

CAREER SUMMARY

MBMD STRATEGIC CONSULTANTS LLC
THE ART INSTITUTE OF CHICAGO
AMERICAN INSTITUTE FOR FREE LABOR DEVELOPMENT
THE COMMONWEALTH FUND
UNITED STATES PEACE CORPS

CHIEF STRATEGIST
DIRECTOR FOR COMMUNITY PROGRAMS
PROGRAM OFFICER
PROGRAM ADMINISTRATOR
COOPERATIVE ADVISOR

PROFESSIONAL EXPERIENCE

AREAS OF EXPERTISE:

STRATEGIC PLANNING

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STRATEGIC PLANNING

- Facilitated the strategic planning process for Auditorium Theatre of Roosevelt University, The Art Institute of Chicago's Leadership Advisory Committee. Black Metropolis Research Consortium at The University of Chicago, Audience Architects, the Woods Fund, The Association of American Cultures, Free Street Theatre, The Vivian G. Harsh Society, The Dance COLetive, The Guild Complex, The Chicago Children's Theatre, Little Black Pearl Art and Design Center, South Chicago Art Center, Southside Community Art Center, Global Girls Inc., the Guild Complex, Columbia College Chicago among others.

FACILITATION

MARKETING

RESEARCH

COMMUNITY ENGAGEMENT

The Art Institute of Chicago

- Spearheaded the strategic planning for the Art Institute's Latino engagement initiative.
Functioned as a lead member of the museum's Staff Diversity Team charged with facilitating dialogue on institutional diversity issues. Assisted in the design and implementation of the Art Institute's staff diversity initiative.
Developed the strategic plan for the museum's first urban professionals volunteer corps and oversaw a cadre of over 40 volunteers.

PROGRAM DEVELOPMENT

ARTS MANAGEMENT

MARKETING

Adjunct Faculty, Columbia College Chicago

- Lectured on arts marketing to undergraduate students.

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- Developed the institutional marketing platform for the Mitchell Museum of the American Indian.
Conducted a marketing assessment and audience analysis, which included a visitor mapping, for The Renaissance Society as part of its goal to increase its loyal core audience and expand engagement of its critical core audience.
Performed a qualitative assessment of teens' and young adults' perceptions, attitudes and program preferences at the Beverly Arts Center to enable the Center identify which programs possess a stronger marketing appeal and which activities need to be repositioned.
Developed the institutional marketing plan for The Guild Complex
Collaborated with Morris Communications in creating and implementing the marketing plan for DanceAfrica Chicago.
Conducted the competitive analysis for, and collaborated with the Chicago Children Theatre in the marketing and audience engagement strategies for the launch of its premier production A Year With Frog and Toad.

MARKETING (CONT.)

The Art Institute of Chicago

- Reviewed and approved membership materials directed at African American audiences.
- Worked in partnership with Burrell Advertising in the development of collateral and marketing materials designed to increase engagement of African American audiences with the museum.
- Appointed by the museum President to serve as project coordinator for the *To Conserve a Legacy* exhibition, overseeing marketing and program development for its most successful exhibit designed to engage African American audiences with the institution.

FACILITATION

Certified Professional Facilitator endorsed by the International Association of Facilitators

- Facilitated retreats, planning sessions, and community forums for a variety of institutions that include: The Auditorium Theatre of Roosevelt University, Bronzeville Artists Lofts, Chicago Sinfonietta, Congo Square Theatre, The Fry Foundation, The Joyce Foundation, 3Arts, Deeply Rooted Productions, Chicago Collections Consortium, Chicago Department of Cultural Affairs and Special Events, DuSable Museum of African American History, the Urban Health Initiative – University of Chicago, among others.

AUDIENCE AND COMMUNITY ENGAGEMENT

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- Conducted the artists and stakeholder engagement strategy for the Bronzeville Artist Lofts development.
- Served as the lead consultant overseeing the Chicago Arts Learning Initiative's Network Work group charged improving the fluidity of information; maximizing resource sharing; and enhancing peer learning among arts education providers serving CPS students – as part of an overall plan to improve K-12 education in Chicago.
- Developed the audience engagement strategic framework for the Chicago Children's Theatre
- Develop arts and culture organization strategy to engage institutional participation with the Mapping Cultural Participation Study.
- Created the audience engagement strategies for DanceAfrica Chicago.
- Developed the artist and community engagement strategy for Artspace Projects – Switching Station Artist Lofts.

The Art Institute of Chicago

- Develop the community engagement plan for the Art Institute of Chicago.
- Oversaw a volunteer team (Urban Professionals Partners Corps) of close to 50 volunteers.

PROGRAM DEVELOPMENT

The Art Institute of Chicago

- Designed and implemented a myriad of educational programs including, *Kaleidoscope: A Family Day*, The Art Institute of Chicago's largest one-day audience development initiative serving over 8,000 visitors.
- Partnered in the creation of the Chicago Public Schools Quilt Millennium Project, collaboration between the Art Institute, Chicago Arts Partners in Education, and the Chicago Department of Cultural Affairs.

PROGRAM DEVELOPMENT (CONT.)

American Institute for Free Labor Development (AFL-CIO)

- Conducted internal environmental and internal assessments of labor unions in Central America and the Caribbean which led to the improvement of union operations.
- Organized seminars and workshops that improved members' knowledge of the roles and responsibilities of unions.

United States Peace Corps

- Designed and facilitated workshops on management, marketing, accounting principles and membership practices for cooperatives in the Federation of St. Kitts/Nevis.

EDUCATION

The School of the Art Institute of Chicago,
DePaul University

M.A., Arts Administration
B.A., Marketing and Research

SELECTED AFFILIATIONS/PANELS/ASSOCIATIONS

- International Association of Facilitators
- Strategic Planning Association
- National Association of Women Professionals
- NEA American Recovery and Reinvestment Act panelist
- National Endowment for the Arts (NEA) –Museums, panelist
- The South Side Community Art Center (Advisory Committee)
- The City of Chicago's Human Relations Commission, former Chairperson, Women's Advisory Council

PUBLICATIONS

Co-authored, *Mapping Cultural Participations*, The University of Chicago Cultural Policy Center, 2006, co-authored *The Art and Activism of Marion Perkins*, Third World Press (2013)

TRAVEL

Africa • Asia • The Caribbean • Central America • Europe • The Middle East • South America • the former Soviet Union