



# Marina Coast Water District

11 Reservation Road, Marina, CA 93933  
(831) 384-6131 | Fax (831) 883-5995

## Application for Vacancy on Board of Directors

Mail completed form to MCWD.

To be eligible to apply for a vacancy on the Board of Directors, you must live within the District's boundaries — within the City of Marina, **excluding** that part of the City on the former Ft Ord military installation.

Name Herbert Cortez Date 11/28/16  
Address 221 Mortimer Ln  
City, State, Zip Marina CA 93933  
Daytime Telephone (646) 419-0423 Evening Telephone (\_\_\_\_) \_\_\_\_\_

### Please Answer the Following Questions

You may answer in the space provided, or you may provide your answer on a separate sheet of paper and attach it to this form.

**1** Why are you interested in applying for the current vacancy on the District's governing Board of Directors?

Please see attached

**2** What do you believe should be the primary objective of the Marina Coast Water District?

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**3** What do you believe the role of the Board of Directors of the District should be?

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**4** What education, experiences and/or skills do you believe you possess that would make you a good candidate to serve on the Board of Directors?

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**5** Please provide any additional information you would like the Board of Directors to have when considering your application. (You may attach a resume or any additional information you believe is pertinent to this application.)

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*Herb Cortez*

Signature

*Thank you for your interest in the Marina Coast Water District and for applying for this important position.*



## Marina Coast Water District

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### **Application for Vacancy on Board of Directors**

Mail completed form to MCWD.

Why are you interested in applying for the current vacancy on the District's governing Board of Directors?

As a home owner of Central Marina, I have a civic duty to serve the constituents of this community in areas that impact their quality of life and their economic progress. This opportunity to join the governing Board of Directors of the Marina Coast Water District allows me to apply my financial management and public policy experience to bolster the current and future decision making exhibited by the Board in providing water and sewer services for a population of over 32 thousand residents. I have direct experience in analyzing institutional data, serving as a liaison to the public and balancing a 12 million dollar budget. Presently, Board members deal with complex issues in the areas of capital projects, proposals with other agencies and agreements with other jurisdiction. My contribution to the Board will be positive because my formal educational background in Public Policy and my applied experience in financial management will support the current strengths of our Board. Finally, we have a duty to our constituents that water and sewer services in our scope of area are affordable and we maintain a high level of service

What do you believe should be the primary objective of the Marina Coast Water District?

The primary objectives to the Marina Coast Water District is to provide safe, clean, protect the rate payers from price gouging. I am in line with the core values of the MCWD; cost efficient, commitment to infrastructure and responsive to our customers. The 2014 MCWD Annual Consumer Confidence report measures our Mission and Vision statement. Improving on the success of this report will quantify if we are achieving our 5 year strategic plan.

Secondly, the present infrastructure at Ft. Ord is older than in Central Marina and in order to support future projects like University Village, Marina Municipal Airport, and Marina Heights not at the expense of Central Marina residents, The Urban Water Management Plan needs to ensure we build for future demand. My area of expertise is in public policy and financial management will support the BOARD focus on existing infrastructure deficiencies stated in the 2006 Water System master Plan and 2005 Wastewater System Master Plan as we review competing construction projects in the capital Improvement Plan.

**What do you believe the role of the Board of Directors of the District should be?**

The role of the Board of Directors is to provide direction to MCWD, comply with its Fiduciary duties to protect the assets of the MCWD and establish Policy. The Board needs to make sure that we have a cost efficient plan to determine water use to serve our current and future constituents without decreasing level of service and maintaining price sensitivity to our rate payers. .

A Board member needs to be accountable to his/her constituents. We need to be open to our constituents about how we will continue to make our water and waste water services safe and reliable. As we enter negotiations with local land use jurisdictions, and other agencies we need to be centered on serving our rate payers with high quality water, waste water collection and conservations services.

**What education, experiences and/or skills do you believe you possess that would make you a good candidate to serve on the Board of Directors?**

As stated earlier my educational background in Public Policy stems from earning a Bachelor's degree from Cornell University and a Master's degree from Pepperdine University. My experience applying these skills has been in compliance a regulatory provisions in post-secondary institutions from state and federal agencies. I have direct audit experience from the Department of Education dealing with academic records and I have worked on meeting the standards of the California Aid Commission with dispersing Title IV funding.

In the area of Financial management, I have experience in developing and managing grant funded programs for the Unites States Department of Agriculture and National Science Foundation. I also directly reported institutional data to the Campus President in a for profit post- secondary institution. I a budget committee member that balance and maintained a 12 million dollar operating budget for the college.

These two primary areas are strengths are assets that can be added to the current distinguish board. The five year Plan has strategic elements that I can assist and make a positive impact, Fiscal Planning and Strategic Partners/ Public Affairs.

**Please provide any additional information you would like the Board of Directors to have when considering your application. (You may attach a resume or any additional information you believe is pertinent to this application.)**

I currently serve in the Economic Development Commission for the City of Marina. I would like to continue serving on this advisory board commission.

I have worked with large budgets, managed 80 employees and been the primary liaisons for key accrediting agencies, which has position me to be a viable candidate for the open MCWD Board member seat. In the area of administrative management, I can provide clear lines of communication in areas of policies, and procedures that are constant in the MCWD.

I am passionate about Marina and want to ensure that our enthusiasm to serve and protect the rate payer will be reflected on staying true to our Mission and Vision statement.

My resume is attached.

## Herbert Cortez

221 Mortimer Lane, Marina CA 93933

(646) 419-0423

cortezherbert16@yahoo.com

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### **OBJECTIVE:**

Obtain an executive Board position at Marina Coast Water District to apply Public Policy and Financial Management services to the ever-changing needs of constituents of Marina and Fort Ord Community.

### **QUALIFICATIONS:**

Over seven years of Academic executive management experience in Financial Planning, Personnel Management, Accreditation process and Federal and State policy implementation.

### **ACCOMPLISHMENTS:**

- Designed annual College tactical and strategic plan for fiscal years 2012, 2013, and 2014
  - Budget Analyst for Campus budget of 12 million dollars
  - Created and managed an annual faculty budget of 2 million dollars
  - Administered academic instruction and student support services for 1,300 students
  - Lead academic representative for accreditation process to Western Association of Schools Colleges Accrediting Commission for Senior Colleges and Universities
  - Supervised 54 faculty, 23 classified, and 3 administrative employees
  - Lead Campus delegate in Department of Education academic records audit
  - Awarded best Student Service Department college wide in 2011 & 2012 in Noel Levitz Survey
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### **PROFESSIONAL EXPERIENCE**

#### **Economic Development Commissioner**

**(Present)**

City of Marina CA

- Serving the City of Marina through a variety of cost effective, timely and professional services regarding business retention & attraction, grant research and economic growth strategic planning.

#### **Director of Academic Affairs**

**(2012 – 2015)**

HEALD COLLEGE- Salinas, CA

- Managed \$2M annual budget and administered academic instruction/student services for a student population up to 1,300 adults.
- Developed and implemented strategic plan to correct compliance deficiencies, re-align staff outcomes, emphasize customer service/performance metrics, and maintain accreditation benchmarks of the Western Association of Schools and Colleges.
- Monitored retention, attrition and graduation rates; and submitted financial growth forecasts for weekly institutional conference calls.
- Directed the campus Student Services Department and the campus Library Learning Resource Center focused on Student Engagement, Leadership Development, tutoring, remedial assistance, and student operational activities.
- Supervised up to 80 employees in Academic and Student Services including professional development training, coordinating staff assignments and evaluating staff performance

#### **Associate Director of Academic Affairs**

**(2011 - 2012)**

HEALD COLLEGE- Salinas, CA

- Safeguarded the accuracy and integrity of all student records; including grading policies and grade distributions, acceptance of transfer credit based on evaluation of transfer credit policy.
- Supervised institutional curriculum review objectives through a quarterly participation in program review addressing institutional benchmark data for student learning outcomes and student persistent rates.
- Implemented pertinent federal and state laws and regulations affecting college operations and academic functions. Coordinated campus compliance with all internal academic policies and procedures, and all applicable accrediting standards, state licensing requirements,

### **Business Program Director**

**(2009 - 2011)**

HEALD COLLEGE- Salinas, CA

- Managed 17 Business instructors and performed academic advising for 285 business students.
- Organized a systematic hiring process and faculty development for all Business instructors.
- Implemented new and revised curriculum updates for Business Entrepreneurship, Construction Management and Computer Applications courses.
- Designed and organized Business student retention events in collaboration with Student Services.

#### *Selected Accomplishments:*

#### **Academic Leadership**

- Developed and implemented the annual SWOT analysis, Strategic and Tactical plan for Heald College Salinas for fiscal year 2012, 2013 and 2014.
- Provided leadership on campus institutional planning and enrollment management while coordinating institutional curriculum review objectives through a quarterly participation of program review addressing institutional benchmark data on student learning outcomes.
- Responsible for creating a master schedule of course offerings, hiring of faculty and administrative staff, and assigning faculty course schedules.
- Administered the completion of the Noel Levitz (SSI) survey and the Learning Environmental Survey quarterly surveys.
- Served as the lead representative at Heald College Salinas to the Accrediting Commission for Community and Junior Colleges (ACCJC) and Accrediting Commission for Senior Colleges and Universities; evaluated institutional benchmark data and applied institutional program review to demonstrate the effectiveness of Student Learning Outcomes.

#### **Academic & Student Services Management**

- Authored policies, procedures, and practices to ensure all employees were provided with the knowledge and opportunity to develop skills relevant to current operational requirements.
- Responsible for tenure process and faculty evaluations, and annual staff performance evaluations.
- Submitted fiscal guidance of 12 million dollar operating budget

## **Program Manager**

(2006-2008)

Division of Science Environmental and Policy, California State University Monterey Bay – Seaside, CA  
*United States Department of Agriculture Pipeline to Success in Agriculture, Watershed and Natural Resources & Louis Stokes Alliance for Minority Participation (LSAMP) 2006-2007, 2007- 2008*

- Established a financial, administrative and programmatic infrastructure to deliver support services to science and math students.
- Responsible for budget forecasting, financial accounting, grant reporting, academic records assessment, and data analysis.
- Streamlined student advising models, programmatic recruitment development, and negotiated agreements with industry partners to enhance student opportunities for science and math students.

### *Selected Accomplishments:*

#### **Community Partnerships**

- Developed partnerships in the Mathematics Department to target remedial mathematics performance of Science and Math students.
- Redesigned the partnerships with DSEP and Student Support Services to increase delivery of academic and professional development student workshops.
- Designed alternative programs to recruit and retain science and math students from underserved communities.
- Collaborated with CSUMB Early Outreach & Support Programs to reform existing retention strategies specifically targeting peer mentoring and academic advising.
- Coordinated 52 partnerships with local science agencies to increase internship and research placements for community college and CSUMB participants.

#### **Grant Development**

- Composed grant progress reports on academic and professional tracking indicators, collaboratively with USDA evaluator Julie Shattuck, Program Evaluator.
- Managed an annual budget of 300,000 to support the science enrichment programs to serve target population.
- Managed budget expenditures totaling \$75,000 annually for LSAMP programs in accordance with CSU, Monterey Bay Foundation and federal guidelines.
- Surveyed students on indicators addressing student/faculty relationships, access to information and support services for science students.
- Established recruitment and retention networks for low income students designated in the USDA Pipeline to Success grant

## United States Department of Interior National Park Service

- Submitted comprehensive internal/external communications and recruitment strategies for the Diversity Recruitment Consortium, representing Historically Black Colleges and Universities (HBCU), Hispanic Serving Institutions (HSIs), and Tribal Colleges and Universities (TCUs) designated by the U.S. Department of Education and the National Park Service.
- Developed a new student-mentoring model to establish a recruitment event to increase diversity in the NPS workforce.

### *Selected Accomplishments:*

#### **Communication Strategy**

- Organized and implemented recruitment strategies that increase ethnically diverse student involvement in volunteer work and employment with the National Park Service.
- Managed inter-agency communications for the 13 historic diverse-serving colleges and universities in the Diversity Recruitment Consortium (DRC), which assist the NPS Recruitment Futures Implementation Team to recruit students for employment opportunities and careers in the National Park Service and other environmental resource management areas.

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## **TEACHING EXPERIENCE**

### Heald College, Salinas

- *Business Portfolio*
- *Office Skills*
- *Success 100, Freshman Seminar*
- *Professional Development*

### California State University, Monterey Bay

- *Introduction to Public Policy, First Year Seminar:*  
This course outlined key aspects involved in developing public policy while examining contemporary public policy issues.
- *Project Higher Ground for Science Students, First Year Seminar:*  
This course engaged incoming freshman students interested in pursuing careers in science
- *Introduction to Public Policy in the Sciences, First Year Seminar:*  
This course investigated the moral, political, economic, and environmental arguments on food systems through public policy
- *Earth System Science & Policy 394, Internship Experience:*  
This course discussed contemporary policy issues relating to host internship organization

### Other

- *Parent Institute for Quality of Education (PIQE):*  
Facilitated the PIQE nine-week parent training course on California High School graduation requirements (A-G).

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## **EDUCATION & HONORS**



**Pepperdine University**

*Master Degree in Public Policy*

Specialization in Local & Regional Policy and American Politics

*Thesis Topic:* Higher Ed in the Red: Preserving Access to California's Community Colleges

**Cornell University**

*Bachelor of Science*

Policy Analysis & Management

Concentration: Latino Studies

**Heald College Salinas Honoree of Campus Star 2012-2013 Academic Year**

Awarded by Campus President in recognition of contributions to promoting Heald's Mission and academic leadership for achieving the lowest campus audit score of a 1.9 for Corinthian Colleges FY13 Internal Compliance Audit

**Great Lecturer Appreciation Certificate, CSU Monterey Bay 2009-2010 Academic Year**

Awarded by California Faculty Association Monterey Bay Chapter in recognition of contributions to Student Learning, Community Service and to the Vision of CSU, Monterey Bay.

**United States Department of Agriculture Hispanic Serving Institution National Program**

*USDA E. "Kika" De Garza Education Fellowship, Summer 2007*

Selected to represent CSU, Monterey Bay to discuss recruitment and retention strategies to increase the science workforce at USDA from Hispanic Serving Institutions

**National Association of Latino Elected Officials (NALEO)**

*Ford Motor Government Affairs Fellowship, July- November 2004*

Served as Community Liaison to inform Hispanic/ Latino constituents on voting rights and voting process for the 2004 presidential election

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**PROFESSIONAL PRESENTATIONS****Heald College Salinas: "Medical Assisting Education Review Board (MAERB), a Committee on Accreditation of the Commission on Accreditation of Allied Health Education Programs (CAAHEP) Site Re-accreditation Visit."**

Heald College, Salinas 2015

**Heald College Salinas: "The American Society of Health Systems Pharmacists (ASHP)- Accreditation Survey Site Visit"**

Heald College, Salinas 2014

**Heald College Salinas: "Department of Education 2013 Academic Audit"**

Heald College, Salinas 2013

**Heald College Salinas: "Western Association of School and Colleges Senior Site Visit"**

Heald College, Salinas 2012

**Heald College Salinas: "The Accrediting Commission for Community and Junior Colleges (ACCJC) Site Visit"**

Heald College, Salinas 2010

***"Science Leadership Program, Investing in the Pipeline"***

Washington D.C, 2007

United States Department of Agriculture- Hispanic Serving Institution National Program

United States Department of Agriculture "Kika" De Garza Education Fellowship

***"Science Leadership Program, Investing in the Pipeline"***

Monterey, 2006

*Exploring an Ocean of Opportunities and Discovering a Sea of Success*

Western Association of Opportunity Personnel (WESTOP)

***"Pipeline to Success: Agricultural, Watershed & Natural Resource Sciences"***

San Antonio, 2006

*Twenty Years of Championing Hispanic Higher Education* Hispanic Association of College and Universities (HACU)

***"Higher Ed in the Red: Preserving Access to California's Community Colleges"***

Pepperdine University 2005

Thesis Defense; School of Public Policy