enrollment
- Planned, executed, and evaluated annual calendar of special events, including Girls in Engineering Fairs (GIEF), Shadow Day Program and Open House.
  - Created and amplified GIEF attendance by 71% (March 2010-October 2012)
  - Increased Open House attendance by 81% (February 2010-October 2012)

Social Development Commission

2010

### **Financial and Employment Planner**

*Determined eligibility of W-2 program participation based on Wisconsin policies and regulations.*

- Assisted participants understand the personal work habits and life skills necessary to secure and maintain employment while aiming for self-sufficiency and economic independence.
- Facilitated mentoring for participants who have advanced into unsubsidized employment to ensure continued success on the job.
- Managed a caseload of clients as processed through the W-2 program while making referrals to community resources and/or other government programs.

Milwaukee Achiever Literacy Services, Inc

2009-2010

### **Career Coach**

*Supported clients in developing educational and vocational plans. Worked with WLA and W-2 sponsored client identifying client barriers and referrals to wrap around services.*

- Conducted assessment of skills, knowledge, and abilities, and guided clients through goal setting and action steps.
- Managed Bilingual Medical Interpreter Certification Program.
- Built relationships with community-based organizations, government agencies, and community colleges.

## EDUCATION

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University of Wisconsin-Milwaukee <i>Non-profit Leadership Certification</i>	Milwaukee, WI	2008
University of Wisconsin-Madison <i>B.A. English Literature, Emphasis in Creative Writing</i> <ul style="list-style-type: none"><li>• Certificate in Chican@/Latin@ Studies</li><li>• Certificate in American Indian Studies</li></ul> Summer Science Institute Scholar, Powers-Knapp Scholar, PEOPLE Program Scholar, Undergraduate Research Scholar, Pathways to Excellence Scholar	Madison, WI	2007

## TRAININGS

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- BoardSource Leadership Forum 2012- present
- Constructing an Effective Team: The Nuts and Bolts of Board Building
- Essential Components of Board Governance
- Fundraising for Board Members
- Making the Grade: Assessment and Evaluation of Boards and School Performance

## COMMUNITY AND PROFESSIONAL AFFILIATIONS

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- *Circles of Giving member*, Women's Fund of Greater Milwaukee
- *Co-chair*, Latinas En Acción
- *Promoting Academics in Latino Milwaukee Steering Committee Member*, Latino Student Fund
- Hispanic Professionals of Greater Milwaukee
- Sigma Lambda Gamma National Sorority, Inc.
  - Founder and chartering member of the Kappa Gamma Chapter at UW-Madison
  - Public Relations and Marketing Chair, chartering member, Greater Area of Milwaukee-Madison Alumnae Association
- *Board of Directors*, One MKE
- *Co-Founder*, SciGirls Científicas De Milwaukee
- *Board of Directors*, Artists Working in Education
- *Trustee*, Sigma Lambda Gamma Education Foundation

## PUBLICATIONS AND PRESENTATIONS

- A Guide to Public Speaking, guest lecturer at the Latino Nonprofit Leadership Programs Nonprofit Manager Module, 2013 & 2014
- Developing a Portfolio, guest lecturer at the Latino Nonprofit Leadership Programs Nonprofit Manager Module, 2012
- Impact of Bilingual Education, luncheon panelist at Wisconsin Association for Bilingual Education's Annual Conference, 2012
- Creating a Culturally Competent Volunteer Base, presenter at Wisconsin Association for Bilingual Education's Annual Conference, 2010
- Creating Portfolios, guest lecturer at the Latino Nonprofit Leadership Programs Nonprofit Manager Module, 2010
- *Ixmati Latina, A Learning Process*, guest lecturer at the Latino Nonprofit Leadership Programs Community Project Module, 2009
- *Recalling Memories*, Poem, Polvo Magazine, 2005
- *Revolutionary Heroes*, Essay, Pathways to Excellence's The Chalk Board, VOL 13 I, 2004
- *Chicanas in Lowrider Culture*, research paper, *Concientización: Chican@ and Latin@ Studies Journal*, 2003