

DATE: October 9, 2013

TO: City Clerk

FROM: Representative Lily Limón

ADDRESS: 300 N. Campbell Street TELEPHONE 915-541-4124

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of October 15, 2013

Appointment of Analinda Moreno to Museums and Cultural Affairs Advisory Board by City

Item should read as follows: Representative Lily Limón, District 7

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Museums and Cultural Affairs Advisory Board

NOMINATED BY: Representative Lily Limón DISTRICT: Seven

NAME OF APPOINTEE Analinda Moreno  
(Please verify correct spelling of name)

E-MAIL ADDRESS: analinda.moreno@gmail.com

BUSINESS ADDRESS: 119 South Old Pueblo Drive

CITY: El Paso ST: TX ZIP: 79907 PHONE: 915-298-0627

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: \_\_\_\_\_ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Carina Ramirez  
10-1-2013

EXPIRATION DATE OF INCUMBENT: \_\_\_\_\_

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X  
RESIGNED \_\_\_\_\_  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: October 15, 2013

TERM BEGINS ON : October 1, 2013

EXPIRATION DATE OF NEW APPOINTEE: October 1, 2017

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: X  
2<sup>nd</sup> TERM: \_\_\_\_\_  
UNEXPIRED TERM: \_\_\_\_\_

## **Analinda Moreno**

March 3, 2012

VIA E-MAIL

To Whom It May Concern:

I am pleased to submit this letter of interest with my resume. Please consider what someone with my background brings to enhance an organization such as yours.

By means of my academic, professional and personal encounters I have become exceedingly adept at utilizing qualitative and quantitative methods interactively to gather, access and report meaningful information. Whether it be in academia, business or the service sector, my goal remains the same, to systematically understand and evaluate statements, ideas, and information to either assess the quality of services offered, evaluate program effectiveness, analyze trends or track progress so as to analyze effectiveness, evaluate performance, and determine areas for cost reduction and/or improvement of organizational processes.

My experience suggests that, to establish policies and formulate plans that are truly effective, it is essential to build relationships, characterized by trust and empathy, between all stakeholders, notably board members, agency officials, staff members and gatekeepers of targeted populations. Such relationships permit authentic dialogue in which people willingly share their experiences, knowledge and understanding; thus allowing for the direction and coordination of activities related to the development, expansion, and distribution of products and services.

I hold excellent communication and writing skills, but beyond these abilities I bring other proficiencies, such as knowledge of high level statistics and data manipulation that may allow me to elevate a position to the next level. I possess thorough knowledge of SPSS, I am competent with Microsoft Office, (especially Word, Excel and Power Point). I am also bilingual: English/Spanish. I believe that as you review the details of my resume you will see the potential that I envision.

Sincerely,  
Analinda Moreno

**ANALINDA MORENO**

**OBJECTIVE**

A challenging position where my enthusiasm and skills can be creatively utilized to help people and energize the community.

**EXPERIENCE**

**STATISTICAL INFORMATION/PROJECT TECHNICIAN**, Ysleta del Sur Pueblo (2011-pres)  
Collaborate to meet a host of economic development objectives by conducting research related to socio-economic and small business development. Maintain and analyze data for YDSP demographic profile and grant writing support. Evaluate and report on economic development projects. Conduct professional development seminars, provide summary data for mandated reporting and maintain the pay system for the AmeriCorps Program. Provide project support for other economic development components including but not limited to entrepreneurial, financial literacy, CDFI and other skills programs and training projects.

**QUALITY ASSURANCE MANAGER**, Planned Parenthood Ctr. of El Paso (2005-2009)  
Coordinate activities to ensure that the products and services, provided by the agency's education center and 6 clinics, met client and stakeholder expectations. Generate data for assessing performance measures, and publish user-friendly reports regarding performance. Promote the agency before associations, government agencies, community groups and the public; ensure compliance with funding agency standards and Texas legislation; define standards clearly and implement quality methods for staff to apply so as to achieve standards; setup and maintaining controls; identify quality-relevant training needs; analyze performance data against defined parameters; write technical management reports; and guide a diverse staff to collectively promote quality achievement and performance improvement.

**DATA MANAGER**, MD Anderson Cancer Center, Houston, TX (2002-2003)  
General supervision and direction of the Research Staff in the Department of Clinical Cancer Genetics for this globally top ranked cancer research institute. Established and maintained a teamwork environment for monitoring steady progress and maintaining consistency with questions regarding research design, methodology, data collection, analysis and interpretation. Perform regular data edit checks, generate error reports, and produce user-friendly summary reports. Interact with study coordinator and programmers to resolve data quality issues. Demonstrate independent action and resourcefulness on the job and carry out duties in an acceptable manner with minimal supervision.

**SYSTEMS ANALYST II**, Texas A&M University, College Station, TX (1999-2002)  
Design, implement and maintain warehouse of SPSS files. Develop SPSS computer syntax to produce regularly scheduled reports, ad hoc reports and other projects. Provide hands-on instruction with questions regarding research design, methodology, data collection, analysis and interpretation. Supervise Graduate Internship Students and Research Assistants on projects applying various research design methodology and statistical techniques. Demonstrate independent action and resourcefulness and execute duties in an acceptable manner with minimal supervision. Invited on three consecutive years to hold SPSS workshops for The Southern Association of Institutional Research.

**RESEARCH ASSOCIATE**, University of Houston – Clear Lake, Houston, TX (1998-1999)  
Responsible for conducting research and analysis to support educational effectiveness. Design and conduct survey research using scientific sampling methods, perform data entry, analyze and interpret data for various departments. Perform policy studies related to student outcomes, program review, and departmental self-studies. Produce standardized reports required for long-range planning. Used SPSS to test, debug and assemble data sets for internal and external agencies. Maintained a comparative database of large-scale data files. Respond to ad hoc data requests by producing user-friendly, technical reports. Provided statistical expertise and supervised two student research assistants.

**ADJUNCT PROFESSOR**, Houston Community College, Houston, TX and  
**RESEARCH CONSULTANT**, Quetzal Management, Houston, TX (1994 - 1998)

Taught Sociology classes to a diverse group of incoming college students while also assisting presidents and CEOs of emerging companies in strategic and operational planning and establishing goals, objectives and performance standards. Developed and implemented a multi-method design, using quantitative and qualitative methodologies, to each of various projects where the findings were analyzed and compiled into user-friendly reports to facilitate the decision making processes of various business in the for profit sector.

**EDUCATION**

**UNIVERSITY OF HOUSTON, HOUSTON, TX**

Master of Arts: May 1993 -- Sociology; Emphasis in Sociology of Education GPA=3.74

Bachelor of Arts: May 1989 - Major in Sociology; Minor in Mexican American Studies (Cumulative GPA - 3.6; GPA in Major - 3.9). Graduated *Magna Cum Laude*. Recipient of the Joseph S. Werlin Award - Outstanding Student in Sociology.

ADDITIONAL INFORMATION: Thorough knowledge of SPSS and Microsoft Office.  
Bilingual: English/Spanish.

**REFERENCES**

Provided upon request.

**PROFESSIONAL AFFILIATIONS**

Southern Association for Institutional Research (SAIR)  
American Sociological Association (ASA)  
Southwestern Social Science Association

**PROFESSIONAL ACTIVITIES**

Facilitator, "An Interactive Fact Book: A Practical Application for Opening Up Data to Decision-Makers" Annual Conference, Southern Association for Institutional Research; Baton Rouge, LA, 2002.

Presenter, "Beginning SPSS 10.0 for the Institutional Researcher" Annual Conference Workshop, Southern Association for Institutional Research, Baton Rouge, LA, 2002; and Panama City Beach, FL, 2001.

Presenter "SPSS Intermediate Statistics and Syntax Application" Annual Conference Workshop, Southern Association for Institutional Research, Myrtle Beach, SC, 2000; and Chattanooga, TN, 1999.

Presenter, with Dr. A. Gary Dworkin, Merric Lee Townsend and John York. "Evaluation of the 1990-91 Innovative Education Grants Program in Texas," The Educational Economics Policy Center, State of Texas, Austin, TX, 1993.

Presenter, with Dr. A. Gary Dworkin, Merric Lee Townsend and John York. "School Reform in Texas, or Fixing the Lone Star." Panel Discussion, Southwestern Sociological Association, New Orleans, LA, 1993.

Presenter, "School Reform in Houston: What Works!" Latinos/Latinas in Houston Conference, Houston, TX, 1993.

Presenter, "Career Aspirations of Latino Students." Teachers, Teaching, and the Latino Student: Educational Challenges for the Total Community, Galena Park, TX, 1993.

**TECHNICAL REPORTS**

Analinda Moreno. "Department of Journalism: Student Profiles and Educational Outcomes." Submitted to Dr. Leroy G. Dorsey, Interim Head, Department of Journalism, Texas A&M University, 2001.

Analinda Moreno. "Fall 2000: Top Feeder High Schools for Incoming Hispanic Students." Submitted to Dr. Cruz Torres, Professor, Department of Rural Sociology, Texas A&M University, 2000.

Analinda Moreno. "CAEN 101: Using College Prep Courses to Address Uneven Success of Students" Submitted to the CAEN Department, Texas A&M University, 2000.

Analinda Moreno, Merric Lee Townsend and Dr. A. Gary Dworkin. "Evaluation of Pre-Treatment Questionnaires for Houses of Success at Texas City High School." Submitted to Texas City High School, 1993.

Dr. A. Gary Dworkin, Merric Lee Townsend, Analinda Moreno, and John York. "Evaluation of the 1990-91 Innovative Education Grants Program in Texas." Submitted to the Educational Economics Policy Center, State of Texas, Austin, TX, 1993.

Analinda Moreno and Dr. A. Gary Dworkin. "Evaluation of Communities in Schools." Submitted to Communities in Schools, Houston Corporate Office, 1993.

Analinda Moreno, Dr. David Clinger and Dr. A. Gary Dworkin. "Evaluation of Communities in Schools." Submitted to Communities in Schools, Houston Corporate Office, 1992.

Dr. H. Prentice Baptiste and Analinda Moreno. "A Preliminary Needs Assessment On Ethnic Awareness." Submitted to the Fort Bend Independent School Board, 1991.

Analinda Moreno. "Improving College Attendance Among Davis High School Students." Submitted to Tenneco/Davis/UH-Downtown Task Force, 1990.

Analinda Moreno. "Pathways to Education: Promoting the Transfer of Minority Students into Higher Education." Submitted to the Texas Consortium for Educational Opportunity, 1990.

Analinda Moreno. "Overview of On-Campus Student Enrollment, Fall 1989 Vs Fall 1988." Submitted to the University of Houston-Downtown Faculty and Administration, 1990.

Analinda Moreno. "Increasing Minority Enrollment through Strategic Use of Scholarship Offers." Submitted to Marketing Task Force, University of Houston-Downtown, 1989.

Analinda Moreno with Dr. A. Gary Dworkin. "Career and Education Day-Student Profile." Submitted to the Houston Hispanic Forum, 1993.

Analinda Moreno with Dr. A. Gary Dworkin. "Career and Education Day-Student Profile." Submitted to the Houston Hispanic Forum, 1992.

Analinda Moreno with Dr. A. Gary Dworkin. "Career and Education Day-Student Profile." Submitted to the Houston Hispanic Forum, 1990.

Analinda Moreno and Dr. A. Gary Dworkin. "Career and Education Day-Student Profile." Submitted to the Houston Hispanic Forum, 1988.

## **GRANTS**

### **Educational Economic Policy Center - Austin, Texas (1992-1993).**

"Innovative Grant" (With A. Gary Dworkin and Merric Lee Townsend) \$44,864.00.

### **Texas City High School - Houston, Texas (1993).**

"Houses for Success" (With A. Gary Dworkin and Merric Lee Townsend) \$4,000.00.

### **Communities in Schools - Houston, Texas.**

"1993 Evaluation of Program Development At: Frost, Bastian, and Fairchild Elementary Schools" (With A. Gary Dworkin) \$12,000.00.

"1994 Evaluation of Program Development At: Frost, Bastian, and Fairchild Elementary Schools" (With A. Gary Dworkin) \$7,600.00.

### **Houston Hispanic Forum - Houston, Texas.**

"1993 Evaluation of Career and Education Day" (With A. Gary Dworkin) \$800.00.

"1992 Evaluation of Career and Education Day" (With A. Gary Dworkin) \$300.00.

"1990 Evaluation of Career and Education Day" (With A. Gary Dworkin) \$100.00.

### **Truitt Elementary School - Houston, Texas (1993).**

"Discover What It Takes" (With A. Gary Dworkin) \$3,000.00.