



CITY OF ALLENTOWN

No: 31096

RESOLUTION

R103 - 2025

Introduced by the Administration on August 6, 2025

**JULIE AMBROSE
BOARD OF PARKS AND RECREATION**

Resolved by the Council of the City of Allentown, That

City Council does hereby give advice and consent to the following reappointment to the Board of Parks and Recreation.

**Julie Ambrose (Reappointment)
Term Expiration: 8/7/2030**

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Cynthia Y. Mota	X	
Santo Napoli	X	
Natalie Santos	X	
Ed Zucal	X	
Daryl Hendricks, President	X	
TOTAL	7	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 31096 was adopted by the City Council of Allentown on the 6th day of August, 2025, and is on file in the City Clerk's Office.


 City Clerk



MATT TUERK
MAYOR

435 Hamilton Street
Allentown PA 18101

OFFICE ♦ 610.437.7546 EMAIL ♦ Matt.Tuerk@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Matt Tuerk
Mayor

DATE: July 29, 2025

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor Tuerk has approved the following reappointments for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Julie Ambrose	Board of Parks and Recreation	8/7/2030
Joshua Newlin	Board of Parks and Recreation	8/7/2030

Ambrose and Newlin are both active and valued members of the Board, their current terms have expired. Their resumes are attached.

Julie K. Ambrose, Ph.D.
Allentown, PA 18104 • 215-872-3453
Julie.K.Ambrose@gmail.com • linkedin.com/in/ambrosejulie

PROFILE

Highly motivated and skilled professional experienced with facilitating organizational change, grant writing and reporting, program evaluation and design, and coaching individuals to reach their potential. Strategic thinker with proven ability to frame issues with clarity and strengthen organizations through visionary challenges to systems and goal setting. Educational program innovator with scholarly expertise and direct experience creating partnerships for positive outcomes.

DEVELOPMENT AND EDUCATIONAL LEADERSHIP

DA VINCI SCIENCE CENTER, Allentown, PA

Director of Philanthropy

June 2025

Institutional Giving and Data Officer

Nov. 2023 – May 2025

Oversee fundraising operations including annual giving, donor cultivation, planned giving, foundation, corporate and government partnerships, and grant writing. Executive Team member and supervisor for Philanthropy Officer and Philanthropy and Administrative Systems Specialist.

ALLENTOWN SCHOOL DISTRICT FOUNDATION, Allentown, PA

2021 – Nov. 2023

Executive Director

Oversaw operations and programs, including fiscal planning, compliance monitoring, and staff management for public school foundation with \$1,300,000 total assets; \$400,000 annual revenue; and \$575,000 endowed funds.

- Researched grant opportunities, wrote grant proposals, managed funds, and submitted follow up reports.
- Conducted organizational assessments and implemented change management strategies resulting in significant improvements in organizational efficiencies and culture.
- Enabled effective executive board functions. Spearhead operational, marketing, and donor campaigns.
- Enhanced Foundation's profile by engaging with Lehigh Valley community and developing strategic partnerships.
- Revised policies to meet changing operational demands and recommended to Board of Directors for approval.

BLOOMSBURG UNIVERSITY, Bloomsburg, PA

2016 - 2022

Instructor, Department of Instructional Design, Technology & Leadership; College of Science & Technology (COST)

- Taught in traditional classroom, blended, and online environments; and mixed graduate-undergraduate sections.
- Embedded industry partner in curriculum to maximize applied, experiential learning.
- Courses: Instructional Design (INSTTECH 450) Leading Co-located and Virtual Teams (465)
Essential Skills for Technical Leaders (466) Technical Leadership Capstone (467)
- Earned Independent Applying the QM Rubric (APPQMR) certificate, March 2019.
- Used **Myers-Briggs Type Indicator** for personal leadership in course 466.

Academic Advisor, Bachelor of Applied Science in Technical Leadership (BASTL) program.

- Guided 30+ undergraduates in course selection to ensure timely completion and alignment with career goals.
- Advised first BASTL student participants in English Department oratorical competition and COST Research Day.

LEHIGH CARBON COMMUNITY COLLEGE, Schnecksville, PA

2014 - 2017

National Science Foundation, S-STEM Grant (NSF #1153701) Project Research and Evaluation Specialist

Served as ePortfolio Specialist and Professional Mentor on \$600,000 grant from 2012.

- Achieved 82% (78/95) overall two-year STEM scholar success rate (compared to campus 16.9% transfer/graduation rate for same period) using digital storytelling, mentorships, and peer interaction strategies.
- Collaborated with Principal Investigator to develop, manage and evaluate \$600,000 grant to support financially needy, talented students (40-67% belonged to underrepresented groups) to earn an associate degree in STEM.
- Consulted and guided faculty to use high impact teaching practices for optimal learning.
- Measured program effectiveness. Tracked data for reporting. Co-created grant website. Wrote final evaluation of Intellectual Merit and Broader Impacts available at <https://juliekambrose.wixsite.com/mysite/more-research>

ASSOCIATION FOR AUTHENTIC, EXPERIENTIAL, AND EVIDENCE-BASED LEARNING (AAEEBL)**ePortfolio Field Guide: Career Development Chapter Contributor**

2015 - 16

Co-authored text and online resource as a member of a multi-national team of industry leaders to document and explain the state of and use of electronic portfolios in career development. Published by the American Association of Colleges and Employers (AAC&U) and AAEEBL at <https://aaeebl.org/2021/11/06/field-guide-to-eportfolio/>

LEHIGH CARBON COMMUNITY COLLEGE, Schnecksville, PA

2012 - 2016

Career Portfolio Specialist, Carl D. Perkins Grant Funded Position

Introduced and drove campus adoption of novel high impact teaching/learning tool to increase retention and program completion rates among Career and Technical students. Wrote and received two Entrepreneurial Project Grants: pilot course redesign with a faculty partner; ePortfolio Showcase & Awards event and video production.

- Created GROW (Getting Ready to Optimize at Work) to help women overcome cultural and personal barriers to employment in STEM fields.
- Designed and facilitated team-building workshops, leadership development programs, and fostered a culture of innovation and continuous improvement.

MUHLENBERG COLLEGE, Allentown, PA

2007 - 2011

Senior Year Experience Director

Launched initiative to assist graduating seniors with the transition to post-college life; shifted party culture to one of connection and support for the College. Propelled new program to national prominence.

- Built relationships with internal and external stakeholders including Board of Trustees, alumni and vendors.
- Developed curricula. Documented measurable positive outcomes of students' self-reported skills development.
- Created and implemented marketing and communication strategies.

Gallup-trained Strengths Facilitator

2010 - Present

- Designed and delivered customized classes to help clients recognize, understand, and capitalize on the individual and team Strengths within their organization using StrengthsFinder 2.0.

Associate/Acting Director & Consultant, Career Development

1993 - 2007

Provided concrete, actionable job search strategies to students and alumni. Hired and supervised staff.

Advised prestigious academic awards candidates under the direction of the Dean of the College for Academic Life.

ALLENTOWN SCHOOL DISTRICT, Allentown, PA

2007 - 2013

Board of Directors Vice President (2011, 2012), **Education Committee Co-Chair** (2007-2011, 2013), **Athletic Committee Co-Chair** (2007-2013), **Policy Committee Co-Chair** (2007-2009). Elected to 2nd term in November 2011. Established curriculum, \$230 Million budget, and policy priorities. Balanced federal and state mandates with local needs affecting 18,000+ students, 2,000+ employees.

- Maintained high level of professionalism while facing challenging personnel and budget issues, including 2011 reduction of 18% of teachers plus other employees.
- Launched free dual enrollment courses for students and redesigned gifted program as district cost savings.

Joint Operating Committee (JOC) and Joint Coordinating Committee (JCC): Represented ASD Board as a member and functioned as a bridge builder between executives and board members from Lehigh Career & Technical Institute (LCTI), Lehigh Carbon Community College (LCCC), and Carbon Lehigh Intermediate Unit (CLIU 21).

LEHIGH VALLEY COLLEGIATE CAREER EXPO, Allentown, PA**Lehigh Valley Association of Independent Colleges (LVAIC) Event Manager**

2004-2012

Planned and hosted annual job fair for 100+ local, regional, and national employers and 700 candidates generating profit for 14 diverse partner institutions. Sold sponsorships and ads, negotiated with vendors, published directory.

PUBLIC SERVICE**CITY OF ALLENTOWN, Allentown, PA****Parks, Recreation and Trails Commission Member, Appointed by the Mayor**

2007-present

Represent community interests, advise on priorities, and promote Department's activities to the community.

CITY OF ALLENTOWN, Allentown, PA

Connecting Our Community Co-Chair

2010-2013

Collaborated with the Director of Parks and Recreation, professional services consultants, community leaders and public to create A Plan for Connecting Allentown's Parks and People Through A Network of Bicycle and Pedestrian Trails to maximize positive impact on the city while minimizing community hardship.

MEMBERSHIPS

Allentown Rotary Club, Secretary

Muhlenberg College Board of Associates

League of Women Voters Lehigh County

SKILLS

Change Management

Leadership

Systems Design

Program Assessment/Evaluation

Grant Writing

Innovation and Continuous

Project / Process Management

Training and Development

Improvement

EDUCATION**Ph.D., Administration and Leadership**, Indiana University of Pennsylvania, Indiana, PA

12/2019

Dissertation: *Purpose, Policy, Politics and Power: Analysis of the Pennsylvania Educational Improvement Tax Credit Program*. The study examines the effects of the EITC and who benefits from the program. Dissertation

Advisor: Dr. John A. Anderson, Department of Sociology, IUP.

Certificate, Teaching for Higher Education, Temple University, Philadelphia, PA

8/2016

Master of Science Degree, Higher Education Counseling, West Chester University, West Chester, PA

12/1992

Bachelor of Arts Degree in Modern Languages and Literatures, Villanova University, Villanova, PA

5/1989

Distinctions

Phi Beta Kappa Honor Society

Phi Kappa Phi Honor Society

SELECTED PRESENTATIONS and PUBLICATIONS

- Ambrose, J. (2024). Three Techniques to Increase Engagement and Learning. In A. Tomlin & C. Nowik (Eds.), *Effective Alternative Assessment Practices in Higher Education* (pp. 59-68). Information Age Publishing, Inc.
- Ambrose, J., Billman, J., Heffner, P. (2019, April). *Learning to Lead, Leading to Learn*. Panel presentation for the Pennsylvania Sociological Association 2nd Annual Leadership Studies Conference, Harrisburg, PA.
- Batson, T., Coleman, K. S., Chen, H. L., Watson, C. E., Rhodes, T. L. & Harver, A. (Eds.) (2017) *Field guide to eportfolio*. Washington, D.C.: Association of American Colleges and Universities. Co-author, Chapter 8, Transition to Career and Career Development.
- Ambrose, J., Delany-Klinger, K., Hoepfner, K., Ngo, L. & Polly, P. (2017, July). *Creating a meta portfolio collaboratively*. Ignite Presentation at the Association for Authentic, Experiential, and Evidence-Based Learning Annual Conference at Portland State University, Portland, OR.
- Ambrose, J. & Heffner, P. (2015, May). *Qualitative Research, Skepticism, and the Positivist Student-Professional*. Presentation at the International Congress of Qualitative Inquiry, University of Illinois at Urbana-Champaign, Champaign, IL.
- Ambrose, J. & Moyer, C. (2015, April). *ePortfolio Showcase & Awards: Connecting Students to Employers through Academic Courses and Career Development*. Presentation at the Innovations in Student Career Development Symposium at Shippensburg University, Shippensburg, PA.
- Acknowledged by Joyce Lain Kennedy for contributions to Resumes for Dummies, 1996.