

DEBRA COOPER

cooper4pusd@gmail.com

PROFILE

Versatile and capable with a reputation for diplomacy, vision, dedication, and excellence. Strong communication and management skills. More than 25 years of experience comprised of paid and volunteer roles in fundraising, community affairs, marketing communications, market research, and political campaigns.

SELECT ACCOMPLISHMENTS

Co-founded two parent-driven organizations to support Poway Unified Schools: Willow Grove Educational Foundation and The D39C Collaborative. Co-authored corporate by-laws and completed rigorous 501(c)3 applications. Led strategic planning to develop sound organizational Mission and Vision statements, fundraising plans, and budgets. Led volunteer boards of directors to adopt sound management policies and procedures. Funds bridged gaps in insufficient state support to provide schools with additional teachers, materials, supplies, and equipment and helped build the culture of the learning communities.

Directed marketing and public affairs activities for the premier regional economic development organization in San Diego. Staged publicity events promoting the region’s key business attributes, wrote speeches and op-eds, prepared business leaders for editorial boards, met with key reporters and editors, served as media contact and spokesperson for business climate stories. Provided staff support to committees comprised of key business leaders to address issues critical to the region’s continued competitiveness. Led annual internal strategic planning process.

Conducted research studies to inform clients’ interests in the areas of product performance and development, advertising effectiveness, message development, and public, community, and media relations. Managed contractors, designed questionnaires, analyzed quantitative data, moderated focus groups, and interpreted qualitative data.

Developed and oversaw implementation of four-day program sponsored by the Presidential Inaugural Committee and hosted by President-elect George H.W. Bush. Managed seven person event execution team and volunteers. Developed theme and managed \$300,000 program budget. Prepared briefing material for President-elect Bush and Inaugural Committee senior staff.

PUSD EXPERIENCE

THE D39C COLLABORATIVE , San Diego, CA Co-Founder & Founding President (2014-2016), At-Large Director (Present)	2014-Present
EDUCATIONAL FOUNDATION AT BMMS , San Diego, CA Director, Fundraising Committee	2012-2014
WILLOW GROVE EDUCATIONAL FOUNDATION , San Diego, CA Co-Founder, Founding President, Director, Event Chairman	2007-2014

PUSD EXPERIENCE

(CONTINUED)

SUNSET HILLS EDUCATIONAL FOUNDATION, San Diego, CA 2005-2007
Director

SCHOOL SITE COUNCIL, San Diego, CA 2006-2007; 2011-2014
Member, Willow Grove and Sunset Hills Elementary Schools; Member,
Black Mountain Middle School; DAC Representative (2011-2012)

ADDITIONAL VOLUNTEERISM FOR PUSD, San Diego, CA 2002-Present
Real Property Advisory Committee Member; Superintendent's Community
Budget Advisory Committee; Classroom Volunteer (Reading Intervention);
Room Parent, 5th Grade Promotion Chair; Community, Advisory Group for
Establishing New Elementary School

COMMUNITY VOLUNTEER

Fresh Start Surgical Gifts; Santaluz Community "Visioning" Group, Santaluz Community Security
Committee, Boys Team Charity

PROFESSIONAL EXPERIENCE

MARKET RESEARCH ANALYST, San Diego, CA 2013-Present
Freelance Research Services

SAN DIEGO REGIONAL ECONOMIC DEVELOPMENT CORP., San Diego, CA 1997-2001
Vice President, Marketing and Public Affairs; Consultant

STOORZA, ZIEGAUS & METZGER, INC., San Diego, CA 1993-1997
Director, Market Research

BUSH-QUAYLE '92 U.S. PRESIDENTIAL CAMPAIGN, Washington, D.C. 1992
Research Analyst

CAMPAIGNS AND GOVERNMENT, Washington, D.C. and New York, NY 1987-1992
Rob Sobhani for U.S. Senate; U.S. National Victory Parade;
Dresner, Sykes, Jordan & Townsend, Inc.; U.S. Department of Education;
U.S. Presidential Inaugural Committee (1989); Eddie Mahe, Jr. & Associates, Inc.

EDUCATION

UNIVERSITY OF CALIFORNIA AT IRVINE, Irvine, CA 1987
Bachelor of Arts, Social Science. Minor, Political Science.