

ALEJANDRA CALVA, MPH, MSW, CHES®

mariale.calva@gmail.com | Athens, Ga.

Experienced bilingual and bicultural program manager and evaluator, mixed-method researcher, and advocate for under-served communities. Proven success record securing and administering grants and contracts from public and private entities. Research interests include policy and community-based participatory projects that address poverty and increase health and well-being through community empowerment. Effects system-level change by leveraging 16 years of multi-professional experience and leadership in non-profit management, public health, social work, and bilingual marketing communications (English/Spanish).

EDUCATION

University of Georgia, Athens, Ga.

2017 – 2019

Master's in Social Work, Clinical Practice

Master's in Public Health, Health Promotion and Behavior

Thesis: Fostering sustainable community change: Supporting leadership development of CHWs/promotoras

Villanova University, Villanova, Pa.

2002 – 2006

Bachelor of Arts in Communication, Cum Laude

Bachelor of Arts in French and Francophone Studies, Cum Laude

PROFESSIONAL EXPERIENCE

University of Georgia, Athens, Ga.

August 2022 – Present

School of Social Work Part-time Instructor

- Instructor of record of NMNL 5226: Program Evaluation, a required course for students seeking the Certificate in Nonprofit Management and Leadership.

St. Mary's Health Care System, Athens, Ga.

March 2022 – Present

Community Health & Well-being Coordinator

- Collaborate with internal and external stakeholders to develop and execute health education and outreach initiatives for underserved and rural communities.
- Collect data on hospital community benefit programs, ensure its accuracy and communicate findings to system leaders.
- Participate in Contributions Committee, which reviews requests from regional nonprofits seeking financial and in-kind support from the hospital system.

CDC Foundation, Atlanta, Ga.

Nov. 2021 – March 2022

Health Equity Project Manager

- Collaborated with leads of the State Refugee Health Program (SHRP) of the Georgia Department of Public Health (GDPH) and other stakeholders to support the health of refugees resettled in Georgia.
- Managed an 8-person team to develop and implement projects to improve mental health outcomes within the state's growing multicultural and multilingual refugee population.

AthensWorx, Athens, Ga.

Jan. 2021 – Nov. 2021

Strategy & Operations Consultant

- Developed and implemented sales, project management, and vendor relations processes for the landscaping and construction services startup company.
- Developed and implemented marketing initiatives for AthensWorx, including website and other collateral.

- Managed residential renovation projects for homeowners and organizations like Habitat for Humanity and Hands on Historic Athens.
- Provided mentorship and practical support to independent skilled trades workers and small trade business owners, to increase local capacity and generational wealth.

The University of Georgia, Athens, Ga.

Aug. 2017 – Dec. 2020

College of Public Health, Research Staff Member & Program Manager

School of Social Work, Graduate Research Assistant

- Convening member of the interdisciplinary research team behind *Lazos Hispanos*, a community health worker (CHW)/*promotoras* program within the Latinx community of Athens-Clarke County, Ga.
- Co-led all **program planning and implementation** efforts, including:
 - Development and management of program objectives and timelines.
 - Establishment of sustaining partnerships with 12+ local service providers serving low-income Athenians
 - Recruitment, mentorship, and support of 12 CHWs from Athens' Latinx community.
 - Planning and facilitation of monthly training for CHWs (i.e., selecting topics, identifying content experts, creating learning content and activities, facilitating training sessions, and evaluating gained knowledge/skills gained).
 - Development of a 40-hr comprehensive training program manual (English/Spanish) for CHWs, on behalf of the Georgia Department of Public Health. The curriculum is designed for in-person or online delivery.
- Co-led process, outcome, impact, program, and financial **evaluations** of *Lazos Hispanos*, including:
 - Development of detailed community-based research protocols (e.g., multiple provisions to protect confidentiality and wellbeing of systematically disenfranchised program participants) and management of UGA's Institutional Review Board (IRB) approval/renewal process.
 - Development of mixed-method, culturally-responsive data evaluation tools in English and Spanish.
 - Collection of quantitative and qualitative data from CHWs, partners, and community participants.
 - Analysis and synthesis of mixed-method primary data and relevant secondary data.
 - Co-authored five manuscripts published by respected peer-reviewed journals (see Publications section).
 - Presented research findings at multiple professional conferences and interagency meetings (see Presentations section).
- Co-led **external communications** with current and prospective funders, partners, program participants, and the community at large, including media outreach and newsletter content development.
- Co-led **program sustainability** efforts, including:
 - Identification of relevant funders and developing trusting relationships with program managers.
 - Development of nine successful grant applications to private and public entities (out of 19 submitted).
 - Administration of ~\$270,000 secured in 3 years through external funders.
 - Resource development and administration of in-kind support from UGA and local community partners.
- Helped supervise contributions of 3-5 volunteers and student assistants every semester.

Athens-Clarke County Unified Government, Athens, Ga.

March 2020 – June 2020

Office of Inclusion, Fellow

- Developed comprehensive brief outlining critical recommendations for the Office of Inclusion and Office of Public Information to help address language barriers limiting the county's efforts to share vital information with Spanish-speaking residents.
- Translated critical public health information and details of local response to the COVID-19 pandemic from English to Spanish (e.g., digital and print).
- Leveraged public relations and community outreach skills to disseminate critical information regarding COVID-19 to Athens Latinx community.

- Informed Inclusion Office on the strengths of the local immigrant community, the challenges they face accessing essential health and social services, and the community-based organizations that support them.

Mercy Health Center, Athens, Ga.

May 2019 – May 2020

Social Work Staff

Master's in Social Work/Master's in Public Health Intern

- Managed and coordinated the clinic's behavioral health program (25+ weekly clients for ten clinicians).
- Managed complex whole-person care cases (e.g., resource navigation and referrals and patient advocacy).
- Participated in weekly interdisciplinary case staffings to plan quality whole-person patient care.
- Collaborated with a health educator to finalize and execute a health coaching program with new patients.
- Contributed to grant applications and reporting by tracking outcomes and editing outgoing applications.
- Translated written materials and interpreted between Spanish-speaking patients and English-speaking staff.
- Increased cultural responsiveness by educating staff on the Latinx community's strengths and unique needs.
- Worked with the clinic's director and medical staff to develop and implement communication strategies with our patients regarding COVID-19 mitigation.

La Clínica in LaK'ech, Athens, Ga.

Oct. 2018 – May 2019

Master's in Social Work Clinical Intern

- Served as the first social work intern at a community-based, culturally, and linguistically responsive mental healthcare clinic that serves members of the local Latinx mixed-immigration status community.
- Established and maintained trusting relationships with clients in a confidential setting.
- Conducted intakes and bio-psycho-social-spiritual assessments of new clients.
- Actively planned and participated in counseling sessions, alongside a co-therapist, with 3-4 clients per week. Presenting issues included: complex trauma, domestic violence, depression, and anxiety.
- Wrote and maintained client-related paperwork, including session notes and intakes.
- Provided referrals to healthcare and social services to all clients, as needed.
- Participated in weekly staffing meetings and supervision.
- Conducted public relations activities for the clinic, such as collateral material development, attending community events, and meetings with key stakeholders on behalf of the organization.

The University of Georgia, Athens, Ga.

Dec. 2014 – Aug. 2017

The Latin American & Caribbean Studies Institute (LACSI), Community Relations Manager

- Led research and authorship of the first comprehensive needs assessment of the Athens Latinx community:
 - Development of mixed-method, culturally-responsive data collection instruments and IRB protocols
 - Resource development, including \$25,000 in grants and donations
 - Recruitment, training, and supervision of 25+ bilingual volunteers (including undergraduate and graduate students) to conduct interviews and enter data for analysis
 - Analysis and synthesis of mixed-method data (370 surveys responses and 26 focus group participants)
 - Presentation of findings to 60+ community stakeholders from local government and service providers.
- Laid the groundwork for the development of *Lazos Hispanos*, in direct response to findings from community assessment, including:
 - Partnership development with Dr. Rebecca Matthew to secure funding for "Community Health and Well Being: Assessing Receptivity to a Promotora Program in Athens-Clarke County" pilot study (\$700)
 - Identification and convening of a 10-member interdisciplinary research group
 - Development of a successful proposal for 1 of 12 UGA President's Interdisciplinary Seed Grants (\$97,547).
- Supported community allies and local nonprofits in developing and implementing relevant educational and social services programming focused on the local Latinx community.

- Re-launched LACSI's U.S. Latinx research and outreach initiative PORTAL, by strengthening its network of interdisciplinary faculty, students and staff, and community stakeholders.

Formula Public Relations and FORMULATIN, New York, N.Y.

May 2006 – Dec. 2014

Associate Director

- Developed and executed award-winning public relations and marketing communications programs for national brands targeting Hispanic and general market audiences, including Mattel Brand Consumer Products, Nestlé USA brands, Heineken USA brands, Kipling, Plum Organics, Littler Mendelson, Brown-Forman brands, TurboTax, NAPA AUTO PARTS, Phillips 66, and Behr paints, among others.
- Managed and mentored teams of eight, managed budgets, and developed and presented new business proposals. Provided media training to brand spokespeople.
- Promoted seven times--from intern to associate director--during eight-year tenure.

RESEARCH PUBLICATIONS

- Calva, A.,** Orpinas, P., Darbisi, C., Matthew, R. A., Bermudez, J.M. (manuscript in progress). Fostering sustainable community change: Supporting leadership development of *promotoras*.
- Alvarez-Hernandez, L. R., Bermúdez, J. M., Orpinas, P., Matthew, R., **Calva, A.,** & Darbisi, C. (2021). “No queremos quedar mal”: A qualitative analysis of a boundary setting training among Latina community health workers. *Journal of Latinx Psychology*.
- Orpinas, P., Matthew, R. A., Alvarez-Hernandez, L. R., **Calva, A.,** & Bermúdez, J. M. (2021). *Promotoras* voice their challenges in fulfilling their role as community health workers. *Health Promotion Practice*, 22(4), 502-511.
- Calva, A.,** Matthew, R. A., & Orpinas, P. (2020). Overcoming barriers: Practical strategies to assess Latinos living in low-income communities. *Health Promotion Practice*, 21(3), 355-362.
- Matthew, R. A., Orpinas, P., **Calva, A.,** Bermudez, J. M., & Darbisi, C. (2020). Lazos Hispanos: Promising strategies and lessons learned in the development of a multisystem, community-based *promotoras* program. *Journal of Primary Prevention*, 41, 229-243.
- Orpinas, P., Matthew, R. A., Bermudez, J. M., Alvarez-Hernandez, L. R., & **Calva, A.** (2020). A multi-stakeholder evaluation of Lazos Hispanos: An application of a community-based participatory research conceptual model. *Journal of Community Psychology*, 48(2), 464-481.
- Calva, A.** (2017). The Hispanic/Latinx community of Athens-Clarke County, Ga. in 2016.

SELECTED RESEARCH PRESENTATIONS

- Calva, A.,** Matthew, R.A., Orpinas, P., Bermúdez, J.M., Darbisi, C., & Álvarez-Hernández, L. (2019, November). Evaluation of a nascent CHW/*promotoras* program in the Southeast: *Lazos Hispanos*. Roundtable discussion at Annual Conference of the American Public Health Association. Philadelphia, Pa.
- Calva, A.,** Darbisi, C., Matthew, R.A., Orpinas, P., Bermúdez, J.M., & Alvarez-Hernandez, L. (2019, November). Fostering sustainable community change: Supporting leadership development among CHWs/*promotoras*. Poster presented at the Annual Conference of the American Public Health Association. Philadelphia, Pa.
- Calva, A.,** Matthew, R.A., Orpinas, P., Bermúdez, J.M., Darbisi, C., Alvarez-Hernández, L. (2019, October). *Lazos Hispanos*: case study of a nascent CHWs/*promotoras* program in Georgia. Presented at the State of Public Health Conference. Athens, Ga.
- Wiggins, C. J., Matthew, R. A., **Calva, A.,** Darbisi, C., Orpinas, P., Bermúdez, J. M., Williams-Livingston, A., Ervin, C. (2018, October 18). Community health workers in Georgia: Bridging the gap between service providers and the community. Poster presented at the State of Public Health Conference. Athens, Ga.

Matthew, R. A., **Calva, A.**, Orpinas, P., Bermudez, J. M., & Darbisi, C. (2018, January). *Lazos Hispanos* (Hispanic Links) *Promotoras*: Fostering bridges toward prosperous and healthy communities. 2018 Social Justice Symposium; Athens, Ga.

Calva, A. (2017, July). Public service and outreach breakout panelist. 2017 University of Georgia New Faculty Orientation; Athens, Ga.

Calva, A. (2017, March). Tapping on multidimensional, mixed-methods community assessments as advocacy tools. University of Georgia's Diversity, Equity, and Inclusion Conference; Athens, Ga.

Calva, A. (2016-2017). Assessing the needs of the Latinx community in Athens-Clarke County, Ga. Presentation of research findings to various stakeholder groups in and around Athens.

SECURED COMPETITIVE GRANTS

Georgia Department of Public Health, \$137,000

2020 – 2021

Development of training for community-based community health workers in Georgia. Collaboratively developed the proposal and administered the grant.

Athens Clarke County Unified Government, \$68,750

2020

COVID-19 Housing and Food Relief Program (granted to Casa de Amistad). Co-developed the proposal.

Piedmont Community Benefits Grant Program, \$10,000

2019 – 2020

Lazos Hispanos/Hispanic Links. Collaboratively developed the proposal and administered the grant.

Georgia Health Foundation, \$20,000

2019

Lazos Hispanos: Fostering bridges toward healthy families. Collaboratively developed the proposal and administered the grant.

Oconee Street United Methodist Church, Athens, Ga., \$5,000

2018 – 2019

Lazos Hispanos: Fostering bridges toward healthy families. Collaboratively developed the proposal and administered the grant.

University of Georgia President's Interdisciplinary Research Seed Grant, \$97,547

2017 – 2018

"Promotores" as cultural brokers: Fostering bridges toward prosperous and healthy communities. Research team member. Proposal selected out of 156 eligible applications. Collaboratively developed the proposal and administered the grant.

University of Georgia Center for Social Justice, Human and Civil Rights, \$700

2017

Community health & wellbeing: Assessing receptivity to promotora program in ACC. Collaboratively developed the proposal and administered the grant.

The Sapelo Foundation, \$20,000

2015 – 2016

Georgia Hispanic/Latino community needs assessment. Developed the proposal and administered the grant.

La Vida Yoga/Work for America Foundation, \$3,500

2015

Georgia Hispanic/Latino community needs assessment. Developed the proposal and administered the grant.

LEADERSHIP, ADVOCACY, AND ALLYSHIP

Athens-Clarke County 2020 Census Complete Count Committee

2019 – 2020

Committee Co-Chair

Selected by Mayor to help ensure full Census participation by county residents. Directed committee to focus on hard-to-count populations, including people living in chronic poverty, families with young children, older adults, immigrants, and college students). Committee members included ACC-UG, UGA, CCSD, Athens Homeless Coalition, Athens Clarke Library, Athens Area Chamber of Commerce, Athens Council on Aging, and others.

Athens Immigrant Rights Coalition**2015 – 2020***Steering Committee Member, Volunteer*

Advanced the coalition's mission to advocate for the Athens immigrant community by coordinating training, fostering relationships with relevant stakeholders, fundraising, and more. In response to the COVID-19 pandemic, coordinated the distribution of 12,000 meals prepared by local restaurants to the community over 10 weeks. Co-wrote successful application to competitive local grant to fund initiative (\$68,750 granted).

The Dr. June Gary Hopps "Bridge" Award, Athens Social Justice Symposium**2019**

Received award in "recognition for work in creating connections in a consistent pursuit of social justice."

Athens Latino Center for Education & Services (ALCES)**2014 – 2018***President of the Board of Directors, 2016 – 2018; Member of the Board, 2015 – 2016; Volunteer, 2014*

Led oversight of programming and finances, recruitment of new board members and volunteers, resource and partnership development, and communications. Negotiated acquisition of ALCES by Latin American Association.

Athens Transit System, 2018 Transit Development Plan**2017***Stakeholder Committee Member*

Provided guidance and instrumental support surrounding Route 30 bus line launch servicing predominantly-Latinx neighborhoods in Athens-Clarke County.

Envision Athens**2016 – 2017***Steering Committee Member*

Participated in a 38-member committee to provide insights and lead outreach efforts to the local Latinx community, thus supporting the development of an inclusive 20-year plan for ACC.

Athens Wellbeing Project**2016 – 2017***Project Advisory Committee Member*

Advised group to ensure the longitudinal collection and analysis of county-wide data was culturally and linguistically appropriate.

Latin@UGA**2015 – 2016***Founding Member*

Collaborated with Dr. Edward Delgado-Romero to launch Latin@UGA for Latinx faculty, staff, and students.

ADDITIONAL SKILLS

- **Languages:** Native level written and spoken English and Spanish; intermediate level French.
- **Certificates:** Certified Health Education Specialist (CHES,#34461); CITI Training on Social & Behavioral Research (exp: 2/2025); NIH Plain Language Training (2017); Question, Persuade, and Refer (QPR) Gatekeeper Training for Suicide Prevention (2018); Youth Mental Health First Aid (2019).
- **Software:** MS Office Suite, Qualtrics, SPSS, EndNote, Greenway Health EMR, QuickBooks, Zoom, and more.

PROFESSIONAL REFERENCES

Available upon request.