

MDUSD

CITIZEN'S BOND OVERSIGHT COMMITTEE

MEMBERSHIP APPLICATION

COMMITTEE'S PURPOSE

"The purpose of the Committee is to inform the public concerning the expenditures and uses of bond revenues. The Committee's legal charge is to actively review and report on the expenditures of taxpayer's money for school construction."

APPLICATION INSTRUCTIONS

Please complete and submit this Membership Application with a current resume and a personal statement summarizing why you want to serve on the Citizens' Bond Oversight Committee. Include any special areas of expertise or experience that you have that would be helpful to the Committee. Please submit Membership Application and supporting documents to Chief Business Officer, Dr. Lisa Gonzales, at cbo@mdusd.org

Name Denise Huffman Cruz	Home Address	
Home Phone	Cell Phone	Email

GENERAL MEMBERSHIP REQUIREMENTS

Do you live within the boundaries of MDUSD?	Yes
Are you an elected official?	No
Are you an employee or official of MDUSD? (No employee or official shall be appointed to the CBOC,)	No
Are you a vendor, contractor or consultant of MDUSD? (None shall be appointed to the CBOC.)	No
Can you serve a full three year term?	Yes
Do you know of any reason such as a potential conflict of interest, which would adversely affect your ability to serve on the CBOC? If "Yes", please explain:	No
Can you attend quarterly CBOC meetings ?	Yes

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SPECIFIC MEMBERSHIP REQUIREMENTS		
The committee must consist of at least seven members. (CHECK THE CATEGORY YOU ARE APPLYING FOR)		
✓	CATEGORY	QUALIFIER
REQUIRED BY PROPOSITION 39		
<input type="checkbox"/>	Business Organization (1 position)	One member shall be active in a business organization representing the business community located within the District
<input type="checkbox"/>	Senior Citizen Organization (1 position)	One member shall be active in an Approved Senior Citizen Organization
<input type="checkbox"/>	Taxpayer Organization (1 position)	One member of an bona fide Taxpayer Organization
<input type="checkbox"/>	Parent or Guardian (1 position)	Parent or Guardian of a current MDUSD student
<input checked="" type="checkbox"/>	Parent or Guardian AND PTO (1 position)	Parent or Guardian of a current MDUSD student AND a member of a Parent-Teacher Organization
BOARD MEMBER AT LARGE REPRESENTING		
<input checked="" type="checkbox"/>	Concord	Resident of Concord
<input type="checkbox"/>	Walnut Creek	Resident of Walnut Creek
<input type="checkbox"/>	Pleasant Hill	Resident of Pleasant Hill
<input type="checkbox"/>	Clayton	Resident of Clayton
<input type="checkbox"/>	Bay Point	Resident of Bay Point
<input type="checkbox"/>	Pacheco, Clyde, or Unincorporated Areas	Resident of Pacheco, Clyde, or Unincorporated Areas
<input type="checkbox"/>	MDUSD Student	Current MDUSD Student
<input type="checkbox"/>	Area of Expertise (Please Explain):	Expertise in Accounting, Auditing, Construction, Financial Management, or School Administration.

Various CBOC documents are available on the CBOC's website at
<http://www.mdusd.org/cboc>
 including agendas, minutes, membership by categories, audit reports, CBOC By-Laws, annual reports, bond measures etc.

MEMBERSHIP APPLICATION CHECKLIST	
<input checked="" type="checkbox"/>	Completed Application Form
<input checked="" type="checkbox"/>	Current Resume
<input checked="" type="checkbox"/>	Personal Statement (Why do you want to serve on the CBOC and what areas of expertise or experience do you possess that will benefit the CBOC?)
<input checked="" type="checkbox"/>	Email to cbo@mdusd.org

SELECTION PROCESS

Applications will be reviewed by the District who shall make recommendations to the Board of Education for appointment to the CBOC. Interviews will be held as needed. Submitted applications shall be published in the Board Agenda for public review prior to the Board of Education appointing Committee members.

SIGNATURE OF APPLICANT	
By signature, the Membership Application answers, current resume and personal statement are true and complete to the best of my knowledge.	
Name	Date
<i>Denise Huffman</i>	November 4, 2022

November 4, 2022

To Whom It May Concern,

I am writing to submit my personal statement associated with my application to serve on the Citizen's Bond Oversight Committee.

I currently have two students attending MDUSD schools: a 6th grader at El Dorado Middle School and a 2nd grader at Westwood Elementary.

I served as PFC president at Westwood Elementary for 4 years and am currently PFC president at El Dorado Middle School. I am currently serving on both Westwood's and El Dorado's School Site Councils and have served on Westwood's SSC in previous years.

As part of the Westwood SSC, I attended multiple district and school meetings associated with Measure J. I was extremely encouraged to see the ideas presented in the initial master plan. Many of the solutions presented seemed to address very real, very important concerns presented by faculty and families while exploring new approaches that would help modernize our district's schools and educational system.

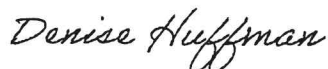
I have found immense satisfaction and growth through these roles and in collaboration with school faculty, school community members/parents, and students. As an on-site volunteer, I have seen first-hand the safety and security needs, in and outside of the classroom.

We live in a diverse community with many differing opinions and ideas. During my time on the PFC boards, I saw the importance of bringing those differing voices to the table to ensure equitable, inclusive solutions.

My interest in serving on the CBOC aligns with why I became involved with the PFCs and SSCs – to lend my voice and ideas to discussion while advocating for those who are unable to do so.

I thank you for the consideration and look forward to seeing the implementation of Measure J's solutions.

Sincerely,



Denise Huffman Cruz
MDUSD Parent

DENISE HUFFMAN CRUZ

SKILLS SUMMARY

For over 20 years I have straddled the creative and account sides in the marketing industry, bridging the gap between both areas of expertise to create and execute cohesive integrated marketing campaigns. My experiences include business-to-consumer and business-to-business marketing ranging from international corporations to small family-owned ventures.

As a parent, I have been heavily involved as a volunteer and school-site community member, serving as PFC board president and School Site Council member for over 5 years across two schools. I bring to the table my marketing background, providing strategic and creative insight and solutions to address school faculty, student and community needs.

EXPERIENCE

Intwine Marketing | San Francisco, CA

Marketing Manager / 2004 – Present

- Provide marketing and advertising solutions for the wine & spirits industry
- Account and project management, including client/agency communication, supervise creative teams, project status and job traffic scheduling
- Development and implementation of marketing solutions in the print and digital fields, including direct marketing, advertising, cohesive marketing programs.
- Provide design solutions for print and online mediums, including brand
- New brand development, including market research for opportunity growth, name development, brand positioning, and logo/packaging design.
- Manage multiple long-term clients

Pishonet, Inc Advertising & Design | Emeryville, CA

Strategic Planning / 2003 – 2004

- Develop, implement, and manage integrated marketing campaigns based on consumer and industry research.

VOLUNTEER EXPERIENCE

Westwood Elementary Parent Faculty Club

President / 2018 - 2022

- Implemented long-term fundraising solutions that provided continuous support for the Westwood community
- Worked alongside Westwood staff and faculty to expand community outreach, increasing participation in school events.
- Collaborated with Westwood admin staff to explore solutions for classroom, educational, and social-emotional needs that the PFC funded.
- Increased community involvement from average 20% participation to 36% at the end of the 2021/22 school year.

Westwood Elementary School Site Council

Parent Member / 2018 – 2020 & Present (2022-2024) | Parent Attendee / 2020 - 2022

El Dorado Middle School Parent Faculty Club

President / 2022 - 2023

EDUCATION

Academy of Art College

Bachelor of Fine Arts, Advertising / 1999 – 2003

- Student Representative, Advertising Department
- Graduated Magna Cum Laude