



A Tradition of Stewardship
A Commitment to Service

County Executive Office

1195 Third Street, Suite 310
Napa, CA 94559
www.countyofnapa.org

Main: (707) 253-4580

Neha Hoskins
Clerk of the Board

December 1, 2022

Jennifer Ocon

St. Helena, CA 94574

Re: First 5 Napa County Children and Families Commission

Dear Jennifer:

You have been a valued Member of the First 5 Napa County Children and Families Commission. The term of your position expires on January 1, 2023. If you wish to request reappointment for another 4-year term, please check the following box:

- ☒ Yes, I would like my name, this letter and application forwarded to the Board of Supervisors for possible reappointment to the First 5 Napa County Children and Families Commission for the term commencing immediately and expiring January 1, 2027.

If you have chosen to request reappointment, please check one of the two boxes below regarding your last application:

- =====
- ☒ I confirm that all the information on my last application is current.
- ☐ Some of the information on my last application is no longer current or is five (5) years old or older. I will submit a new or revised application.

To complete a new application form either contact the Napa County Executive Office or go to the following link to complete your application online:

[Committees & Commissions | Napa County, CA \(countyofnapa.org\)](http://www.countyofnapa.org/committees-commissions)

After checking the appropriate box, **sign and date on the lines below and return this letter to the County Executive Office by mail, email, or fax.**


SIGNATURE

12/5/2022
DATE

COUNTY EXECUTIVE OFFICE
1195 Third Street • Suite 310 • Napa, CA 94559 • (707) 253-4580
www.countyofnapa.org

RECEIVED

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NAPA COUNTY
EXECUTIVE OFFICE

Application for Appointment to Board, Commission, Committee, or Task Force

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest
Code

California Fair Political Practices Website

Application for Appointment
to:

First 5 Napa County Children and Families Commission

Category of Membership for
Which You Are Applying

Category C

Personal Information

The following information is provided in confidence, but may be used by the Board of Supervisors when making the appointment, or be used by the Committee/Commission/Board/Task Force following appointment for purposes of communicating with the appointee.

Full Name

Jennifer Ocon

Supervisory District in
Which You Reside

3

Home Address



City

St. Helena

State

California

Zip	94574
Phone	[REDACTED]
Email Address	[REDACTED]
Work Address	[REDACTED]
City	St. Helena
State	California
Zip	94574
Work Phone	[REDACTED]
Current Occupation	Executive Director
Current License	<i>Field not completed.</i>
Education/Experience	Master's Degree in Social Work, Washington University in St. Louis Bachelor's Degree in Community Studies & Latin American Studies, UC Santa Cruz Over 20 years of experience working in family-serving Bay Area nonprofits, with 4+ years in Napa County
Resume	<u>JO_resume.doc</u>
Community Participation	Provide leadership and community engagement via UpValley Family Centers with offices in Calistoga and St. Helena. Collaborate on several countywide efforts supporting children and families, including Napa Valley Early Learning Initiative, Napa Citizenship Legal Services Collaborative, Napa Triple P (Positive Parenting Program) Collaborative, Napa Valley Community Organizations Active in Disaster (COAD), and the Community Leader Coalition.
Other County Board/Commission/Committee on Which You Serve/Have Served	Napa County Child Abuse Prevention Council/Cope Family Center Live Healthy Napa County Steering Committee

Provide names, addresses and phone numbers of 3 individuals who are familiar with your background.

Reference 1

Name Indira Lopez

Phone

Address

City Calistoga

State California

Zip 94515

Reference 2

Name Michele Grupe

Phone

Address

City Napa

State California

Zip 94559

Reference 3

Name Laurie Claudon

Phone

Address

City St. Helena

State California

Zip 94574

Name and occupation of spouse within the last 12 months, if married. Leo Ocon, Teacher - San Leandro High School

Please explain your reasons for wishing to serve and, in your I am interested in serving on the First 5 Commission because the Commission's mission and purpose are

opinion, how you feel you could contribute.

aligned to my professional goals and aspirations. I have spent my career dedicated to improving the lives of children and families and I know that children's life-long outcomes are greatly enhanced by programs, services and public policies that support the healthy development of babies and young children, and the parents/caregivers who are raising them. I can provide leadership on the Napa First 5 Commission in the areas of prevention, strengthening countywide systems, developing partnerships, implementing family support programs, and advocacy. My experience as a professional serving families with young children, as an organizational leader familiar with early childhood policy issues, and as a parent, gives me important perspectives that can benefit the Commission's work in Napa County. I can provide a voice for the upvalley communities of Napa County, based on my experience working for over the past four years at the UpValley Family Centers. I have had extensive experience working with many other First 5 Commissions around the Bay Area throughout my career. I would be honored to have the opportunity to serve as a Commissioner in Napa County.

Email not displaying correctly? [View it in your browser.](#)

JENNIFER OCÓN, MSW

CAREER PROFILE

Over 20 years of successful nonprofit experience in positions of increasing leadership and staff supervision. Systems-thinker with ability to design, develop, fundraise and oversee social service and education-related programs. Passion for economic and social justice; broad experience working with low-income children/families of diverse backgrounds. Strong organization and communication skills.

PROFESSIONAL ACHIEVEMENTS

PROGRAM & ORGANIZATIONAL DEVELOPMENT: Public/Private Partnerships

- Led merger integration activities of the UpValley Family Centers, aligning the staff, programs, services and partnerships of two rural family centers maximizing the agency's impact and service reach to underserved and vulnerable populations.
- Formalized training programs for Parent Services Project, writing and overseeing publication of curricula for early childhood and school settings including child abuse prevention, family engagement and parent leadership content; developed a parent leadership program piloted nationally to multi-ethnic audiences.
- Led creation of multi-disciplinary in-home visitation initiative, innovative in its use of blended funding to support a continuum of care for families from prevention to intervention, with partnerships among Family Resource Centers, Public Health, Child Welfare at Children's Network (received Counties Care for Kids national award).
- Co-developed the *ChildNet Results Manager* - an outcomes data system for Family Resource Centers to manage data for various funding sources - tracking families served, demographics, service/family outcomes, Medi-Cal billing, and more.

FUND DEVELOPMENT: Grant Writing, Contract Negotiations, Collaborations

- Experience developing and sustaining philanthropic and partner relationships, maintaining supporters of nonprofit organizations over multiple years.
- Conducted grant writing, fee for service contract development, donor appeals, securing an average of over \$2 million annually for UpValley Family Centers.
- Oversaw and fundraised for UpValley Family Centers and Parent Services Project's annual operating budget. Positioned agencies for grants/contracts through the CA Office of Child Abuse Prevention, S.H. Cowell Foundation, Doris Duke Foundation *Strengthening Families*, and W.K. Kellogg Foundation.

POLICY ADVOCACY: Emphasis on Low-Income and Immigrant Communities

- Supported community-driven advocacy, including parent advocacy for recreation activities in Calistoga, promotor education on Voter's Choice Act, successful adoption of a district-wide Family Engagement Policy for San Rafael City Schools.
- Authored local report on consequences of citizenship backlog at the Immigration and Naturalization Service, collaborated with partner agencies to develop state and national reports; testified before Bay Area Congressional Delegation.
- Coordinated statewide Immigrant Day at State Capitol, working with four immigrant rights agencies to develop and implement outreach plan, conduct media advocacy, coordinate with state legislators/staff, plan logistics and monitor budget.

PROFESSIONAL EXPERIENCE

UPVALLEY FAMILY CENTERS, Napa County, CA

Executive Director (Jan. 27, 2014 – present)

Serve as the first executive director for this newly merged nonprofit, working closely with the Board of Directors and staff of 25. Oversee budget and programs focused on serving families in the communities of Calistoga and St. Helena. Maintain strong relationships with the organization's partners – funders, donors, school districts, and social service agencies.

PARENT SERVICES PROJECT, San Rafael, CA

Executive Director (2007-2014) Director of Program & Training (2005-2007)

Provided overall leadership for the organization, working effectively with the Board of Directors, staff of 8-12, funders, partner agencies, schools, and volunteers. Oversaw local, state and national family engagement/leadership programs and annual budget of \$1.1 million.

THE CHILDREN'S NETWORK, Fairfield, CA

Community Programs Director (2000-2005)

Lead role in planning/managing family support programs in Solano County; active on agency management team; supervised two staff; coordinated countywide network of nine independent family resource centers in fund development, advocacy and community service efforts. Increased fundraising for family resource center programs up to \$1 million annually.

CALIFORNIA IMMIGRANT WELFARE COLLABORATIVE, Oakland, CA

Campaign Coordinator (2000) of advocacy efforts for a statewide *Immigrant Day*.

NORTHERN CA. COALITION FOR IMMIGRANT RIGHTS, San Francisco, CA

Immigrant Assistance Program Director (1997-2000)

Supervised multilingual outreach staff of five; implemented community education strategies; coordinated advocacy efforts; analyzed legislation impacting immigrants and refugees; developed action alerts, press releases, and community materials; wrote reports.

DOORWAYS INTERFAITH RESIDENCE, St. Louis, MO

Direct Service Intern (1996) providing housing services for HIV/AIDS homeless population.

INTERNATIONAL EXPERIENCE

INTERNATIONAL DEVELOPMENT EXCHANGE, San Francisco, CA

Latin America Program Intern - Monitoring grantees in Guatemala, Mexico (1997)

MSR. ROMERO CENTRAL AMERICAN REFUGEE COMMITTEE, Santa Cruz, CA

Direct Service & Fund Development Intern - Experience in El Salvador (1991-1992)

AMIGOS DE LAS AMERICAS, San Mateo, CA

Public Health Volunteer - Experience in Dominican Republic, Mexico (1986-1989)

EDUCATION/SKILLS

Master of Social Work, GWB School of Social Work, Washington University, St. Louis, MO, 5/97.
Emphasis: Social and Economic Development. Received International Practicum Scholarship.

Bachelor of Arts, Community Studies, Latin American Studies, University of California at Santa Cruz, CA, 6/92. Received College Honors.

Languages: English, Spanish

Computer: Microsoft Office Programs, Salesforce Donor Database