

# Application Form

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## Profile

### Which Boards would you like to apply for?

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Commission for Women: Submitted

Seat Name (if applicable)

### Describe why you are interested in serving on this advisory board/commission (please limit your response to one paragraph).

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Beyond personal qualifications, the focus and mission of the Commission for Women is one that is truly near and dear to my heart. As a first-generation college and master's graduate of immigrant working-class family, raised by a single mother I first hand have experience the barriers and issues women face today in society. Professionally I have always focused my efforts on empowering California's working families which tend to majority be a household where women are the sole providers. Through my master's program, I understood the power government has not only in shaping local policy but the opportunities they hold when inclusion and representation are exercised. I believe that my unique background makes me an ideal candidate for the Women's Commission in Contra Costa.

### This application is used for all boards and commissions

Dayanna

First Name

Macias-Carlos

Last Name

Middle Initial

Email Address

Home Address

Suite or Apt

Concord

City

CA

State

94518

Postal Code

Primary Phone

The California Endowment

Employer

Program Associate

Job Title

Occupation

**Do you, or a business in which you have a financial interest, have a contract with Contra Costa Co.?**

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Yes  No

**Is a member of your family (or step-family) employed by Contra Costa Co.?**

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Yes  No

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## **Education History**

**Select the highest level of education you have received:**

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Other

MPA

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If "Other" was Selected Give Highest Grade or Educational Level Achieved

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## **College/ University A**

University of California, Santa Cruz

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Name of College Attended

Latin American Latino Studies

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Course of Study / Major

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Units Completed

## **Type of Units Completed**

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Quarter

## **Degree Awarded?**

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Yes  No

BA

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Degree Type

2009

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Date Degree Awarded

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## College/ University B

University of San Francisco

Name of College Attended

Master of Public Administration

Course of Study / Major

Units Completed

## Type of Units Completed

Semester

## Degree Awarded?

Yes  No

MPA

Degree Type

2018

Date Degree Awarded

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## College/ University C

Name of College Attended

Course of Study / Major

Units Completed

## Type of Units Completed

None Selected

## Degree Awarded?

Yes  No

---

Degree Type

---

Date Degree Awarded

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## Other schools / training completed:

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Course Studied

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Hours Completed

## Certificate Awarded?

Yes  No

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## Work History

Please provide information on your last three positions, including your current one if you are working.

### 1st (Most Recent)

1/3/2013 - present

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Dates (Month, Day, Year) From - To

40

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Hours per Week Worked?

### Volunteer Work?

Yes  No

Program Associate

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Position Title

### Employer's Name and Address

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The California Endowment 2000 Franklin St 4th floor Oakland CA

## Duties Performed

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Provide programmatic and grant making support, strengthening capacity of grantees to engage in advocacy and communications. Develop, execute and manage portfolio for grants and budgets totaling over \$10 million annually. Assist with the development and execution of strategic policy and statewide communications for foundation's initiatives. • Direct the WE Connect program, which empowers and connects lower-income families to underutilized public resources like CalFresh, health care, and Earned Income Tax Credits. • Serve as Deputy Campaign Manager leading Spanish communications strategy for \$150 million "Asegurate/Get Covered" campaign to enroll Californians in health care through the Affordable Care Act. Manage communications and outreach and enrollment efforts alongside Obama administration, Covered California and other federal and statewide advocates. In California 1.3 million newly eligible individuals signed up for health care coverage. • Manage communications for "#Health4All" campaign, which aims to highlight contributions of over 1 million undocumented Californians who are excluded from health care access and "Health4All Kids" campaign to enroll over 170,000 undocumented California children into state-funded Medi-Cal.

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## 2nd

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Dates (Month, Day, Year) From - To

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Hours per Week Worked?

## Volunteer Work?

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Yes  No

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Position Title

## Employer's Name and Address

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## Duties Performed

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## 3rd

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Dates (Month, Day, Year) From - To

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Hours per Week Worked?

## Volunteer Work?

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Yes  No

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Position Title

## Employer's Name and Address

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## Duties Performed

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[DMCarlos\\_Resume\\_2018.docx](#)

Upload a Resume

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## Final Questions

### How did you learn about this vacancy?

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District Supervisor

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If "Other" was selected please explain

### . Do you have a Familial or Financial Relationship with a member of the Board of Supervisors?

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Yes  No

If Yes, please identify the nature of the relationship:

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### Do you have any financial relationships with the County such as grants, contracts, or other economic relations?

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Yes  No

**If Yes, please identify the nature of the relationship:**

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**Please Agree with the Following Statement**

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**I understand that this form is a public document and is subject to the California Public Records Act.**

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I Agree

# Dayanna Macias-Carlos

Concord, CA 94518 • •

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## The California Endowment | Program Associate | Oakland, CA | 2013 - Present

Provide programmatic and grant making support, strengthening capacity of grantees to engage in advocacy and communications. Develop, execute and manage portfolio for grants and budgets totaling over \$10 million annually. Assist with the development and execution of strategic policy and statewide communications for foundation's initiatives.

- Direct the WE Connect program, which empowers and connects lower-income families to underutilized public resources like CalFresh, health care, and Earned Income Tax Credits.
- Serve as Deputy Campaign Manager leading Spanish communications strategy for \$150 million "Asegurate/Get Covered" campaign to enroll Californians in health care through the Affordable Care Act. Manage communications and outreach and enrollment efforts alongside Obama administration, Covered California and other federal and statewide advocates. In California 1.3 million newly eligible individuals signed up for health care coverage.
- Manage communications for "#Health4All" campaign, which aims to highlight contributions of over 1 million undocumented Californians who are excluded from health care access and "Health4All Kids" campaign to enroll over 170,000 undocumented California children into state-funded Medi-Cal.

## Dewey Square Group | Community Affairs Manager | Sacramento, CA | 2010 - 2013

Develop and direct brand management for corporate, nonprofit and foundation clients. Manage portfolio inclusive of health, education, immigration, digital divide and financial literacy issues. Increase contracts and grant management totaling profits of over \$2.5 million annually. Lead and manage 10+ person in house project team. Client portfolio included services such as:

- Lead and manage statewide efforts for California Emerging Technology Fund 'Get Covered' campaign aimed to provide computer literacy education and adoption of broadband to unserved and underserved communities and populations.
- Managed The California Endowment's Spanish Communications for the 'Health Happens Aqui' campaign which challenge conventional assumptions about health and advance health justice and equity in underserved Latino communities.
- Operations management for former First Lady Maria Shriver's public service programs WE Connect, KIVA and Women's Conference. Strategies including partnerships and coalition building across a diverse set of partners like nonprofits, private sector, government, faith based congregations and community based organizations. Managed large scale public activation events like health care enrollment, tax preparation, voter registration and legal aid services. Management including logistics, volunteer recruitment (100+) and training for event programs.

## 32 South Inc. | International Marketing Coordinator | Santa Cruz, CA | 2008 - 2013

Develop marketing programs for international clients (Canadian, European and American companies) in Latin American countries including Mexico, Argentina, Chile and Brazil.

- Expanded Latin American client base by 40% in three years, consistently exceeding marketing impact goals and ensuring complete client satisfaction.
- Manage overseas product launch and press events for multiple mobile apps in Latin America. Manage outreach and initiatives targeted to youth in partnership with private and public universities and government and community organizations.

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### Education

<i>University of California, Santa Cruz</i>	Bachelor of Arts Latin American Latino Studies & Politics	<b>Spring 2009</b>
<i>University of California, Davis</i>	Project Management Certification	<b>2016</b>
<i>University of San Francisco</i>	Candidate for Master's in Public Administration	<b>May 2018</b>

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References Available Upon Request