

Deena Lynn Policicchio

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OBJECTIVE

Results-oriented professional with a proven track record in leadership and nonprofit management seeking a challenging leadership role. Committed to driving organizational growth and success through strategic planning, partnership development, and genuine community engagement. Skilled in budgeting, marketing, outreach program development and evaluation, and client management.

PORTFOLIO

<https://sites.google.com/view/dlpolicicchio>

EMPLOYMENT

In(Her) Voice Project/ The Power of Girlhood, Southfield, MI; January 2023- Present
Interim Director of Operations

Responsibilities: Spearheading the revision and standardization of curricula, evaluation tools, policies, and procedures, as well as enhancing marketing materials; conceptualizing board structure and overarching organizational strategies; actively seeking and securing funding opportunities; fostering strategic partnerships; establishing, executing, and managing the organizational budget; and formulating progressive HR practices

Accomplishments: Successfully standardized curricula; transitioned program evaluations into a digital format; streamlined program, volunteer board, and human resource applications into digital platforms; introduced a digitized budget tracking system; effectively guided the organizational shift from a project framework to completing the nonprofit application process, inclusive of developing essential bylaws; and developed new volunteer management plans

La Prima Group, LLC, (formerly known as Prima Strategies Group) Detroit, MI; July 2017- Present
President & CEO

Responsibilities: Create and implement vision, policies, and mission for corporation; client recruitment and management; initiate and foster partnerships for increased client success; manage accounts receivable and payable; create and implement budgets, social media, and marketing plans; and ensure consistent and meaningful community and civic engagement for corporation

Accomplishments: Provided support, strategic planning, board development, and guidance to nonprofits from start-up to legacy projects of various sizes; guided an organization out of a corrective action plan with USHHS; provided strategic planning solutions leading to funding for three nonprofits in first three months of operations

North Rosedale Park Civic Association Detroit, MI; January 2018- February 2021
Community House Manager, January 2018- February 2021

Responsibilities: Managed community center and two-acre park, including scheduling, accounts receivable, accounts payable, event planning, customer service, supply management, vendor and contract management, developing and planning community programming activities, staff and volunteer management

Accomplishments: Created a program that partnered females of color chefs to prepare food for a local soup kitchen during the holidays of 2020; helped obtain \$150,000 in funding that was denied in prior attempts; managed multiple \$50,000- \$150,000 construction projects while maintaining active event and community rental schedule

Alternatives For Girls Detroit, MI; May 2000- August 2017

Outreach and Education Services Department Director, Nov 2002- August 2017

Responsibilities: Oversaw, designed, and managed outreach and education activities of department; supervised department staff, volunteers, peer educators, and/ or interns; managed annual department budget of nearly \$1,000,000; secured department funds through grant writing and fundraising; member of agency's leadership team (created, reviewed, and enacted agency policies and procedures) and board Program Committee

Accomplishments: Created three funded committees/ task forces between community leaders, community members, and national resources; joint person for identified sex trafficking victims/ survivors (assess, create treatment plan, and provide ongoing therapeutic services); planned and coordinated over 30 large scale community awareness building and engagement events around social justice issues; coordinated team of high-risk youth in leadership development; provided oversight of multiple curricula development, assessment, and therapeutic service delivery plan procedures

Interim Chief Operating Officer, June 2015- March 2016

Responsibilities: Oversaw day-to-day functions of agency's programs

Accomplishments: Coordinated three service department services; supervised IT department; oversaw policy and procedure updating; coordinated Board of Directors Program Committee

Safe Choices Project Manager, May 2000- November 2002

Accomplishments: Co-designed trauma-informed care exiting sex work program; facilitated street outreach, exiting, and harm reduction workshops to girls and women in the sex industry; acted as case planner for girls and women in the sex industry; and supervised peer educators

EDUCATION

Cornell University Executive Education, Ithaca NY

Certificate In-Process: Women's Entrepreneurship (Online; expected November, 2023)

University of South Florida Muma College of Business, Tampa, FL

Certificate In-process: Ethical and Inclusive Leadership (Online; expected October, 2023)

Certificate Earned: Diversity, Equity, and Inclusion in the Workplace (Online; 2021)

ProsperUS Entrepreneur Program, Detroit, MI; 2021

Certificate Earned: Cody-Rouge Entrepreneur Program (Online)

Case Western Reserve University Cleveland, OH; 2020

Certificate Earned: Coaching Learning, Leadership, and Change (Online)

Harvard Business School Executive Education Boston, MA; 2015

Certificate Earned: Performance Measurement for Effective Management of Nonprofit Organizations (On-campus)

Villanova University, Villanova, PA; 2012

Certificate Earned: Project Management (Online)

Michigan State University, James Madison College East Lansing, MI; 1991-1996

Social Relations, including coursework focusing on Gender and Minority Studies and Psychology

PROFESSIONAL TRAINING- ABBREVIATED LIST

Adaptive Leadership Through Storms,, Henry Ford Leadership Institute, 2023
Trust-based Relational Intervention Train the Trainer, Spaulding Center for Children, 2019
Trauma-informed Care Best Practices, University of Michigan, 2014
Michigan Mediation Center Introductory Conflict Intervention Training, 2012

COMMITTEES, TASK FORCES, & SPECIAL ACTIVITIES- ABBREVIATED LIST

Sanctum House Board Member, 2022-Present
Clarenceville Choir Volunteer & Booster, 2022- Present
Detroit Women's Leadership Network Steering Committee, 2022- Present
Color of Change Detroit Squad, 2021-2022 (group disbanded)
North Rosedale Park Centennial Committee Member, 2019-2021 (group goals were met)
Spaulding Center for Children Parent Empowerment Group, Member 2018-2020, 2021- Present

ACHIEVEMENTS & ACKNOWLEDGEMENTS- ABBREVIATED LIST

Honored Speaker, University of Michigan Dearborn, 2017
Nominee, Michigan Liberator Award, 2015 and 2016
Leadership Detroit XXXVI Graduate, 2015
Detroit Pistons Game Changer Honoree, November 2014

INTERVENTION/ PROGRAM DESIGN- ABBREVIATED LIST

Co-designed: "New Choices Project," exiting sex industry program, January 2003- Program continues
Co-designed: "Sew Great Detroit," social enterprise program for women, September 2014- Program continues
Designed: "Sexuality And Gender Advocacy (SAGA) Project," LGBTQ Peer Education program; January 2004- August 2005 (funding ended)
Wrote policies and procedures for walking, community, internet, and dancer outreach activities; group intervention services; individual case planning services; and crisis response services 2000-2017

EXTERNAL PRESENTATIONS & TRAININGS FACILITATED- ABBREVIATED LIS

TOPIC: How to Start a Nonprofit; Culture Shifters Unite, 2023
TOPIC: Creating an Engaging & Effective Board of Directors; The Power of Girlhood, 2022
TOPIC: Effective & Professional Communication; Detroit Public Schools Community District, 2021
TOPIC: Healthy Relationships; Developing K.I.D.S., 2020
TOPIC: Intersectional Feminism; Michigan Roundtable for Diversity and Inclusion, 2018

MEDIA APPEARANCES- ABBREVIATED LIST

Power Chat Series, YouTube Live, "Growth and Evolution of the Power of Girlhood" with Ber-Henda Williams, November 2022
Michigan State Representative Stephanie Young Community Conversation, Facebook Live, September 2022
The Dream Studio Podcast; YouTube Live; "The Family of Our Dreams," with Danielle North, May 2021
American Black Journal, "Raising Awareness About Human Trafficking;" April 2017
"Break the Chains" Award-winning Documentary, 2016
Washington Post "How Did Renisha McBride End Up Dead On A Stranger's Porch," November 2013
MSNBC, "Sex Slaves: Motor City," June 2011; "Sex Slaves: Addiction," May 2012