



Barbara Bitner

415•531•2161  
bkbitner@gmail.com

## EXPERTISE

- ▶ **PROGRAM DEVELOPMENT: Specializing in Education and the Arts.** Expertise in creating innovating programs designed to enhance people's lives. Includes: education programs, conferences, performing arts programs, summer camps, community celebrations, international travel tours.
- ▶ **TEAM LEADERSHIP:** Excellent interpersonal skills including: team-building, leadership, collaboration, facilitation, training, and conflict resolution. Excel in providing individual and group coaching to support program's success.
- ▶ **TRAINING: Computer software** - Ability to teach complex computer software programs. Able to break down the steps necessary to learn technology into manageable components, Experience with Canvas LMS.  
**Professional development:** Expertise in designing and delivering in-depth professional development trainings aimed at improving job performance, team building, and enhancing work-related skills.
- ▶ **MARKETING AND BRANDING:** Over 15-years experience marketing a wide variety of programs and businesses. Conducted all aspects of marketing including writing marketing plans and creating and implementing brands.

## ACCOMPLISHMENTS

- ▶ **Key player in the development of task forces, grants and initiatives focused on bringing high tech jobs and educational opportunities to rural communities.** Efforts resulted in the establishment of a *Technology Sector Partnership* consisting of participants from government, education and businesses and individuals. Was a key driving force in creating a project website that united and highlighted "all things tech" including business, talent and resource directories, articles, events, tech initiatives, advice and trainings.
- ▶ **Created Oxbow Summer Art Program for teens.** Program went from non-existent to fully enrolled in 3 summers in the highly competitive summer market and maintained that enrollment during times of economic downturn. Program attendance averaged from 10-20% international students and successfully met its' goals of supporting teens self-confidence and their identification as creative individuals during an especially challenging time in their lives.
- ▶ **Managed the growth of Maui College's PACE Program:** from \$60,00 to \$250,00/year, from serving 1,000-6,000 people/year and from offering 84 to 225 classes/year. Increased revenues by 476%, enrollments by \$415% and course offerings by 260%.
- ▶ **Grew MCC's performing arts program from 2 events/year into a popular 12 event** integrated *Global Rhythms* annual series which prospered during a decade of economic downturn in Hawaii and cuts to arts funding at the national and state levels. Provided extensive educational outreach opportunities to youth.

## EDUCATION

- ▶ B.S. Rutgers University ~ International Environmental Studies
- ▶ Santa Rosa Junior College ~ Applied Art & Design
- ▶ California Adult Education Teaching Credential ~ 2017

continued

▶ **KATHERINE MICHIELS SCHOOL** • San Francisco, CA • 9/06~6/19 • **EDUCATIONAL CONSULTANT**

KMS, a private infant–5th grade school provides a progressive environment for the education of children focusing primarily on the Reggio Emilia model.

- Created and conducted annual school-wide, week-long professional development programs as well as day-long follow up trainings throughout the year.
- Worked closely with the Director and leadership team in areas relating to group dynamics, staffing, staff development & training, fund raising, marketing and branding.
- Coached teachers in team leadership, evaluation methods for their staff and improving their program outcomes.

▶ **PLACER SCHOOL FOR ADULTS & SIERRA COLLEGE** • Grass Valley & Auburn, California • 9/14~5/19 • **COMPUTER SOFTWARE TRAINER**

Taught adult learners needing to advance workplace skills.

- Taught extended classes in Digital Storytelling, Adobe Photoshop and InDesign, Digital Design, and WordPress.
- Created and delivered training curriculum and produced accompanying slide shows and training materials.
- Created semester class in *Applied Digital Design* for Sierra College using Canvas LMS.

▶ **NEVADA COUNTY ECONOMIC RESOURCES COUNCIL** • Nevada City, CA • 3/15~4/19 • **CONSULTANT: PROGRAM DEVELOPMENT**

Worked for both the NCERC re-branding efforts and the creation of the Nevada County Tech Connection consortium.

- Worked in conjunction with project lead, implementing a grant from NoRTEC to develop a *Technology Sector Partnership* for Nevada County. The focus was to build a tech talent pipeline from youth to adults and unite all aspects of the tech ecosystem. See [nctechconnection.org](http://nctechconnection.org) to view the current status of those efforts.
- Was responsible for: managing website creation; soliciting content; creating outreach activities to engage all sectors of the partnership including: workforce development, education, talent and businesses.
- Was hired to rebrand the NCERC's presence, updating the look and content of website, logo, as well as all collateral materials.

▶ **OXBOW SUMMER ART PROGRAM** • Napa, CA • 11/03~9/11 • **FOUNDING DIRECTOR**

Tasked with creating, growing and managing a 17-day internationally recognized fine art program for teens at the highly respected Oxbow School in Napa. For this turnkey program, the school provided state-of-the-art studios, dorms, classrooms and dining facilities. My contribution fell into four arenas.

- **Program Creation:** Established the mission, culture, goals and pathways to realize those goals. Directed all aspects of the program development including the curriculum, the residential component and overall all operations.
- **Hire, Train & Evaluate Staff:** Hired and supervised a team of 16 faculty and counselors. Designed 10-day professional development curriculum and accompanying 100-page training manual. Provided 24/7 leadership, coaching and evaluation.
- **Managed all Operations:** Oversaw all operations, including creating and adhering to budgets, purchasing, and liaison with school personnel, parents, outside businesses and organizations.
- **Marketing:** Created a comprehensive marketing plan while selling the program vision, benefits and logistics to prospective parents and teens. Resulted in a fully enrolled program within 3 years in the highly competitive summer teen market.

▶ **CROSS CULTURAL JOURNEYS** • Sausalito, CA • 6/00~11/03 • **DESTINATION MANAGER**

Company provides environmentally and socially responsible international travel opportunities for individuals and organizations interested in global awareness, indigenous cultures and personal growth. Planned, coordinated, and marketed ten international trips per year. Involved: planning itineraries; coordinating with land operators, trip leaders, hotels, ground transportation and travelers; creating and implementing a marketing plan.

▶ **UNIVERSITY OF HAWAI'I-MAUI COLLEGE**

• Maui, Hawaii • 11/90~6/00 • **PACE (Personal And Community Enrichment) PROGRAM DIRECTOR**, PACE is a Continuing Education program providing classes, performing arts events, special programs.

- **Class Programming:** Created and managed over 200 courses per year in art, culture, music, health, and personal development. Conducted needs assessment; creating a balanced program; hiring and managing instructors and staff; coaching instructors in curriculum development; marketing; fiscal analysis; and program evaluation.
- **Performing Arts Presenting:** Founded and managed *Global Rhythms*, an annual 12-event series specializing in international music and dance. Partnered with statewide arts organizations on block booking and funding. Collaborated with local organizations on marketing, co-sponsorships and outreach activities.