

VALERIE ZAPIEN

A highly developed public health leader, advocate, and storyteller with outstanding capabilities in complex problem-solving, conflict resolution and connecting people to resources. Passionate about inspiring and equipping others to address systemic issues facing vulnerable people, animals, and our environment. Dedicated to pursuing a lifetime of thinking and learning with a growth mindset. Loves listening to others. Uses SMART goals to measure productivity, gather and analyze data to evaluate outcomes and improve programs and systems for positive collect impact.

FORMAL EDUCATION

- 2022-23** **Naropa University, Extended Campus – Boulder, CO**
- Mindful Compassion Training 10/22-12/22
 - Sacred Activism: Social Justice as Spiritual Practice 01/23-3/23
- 2002-03** **Loyola University of Chicago - Chicago, IL**
Master of Education
- Specialization: Curriculum, Instruction and Educational Psychology
 - GPA 4.0
- 1999** **University of California, Berkeley, CA**
Department of Psychology-Dr. Seth Roberts
- Summer group research project-Treatment for depression.
 - Screened videos and quantified data based on theory that humans have oscillators in their brains that control mood.
- 1994-98** **University of North Texas - Denton, TX**
Bachelor of Science-Psychology, Bachelor of Arts-Communication Studies
- Senior Honors Thesis-Attrition in Play Therapy-Published in Journal of Child Psychology and Psychiatry, January 2000
 - Presented at the American Psychological Association Conference, August 1998
 - *Cum Laude*, Overall GPA 3.75, Major GPA 4.0
 - McNair Post-Baccalaureate Achievement Program Scholar
 - McNair Research Association Co-Founder and President
 - National Dean's List and President's List
 - Golden Key National Honor Society, Vice-President-Best of America
 - Psi Chi National Honor Society Member-Discussant Leader Annual Conference
 - Liaison for City of Denton and University of North Texas
 - Captain of Intramural Indoor Soccer, Fellowship of Christian Athletes Member, Mean Green Warriors Spirit Organization Member
- 1993-94** **McMurry University, Abilene, TX | Major: Communication Studies**
- Freshman Class President, Freshman Class Favorite, At-large Representative Student Association
 - Social Chairperson Delta Beta Epsilon Sorority
 - Started a recycling program
 - Started a Fellowship of Christian Athletes

- Model United Nations delegate, Activities Council member, Student Life Committee member
- Coordinated fundraiser and raised \$250,000 to plant trees on campus

1990-93 Hobbs High School, Hobbs, NM

Honors Diploma

- Ranked top 8% (28 of 323)
- Golden Eagle (One of 10 seniors recognized)
- Peer mentor for at-risk elementary and junior high students
- Vice President Fellowship of Christian Athletes
- Homecoming Court
- Student Council, French Club, National Honor Society

WORK EXPERIENCE

10/22-Present

Round Rock, TX

Healthy Williamson County Coalition Coordinator | Williamson County and Cities Health District

Performs highly complex consultative services and technical assistance work as liaison between Healthy Williamson County (HWC) Coalition members, communities, and partner organizations. Plans, markets, and implements HWC coalition activities in Williamson County communities, with an emphasis on leading and facilitating meetings and attending community partner meetings to increase awareness of HWC coalition. Provides consultative services and technical assistance to coalition members, community organizations, and the public. Works collaboratively in creating Community Health Assessment and other needs assessments, leads in planning and coordination of HWC coalition and Community Health Improvement Plan activities. Assists with evaluating and adding data and information to the healthywilliamsoncounty.org website. Assists with special community health projects and supports the Marketing and Community Engagement Division. Assists in implementing health equity and community engagement activities throughout Williamson County, TX.

01/22-09/22

Georgetown, TX

Qualified Mental Health Specialist-Crisis Case Manager/Supervisor-Diversion Center | Bluebonnet Trails Community Services

Provided appropriate supports to a variety of behavioral health, intellectual developmental disability, and substance use related crisis situations. Partnered with leadership internally as well as externally with community partners, including law enforcement, the medical community, families, and social services agencies in a collaborative effort to assist persons in crisis. Utilized strong knowledge of the principles, methods, techniques, and practices of working with individuals experiencing a behavioral health, substance use, IDD, or co-occurring needs crisis, the ability to communicate effectively with diverse cultures and socio-economic populations. Utilized knowledge of public mental health and community resources to collaboratively safety plan with persons in crisis to access appropriate services. Wrote standard operating procedures for new Diversion Center. Interviewed, hired, trained, and supervised crisis team members.

07/20-12/21

Austin, TX

Trainer, LIHEAP/LIWAP/CSBG/CARES SPECIALIST III | Texas Department of Housing and Community Affairs

Performs complex consultative services and technical assistance work for the federally funded Low-Income Home Energy Assistance Program and the Community Services Block Grant funded through the Coronavirus Aid, Relief, and Economic Security Act. Develops curricula, training aids, manuals and other materials and a variety of planning documents to include notices of funding availability, requests for applications and proposals, state plans and applications. Delivers trainings and presentations in a classroom and distance-learning environment. Conducts tracking of subrecipient agency progress and performance. Evaluates and analyzes effectiveness of subrecipient agencies' implementation and identifying their specific training needs. Provides telephone and email customer service assistance to program applicants. Guidance based on review of Texas Administrative Code, Uniform Grant Management Standards, best practices in procurement, cost allocation, and the Results Oriented Management Accountability method.

11/10-12/20

Liberty Hill, TX

Director & Instructor | Dental Genius Assisting School

Recruited, enrolled, and developed internships and employment for over 1000 students. Increased student employment placement rate from 33% to 93.3%. Maintained a 93-100% student completion rate for the duration of my tenure. Increased enrollment numbers by 65%. Recruited, hired, trained, counseled, and supervised all staff and instructors. Facilitated conflict resolution between staff-to-staff and staff-to-students and students-to-students, as needed. Created syllabus, learning outcomes and appropriate evaluation measures. Established necessary systems to assure compliance with external reporting requirements and never received a finding during an audit by the Texas Workforce Commission. Integrated best practices and technology into curriculum and instruction. Prepared annual budgets. Conducted tours with prospective students and families and coordinate supportive services to meet the needs of incoming students. Managed tasks to reach community census goals through outreach, inside sales, lead generation and lead conversion. Developed and supervised staff by providing orientation, training, support, and direction. Managed daily operations by overseeing financials, key performance indicators and employee performance. Cultivated dynamic relationships with students, parents, and guardians by serving as a school resource. Resolved issues quickly through meticulous research and quick decision-making. Encouraged instructors to achieve their professional best by offering guidance. Developed lesson plans to teach course materials according to schedule. Developed interesting course plans to meet academic, intellectual, and social needs of students. Used a variety of teaching techniques to encourage student critical thinking and discussion. Taught courses in human development, leadership, teamwork, personality, stress/anxiety management, communication skills, non-verbal behavior, inter/intrapersonal skills, professionalism, resume assistance, interviewing skills, note taking, goal setting, balancing work and life and salary negotiations.

11/10-07/20

Liberty Hill, TX

Human Resources & Marketing Director & Office Manager | Liberty Hill Dental

Prepared regular company budget through in-depth analysis of historical data and projected spending against actualized costs. Developed and actualized plans to streamline patient flows, increase office and patient care efficiency and generate new revenues. Boosted revenue, utilizing highly proficient collection methods while adhering to regulatory compliance protocol. Reduced financial discrepancies by accurately managing accounting documentation in patient software while maintaining case costs and billing processes. Enhanced patient satisfaction ratings by resolving account issues efficiently. Oversaw all aspects of data management for network systems to include semi-annual updates and backup, report

generation and troubleshooting or repair service requisition. Trained 20+ employees on best practices and protocol while managing teams to ensure optimal productivity. Conducted annual performance evaluations of office staff to monitor progress and productivity and recommend promotions, corrective, or disciplinary actions. Organized and led office meetings. Facilitated conflict resolution between staff-to-staff and staff-to-patients, as needed. Oversaw digital patient charting, including data entry and administrative duties regarding insurance, billing, and accounts receivable. Created leading-edge digital marketing, social media, and SEO strategies. Responsible for ongoing market research that targets key patient demographics and used information to proactively adjust future marketing plans. Developed onsite body content, meta descriptions, and page titles in support of SEO strategies. Managed the complete redesign and launch of the company's website. Coordinated monthly and quarterly marketing and community events, such as Chamber events, career fairs and Annual Community Christmas Festival. Established and maintained effective working relationships with patients, partners, and government officials and media representatives. Created website and social media content, digital billboard and print ads. Developed, communicated, and enforced all company policies and procedures. Recruited exceptional candidates via diverse traditional and digital routes. Created effective training course objectives, course content and all materials for employees. Mentored team members to succeed and advance within the company. Managed payroll for employees. Tracked and updated personal leave in an accurate and efficient manner.

2014-2018

Liberty Hill, TX

President/Director | Liberty Hill Chamber of Commerce

Grew membership from 1-150 in two years. Created bylaws and budget. Coordinated director trainings by Pedernales (PEC) and Lower Colorado River Authority's Community and Economic Development Department (LCRA) and partnered with them to create the first Liberty Hill Program of Work. Invested in chamber specific software, redesigned website, created member brochure. Started writing e-newsletters for members, coordinated, and led monthly networking and educational events. Maintained calendar of events, job postings and member-to-member deals. Attended local and state TAB and TCCE conferences and trainings. Facilitated collaboration with Greater Austin Chamber and Liberty Hill Independent School District to create first Liberty Hill Educational Progress Report. Formed collaborations with the Christian Business Leaders Association, the city, and the Liberty Hill Economic Development Council. Facilitated small business workshops on marketing, advertising, networking, and leadership. Collaborated with Lion's Club and the Liberty Hill Resource Center to house the Liberty Hill Chamber of Commerce Information Center, which was recognized by State Representative Marsha Farney, District 20.

2014-2018

Georgetown, TX

Website Designer & Social Media Consultant & Job/Career Coach | Full Potential Consulting and Coaching

Responsible for all financial, operational, and business decisions and transactions. Responsible for all marketing, advertising, networking, website development and maintenance. Consistently pursued ongoing education and training via webinars, podcasts, and online conferences. Provided consulting services for human resources, customer service, marketing, advertising, branding, training, and education for clients with strategies for implementation. Designed content for print, social media, and mobile optimized websites. Facilitated interviewing, hiring, training, evaluations, counseling, and termination services for clients.

2008-2010

Leander, TX

Community Relations & Customer Service Supervisor | Kohl's Department

Taught new employee orientation and training. Supervised 80+ staff, hired, trained, counseled, and evaluated. Responsible for facilitating conflict resolution for team members. Responsible for all store operations, point of sale, merchandising and equipment. Researched and resolved overage/shortage and loss issues. Solely responsible for valued community partner initiatives, volunteer, grant, and workforce programming. Granted over 50 grants to local schools and nonprofits through the Kohl's Cares for Kids Program. Recognized as a Kohl's Super Star by peers, Employee of the Month, #1 Credit Solicitor, and rated #20 of 1067 Stores for Customer Service.

2004-2008

Illinois, Wisconsin & Texas

Stay at Home Mother & Community Volunteer

2002-2004

Waukegan, IL

Health Educator & Substance Abuse Prevention Specialist | College of Lake County & Lake County Health Department

Taught substance abuse prevention, pregnancy prevention, bullying prevention, violence prevention, conflict resolution, leadership skills, independent living skills, time management skills, stress and anxiety management and reduction to at-risk students aged 8-13. Led college student substance abuse prevention club program (InTouch). Awarded Advisor and Club of the year in 2003 (students aged 17-30). Developed curriculum for students and parents in Spanish and English. Developed evaluation tools. Responsible for State grant writing and compliance measures. Responsible for community collaborative efforts/coordination and outreach.

1999-2002

Gilroy, CA

Prevention & Education Services Coordinator & Residential Counselor & Crisis Intervention Specialist | Rebekah's Children's Services

Taught substance abuse prevention, pregnancy prevention, bullying prevention, violence prevention, conflict resolution and mediation, leadership skills, independent living skills, time management skills, stress and anxiety management and reduction to at-risk students ages 8-13. Responsible for developing comprehensive, family and strength-based curricula for schools and community for all ages and evaluation tools. Created research database and methods to measure outcomes from programs. Coordinated collaboration and coalition building in the community between families, students, government agencies, school districts and non-profit organizations. Provided stabilization and resource services information to at-risk youth and families. Coordinated regular meetings and trainings for staff. Trained and supervised group leaders and residential counselors. Coordinated and facilitated events and activities, including group therapy and recreation for residents. Regularly facilitated conflict resolution for residents and staff. Utilized therapeutic crisis intervention techniques and restraints, for up to 40 severely emotionally disturbed residents at a level 14 facility, ages 7-18 (including hospitalization, suicide and AWOL assessment and disaster management).

2000-2001

San Jose, CA

Unity Care Group | Facility Manager

Hired, trained, and supervised residential counselors. Managed budget, licensing requirements and all other facility operations. Enforced and implemented curriculum-based program for female residents on probation.

2000

Sunnyvale, CA

Personal Trainer | 24 Hour Fitness

Created customized nutrition and exercise plans for clients.

1998-1999

Bakersfield, CA

Family Reunification Social Worker | California Child Protective Services

Case management and preparation of court reports. Monitored and enforced client compliance with court orders. Provided resources and referrals for clients.

1998-1999

Bakersfield, CA

Mental Health Case Manager | Kern County Mental Health

Case management for enrolled youth. Coordinated after school program activities, including tutoring and recreation.

Summer 1998

Dorrington, CA

Staff Specialist and Unit Leader | San Francisco Girl Scout Council

Facilitated crisis intervention, counseling, and conflict resolution to 70 girls and 28 mostly international staff. Helped plan and coordinate activities. Facilitated parent-to-camper communication.

1997-1998

Denton, TX

Administrative Assistant-Athletics Department | University of North Texas

Maintained schedules for eight coaches. Organized recruiting, scholarship, housing, and admission paperwork for players. Coordinated marketing plans. Recruited, interviewed, and hired new employees. Supervised two student employees. Answered phones and basic administrative duties.

1996-1997

Denton, TX

Live-in Residential Counselor | Cumberland Presbyterian Children's Home

Managed co-ed residential unit for severely emotionally disturbed youth, ages 4-18. Provided crisis intervention, behavior management and coordinated milieu activities and events.

1996-1998

Denton, TX

Ronald E. McNair Post Baccalaureate Achievement Program Fellow | University of North Texas

Conducted 1200 hours of research and completed three full research projects under the supervision of Dr. David Baker and Dr. Sue Bratton. More details in Research Section of CV. Presented at multiple research conferences (live and poster). Published work in journals and conference books. Completed GRE preparation courses. Mentored peers. Founded an organization for peers not eligible for the McNair Program. Created training manual to help undergraduates prepare for graduate study.

1995-1996

Denton, TX

Rehabilitative Counselor | Texas Rehabilitative Commission

Personal attendant for two University of North Texas quadriplegic male students.

1996

Denton, TX

Youth Director and Day Care Coordinator | Oak Hill Evangelical Free Community Church

Coordinated all activities and facilitated Bible study for youth department. Coordinated schedule for volunteer workers.

CERTIFICATIONS, & LICENSES

HIPAA, Privacy, Confidentiality and Cyber Security	2023
Unconscious Bias and Psychological Safety	2022
Diversity and Cultural Competency in Public Health	2022
Collective Impact in Public Health	2022
First Aid, CPR American Red Cross	2022
Mental Health First Aid Certified	2022
Qualified Mental Health Professional	2022
Supporting the Health and Well-being of Rural LGBTQ Adults	2022
Designing Nonprofit Measurement, Evaluation, and Learning for Equity	2022
Microsoft Office Specialist	2020
Certification for Higher Education Professional, Career Education Colleges, and Universities	2019
Registered Dental Assistant License, State of Texas	2019
Licensed Chemical Dependency Counselor Intern, State of Texas	2009
School Psychologist, State of Illinois	2003
Program Design, Implementation and Evaluation, Sociometrics, Palo Alto, CA	2002
Mental Health Rehabilitation Specialist, Santa Clara County, CA	2001
24 Hour Fitness, Personal Trainer, and Nutrition Certification	2000

RESEARCH PUBLICATIONS

Campbell, V.A., Baker, D.B., Bratton, S. (2000, Jan.). Why do Children Drop Out of Play Therapy? Journal of Child Clinical Psychology and Psychiatry V 5 (1) pp. 133-138. January 2000.

Campbell, V.A., Baker, D.B. & Cleveland, J. (1996). Premature Drop Out in Client-Centered Play Therapy. Proceedings of the Eleventh National Conference on Undergraduate Research: Social and Behavioral Science and Engineering. 1996

RESEARCH PRESENTATIONS

“Characteristics of counseling and assessment clients from an outpatient clinic”, American Psychological Association Psi Chi Division, San Francisco, California. August 1998

“An investigation of premature termination in play therapy”, Texas Psychological Association, Austin, Texas. November 1997

“Characteristics associated with premature drop-out in play therapy”, The National Center for Play Therapy, Denton, Texas. October 1997

“Characteristics associated with premature drop-out in play therapy”, Fifth Annual Symposium of the Ronald E. McNair Post-Baccalaureate Achievement Program, University of North Texas, Denton, Texas. September 1997

“Characteristics associated with premature drop-out in play therapy”, Eleventh Annual National Conference on Undergraduate Research, University of Texas, Austin, Texas. April 1997

“Effectiveness of play therapy: those who do not complete”, Fifth National Ronald E. McNair Research Conference, Delavan, Wisconsin. November 1996

“Premature drop out in client-centered play therapy”, Fourth Annual Symposium of the Ronald E. McNair Post-Baccalaureate Achievement Program, University of North Texas, Denton, Texas. September 1996

RESEARCH PROJECTS

Analyzed data from a university-based child and family outpatient-counseling clinic. Research goal was to assess differences and similarities in clients who receive counseling and assessment services. Research mentor: Dr. David Baker, Department of Psychology, University of North Texas. 1997-98

Published project included coded and analyzed data from a university-based child and family outpatient-counseling clinic. Research goal was to assess plausible reasons for premature attrition in play therapy. Research mentor: Dr. David Baker, Department of Psychology, University of North Texas. 1996-98

ADDITIONAL TRAININGS, PRESENTATIONS & CURRICULUM DEVELOPMENT

Developed digital outreach training webinars for subrecipients in Texas. Goal to teach community action agencies to provide accessible information, education, applications, and partnerships using websites and social media to clients. Developed training webinars for subrecipients in Texas. Goal to teach agencies how to best utilize LIHEAP (CEAP and WAP) and CARES funding. 2020-21

Developed job placement curricula in preparation for employment for dental assistants for Texas state licensure. Develop ongoing staff development in effective teaching strategies and implementation. Develop professionalism curricula; including leadership, teamwork, personality, stress/anxiety management, communication skills, note taking, study skills, resumes, interviewing skills, goal setting, balancing work and life, and salary negotiations. Stress Management in the Workplace. Diversity and Sensitivity Training. Five Languages of Appreciation in the Workplace. Digital and Mobile Marketing/Advertising for Small Businesses. Personality in the Workplace (DISC). Social Media in the Workplace. New Member Orientation for Chamber Members. 2010-20

Effective Parental Involvement in a Life Skills Program. Department of Human Services Conference. Marijuana: How Safe is it really? Waukegan Alternate School. 2001-03

What do Special K, Grass and Pledge have in Common? Midwest Conference for Educating Black Youth. 2001-03

MEMBERSHIPS, SCHOLARSHIPS & HONORS

- National Association of State Community Service Programs Member, 2020-present
- Texas Association of Community Action Agencies Member, 2020-present
- Highest Placement Rating by Texas Workforce Commission-Careers & Schools 2016-2020
- National Association for School Psychologists, 2002-04

- Illinois School Psychologist Association, 2002-03
- American Psychological Association Minority Fellowship, Honorable Mention
- Golden Key National Honor Society Scholarship Finalist \$10,000, 2003
- National Education Association Scholarship, 1993
- Panhellenic Scholarship, 1993
- New Mexico Alumni Association Scholarship, 1993

TECHNOLOGY PORTFOLIO

- Web Conferencing (MS Teams, LifeSize, Zoom, GoToMeetings and GoToWebinars)
- Adobe Graphics Suite
- E-learning Software (Blackboard, Canvas, Moodle)
- Chrome, Firefox, Safari, Internet Explorer, Microsoft Edge
- HTML and HTML 5
- Conduent, SquareSpace, GoDaddy and WordPress
- SEO strategies and techniques
- iPhoto and iMovie
- Facebook, Instagram, Pinterest, LinkedIn, YouTube, Snapchat and TikTok
- Google Analytics
- Hootsuite
- Constant Contact, SurveyMonkey, MailChimp, Wufoo
- Canva
- Blogging
- SlideShare
- Microsoft Office: Excel, Word, Outlook, Publisher, Access and PowerPoint
- Google Drive, Docs, Sheets, Slides
- QuickBooks Online

VOLUNTEER WORK AND COMMUNITY LEADERSHIP

- Texas Parks and Wildlife Department- Texas Outdoor Families 2021-present
- LHISD Advisory Council-Hiring High School Principal Committee 2022
- Volunteer Coordinator for Liberty Hill Panther Band 2021-22
- Liberty Hill High School Panther Parent Organization Member 2020-22
- LHISD Superintendent's Advisory Council-Learning and Instruction Committee 2019-20
- Operation Liberty Hill Food Bank and Thrift Store-Developed website and coordinated year-round and community wide food, winter clothes and school supply collection system 2015-present
- Liberty Hill Band Boosters Organization Member 2015-present
- Liberty Hill Cross Country Booster Organization Member 2016-2019
- LHISD Parent Teacher Organization Member and Yearbook Committee, 2008-2018
- Member of Liberty Hill Chamber of Commerce, 2010-2020
- Member of PAC, Marketing Chair, LHISD Election Bond 2016-Passed
- Liberty Fit Festival Coordinator, SHAC, 2014
- LHISD Member of Student Health Advisory Committee, 2012-2015
- LHISD Staff and Student Wellness Subcommittee, 2011-2015
- Member of Liberty Hill Christmas Festival Planning Committee, 2010-2015
- Member of Backpack Ministry-(Homeless) Fellowship Church 2013
- Member of Liberty Hill Christian Business Leaders, 2012-2016
- Member of Women's Professional Business Leaders of Liberty Hill, 2010-present

- Secretary of Liberty Hill Economic Development Corporation, 2011
- Leader of Body and Soul Ministry Fellowship Church, 2010-2012
- LHISD Room Mom, Kindergarten-2008-2011
- Our Kids, Our Schools, Our Future Member of PAC, Marketing Chair, LHISD Election Bond 2010-Passed
- LHISD Chair of Grants-PTO, 2009-2010
- Member of Lindenhurst Mom's Club, 2003-2007
- Board of Director, Golden Meadows Homeowner's Association, 2005-2007
- Board of Director, President, Busy Brains Children's Museum, 2003-2004

PERSONAL AWARDS

120 Miles-Oboz Trail Challenge, Austin, TX- 1st Woman to complete, Ranked 2nd Overall, 2022

100 Miles-Oboz Trail Challenge, Austin, TX- 1ST Woman to complete, Ranked 6th Overall, 2021