

# Ericka L. Copeland

## Non-Profit Executive

**Proven big picture-focused executive** who embodies professional integrity. Expert in using strategic, long-term solutions to create viable resources to deliver quality culture and justice education, health, and social services to diverse populations.

**Compassionate, solution-driven professional** unafraid of the change agent role, who understands the critical need for innovative stakeholder relationship building, Diversity, Equity, Inclusion (DEI), fund development, and using data-driven analytics to ensure high quality care while maximizing cost containment and implementing sound business plans.

## Leadership Success Highlights

**Employee, Partner & Community Engagement** – Holistically support culture, mission and needs of major non-profit organizations in collaboration with Talent Management. Organized multiple Board of Trustees' oversight, regulatory compliance, involvement with education, DEI, workforce, and economic development policies.

**Public Relations** – Drove strategic planning roadmap and launched initiatives with diverse constituents by envisioning and communicating organization's equity, fund development and programs, gaining buy-in from bi-partisan stakeholders. As public relations spokesperson promoted and marketed organizational brand and goals with media.

**Business Transformation** – Identified need for streamlined systems and executed launch plans. Implemented sound strategies and collaborate in development of Dashboards, Toolkits, Scorecards to track metrics meeting companies' diverse personnel, program, and capital needs.

**Fund Development** – Steer individual donor cultivation and stewardship, special events, grant writing, virtual appeals, planned giving initiatives, and corporate solicitation.

**Capital Campaign** – Launched \$2.4M capital campaign to transition organization to new 20K SF facility. Consolidated agency's six programs to one accessible location. Launched new health and wellness programming focused on youth and families based on equity in accessibility to support services.

**Strategic Planning** – Conceptualize and implement strategic plans for non-profit, social service programs for publicly funded organizations. Operationalize, implement, and monitor strategic initiatives; manage and pilot projects to test and refine strategies.

**Public Office** – Two-term elected official & Two-term President, Cincinnati Public Schools Board of Education. Established and maintain relationships with local, state, and national government leaders and their staff, key agency officials, and other public policy makers. Collaborated with city and state government, boards, and organizations.

### Professional Strengths

- Executive Leadership
- P&L Management
- Public Policy
- Strategic Partnerships
- Organizational Behavior
- People Leadership
- Change Management
- Budget Development
- Assessment & Analytics
- Corporate Social Responsibility
- Fundraising & Operations
- Non-Profit Operations
- DEI, Culture & Justice
- Strategic Planning
- Public Speaking
- Grant Writing & Compliance

## Governance | Advocacy | Community Partnerships

CINCINNATI PUBLIC SCHOOLS BOARD OF EDUCATION, Cincinnati, OH

### Elected Official, Board President

Officially elected as a State Officer to represent citizens and the State in legislative management of local school District, the largest, best performing Urban District in Ohio, encompassing 37K Students, 65 Schools with \$600M Operating Budget. Work across legislative bodies of varying backgrounds to serve the community at large.

**Chair**, Public Partnership Engagement & HR Committee | **Founder**, Strategic Planning & Development Committee

**Member**, Finance Committee | Equity & Extra-Curricular Committee | Executive Committee | Audit Committee

**Co-Chair**, The Cincinnati Preschool Promise (Affordable Child Care)

**Graduate**, African American Leadership Development Program

**Member**, Delta Sigma Theta Sorority, Incorporated

## Professional Experience

THE SIERRA CLUB, Washington, DC

2022–Present

### State Director, State of Ohio

Develop, execute and advance the short and long term strategic, programmatic and financial goals, social and environmental justice policies, priorities, non-profit and PAC operations for the national organization's Ohio Chapter. Management includes all facets of administration, policy, budgeting and financial management, unionized employee supervision, political and legislative programming, grassroots engagement, assuring equity and inclusion, fundraising, volunteer and member recruitment, engagement and support, and media relations.

### Financial Health | Compliance

- Ensure the state's financial health by monitoring costs and strong revenue pipeline. Procured \$100k for operational and programming costs within the first year.
- Work closely with Chapter volunteers and designated staff to meet the funding needs of the Chapter. Balance fundraising needs for 501(c)(3) (tax-deductible) and 501(c)(4) (non-tax-deductible) funds.
- Ensure compliance with Sierra Club National's policies, with legal requirements for use of resources among staff, and with employment policies and practices.
- Support leaders in ensuring compliance in the broader Sierra Club profile. Ensure compliance with all applicable local, state, and national laws pertaining to Chapter operations.

### Community Engagement | Scale and Execution

- Build strong relationships with other non-profits and partners, elected officials, governmental agencies, conservation, social justice organizations and other constituencies working on a wide range of environmental and environmental justice issues.
- Construct an informed and strategic growth plan for the Ohio region aligned to organization's national ambition, priorities, and program model.
- Cultivate existing and new donor relationships and direct outreach to members, donors and Chapter groups for their support. Identify grant proposal opportunities and complete the submittal process.
- Identify opportunities where membership can grow and be utilized to participate in campaigns. Provide strategic guidance for developing local leadership, recruiting, activating and retaining volunteers at the local group level.

### Internal Culture | Relationship Building

- Create an informed and strategic growth plan for the Ohio region aligned to organization's national ambition, priorities, and program model.
- Champion and support the State's foundational policies and commitment to racial equity and actively leading the organization to becoming more anti-racist and multicultural.
- Cultivate a culture in line with the Core Values to drive engagement and achievement of organizational goals.

### External | Relationship Building

- Characterize the Ohio State Chapter and the Sierra Club National organization to government officials, the media, business and community leaders, donors, allies, other organizations, and the public.
- Lead support to local campaigns, expand positions, write comments, and foster strategies and materials for public engagement that educate and engage large numbers of people in support of campaign goals.

SUCCESS STRATEGIES, Cincinnati, Ohio

2012–Present

### Non-Profit Consulting

Launched non-profit consulting business to providing strategic planning, organizational management, curriculum, public relations, marketing, partnerships, resource development, grant writing, and compliance.

- Actualized successful Campaign for Election to Public Office focusing on equity, inclusion, and justice of underserved populations.
- Develop and coordinate educational and philanthropic programs launched in the community.
- Manage marketing and design staff; recruited and supported 100 volunteers.
- Infuse marketing and communications strategy with increased digital media and communication's strategy through extensive review of best practices, survey analysis of donors and consumers, and collaboration with local and national standards.

## Professional Experience

THE CINCINNATI YOUTH COLLABORATIVE, Cincinnati Ohio

2018–2021

### President & CEO

Administered non-profit organization with 45+ staff uniting volunteers, school districts and local businesses to create support for social-economically challenged, underserved youth. Provided services to ensure success in school and prepare for life beyond high school via mentoring, college readiness and career coaching.

**Achievement** – Led organization to include culturally sensitive awareness to comply with accreditation and licensing mandates from State and Federal funders. Implemented accreditation and compliance processes with 100% success rate.

### Strategic Partnerships | Community Engagement | Innovation

- Forged new relationships to enhance the organization's visibility, impact, and growth opportunities.
- Established and nurtured network of partnerships that allow for growth and expansion as well as bountiful resources supporting concise, streamlined services to youth, families, underserved populations, and employees.
- As an integral part of an invaluable network of community partnerships, collaboratively worked, noncompetitively, sharing funding and varied resources while providing needed services to underserved populations.
- Spearheaded operations, including Board Member development, risk management, facilities management, hiring and training, staff development, fundraising, grant writing, and grant reporting and compliance.

### Fiscal Management | Resource Development

- Developed and managed budgets in \$3.5M+ dollars and consistently achieved annual fundraising goals.
- Successfully managed multi-million-dollar fundraising initiatives by cultivating individual donors, planning and hosting special events, writing grants, launching direct mail appeals, and soliciting corporate sponsorships.
- Established and fostered strong, trustworthy relationships with regional school districts, community partners, philanthropists, foundations, corporations, and individual donors, resulting in a 75% increase in funding.

### Diversity, Equity, Inclusion (DEI) | Culture

- Enabled recruitment, growth, and advancement of professionals committed to serving diverse populations focusing on equity and inclusion. Led and developed diverse groups of professionals.
- Liaised with HR, communications, and business leadership to develop, communicate, and implement organization-wide cultural strategies aligned with company culture, value, and behaviors.
- Directed exploration, development, implementation, and monitoring of training and awareness programs and strategic plans/initiatives that promote DEI and justice internally and externally with all constituents.
- Supported and participated with DEI Committee (Culture Committee) Task Force of diverse staff members to bring about cultural and ethical changes amendments necessary for organization.

### Organizational Leadership | Program Development | Administrative Oversight

- Optimized processes for fundraising database, fundraising opportunities, documentation, and recordkeeping, including oversight of budgetary and grant compliance.
- Steered overhaul and direction of policies and procedures, garnering HR support and employee engagement.
- Ensure efficient operations and policy alignment within all programs and initiatives.

### Board Engagement - Directors & Trustees

- Transformed organization's outreach/social media strategy and included Board leadership and strategic oversight. Efficient with Board Relations, Board Committee Structures, and Board/Bi-Law Reporting.
- Organized all aspects of Board of Director's oversight, grant and regulatory compliance, and agency involvement.

WESLEY COMMUNITY SERVICES, Cincinnati, OH

2015–2018

### Executive Director

Directed and managed 135+ staff and operations with an \$8M annual budget, delivering essential services promoting seniors' independence: National Meals on Wheels Programming, Independent Living Assistance (supporting individuals with disabilities), and Senior Transportation. Provided 497K meals to 2.8K+ individuals in 10 counties.

- Created culturally sensitive case management system to consult with seniors to assist with financial management, bill payment, and senior advocates for health and insurance needs for underserved.
- Expanded service to Kentucky and Northern Ohio to reach large rural population in underserved areas.
- Created proactive marketing and development team to provide outreach and connected with key stakeholders and partnering organizations; implemented all social media outreach and branding.
- Established internal policies and processes to develop and expand the outreach protocol used to address programming, delivering 50% increase in partner and resource development; collaborated with US affiliates.

## Professional Experience

MERCY HEALTH OF SOUTHWEST OHIO, Cincinnati, OH

2002–2012

### Executive Director

Directed strategic operations of a large acute care, non-profit organization with \$5.2M annual budget, serving 110K+ low-income individuals with education, youth and family services, emergency shelter, basic needs, health initiatives, and work training.

### Development | Fundraising

- Orchestrated all facets of development, public relations, funding compliance, and collateral projects including annual reports, targeted marketing pieces, newsletters, and advertising information marketed to end-users.
- Leveraged data to provide insights to HR and business leaders to build impactful plans of action.

### Administrative Oversight

- Collaborated with internal teams and external partners to facilitate professional development plans.
- Ensured efficient operations and policy alignment within all programs and initiatives.
- Evaluated effectiveness of programs and enforced needed adjustments as necessary.
- Offered hands-on targeted computer training and professional development to prepare for the workforce.

### Strategic Program Implementation & Expansion

- Formed positive alliances with elected/government officials, education and health providers, corporate partners/businesses, philanthropic organizations, media, and the community at large.
- Championed employment readiness program for hard-to-serve adults and increased capacity by 75%.

**Achievement** – Expanded mental health, developmental inclusion, and permanent supportive services within federally funded programs by 42%, serving 700+ individuals and children annually. Celebrated an average of 98% of participants and families to successful outcomes.

## Early Career Profile

URBAN LEAGUE OF GREATER CINCINNATI, Cincinnati, OH | 3 years

### Director, Community and Health Initiatives | Manager, Community Infrastructure

- Supported Cincinnati's frontline communities, including six hard-to-serve Cincinnati Public School sites.

CINCINNATI HAMILTON COUNTY COMMUNITY ACTION AGENCY, Cincinnati, OH | 4 years

### Director of Social Services, Head Start Program | Lead Teacher, Head Start Program

- Served as Chief Liaison between agency and community programming, and developed community needs assessment tools to evaluate the demand for programming.

## Education

Master of Education Program | Xavier University, Cincinnati, OH

Bachelor of Arts, Organizational Psychology | Wilberforce University, Xenia, OH