

## Application Form

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### Profile

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

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Census 2020 Complete Count Steering Committee: 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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I know that you are searching for a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations to develop a Census outreach plan to encourage participation in the Census. I am the Chief Communications Officer for the Contra Costa County Office of Education, with close ties to all 18 school districts and many education leaders in Contra Costa County. I feel that my position would enhance the committee communication efforts.

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

Terry

First Name

W

Middle Initial

Koehne

Last Name

Email Address

Home Address

Suite or Apt

San Ramon

City

CA

State

94583

Postal Code

Primary Phone

Contra Costa County Office of  
Education

Employer

Chief Communications Officer

Job Title

Education

Occupation

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

☐ Yes ☒ No

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

☐ Yes ☒ No

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### Education History

Select the highest level of education you have received:

☒ Other

Bachelor of Arts Degree

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

College/ University A

CSU East Bay (Hayward)

Name of College Attended

Communications

Course of Study / Major

Units Completed

Type of Units Completed

None Selected

Degree Awarded?

☒ Yes ☐ No

B.A.

Degree Type

June 1990

Date Degree Awarded

College/ University B

Holy Names College, Oakland

Name of College Attended

Religious Studies

Course of Study / Major

45

Units Completed

Type of Units Completed

☒ Semester

Degree Awarded?

☐ Yes ☒ No

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Degree Type

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Date Degree Awarded

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## College/ University C

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Name of College Attended

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Course of Study / Major

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Units Completed

## Type of Units Completed

None Selected

## Degree Awarded?

☐ Yes ☐ No

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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)

9/18/2014-Present

Dates (Month, Day, Year) From - To

40

Hours per Week Worked?

### Volunteer Work?

☐ Yes ☒ No

Chief Communications Officer

Position Title

### Employer's Name and Address

Contra Costa County Office of Education 77 Santa Barbara Road Pleasant Hill, CA 94523

### Duties Performed

I act as spokesperson for the County Office of Education, and plan, organize and direct the operations and activities of the Communications department.

2nd

2/1/1996-9/1/2014

Dates (Month, Day, Year) From - To

40

Hours per Week Worked?

### Volunteer Work?

☐ Yes ☒ No

Communications Director

Position Title

### Employer's Name and Address

San Ramon Valley Unified School District 699 Old Orchard Road Danville, CA 94526

### Duties Performed

Lead comprehensive communications and community relations program to strengthen understanding of and support for the San Ramon Valley Unified School District (35 schools/32,000 students/3,400 employees)

3rd

2009-2013

Dates (Month, Day, Year) From - To

10

Hours per Week Worked?

## Volunteer Work?

☐ Yes ☒ No

Communications Consultant

Position Title

## Employer's Name and Address

City of San Ramon 7000 Bollinger Canyon Road San Ramon, CA 94583

## Duties Performed

Host of "Mayor's Report," a twice monthly, 30-minute Community Television Show with the Mayor of San Ramon. Created a comprehensive Communications Plan for the City of San Ramon. Produced "City Report," San Ramon's quarterly community newsletter.

[TK\\_resume\\_2014.pdf](#)

Upload a Resume

## Final Questions

### How did you learn about this vacancy?

☒ Other

CCC Dept. of Conservation and  
Development

If "Other" was selected please explain

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

☐ Yes ☒ No

If Yes, please identify the nature of the relationship:

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

☐ Yes ☒ No

If Yes, please identify the nature of the relationship:

**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

# TERRY KOEHNE

San Ramon, CA 94583

## K-12 Communications/Community Relations Professional

A strategic, creative and collaborative leader with extensive experience and expertise in communications and public relations, primarily in the education, public agency and non-profit environments.

### Key strengths

- Spokesperson
- Media Relations
- Crisis Communication
- Presenter/Facilitator
- Community Outreach
- Strong Leader

## Education

Bachelor of Arts, Communications  
California State University, Hayward

Work towards Accreditation in  
Public Relations (APR)

## Professional and Community Affiliations

California School Public Relations  
Association, 1997- Present  
*President, Board of Directors*  
2006 -07

San Ramon Valley  
Education Foundation  
Danville, CA  
*Board of Directors, 1996 – Present*  
*President, 2009-11*

Leadership San Ramon Valley  
*Board of Directors, 2000 - Present*  
*President, 2007-08*

San Ramon Chamber of Commerce  
*Member, Board of Directors*  
1998 - Present

East Bay Heart Association  
Oakland, CA  
*Member, Board of Directors*  
2000 – 2007

Museum of the San Ramon Valley  
Danville, CA  
*Member, Board of Directors*  
2006 – Present

San Ramon Valley Community  
Core Council on Emergency  
Preparedness  
*Member, Technical Committee*  
2012 - Present

## Professional Experience

**San Ramon Valley Unified School District**  
**Danville, CA**

**1996–Present**

*Public K-12 school district serving 32,000 students and 35 school sites.*

### Director, Communications and Community Relations

Lead comprehensive communications and community relations program to strengthen understanding of and support for the San Ramon Valley Unified School District (35 schools/32,000 students/3,400 employees).

- Successfully created and continuously expanded an all-purpose communications, community and media relations office.
- Primary spokesperson; manage local and national media coverage. Appeared on CNN and Japanese Public Television (October, 2011)
- Advisor to superintendent, trustees, directors and school principals on matters related to media relations and crisis communication.
- Developed and implemented a comprehensive communications plan.
- Act as liaison to public safety and community partners related to campus safety and emergency response.
- Developed a district-wide media relations plan and training program.
- Helped pass \$260 million school facilities bond and 7-year parcel tax that saved several critical programs and 240 teaching jobs. Responsible for communication campaigns including ballot arguments, campaign materials, media relations, employee and community presentations.
- Coordinate all communications during emergency/crisis situations.
- Manage district's award-winning web site.
- Train management employees on effective media relations practices.
- Manage district-level internal communications.
- Conduct press conferences and other media-related events.
- Coordinate district and community programs/events, including Business/Education Roundtable and annual Student Recognition Project.
- Act as liaison to various community and key stakeholder groups.
- Oversee all community and business partnerships.
- Oversee production of all district publications and marketing materials.
- Write and deliver targeted presentations/speeches to various local community groups and service clubs.
- Created hundreds of attention-getting press releases.
- Coordinate/chair various committee processes including Traffix, Streetsmarts, District Climate Committee and naming of all new schools.

**City of San Ramon, California**

**2009–Present**

### Communications Consultant/Host of "Mayor's Report" TV Show

Current host of "Mayor's Report," a twice monthly, 30-minute Community Television Show with the Mayor of San Ramon. Created a comprehensive Communications Plan for the City of San Ramon. Produced "City Report," San Ramon's quarterly community newsletter.

# TERRY KOEHNE

San Ramon, CA 94583  
(925) 552-0555

## Technical Skills

Experience in Adobe InDesign and Photoshop, Microsoft Word, PowerPoint and Excel.  
Also experienced in web design, image editing and photography

## Awards/Recognitions

Danville Area Chamber of Commerce  
Employee of the Year  
March, 2013

City of San Ramon/San Ramon Chamber of Commerce  
Employee of the Year  
December, 2008

San Ramon Valley Education Foundation  
Annual Dinner Honoree  
April, 2011

California School Public Relations Association: Awards for Excellence in Communication  
2007, 2006, 2003, 2002, 2001, 2000

Del Valle Council of PTAs  
Honorary Service Award  
2010, 2001, 2000

United Press International  
Best Newscast in the United States  
KSFO/KYA Radio, San Francisco

Featured on Cover of  
"Acacia Magazine"

## References

References available.

## Professional Experience, continued

### KSFO/KYA Radio - San Francisco, CA

1991-1994

*Flagship Station for Oakland A's and UC Berkeley Basketball  
Fourth largest media market in the United States*

### Sports Talk Show Host/News and Sports Reporter

- Twice weekly hosted a live 3-hour sports talk show and acted as daily sports anchor during "Afternoon Drive."
- Hosted Oakland A's Pregame Show each weekend during baseball season.
- Conducted live remote broadcasts and provided broadcast and print material for ESPN and USA Today.

### Roman Catholic Diocese of Oakland Oakland, CA

1990-1995

### Director of Youth and Young Adults

- Coordinated training, support and resource opportunities for all 89 Catholic parishes and communities in the Diocese of Oakland on matters relating to youth and young adults.
- Promoted, planned and coordinated large-scale events (including annual *Youth Day* which attracted more than one thousand high school youth).
- Served as consultant and trainer to parish coordinators, staff and volunteers.
- Keynote speaker.

### KEKA/KFLI Radio - Eureka, CA

1989- 1991

### News and Sports Director

- Coordinated all aspects of a small-market radio news department
- Gathered, wrote and reported eight live newscasts daily.
- Attended press conferences and communicated with city/county officials
- Coordinated and maintained communication with other media and public service agencies.
- Radio "play-by-play" announcer for Humboldt State University Basketball and Football, and Humboldt Crabs Semi-Professional Baseball
- Coordinated live remote broadcasts.
- Worked with promotions department.