

Boards and Commissions Application

Profile

Lan
First Name

Diep
Last Name

[Redacted]
Email Address

Please note, applications are continuously accepted to the City of San Jose Boards and Commissions. The Board or Commission you select may or may not indicate there is a vacancy. Your application will remain on file for one year from the date of submission. During the year, your application may be considered for unanticipated vacancies.

Which Boards would you like to apply for?

Charter Review Commission: Submitted

Are you a resident of San Jose?

Yes No

Length of Residency

6 or more years

What district do you live in? To verify, please click here: <https://eservices.sccgov.org/rov/?tab=dt> *

District 4

[Redacted]
Street Address

[Redacted]
Suite or Apt

San Jose
City

CA
State

95131
Postal Code

[Redacted]
Primary Phone

[Redacted]
Alternate Phone

NA
Employer

NA
Job Title

Current Employer Address

[Redacted]

Current Employer of Spouse

NA

Address of Current Employer of Spouse

[REDACTED]

Spouse's Job Title

NA

If you or your spouse is retired and receiving a pension, please state source of pension.

NA

Demographics (Optional)

The demographic information you choose to provide is **VOLUNTARY** and **OPTIONAL**. This information will be kept separate from your application and will not be used for evaluating applications or making appointments. The City of San José will use this information to solely conduct research and compile statistical reports regarding the composition of its Board and Commission applicants.

Interests & Experiences

High School, College, Professional, Vocational, or Other Schools Attended. Please include Major or Field of Study, Dates Attended, Degree and Date of Degree.

List any position or office held in any governmental agency, civic, or charitable organization including the dates

San Jose City Councilmember, District 4 (2017-2020)

Languages Spoken

English, Vietnamese

Special Awards or Recognitions Received

Please state why you want to become a member of this Board or Commission including specific objectives which you would work toward as a member. If you are applying for the Board of Fair Campaign and Political Practices, please indicate any familiarity or experience you may have with campaign laws.

Please state any other information which you feel would be useful in reviewing your application

Do you own property in the City of San José?

Yes No

If yes, please list the addresses here.

[REDACTED]

Do you rent property in the City of San José?

Yes No

If yes, is it a month-to-month lease?

Yes No

State and local law require that you abstain from participation in decisions that may affect your financial interests, including sources of income, interest in real property, personal finances or investments. In addition, if appointed, you may be required to fill out a disclosure statement which identifies certain of your financial interest beginning with the immediate twelve-month period prior to your appointment. Please review the scope of your board/commission in Municipal Code Chapter 2.08. Based on your best judgment, does this Board or Commission make decisions that may affect sources of income, interests in real property, personal finances or investments of you or your spouse?

Yes No

If yes, please explain. Please identify any organizations, associations, corporations, or entities by which you are employed or associated that might be affected by decisions of this Board or Commission, and the positions you hold in these entities.

Reference 1 Name

Reference 1 Address

[REDACTED]

Reference 1 Phone

[REDACTED]

Reference 2 Name

Reference 2 Address

[REDACTED]

Reference 2 Phone

[REDACTED]

Supplemental Questions

If applicable, have you ever attended a meeting of the Commission(s) to which you are applying?

Yes No

Would you be available to attend meetings at the scheduled time?

Yes No

Please describe your experience in serving on a Commission or Board.

NA

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, training, knowledge and/or skills which qualify you for appointment to the selected commission(s).

I have read the Charter, thought about its role, and interacted with and suggested amendments to the rules of the Charter for voters to consider during my tenure as councilmember.

What is your understanding of the purpose of the Commission?

To review the questions put forth to it by the City Council: 1) Whether San Jose should continue its city manager - council form of government or move to a strong(er) mayor form of government; 2) Whether the mayoral election should be moved to presidential election years; and (3) if yes, should the term of the mayor elected in 2022 be for two or six years?

Please list three issues facing the City that you feel the Commission should address.

See above.

I would like to say . . .

(Optional) Please upload a resume.

Retirement Board Questions Only

Verification

By checking the box below, you agree with the following statement.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted.

I Agree *

Boards and Commissions Application

Profile

Barbara

First Name

Marshman

Last Name

[Redacted]

Email Address

Please note, applications are continuously accepted to the City of San Jose Boards and Commissions. The Board or Commission you select may or may not indicate there is a vacancy. Your application will remain on file for one year from the date of submission. During the year, your application may be considered for unanticipated vacancies.

Which Boards would you like to apply for?

Charter Review Commission: Submitted

Are you a resident of San Jose?

Yes No

Length of Residency

6 or more years

What district do you live in? To verify, please click here: <https://eservices.sccgov.org/rov/?tab=dt> *

District 6

[Redacted]

Street Address

[Redacted]

Suite or Apt

San Jose

City

CA

State

95125

Postal Code

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

Retired, Mercury News

Employer

Editorial Page Editor

Job Title

Current Employer Address

[Redacted]

Current Employer of Spouse

Retired from HP

Address of Current Employer of Spouse



Spouse's Job Title

Product manager

If you or your spouse is retired and receiving a pension, please state source of pension.

Knight Ridder, Media News (me). Spouse, 0.

Demographics (Optional)

The demographic information you choose to provide is **VOLUNTARY** and **OPTIONAL**. This information will be kept separate from your application and will not be used for evaluating applications or making appointments. The City of San José will use this information to solely conduct research and compile statistical reports regarding the composition of its Board and Commission applicants.

Interests & Experiences

High School, College, Professional, Vocational, or Other Schools Attended. Please include Major or Field of Study, Dates Attended, Degree and Date of Degree.

West Chester University, Pennsylvania, BS in education, English major, 1970; John S. Knight Professional Journalism Fellowship at Stanford University, 1987-88.

List any position or office held in any governmental agency, civic, or charitable organization including the dates

Volunteer Exchange, 1990s.

Languages Spoken

English

Special Awards or Recognitions Received

Various recognitions upon my retirement from The Merc in 2018; previous awards for editorial writing. Community recognition--YWCA Women and Industry, Women of Influence.

Please state why you want to become a member of this Board or Commission including specific objectives which you would work toward as a member. If you are applying for the Board of Fair Campaign and Political Practices, please indicate any familiarity or experience you may have with campaign laws.

I came to San Jose in 1988 and learned of the previous charter commission's highly respected work. District elections were just taking shape then. The commission's work was highly respected. I believe the current mayor-council-city manager system, which I long admired, now is at times dysfunctional, based on both my work in the news media and my experience as a resident. But all forms of government have pitfalls, and I do not know exactly how to improve accountability while avoiding politicization of professional city services. I'm open to ideas.

Please state any other information which you feel would be useful in reviewing your application

During my 50-year newspaper career, my main focus was on local government, first in Pennsylvania and then CA. Since retiring, I have worked with the Santa Clara Valley Open Space Authority and Destination Home, two organizations I deeply admire. I love San Jose.

Do you own property in the City of San José?

Yes No

If yes, please list the addresses here.

[REDACTED]

Do you rent property in the City of San José?

Yes No

If yes, is it a month-to-month lease?

Yes No

State and local law require that you abstain from participation in decisions that may affect your financial interests, including sources of income, interest in real property, personal finances or investments. In addition, if appointed, you may be required to fill out a disclosure statement which identifies certain of your financial interest beginning with the immediate twelve-month period prior to your appointment. Please review the scopr of your board/commission in Municipal Code Chapter 2.08. Based on your best judgment, does this Board or Commission make decisions that may affect sources of income, interests in real property, personal finances or investments of you or your spouse?

Yes No

If yes, please explain. Please identify any organizations, associations, corporations, or entities by which you are employed or associated that might be affected by decisions of this Board or Commission, and the positions you hold in these entities.

Reference 1 Name

Jim Reed

Reference 1 Address

[REDACTED]

Reference 1 Phone

[REDACTED]

Reference 2 Name

Former Councilmember Judy Stabile

Reference 2 Address

[REDACTED]

Reference 2 Phone

[REDACTED]

Supplemental Questions

If applicable, have you ever attended a meeting of the Commission(s) to which you are applying?

Yes No

Would you be available to attend meetings at the scheduled time?

Yes No

Please describe your experience in serving on a Commission or Board.

Because of my journalism career, it has not been appropriate to participate in most civic bodies. However, I have attended meetings and have a good sense of what's required and what's most valuable.

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, training, knowledge and/or skills which qualify you for appointment to the selected commission(s).

I mentioned most before. But let me add--as a member of a major newspaper editorial board, which the Mercury News had until the past decade, I learned how to bring a group to consensus on complex issues. I learned the value and anatomy of productive arguments. And in both editorial board meetings and my years dealing with civic leaders and the public as editor of the editorial page, I learned the value of listening--and of making sure people feel heard.

What is your understanding of the purpose of the Commission?

Propose changes to the city charter to make government more responsive, transparent and effective.

Please list three issues facing the City that you feel the Commission should address.

Inability to get clearly doable things done because of either bureaucracy or lack of accountability; An increasingly polarized political divide that obscures clear areas of common interest and views; And how to move toward greater responsibility for elected leaders without uber politicizing what should be just common sense strategies.

I would like to say . . .

I've resisted city involvement generally since my retirement, but this challenge seems so relevant to my experience as an observer and analyst of government over 30 years in San Jose that applying is too difficult to dodge.

(Optional) Please upload a resume.

Retirement Board Questions Only

Verification

By checking the box below, you agree with the following statement.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted.

I Agree *

Boards and Commissions Application

Profile

Frederick

First Name

Ferrer

Last Name

[Redacted]

Email Address

Please note, applications are continuously accepted to the City of San Jose Boards and Commissions. The Board or Commission you select may or may not indicate there is a vacancy. Your application will remain on file for one year from the date of submission. During the year, your application may be considered for unanticipated vacancies.

Which Boards would you like to apply for?

Charter Review Commission: Submitted

Are you a resident of San Jose?

Yes No

Length of Residency

6 or more years

What district do you live in? To verify, please click here: <https://eservices.sccgov.org/rov/?tab=dt> *

District 6

[Redacted]

Street Address

[Redacted]

Suite or Apt

San Jose

City

CA

State

95125

Postal Code

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

Child Advocates of Silicon Valley

Employer

CEO

Job Title

Current Employer Address

[Redacted]

Current Employer of Spouse

n/a

Address of Current Employer of Spouse



Spouse's Job Title

n/a

If you or your spouse is retired and receiving a pension, please state source of pension.

Demographics (Optional)

The demographic information you choose to provide is **VOLUNTARY** and **OPTIONAL**. This information will be kept separate from your application and will not be used for evaluating applications or making appointments. The City of San José will use this information to solely conduct research and compile statistical reports regarding the composition of its Board and Commission applicants.

Interests & Experiences

High School, College, Professional, Vocational, or Other Schools Attended. Please include Major or Field of Study, Dates Attended, Degree and Date of Degree.

M.S. San Jose State, Counseling Psychology, 1982 B.S. Santa Clara University, Psychology , 1980

List any position or office held in any governmental agency, civic, or charitable organization including the dates

See uploaded resume

Languages Spoken

English

Special Awards or Recognitions Received

Honorary doctorate of Public Service, Santa Clara University, 2014 PACT Community Builder Award
Human Rights Commission Award ALF-SV John Gardner Leadership Award

Please state why you want to become a member of this Board or Commission including specific objectives which you would work toward as a member. If you are applying for the Board of Fair Campaign and Political Practices, please indicate any familiarity or experience you may have with campaign laws.

I would be honored to serve on this vital commission as I want to do whatever I can to be of service to my city. I think the issues that will come before the Charter Review Commission are so important to the progress of our city and will have long term effects. I believe that the recent debates over these critical issues are now appropriately headed for a studied, community engaged, best practices researched Commission forum. My objective would be to work so that the community and all perspectives feel that they have been heard and that there is a consensus that the recommendations to Council (which everyone may not agree with) have been derived by a fair and thorough process. I believe my skills and experiences leading community initiatives make me a worthy candidate for appointment.

Please state any other information which you feel would be useful in reviewing your application

Do you own property in the City of San José?

Yes No

If yes, please list the addresses here.

Do you rent property in the City of San José?

Yes No

If yes, is it a month-to-month lease?

Yes No

State and local law require that you abstain from participation in decisions that may affect your financial interests, including sources of income, interest in real property, personal finances or investments. In addition, if appointed, you may be required to fill out a disclosure statement which identifies certain of your financial interest beginning with the immediate twelve-month period prior to your appointment. Please review the scopr of your board/commission in Municipal Code Chapter 2.08. Based on your best judgment, does this Board or Commission make decisions that may affect sources of income, interests in real property, personal finances or investments of you or your spouse?

Yes No

If yes, please explain. Please identify any organizations, associations, corporations, or entities by which you are employed or associated that might be affected by decisions of this Board or Commission, and the positions you hold in these entities.

Reference 1 Name

Jim Cunneen

Reference 1 Address

[REDACTED]

Reference 1 Phone

[REDACTED]

Reference 2 Name

Preston Smith

Reference 2 Address

[REDACTED]

Reference 2 Phone

[REDACTED]

Supplemental Questions

If applicable, have you ever attended a meeting of the Commission(s) to which you are applying?

Yes No

Would you be available to attend meetings at the scheduled time?

Yes No

Please describe your experience in serving on a Commission or Board.

Chair, Rocketship Public Schools Board, 2015-19, member 2007-2019 Chair, Santa Clara University College of Arts and Sciences Leadership Advisory Board, current Chair, Santa Clara University, Blue Ribbon Commission of Equity and Inclusion, 2015 Chair FIRST 5 Santa Clara County Commission, 7 years

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, training, knowledge and/or skills which qualify you for appointment to the selected commission(s).

CEO of \$150M Health Foundation for 9 years: including leading multiple community initiatives including public input forums, working with multiple, diverse communities, government departments, businesses and non-profit orgs. Executive education at Harvard Business School, Harvard Kennedy School and Stanford Graduate School of Business Being a Board member of a charter school board and working collaboratively with school district leadership

What is your understanding of the purpose of the Commission?

To have a thorough community discussion, review researched best practices, review current practices and their benefits and limitations of relevant charter amendments (mayor/city manager structure, election year selection for mayoral races, etc.) in order to come to consensus on a set of recommendations to submit to the City Council.

Please list three issues facing the City that you feel the Commission should address.

What is the best Mayor/City manager organizational structure What is the best Election year cycle for a Mayoral election City policies that foster greater inclusion, equity with a race and diversity lens

I would like to say . . .

(Optional) Please upload a resume.

Retirement Board Questions Only

Verification

By checking the box below, you agree with the following statement.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted.

I Agree *

FREDERICK J. FERRER, M.S.

Executive Leadership | Organizational Transformation | Community Engagement | Donor Relations

- ☑ **Nationally recognized community advocate** who champions change through collaboration and research-backed public policy initiatives that drive improvements in foster care, child development, health, and human services.
 - ☑ **Decisive nonprofit executive** who excels at steering cross-cultural organizations through complex transitions to achieve a common vision, improve organizational effectiveness, and drive outcomes.
 - ☑ **Influential fundraiser** who leverages extensive donor network and relationships with other community/government leaders to mobilize support and achieve ambitious and sustainable fiscal goals to scale for impact.
- Vision & Focus
 - Strategic Planning
 - Scaling for Growth
 - Fund Development
 - Community Outreach
 - Rebranding & Marketing
 - Program Design
 - Budget Leadership
 - Governance
 - Donor Outreach
 - Organizational Change
 - Innovative Solutions

CAREER HIGHLIGHTS

CHIEF EXECUTIVE OFFICER | Child Advocates of Silicon Valley 2019–Present

Lead the strategic direction of the Silicon Valley Court Appointed Special Advocates (CASA) program that provides mentoring and advocacy to foster youth. Oversee team of 30 professionals and 600 Child Advocates who support more than 900 children in the Santa Clara County dependency system. Design and implement policies, fundraising, and program objectives to provide excellence in programming and advocacy for our children and youth.

- Grew budget 24% within first 4 months of assuming leadership role and drove transformational shift in strategy to increase and diversify funding to scale an increase in the number of advocates to more children in the Santa Clara County dependency system.
- Created a fund development strategy to diversify contributed revenue so funding becomes more predictable and sustainable. Reviewed all fundraising activities and segmentation by donor type to determine how resources were being allocated and refocus as needed to ensure energies are prioritized on activities with greatest impact. Drive public awareness, cultivation, solicitation, and stewardship of new and existing major donors and grants.
- Built and aligned essential resources for administrative infrastructure, technology, talent acquisition and retention, including IT systems, budget and financial controls, and related business processes.
- Expand the public's understanding of Child Advocates' brand and work so that its mission, values, outcomes and narratives are consistently and effectively conveyed through the website, social media, and printed collateral. Transform awareness into contributed revenue and new multi-cultural CASA volunteers.
- Maintain and strengthen the program content and infrastructure. Shape evidence-based and best practices programs for children and youth while ensuring that day-to-day operations and programs are efficiently administered. Establish metrics and dashboards to ensure programs meet objectives and that data is captured and analyzed for program evaluation purposes.
- Foster a culture of organizational wellness and best practices to create a healthy work environment that can mitigate the secondary trauma effects of dependency work as well as improve staff retention.

CHIEF EXECUTIVE OFFICER | The Health Trust 2007–2016

Led the strategic direction of a \$100M foundation that focused on prevention and wellness programs that address oral health, nutrition, HIV, health insurance, homelessness, and aging, with

FREDERICK J. FERRER, M.S.

\$2.5M in annual grantmaking funds. Direct Reports: COO, CFO, HR, Communications, Fund Development and Executive Director of Destination: Home.

- Championed sweeping cultural and organizational changes—including the establishment of and scaling of a corporate wellness program including benefits; work environment upgrades and redesigns; and on-site services and classes.
- Relunched website to align branding, marketing, and communication efforts across all teams and support a unified message.
- Recognized by Google as the 2014 Bay Area Impact Challenge winner for the *Good. To Go.* campaign—an urban agriculture initiative designed to improve nutrition through availability of affordable produce in 12 local communities.
- Earned national recognition for leading a campaign that raised \$10M and a coalition to bring fluoride to the drinking water of 300K residents in San Jose, the largest city in the country previously without water fluoridation.
- Established relationships with more than 30 corporations annually—e.g. Google, Cisco, Wells Fargo, and GoPro—to offer deeply satisfying volunteer opportunities that connected directly to clients and the community.
- Worked in partnership with a coalition of stakeholders and was the initial funder to pass Measure A, a \$950M housing bond of which \$750M was dedicated to housing for chronically homeless residents.
- Partnered with Harvard Business Professor Clay Christensen to introduce and fund *Disruptive Innovation* to local nonprofit and government sectors. DI grants included *Pay for Success*, a \$12M social impact funding model for chronically homeless residents.

PRESIDENT | PRINCIPAL CONSULTANT | KEYNOTE SPEAKER | Manzanita Solutions 1998-2007, 2017-Present

Founded national consulting firm that specializes in delivering strategic solutions project management guidance to family-focused nonprofits and government agencies. Provide expertise in health, leadership, family support, early childhood education, and advocacy. Designed a 9-month process for a Universal Access to Early Care, Education, and Health Pilot Project in 2 low-income school districts w/ \$2.2M in county government funding. Developed plan and contacts to re-open a \$12M Laboratory Early Childhood Center at a community college, positioning program as a Center of Excellence in professional development.

EXECUTIVE DIRECTOR | Estrella Family Services 1986-2005

Directed nonprofit agency (\$1.5M budget & 30 staff). Transformed organization from a childcare center of 74 children to a comprehensive child development and family services program that serves 1K children by approaching families holistically to assess challenges and provide solutions. Raised funds to send 700 children to camp annually; completed \$1.6M capital building campaign.

BOARD LEADERSHIP & COMMUNITY ENGAGEMENT

Santa Clara University College of Arts and Science Leadership Advisory Board 2016-Present

Santa Clara County Office of Education EPIC Special Education Credential Program: Faculty Member 2015-Present

SCU Blue Ribbon Commission for Diversity and Inclusion, Chair 2016

Aspen Pahara Education Fellow 2015-Present

Legacy Academy Board Member 2015-2019

American Leadership Forum: Silicon Valley Senior Fellow 1999-Present

Children's Discovery Museum: LGBTQ Advisory Board Member 2016-Present

Rocketship Public Schools: National Board Member & Board Chair (2015-2019) 2007-2019

Provided board governance to 18 elementary charter schools serving low income communities in San Jose, Milwaukee, Nashville, and Washington DC.

FREDERICK J. FERRER, M.S.

John S. and James L. Knight Foundation San Jose Advisory Committee Member 2004–2008,
2011–2017

FIRST 5 Santa Clara County Commissioner

2001–2007

EDUCATION

Master of Science, Counseling Psychology, SAN JOSE STATE UNIVERSITY

Bachelor of Science, Developmental Psychology, SANTA CLARA UNIVERSITY

Strategic Perspectives in Nonprofit Management, HARVARD BUSINESS SCHOOL

**Effective Measurement of Nonprofit Organizations, HARVARD KENNEDY SCHOOL OF
GOVERNMENT**

**Executive Residency Program for Nonprofit Leadership, STANFORD GRADUATE SCHOOL OF
BUSINESS**

AWARDS & JUDICIAL APPOINTMENTS

Court-appointed Special Advocate for Children (CASA)—2019

Burgess Lifetime Achievement Award in HIV Services and Advocacy—2016

Honorary Doctorate of Public Service, Santa Clara University—2014

People Acting in Community Together (PACT) Community Builder Award—2009

Santa Clara County Human Relations Award—2009

**John W. Gardner Leadership Award from the American Leadership Forum Silicon Valley—
2004**

ACADEMIC/TEACHING EXPERIENCE

DEAN'S EXECUTIVE PROFESSOR OF PUBLIC HEALTH | Santa Clara University 2017–Present

Designed and facilitate Valeriote Goldman Public Health Leadership seminar and internship.
(including 8 CEO's)

ADJUNCT INSTRUCTOR, CHILD DEVELOPMENT AND EDUCATION DEPARTMENT | DeAnza College 1990–
Present

Provide instruction in child development, health, adolescent psychology, educational leadership, and
family engagement.

PUBLICATIONS

***Homelessness Inspires Fear, Discomfort—But it Can Inspire Solutions*, Mercury News Op-ed.**
June 23, 2016.

Food as Discovery: Curating Culinary Experience for Mission Alignment

A Case Study of FoodShed at Children's Discovery Museum of San Jose, cited as thought leader.
March 2016.

***Reflections on the POWER OF VOICE*, Grantmakers in Health.** March 2014.

***How Health is Affected by Racial Inequality*, Mercury News Op-ed.** April 11, 2008.