

Frances Marta, Ed.D.

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PROFESSIONAL PROFILE

- Doctoral-level director, trainer, and educator with substantial experience in leadership development, university teaching, and consulting, along with proven ability to design and deliver adult learning and training programs.
- Expert in educational technology, action learning, e-learning, and blended learning course design and delivery at both graduate and undergraduate level.
- Excellent communicator and presenter.
- Successful grant writer for grants totaling \$1 million+ for not-for-profit organizations' training and program needs; skilled at identifying and securing external funding to meet training and program needs.
- Lifelong learner who instills desire for learning in others.

PROFESSIONAL AND COMMUNITY AFFILIATIONS

- American Society for Training and Development
- American Association of University Women
- National Communication Association
- Central States Communication Association
- Phi Kappa Phi
- More than 15 years experience as a trainer for American Red Cross aquatic and first-aid training courses



EXECUTIVE DIRECTOR

Positioned to play key role in Girls Inc., the organization that inspires all girls to be strong, smart, and bold.

PROFESSIONAL EXPERIENCE

Faculty Member, Trainer, Course Designer, Program School Director, BOYS & GIRLS CLUB University, Boys & Girls Club of the USA, Atlanta, GA, 1996 to Present (concurrent with full-time positions)

- Excelled during more than 10 years as leader in Boys & Girls Club of the USA's preeminent system of recruitment, training, and career education that develops mission-focused leaders for Boys & Girls Club movement.
- Deliver national Boys & Girls Club training programs in Strategic Planning, Supervision, Problem Solving and Decision Making, 3 Rs of Membership, Marketing 101, Program Management, Facilities Management, Board Development, Membership By Design, Leadership Skills for Trainers, Boys & Girls Club Group Work, a course for training and certifying Boys & Girls Club directors nationwide; co-authored 2007 revision of course.
- Earned Boys & Girls Club of the USA's Association of Boys & Girls Club Professionals Award of Excellence in Leadership, Award of Excellence in Innovation, and Award of Excellence in Program Development.
- Trained trainers in Marketing 101, Marketing Research, and Membership by Design for Boys & Girls Club of the USA professionals.
- Led annual Boys & Girls Club of the USA regional training and certification conference for 350 participants, including budget development, pricing strategies, managing consultants and up to 50 trainers, as well as designing, delivering, and evaluating programs.
- Played key role on planning team and trainer for Boys & Girls Club Membership University offering training and certification in membership, marketing, and member service

Marketing and Communications Specialist, Boys & Girls Club Chicago Regional Office, Chicago, IL, 2006 to present

- Execute all externally focused communication strategies for one of three premiere national Boys & Girls Club conference centers, including public relations, national and local advertising, website design and management, and annual campaign promotional materials, including creative design, printing, publishing, and distribution.
- Achieved a "6" Google ranking within 3 months of creating and launching Boys & Girls Club's new website.
- Contributed to annual giving campaign's success, exceeding \$450K goal by \$100K through increased marketing and e-giving technology implemented on website and through printed materials.
- Served as staff liaison and oversaw budget in collaboration with team of 20 volunteers who planned and conducted 2007 Leadership Forum.
- Coordinated team that developed marketing strategy, annual marketing plan, and brand development.
- Developed e-newsletter that increased web subscribers 55 percent over 5 months, thus boosting inquiries and conference reservations.

TESTIMONIALS

“For all her professional accomplishments and excellence, Frances is an even better person. She is charismatic, energetic, and unfailingly optimistic; she has a great sense of humor and is able to move with equal grace and comfort with whomever she meets, whether it is students, faculty, administrators, or external constituencies.”

– *Department Chair’s performance review*

“Being around her makes you want to be a better person. She enriches your experience as a student and gives you self-confidence to reach your full potential.”

– *Student evaluation*

“Dr. Marta has helped the Arizona State Communication Department and their students to reach a higher level of standards. We all know she will do the same in helping you reach your goals and continue on to a higher level of excellence.”

– *Officers of the American Communication Association Student Club recommendation*

“She is insightful and analytical and will bring an intellectual rigor to your program. She will be a strong addition to anyone’s faculty or organization and I encourage you to strongly consider her to be part of yours.”

– *Director of Doctoral Program recommendation*

TECHNICAL SKILLS

- Blackboard learning/information portal
- SPSS statistical software
- Vignette webpage design
- VMS web tools
- Apple media software
 - iMovie
 - iPhoto
 - Final Cut Studio
- Adobe
 - InDesign
 - Illustrator
 - PhotoShop CS2
- Digital photography

Professor, *Communication Studies Department, College of Communication, Arizona State University, Phoenix, AZ 2002 to 2006*
Seminar Facilitator, *Faculty Learning Series, Office of Educator Advancement, Arizona State University, Phoenix, AZ 2002 to 2006*

- Earned student evaluation scores averaging 4.725 on a scale of 1 – 5 during four years of university teaching using state of the art classrooms and educational technology.
- Developed and taught courses in Communication Leadership, Business Communication, Public Speaking, Small Group Decision-Making, Persuasion, Argumentation and Reasoning, Introduction to Human Communication, Communication for Elementary Teachers, Interviewing, Interpersonal Communication, and Corporate Storytelling.
- Guided learning modules for faculty development and enhanced learning environments, including New Faculty Seminars, Learning Impacts of Instructional Technology, Creative Teaching, Classroom Assessment Techniques, and Managing and Assessing Group Projects.
- Earned First Annual Service Learning Award, College of Communication, Information and Media, and thrice earned Most Valuable Player Faculty Award, Arizona State University Chapter National Communication Association Student Club.
- Researched emergent interaction and importance of blended learning – the effective use of instructional technology and face-to-face human interaction in the learning environment.
- Taught Group Work Skills in videoconference course involving Arizona State University and Indiana State College.
- Served as Alumni Coordinator, National Forensics Tournament, hosted at Arizona State.
- Collaborated with team of undergraduate students at Arizona State to secure four successful mini-grants to fund series of effective communication training seminars for local business incubator and civic engagement training for fellow students.

Independent Consultant for Organizational Funding and Training, Avondale, AZ, 2001 to 2004

- Identified funding opportunities and secured grants and business support for not-for profit organizations.
- Designed fund-raising campaigns and generated collateral materials.
- Wrote grants at a 60 percent success rate, raising more than \$1 million.
- Created and produced fund-raising campaign materials that generated more than \$750K for Phoenix, AZ Boys & Girls Club.
- Designed and presented blended learning modules for new staff orientation and member service skills for Phoenix, AZ Boys & Girls Club.
- Directed annual Summer Heat Air Festival, a three-day regional event, including a hot-air balloon championship, air shows, and concerts involving 30,000+ participants, 400 volunteers, and nearly \$200K raised in corporate and governmental sponsorship.
- Served as project liaison with government agencies, school corporations, colleges/universities, and local businesses for funding \$5 million Maricopa County Community Alliance to Promote Education grant for community education initiative.
- Earned international award from North American Boys & Girls Club Development Organization for designing annual Boys & Girls Club support campaign material.

AREAS OF EXPERTISE

- Training, Learning, and Leadership Development
- Technology and Distance Learning
- Consulting for Adult and Professional Training
- Design and Delivery of Adult Learning and Training Programs
- Conference Planning and Budgeting
- Developing and Securing External Funding
- Team Leadership
- Developing and Implementing Marketing Campaigns
- Argumentation and Reasoning
- Business Communication
- Collaborative Learning
- Communication for Elementary Teachers
- Continuing Education for the Professional
- Corporate Storytelling
- Distance Learning
- Evaluating Educational Personnel
- Grantwriting
- Human Communication Theory
- Interpersonal Communication
- Interviewing
- Leadership Communication
- Learning Theory
- Organizational Communication
- Persuasion
- Problem Solving and Decision Making
- Program Design and Evaluation
- Public Speaking
- Qualitative Research
- Small Group Communication
- Course design using action learning, videoconferencing, e-learning using Blackboard technology, and blended learning

EDUCATION

Ed.D. in Adult, Higher, and Community Education, Arizona State University, Phoenix, AZ

- *Cognate*: Communication Studies/Digital Storytelling

Master of Arts in Adult and Community Education, Arizona State University, Phoenix, AZ

- *Cognate*: Communication Studies

Bachelor of Science in Health and Physical Education, University of Virginia, Charlottesville, VA

Graduate, The Grantwriting Center Grantwriting Training Program, Charlottesville, VA

Director of Operations, *Maricopa County Boys & Girls Club, Mesa, AZ, 1998 to 1999*

- Provided professional leadership for property management, staff development, office management, public relations, fund development, and membership services at \$2.5 million Boys & Girls Club.
- Played key leadership role on team that developed strategic plan and personnel policy.

Associate Director, *Boys & Girls Club of the USA Management Resource Center, White Plains, NY, 1996 to 1998*

Director of Program Development, *Boys & Girls Club of Greater Ithaca, Ithaca, NY, 1996 to 1998*

- Served as consultant, providing training support for membership and program development to 28 Boys & Girls Clubs.
- Served as Program and Training Associate and lead trainer for East Field of Boys & Girls Club of the USA and identified teen training and development needs, coordinated national training curricula, and coached on best practices for program design and delivery.
- Directed annual staff retreats and training conferences, association training and staff development and program delivery assessment to improve organizational effectiveness.
- Conducted assessment and outcomes evaluation for all programs offered by Boys & Girls Club of Greater Ithaca.
- Encouraged upward mobility of females and minorities in professional Boys & Girls Club positions across upstate New York and secured training funds to provide them leadership development opportunities and job-related training.

Senior Program Director for Membership Development, *Boys & Girls Club of Greater New Haven, New Haven, CT, 1994 to 1996*

- Supervised membership, fitness, aquatics, outreach, child-care, and day-camp departments in \$3.2 million full-facility Boys & Girls Club.
- Served as spokesperson on wellness and Boys & Girls Club benefits to area businesses, government agencies, and service groups.
- Generated 44 percent new-membership growth within a year of developing and implementing membership sales campaign and service strategy.
- Attracted 33 new corporate memberships over 12 months after corporate membership campaign design and implementation.

Senior Program Director, *New Haven County Boys and Girls Club, New Haven, CT, 1989 to 1994*

- Supervised \$1.6 million budget for aquatics, fitness, youth, child-care and day-camp operations at 6,000-member Boys & Girls Club.
- Played key staff team leadership role in \$1.4 million capital campaign for branch improvements.
- Designed and generated all branch marketing materials, including writing regular column in two weekly newspapers.

Director of Marketing, Membership, and Aquatics, *YMCA of Greater New Haven, New Haven, CT, 1983 to 1989*

- Directed facility management for \$2 million Boys & Girls Club and led staff team that provided all membership and program services, including staff of 40 aquatic instructors.
- Coordinated all aquatic certification training for 13 branches.