

## OBJECTIVE

To use my creative, strategic planning, philanthropic and organizational skills to support the growth and development of arts and culture and community-based programs.

## EXPERTISE

- Art Consulting and Program Management: development, management, research and evaluation for California State University San Marcos
- Workshop Development and Facilitation: diversity equity and inclusion (focus on racial equity); poetic justice (the power of words); emotional intelligence (connecting the mind with the intention of the spirit); The Four Agreements and other practices
- Public Speaking: mistress of ceremonies; talk show host; United Way agency representative; guest panelist, keynote speaker and moderator for public forums; host for pre- and post-performance discussions
- Guest Curator: museum exhibits and interpretive displays (focus on history and culture)
  - Created “The San Diego Experience of the Civil Rights Movement” exhibit acknowledging the anniversary of the Voting Rights Act (August 2015); displayed in numerous locations, all around San Diego
  - Created and curated “1619 Celebration of Black Women” exhibit for the California Women’s Museum (December 2019)
  - Created and curated “From the Afro to the Crown Act” (the story of Black Hair) for the San Bernardino County Museum of Art (February 2020)
- Grant Writing and Fundraising: raised over \$3,000,000 in grants and corporate support for a variety of arts, culture, and community-based organizations
- Conference Planning and Event Coordination: National Medical Association, San Francisco; KidzArts Festival, San Diego; International Village Celebration—City Heights, San Diego; National Association of Urban Bankers; National Urban League Youth Conference; San Diego Urban League Equal Opportunity Award Dinner; Celebration of Arts and Culture at the Jacobs Center for Neighborhood Innovation, San Diego; Sun and Sea Festival, Imperial Beach; African American Women’s Conference, San Diego
- Consulting Services with a unique, creative approach, utilizing excellent organizational, written, communication, program development and management skills

## PROFESSIONAL EXPERIENCE

### **President, Leah Goodwin Creations, San Diego, CA • January 2013 - present**

- Special Events: fundraising galas; donor campaigns; festivals
- Arts & Culture Projects: public arts management; community-based public art; visual and performing arts programs and performances; resource development, research, evaluation and consulting; arts in education; arts in hospitals
- Marketing and Grant Writing: Create and develop marketing materials, campaigns, brochures, e-blasts, annual reports

**Director of Visual and Performing Arts, Jacobs Center for Neighborhood Innovation (JCNI), San Diego, CA • July 2013 - February 2014**

- Evaluated programs; built long-term strategic plan for the Art and Culture Initiative for this large inner city community center
- Developed a series of visual and performing art programs, partnerships, and educational elements
- Created methods for artists' selection, civic engagement, ticketing, marketing, technical support
- Created systems management support for sponsorship opportunities
- Solidified partnerships with art and culture groups to build sustainability

**Director of Art Programs and Fundraising Strategies, Aesthetics Inc., San Diego, CA • April 2003 - July 2013**

- Provided leadership, marketing, contracting and oversight for \$1,200,000 worth of art and fundraising programs for healthcare organizations
- Created advisory boards to educate on the role of arts in healthcare, develop art mission and advance program goals
- Developed art programs, reviewed site with client, identified and secured samples from local artists, made selections and recommendations to client directors and boards, contracted with artists, supervised framing and installation of art pieces according to client institution's construction or remodel schedule
- Created visual and performing art partnerships, residencies and exhibits with other art institutions
- Developed fundraising strategies, provided systems management support for foundation directors in creating sponsorship opportunities for arts programs
- Supervised project managers, production artists, graphic designers, and visual artists
- Promoted organization at trade shows and presented case studies at conferences
- Created annual budget projections and status reports
- Developed baseline evaluations for programs to develop strategies and measure success

**President and Chief Operating Officer, VSA Arts of California, Santa Ana, CA • February 2002 - April 2003**

- Provided leadership for the promotion of art activities for people with disabilities in California
- Created ArtShift, model art in hospital programs (seven hospitals) for youth with long-term disabilities
- Organized, activated, and managed fiscal and programmatic functions of the statewide affiliate
- Managed grant-reporting activities and assumed primary responsibility for all fundraising; initiated contact with corporate fund providers, wrote proposals, and solicited support from government and private sources
- Maintained quality assurance and implemented program policies, insurance, and contracts
- Established partnerships and collaborative programs throughout the state with public and private agencies
- Supported and assisted board of directors; supervised program staff and volunteers

**Education Director, Museum of Children's Art (MOCHA), Oakland, CA • September 2000 - February 2002**

- Managed the Discover Art/Discover Learning visual arts curriculum
- Expanded and implemented artist-in-residency programs
- Maintained and developed school and community partnerships
- Negotiated contracts and proposals for schools and exhibitions
- Supervised staff of thirteen professional artists in classroom environments
- Provided employee evaluations and feedback for artists

**Director of Education and Access, California Center for the Arts, Escondido, CA • July 1994 - September 2000**

- Created, implemented, and managed \$750,000 education department programs
- Developed and maintained school and community collaborations as well as educational and cultural partnerships
- Supervised staff of fifteen, as well as college interns, docents, and volunteers
- Co-created and implemented SUAVE (Socios Unidos Para Artes Via Educación/Communities United for Education), a statewide model art education program
- Developed grant proposals and corporate partnerships and raised over \$400,000 annually

**EDUCATION**

Fulbright Scholarship to India, The Role of Puppetry in Education

Merritt College, Oakland: Sociology, Journalism, and Creative Writing, 1980

San Diego City College: Accounting, and Computer Information Systems, 1986

Pacific Bell's Fundraising Skills Training Seminar: Certificate of Completion, 1989

### **PUBLICATIONS - Original Works**

- *Pain, Passion, Poetry*, a collection of poetry co-authored with Leroy Brady, 2009
- *Teaching English Language Learners Through the Arts - A SUAVE Experience*
  - by Merryl Goldberg; Chapter Contribution "Loving the Logistics," 2001
- *From the Soul of a Poet*, a collection of poetry co-authored with Leroy Brady, 1995
- *The Jazzspel Journal - Poetry Corner*, Fall 1998
- *Collectively Creatin'* - Words and Images from African American Writers & Artists, 1997

### **AWARDS & RECOGNITION**

- 2020-21: Chair of the Commission on the Status of Women and Girls, appointed by County Supervisor Nora Vargas
- 2018 Black American Political Association of California, Hidden Figures award for Art and Culture
- 2017 Moxie Theater Women of Grit and Determination awardee
- February to March 2014; featured as an "Art and Culture Leader" in the Women's History Museum of California's exhibit; Beautiful, Brilliant and Brave: A Celebration of Black Women
- Aesthetics Inc., 2010, Outstanding Performance Award
- Bob Marley Peace Award
- Faith Nightingale Award for Community Service
- San Diego Kuumba Fest, Founders Award
- Special Commendation, Mayor of San Diego for Coordination of Holiday Shelter for the Homeless

*References are available upon request*