



Ray O'Connell, Mayor
City of Allentown
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Allentown, PA 18101-1699
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TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Mayor

DATE: May 10, 2021

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Maria C. Ocasio	Environmental Advisory Council	01/02/2024

Ms. Ocasio will be replacing Elizabeth Hunt on the EAC. Ms. Hunt's term expired.

ROC/kal

Attachments

REQUEST FOR APPOINTMENT

DATE 02/26/2021

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: The Allentown Environmental Advisory Council

NAME: Maria C. Ocasio

HOME

ADDRESS: 301 North Jordan Street Allentown, PA 18102

BUSINESS

ADDRESS: _____

TELEPHONE NO. (RESIDENCE) 610-554-7237

BUSINESS _____

EMAIL: mco.ocasio89@gmail.com

PRESENTLY EMPLOYED

BY: PennFuture and Conservation Voters of PA and Instructor at The Literacy Center

JOB

TITLE: Lehigh County Field Coordinator

EMPLOYMENT

(Prior): The Federal Census Bureau

EDUCATION:

HIGH SCHOOL GRADUATE:

YES

NO

COLLEGE OR UNIVERSITY GRADUATE

YES

NO

DEGREE/FIELD OF STUDY

Master's of Arts (focus in Political Science and Public Policy.

CURRENT MEMBERSHIP IN ORGANIZATIONS AND

OFFICES: Pi Sigma Alpha, Sacred Heart Church, and the Democratic Committee

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: N/A

DO YOU LIVE IN THE CITY OF ALLENTOWN: YES NO

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

N/A

ARE YOU A REGISTERED VOTER: YES NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

In my personal and professional life, I have gained a powerful insight as to the real issues impacting Center City Allentown.


The issue however, is educating and making a very transient population aware of the significant environmental issues. Moreover, giving them the tools to do so. I would be honored to be of service to my community in this capacity.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: YES NO

IF YES, EXPLAIN: _____

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED _____ AND THE YEAR YOU WERE FIRST APPOINTED _____.

NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.



Signature

02/26/2021

Date

Please forward this request for appointment, along with a resume to:

**Mayor's Office
City Hall
435 Hamilton Street
Allentown, PA 18101**

Maria C. Ocasio

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PROFESSIONAL EXPERIENCE

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Census Field Manager

Federal Census Bureau, Allentown, PA 09/2019-Present

Supervisor: Robert Toth, 484-264-9189 40 hours/Contract

The Census Field Manager (CMF) is to directly supervise Census Field Supervisors (CFS) and clerks; strategize about effective outreach in diverse regions, recruit and train applicants.

- Directly supervise 10-15 CFS, and 3-5 office support clerks.
- Provide group and individual training; monitor daily assignments; and provide advice and guidance to subordinate staff.
- Develop and maintain community relationships within office boundaries.
- Establish an effective connection with traditionally difficult enumerate populations or indigenous areas within the boundary.
- Assuring and maintaining specific levels of quality and progress from field operations.
- Review and analyze cost and quality and progress reports.
-

Interim GED Manager 03/2019-Present

The Literacy Center, Allentown, PA 57 hours/part time

Supervisor: Sylvia Boateng, GED Manager, 610-349-0940; may contact

As Instructor, I prepared and assisted both General Education Diploma (GED) and Certified Administrative Assistant (CAA) hopeful for PA State Certified Test programs; curriculum development for all courses and met grant goals on graduation rates.

- Prepared GED and CAA Students for State Certified Test: Developed and updated curriculum utilizing material from the PA State Education department. Strengthened and reinforced students' understanding of concepts by creating and administering tests and projects. Fulfilled goals for students regarding grades and practice tests.
- Curriculum Development: Adapted a curriculum for students of both mixed education and language backgrounds. Integrated both the CAA and GED PA State Guidelines to coach and guide students through the courses. Evaluated students through test, projects, and educational drills.
- Achievements: Increased Graduation rate, 15 out of 20 students in the CAA course have passed. 4 out of 5 GED students have passed within my first two months on the job.

Field Organizer 08/2018-11/2018

Susan Wild for Congress, Allentown, PA 60+hours/Contract

Supervisor: David Huppert, Regional Organizing Director, 610-256-9124; may contact

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The Field Organizer recruited 50+ volunteers for their organization, trained and supervised core staff in data entry, canvassing, voter registration, and phone banking, developed relationships within the community, and spokesperson at important and strategic political events for the campaign.

- **Recruited Volunteers:** Spoke with 250+ voters via phone, in person, or email. Motivated and educated voters on the significance of getting involved in their community. Coordinated several community meetings and meeting with nonprofits on voter education for community members.
- **Trained and Supervised Core Staff:** Trained staff in the techniques and skills of canvassing, voter registration, data entry, and speeches. Provided 10-15 hours of professional development, 20 hours of supervised hands on training, assigning the staff roles based on their performance during training and strengths. Managed up my director and provided critical feedback and input for all field programs.
- **Developed strong community relationships:** Collaborated with community leaders, stakeholders, and gate keeper individuals on key events and issues, organized community events and invited community leaders to speak and increased the visibility of our organization by being present, inclusive, and connected at different community events.
- **Represented the community at different speaking events:** Increased volunteer recruitment and led coordination efforts with the PA Democratic Party. Hosted key community engagement efforts with key leadership political figures such as Senator Casey, Representative James Clyburn and Adriano Espaillat to name a few
- **Increased voter turnout:** Achieved a voter turnout higher than the 2016 presidential election with stronger volunteer recruitment, effective communications, and strategic conversations with voters.

Family Resource Specialist

01/2018-08/2018

JusticeWorks Youthcare, Allentown, PA
Time

40+hours/Full

Supervisor: Maybelline Jimenez, Family Resource Manager, 484-353-8559; may contact

The Family Resource Specialist (FRS) developed treatment plans for each client and family, supervised client's success or failure of prescribed goals, coordinated with the local judicial system and law enforcement to achieve state mandated goals.

- **Developed treatment plans:** Evaluated the needs and offense of the clients, devised a treatment plan while collaborating with the Children and Youth Case Manager from the County and the Court.
- **Supervised the client's success and failures:** Set specific goals for each client and mentored their progress toward those set goals, conducted in-person home visits each and set goals, treatments, and more to follow within a 60-day period. Also responded to immediate requests from clients, court system and law enforcement on updates, safety regarding clients, and emergencies.
- **Coordinated with the local judicial system to finalize goals:** The FRS wrote final observations and recommendations for the court on a case by case basis.

Deputy Organizer

10/2018-11/2018

Virginia Democratic Coordinated Campaign, Virginia Beach, VA
hours/contract

60

Supervisor: Robert Bauch, Regional Organizing Director, 815-751-9830; may contact

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The Field Organizer recruited 50+ volunteers for their organization, trained and supervised core staff in data entry, canvassing, voter registration, and phone banking, develop relationships within the community, and represent community during different political and speaking events.

- **Recruiting Volunteers:** Spoke with 250+ voters via phone, in person, or email. Motivated and educated voters on the significance of getting involved in their community. Coordinated several community meetings and meeting with nonprofits to educate the masses on their role.
- **Training and Supervising Core Staff:** Trained staff in the techniques and skills of canvassing, voter registration, data entry, and speeches. Provided 10-15 hours of professional development, 20 hours of supervised hands on training, assigning the staff roles based on their performance during training and strengths.
- **Developing relationships with the community:** Collaborating with community leaders on key events and issues, organizing community events and inviting community leaders.

Adjunct Instructor

08/2016-Present

Northampton Community College, Bethlehem, PA

20 hr/part time

Supervisor: Michael Sparrow, Dean of College Success, 610-861-5518, may contact

As instructor, I created curriculums designed to motivate and challenge non-traditional and first-generation students to improve their performance, critical thinking, data entry, and to catch up with to their more privileged peers.

- **Curriculum Development:** Coordinated with the Dean that focused on critical thinking skills and related skills for professional development and higher education by meeting at their level and needs. Assigned homework, test, projects and provided feedback and advice.
- **Individual Student Development:** Constantly updated and refined curriculum based on the level of student's understanding and experience. Provided additional tutoring and other academic resources.

Recruiting Manager

02/2017-08/2017

PeopleShare Staffing Agency, Allentown, PA

40 hr/contract

Supervisor: Scott Hobbie, Hiring Manager, 717-421-8558; may contact

The recruiting manager recruited both staff and potential insurance agents, trained and set goals for staff, assessed the achievement towards goals, exceeded recruitment requirements.

- **Recruited staff openings and insurance agent candidates:** Made 250+ calls and coordinated with local workforce agencies to recruit at their events.
- **Accomplishments:** Trained core and new staff in recruiting with feedback, and always met goals of confirming 10 candidates to start daily. Implemented strategic evaluation through better feedback loop systems and better tracking and always exceeded expectations. Per week, doubled expectations and had the highest performance in recruitment nationwide.

Field Organizer

06/2016-11/2016

Hillary for America/Coordinate Campaign, Allentown, PA

60+hr/Contract

Supervisor: Maceo Torres, Regional Organizing Director, 347-449-1813, may contact

As Field Organizer, I recruited 50+ volunteers for their organization, trained and supervised core staff in data entry, canvassing, voter registration, and phone banking, develop relationships within the community, and represent community during different political and speaking events.

- **Volunteer Recruitment:** Spoke with 250+ voters via phone, in person, or email. Motivated and educated voters on the significance of getting involved in their community. Coordinated several community meetings and meeting with nonprofits, such as the Salvation Army, well respected faith-based institutions, Chamber of Commerce and provided critical voter education to provide to community members

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- Supervision: Trained staff in the techniques and skills of canvassing, voter registration, data entry, and speeches. Provided 10-15 hours of professional development, 20 hours of supervised hands on training, assigning the staff roles based on their performance during training and strengths.
- Accomplishments: Collaborated with community leaders on key events and issues, organized community events and invited community and political leaders, such as Senator Tim Kaine.

School-Based Coordinator

06/2013-01/2016

Big Brothers Big Sisters, Allentown, PA

40 hrs./full-time

Supervisor: Ann Hogan, Program Manager, 610-554-5571

As School Based Coordinator, I developed relationships with community members, stakeholders, and school districts for the purpose of recruiting and training mentors and mentees, constant evaluation of success for each match, and expanded the program to 3-5 additional public, charter, and parochial schools. Engaged with community leaders on existing, new, and potential programs, while gauging the need and financial ability on new and ongoing program growth.

- Expanded and Developed New Programs: Maintained and strengthened existing program partnerships, introduced new programs on healthy lifestyles with municipal agencies, and increased school staff involvement on programs and increased enrollment. Created and implemented after-school curriculum and program focused on academic, behavioral, and emotional growth of our Littles.
- Mentors and Mentees Program Accomplishments: Increased inner-city student involvement, coordinated with schools to increase eligible mentees by connecting suburban mentors with inner-city mentees, worked with public

transportation agencies and schools to accommodate inner-city youth, streamlined background checks on mentors, created and led trainings on PA Child Abuse Laws and related policies for staff and volunteers.

- Program Accomplishments: Maintained regular and thorough communication with each match and set goals for success with constant evaluation and analysis. Assisted fundraising events: Bowl for Kids Sake, Golfing Tournaments, and more while raising \$10,000+. Expanded our program by introducing it to Allentown School District and 100 students.

Adolescent Counselor

06/2011-03/2012

KidsPeace, Orefield, PA

40 hr/Full Time

Supervisor: Sean Campbell, Program Manager

Provided therapy sessions appropriate for the needs of each client, ensured each client met the goals set by their clinician, assessed clients' misbehavior and provided next step, and tracked clients' medication intake.

- Provided therapy sessions appropriate for the needs of each client: Coaching clients through emotional breakdown or behavioral issues. Providing alternatives to reactionary or risky behavior.
- Ensured each client met their goal: Coordinating with the clients' therapist to determine which goal is appropriate and how to hold them accountable.
- Assessed the clients' behavior and provide next step: daily logs of behavior were recorded and review by both the adolescent counselor and therapist. Recommendations by both were made.
- Tracked clients' medication intake: Medication was recorded each day in the tracker. Clients were then examined to ensure they were not hiring the medication.

Assistant Coordinator

06/2010-02/2012

Hispanic Chamber of Commerce, Allentown, PA

25 HR/Part Time

Supervisor: Alvaro Diaz, Director, 610-554-4461, may contact

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Developed and assisted college exposure curriculum for students, increased participation of low-income and people of color students in our programs, built and increased relationships with local business for our students internship programs, and Developed and assisted college exposure curriculum for students and coordinated with local colleges to introduce students to a college curriculum and atmosphere.

- **Relationship Building:** Meet with local business to pitch idea and availability of internships. Increased new relationships with local colleges for our FE program,
- **Website Development:** assisted and maintained website, online media platforms, and administrative duties.

Intern

June 2009- August 2009

State Senator Pat Browne, Allentown, PA

Supervisor Ellen Kern, Chief of Staff, 610-821-8468

As intern, worked with constituents and connected them with various agencies, administrative and clerical duties, attended legislative and community meetings and events.

- **Highlights:** Attended high-level meetings in Harrisburg with Senator Browne and his staffers, regarding public school state funding. Assisted in their annual constituent outreach event, connecting constituents with critical resources and needed educational information.

VOLUNTEER EXPERIENCE

Catholic Catechist Instructor

Sacred Heart Church: Allentown, PA

2016-present

- Developed theological curriculum and civic program for students aged 5 to 14.
- Coordinating special events and discussions addressing community needs: HealthCare, Diabetes Awareness, College Preparation, Voter Education and Registration, and more.
- Recruiting guest speakers for upcoming events (local writers, politicians etc.).

Democratic Committee Leader

Allentown, PA
Present

2016-

- Recruited new members especially young people of color, canvassing, phone banking, and more. Lead the Education Committee.

ADDITIONAL SKILLS & EXPERIENCE

- **Computer Proficiency:** Microsoft Office, online media,
- **Database Systems:** STATA, ProCut, VAN/Votebuilder, AIM, UltraStaff
- **Office Management Skills:** Supervision and management, memos, data, grant writing, trainer, and more.
- **More:** Boxing, Calculus, Community organizing, youth outreach, recruiting, etc.

Education

Master's of Art in Political Science and Public Policy 2016

Lehigh University, Bethlehem, PA

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Bachelor's of Art in Political Science, Minor in Philosophy 2011

DeSales University, Center Valley, PA

PAPERS WRITTEN

Social Capital and College Readiness and a documentary *High Frequency Movers.* 2016

- Both examine the consequences of an unfair and inequitable federal school funding on inner city youth.

HONORS & AWARDS

PHI Sigma Alpha, National Political Science Honor Society 2016

Improved Program Award at Big Brothers Big Sisters
2014

Who's Who Among American College Students, Academic Success 2010