

**CATHERINE EMMANUELLE**

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A civic leader and higher education professional with over 10 years of strategic leadership experience aligning people, resources, and policy to promote equity and help organizations and communities thrive.

**DISTINCTIONS**

|   |                    |
|---|--------------------|
| Sí Se Puede 2019: Wisconsin’s Most Powerful Latinos, one of thirty-four named throughout Wisconsin    | 2019               |
| Outstanding Recent Alumnus Award<br>University of Wisconsin-Eau Claire                                | 2017               |
| Favorite Local Elected Official (2nd place)<br>Volume One’s Best of the Chippewa Valley Readers’ Poll | 2013, 2014, & 2015 |
| Best Community Advocate (1st place)<br>Volume One’s Best of the Chippewa Valley Readers’ Poll         | 2014               |
| Outstanding Woman of Color in Education,<br>University of Wisconsin-System, UW-Eau Claire designee    | 2013               |

**EDUCATION**

|                                    |    |   |      |
|------------------------------------|----|---|------|
| University of Minnesota-Duluth     | MA | Advocacy & Political Leadership, <i>cum laude</i> | 2014 |
| University of Wisconsin-Eau Claire | BA | Women’s Studies, Economics, <i>cum laude</i>      | 2011 |

**EMPLOYMENT**

*Note to explain employer name changes:* When I was hired at Cooperative Extension, it was UW-Extension, Cooperative Extension. On July 1, 2018, Cooperative Extension was moved to UW-Madison under the entire UW-System Restructuring project. It is re-named UW-Madison, Division of Extension.

**Area Extension Director** **July 2017 - Present**  
**Chippewa, Dunn, & Eau Claire Counties**  
**University of Wisconsin-Madison, Division of Extension**

Responsibilities:

- Plan and provide direction for the Division of Extension for community/university-based partnership in Chippewa, Dunn, & Eau Claire Counties. I am responsible for the direction and oversight of 19 employees (10 academic staff, 4 non-direct reports, 3 county-funded support staff. I also am the local administrative lead for 2 faculty members, who work in conjunction with the faculty department).
- Direct, implement, and monitor strategic planning initiatives of financial, administrative, staffing resources, operating reports, and institution policies. I develop and maintain

budgets for 3 county Extension departments and oversight of state funds dedicated to my unit's operations. Total for all funding sources is \$796,500 annually. Collaborate with educators, local government units, and the university to accept, facilitate, and implement grants, donations. Grants housed at the county are tracked by county Extension departments, and grants housed at the university are administered through the Office of Research and Sponsored Programs.

- Supervise managerial, professional, and support staff of three county Extension departments and facilitate staff developmental opportunities.
- Serve as the organizational liaison to internal and external stakeholder groups providing organizational information and representing the interests of the unit. I serve on the department head leadership teams in Chippewa, Dunn, & Eau Claire Counties (monthly meetings). I serve as the director staff contact for the Chippewa County Agriculture & Extension Committee, the Dunn County Community Resources and Tourism Committee, the Eau Claire County UW-Extension Education Committee and their monthly/bi-monthly legislative meetings.
- Exercise supervisory authority, including hiring, managing conduct and performance, discharging, rewarding, and approving leaves/hours worked.
- Provide overarching leadership, direction, and guidance to programs offered within the geographic area while working with county-based educators and staff to continuously assess community needs that can be addressed through Extension programming. Collaborate with Area Extension Directors, Institute Directors, Dean's Leadership Team, and supervisors across campus to support organizational growth.

#### Key Accomplishments:

- Working with, supporting, and being a part of Extension staff who have brought university resources to transform, inform, and empower our community, families, and lives of individuals. We partner with over 75 community organizations. Our work is multi-faceted, and this is a short list of examples of relevant programming: bilingual dairy worker training modules, building capacity to serve HMoob Farmers, nutritional education program with people experiencing poverty (locations include WIC clinics, transitional housing, Workforce Resource, and public schools with 50% or more students who participate in free and reduced lunches), community gardens, after-school club for HMoob/Hmong teens in partnership with the Eau Claire Area Hmong Mutual Assistance Association, and teaching with people who are incarcerated, transitioning to the community, and/or part of a diversion agreement program. *I give full credit to my colleagues for their expertise, passion, and abilities.*
- Co-creation of "Expanding Access Learning Circles." Colleagues learn more about race, ethnicity, and gender in the geographic area they teach in. Our shared goals are to build strong, lasting partnerships, and grow our network. The multi-month efforts are grounded in a safe space for learning, use evidence while supporting innovation, and build trust and authenticity. We then share our findings with staff in our unit, then choose a new area to study or continue in the existing topic.

- Led local change management of the new administrative model and an unexpected institutional change to another university. This included relationship building with staff and county leadership, identified local values that would guide our work (collaboration and passion), and brought in professional development for employees.
- Aligned 3 county budgets to similar funding levels, accomplished through attrition and strategic opportunities to match county needs with resources the university could offer. Shepherd educational efforts with the shared vision between the counties and the university, and their respective strategic plans. We have also established an annual meeting where our educators, county board supervisors, and county administrators demonstrate the impact of the education between the university and the county.
- Refinement of position descriptions to include expectation to build and maintain relationships with the Hmong and Hispanic/Latina/o communities, and expectation to develop culturally relevant educational programming within traditionally underserved communities. Outcome is tangible growth of local diverse staff in experience, language, and cultural competency with HMoob/Hmong and Latinx communities, and ability to further Extension's reach within these underserved communities.

**Family Living Educator, Trempealeau County  
University of Wisconsin-Extension, Cooperative Extension**

**July 2013 - July 2017**

Responsibilities:

- Planning, implementing, and evaluating educational programs that transforms the lives in impactful ways with individuals, organizations, and communities
- Grow capacity of citizens and organizations to address critical community issues
- Create and develop multi-year plans of work
- Create revenue streams for educational programming

Key Accomplishments:

- Co-Founded and developed the Art of Leadership program; priority participants were Latina/os. Developed partnership to increase Latina/o resident participation in community resources/community outreach with Latina/o population (Program objectives: Program objectives were: Develop multi-generation resilience within bicultural communities, Build cross-cultural civic "bridges," develop inclusive democratic problem-solving skills, expand capacity to address complex community issues, and increase participation from participants in community leadership positions).
- Built family resiliency with direct education with county jail inmates, diversion agreement participants, and recovery court participants
- Taught professional development to Trempealeau County Jail staff on increasing personal resilience, stress and the brain
- Strategic planning efforts for Trempealeau County Recovery Court Team
- Co-led strategic planning for Trempealeau County Human Services Department
- Provided leadership and co-facilitation for Non-Metallic Industrial Sand Mining Study Committee (sub-committee of the Trempealeau County Board, based on a year-long

health moratorium; work grounded in health impact analysis including examination of impact on marginalized populations, race and ethnicity census data, and presenting data through a public health impact analysis model. Major responsibilities were to lead *Stable Communities* sub-committee and editing of key areas (water quality, air quality, light pollution, sound pollution, radon and radioactivity, and the ability to maintain stable communities) for final report. Findings and recommendations were reported back to the Trempealeau County's Board of Health, Environment and Land Use Committee, and full County Board. Additional audiences that have requested use of the report findings include: neighboring county, academic conferences, local, state, and national media outlets, state elected officials, and Wisconsin residents.

- Created strategic outreach that increased Wisconsin Home Energy Assistance Program participation and increased awareness of public assistance resources for Latino immigrant families. Presented results at Wisconsin Community Partner Action Association's Poverty Matters! Conference.
- Peer-Reviewer, Latino, economic, and education demographic information and analysis, for *Compass Now Community Needs Assessment*, Great Rivers United Way, Onalaska, WI.
- Invited to contribute personal narrative essay on women, poverty, policy, and community/university-based education that helps women and families foster their resilience. Essay published in Maria Shriver's *A Woman's Nation Pushes Back from the Brink*. Panelist at The Atlantic magazine's live launch of report, broadcast on C-SPAN. Interviewed on MSNBC. Presented the report, resources, and tools from UW-Extension, Cooperative Extension that community members and people in poverty can use to increase their financial and civic capacities at Wisconsin Community Partner Action Association's Poverty Matters! Conference.

### Service to University

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|--|----------------|
| Search and Screen Committee Member, Assistant Dean of Human Resources  | 2020           |
| Member, Extension Data Governance Council  | 2018-2019      |
| Search and Screen Committee Member, Assistant Dean, Northern Zone  | 2018           |
| Search and Screen Committee Member, three FoodWise Managers  | 2018           |
| Search and Screen Committee Member, Agriculture Institute Director   | 2018           |
| Co-chair, U.S. Seminar, Cooperative Extension Leadership Wisconsin. Selected to plan and lead Leadership Wisconsin Group XVII U.S. Travel Seminar: <i>Applying Whole Measures to Study Food Systems and Their Relationship to Community and Economic Development</i> . Audience were leaders from across Wisconsin | 2017           |
| Northwest Regional Representative, Vice Chairs Standing Committee, Department of Family Living   | 2017-2020      |
| Faculty Hearings Committee Member, Faculty Senate  | 2016-2019      |
| Founding Member, Latino Task Force, UW-Madison, Division of Extension  | 2018 - present |

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| (statewide community stakeholders and campus subject matter experts)  |                |
| Changing Demographics Seminar, Co-Chair   | 2015           |
| Cooperative Extension Leadership Wisconsin  |                |
| Design Committee Member   | 2014-2015      |
| Sessions Sub-Committee, Chair   |                |
| Cooperative Extension State Conference (managed efforts and team to execute conference sessions for 800+ attendees) |                |
| Planning Member   | 2014           |
| Cooperative Extension Learning Communities on Expanding Access  |                |
| Search and Screen Committee Member  | 2014           |
| Cooperative Extension Director of Diversity and Inclusion   |                |
| Planning Committee Member   | 2014           |
| Wisconsin Associated County Extension Committees Conference   |                |
| Member, Latino Employee Resource Group  | 2013 - present |

**City of Eau Claire, Wisconsin,  
At-Large City Council Member**

**September 2012 - April 2022**

Responsibilities include public policy creation, city council strategic planning, review and approvals of departmental strategic plans, fiduciary responsibility of annual budget (\$113+ million), supervision of city manager (including recruitment, hiring, and performance evaluations), community advocacy, creating and maintaining partnerships with community organizations, managing constituent contacts and correspondence, public speaking, service to boards and committees. Key accomplishments include: handbook creation for municipal personnel, process and approval of employee compensation study, first-ever reorganization process for city boards and committees, passage of high profile public/private mixed-use development project, fundraising private dollars to elevate citizen engagement into community planning efforts,

Led efforts for:

- Fundraising of private dollars from business and community members for placemaking exercise to equip citizens to help design public plaza at The Confluence, including the creation of matching funds from a local business
- Participatory Budgeting, a new process that focuses on equity and inclusion, including grassroots leadership, inclusive design, focused outreach, and setting equity criteria (the first in Wisconsin)
- Codified people-first language as an organizational practice
- Championed for multiple years for a permanent Equity, Diversity, and Inclusion position at the city; the coordinator began in 2021 as the Equity, Diversity, and Inclusion Coordinator for the City of Eau Claire and Eau Claire County
- Funding for Library Social Workers, first in Wisconsin and has become a statewide model attaining recognition from Gov. Evers. One objective was to decrease the amount

of calls to the police department, and instead support people experiencing homelessness by connecting them with community resources

Co-led efforts for:

- All America City Award (delegate team member and designated to accepted award on behalf of the city) with the National Civic League
- City budget allocation to Market Match, a local food program at the farmer's market
- First-ever reorganization process for city boards and committees
- Early literacy through establishment of the Books on the Bus city-wide program (I was the idea sharer, and the staff at the Eau Claire Public Library, Eau Claire Transit, and a civic group brought the concept to fruition)
- Poverty alleviation efforts, including affordable housing, public transportation, public health, and approval of the annual allocation of the federal Community Development Block Grant (+\$975k in 2021)

Through elected position, I am or have been a member of:

- Chair - City Manager Search (ad-hoc) Committee; Redevelopment Authority; Affirmative Action Committee, Chair - Economic Policy Advisory Council, Transit Center Site Selection Committee; Neighborhood Revitalization Task Force (City of Eau Claire)
- State Advisory Committee on Legislation (League of Wisconsin Municipalities)
- Chancellor Search and Screen Committee; Director of Center for Alcohol Studies and Education Search and Screen Committee (UW-Eau Claire)

**PAID STUDENT RESEARCHER**  
**University of Wisconsin-Eau Claire,**

**2011-2008**

- *Talking Back/Together: Joining a Global Conversation of Feminist Teachers*. Developed and authored two "teaching resources" articles published in *Feminist Teacher*, wrote "call for papers" for civic engagement *Feminist Teacher* special edition, prepared presentation materials for National Women's Studies Association Conference, and attended and staffed the journal's annual planning retreat.
- *The Awakening of Mamie-Till-Mobley: Examining Resiliency Within Personal Tragedy Transformed into Activism*. Research project focused on key Civil Rights leader's resiliency and 60+ years of activism. Study employed primary writings, secondary source interviews, texts, and videos. Project accepted to the National Museum of African American History and Culture Collections, Smithsonian, Washington, D.C.
- *Undergraduate Students lead Teams to Obtain Research for Practice*. Member of diverse student team, obtained evidence-based practice research articles for nurses and public health practitioners.

## **VOLUNTEER AND CIVIC LEADERSHIP**

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|---|-----------|
| Member, School Resource Officer Review Committee, Eau Claire Area School District in partnership with the City of Eau Claire Police Dept.   | 2021      |
| Member, State of Wisconsin 2020 Census Complete County Committee (appointment by Gov. Evers)  | 2020      |
| Facilitator, Community Visioning Sessions, Clear Vision, Eau Claire, WI   | 2019      |
| Game Changer Grants Selection Committee, Forward Community Investments (Community Development Financial Institution) Madison, WI  | 2016-2017 |
| Government Evaluation Professional Advisory Council, Applied Research Center, UW-Stout, Menomonie, WI   | 2016      |
| Poverty Summit Initiating Committee, Clear Vision, Eau Claire, WI   | 2016      |
| Subject Matter Expert in Residence, United States Department of State, The Mandela Washington Fellowship for Young African Leaders, with the University of Wisconsin-Stout, Menomonie, WI | 2016      |
| Invited Speaker, Annual Student Senate Retreat, UW-Eau Claire (topics: student & local gov. engagement, policy & partnership opportunities)   | 2015-2019 |
| Strategic Planning Facilitator, Chippewa County Healthy Communities, Chippewa Falls, WI.  | 2015      |
| Strategic Planning Facilitator, Eau Claire Healthy Communities, Eau Claire, WI.   | 2013-2015 |
| Board Member, Clear Vision, Eau Claire, WI.   | 2008-2012 |
| Committee Member, Commission on the Status of Women, University of Wisconsin-Eau Claire, Eau Claire, WI.  | 2009-2012 |
| Council Member, Western Dairyland Head Start Parent Policy Committee, Independence, WI.   | 2008-2009 |
| Council Member, Family-Centered Care Advisory, Luther-Midelfort Hospital, Mayo Health System, Eau Claire, WI.   | 2007-2009 |

## **GRANTS**

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| Cooperative Extension Northwest Regional Resource Management Innovative Grant Program for The Art of Leadership/El Arte del Liderazgo (grant author)                             | \$2,500  | 2015 |
| Cooperative Extension Northwest Regional Resource Management Innovative Grant Program for Trempealeau County Garden Project (grant author, restorative justice with county jail) | \$1,555  | 2014 |
| Commitment to Paper Reduction Project: Reducing Waste, Energy Consumption and Our Collective Carbon Footprint, Office of Sustainability Grant, UW-Eau Claire (grant co-author)   | \$21,789 | 2011 |
| Summer Research Experiences for Undergraduate Program Grant, UW-Eau Claire (grant author)  | \$3,580  | 2011 |
| Diversity Mentoring Project Funds, UW-Eau Claire (grant author)  | \$1,500  | 2009 |
| Summer Research Experiences for Undergraduate Program Grant,   | \$3,800  | 2009 |

UW-Eau Claire (grant author)

### SELECT WORKSHOPS/CONFERENCE & COMMUNITY PRESENTATIONS

|   |  |      |
|---|--|------|
| Braatz, C., Call, M., Klink, J., Edgar, J., Emmanuelle, C., Lersch, A., Malone, P., Schneider, C. Expectation, Values, Evidence: A Discussion of What Our Funder Expect from Us, and How We Tailor Evidence to Their Needs. All-Colleague Professional Development Conference. UW-Madison, Division of Extension. | Madison, WI                                | 2021 |
| Kallenbach, D. (Host). Latino Leaders in Western Wisconsin See Support Group as Vital for Immigrants [Radio broadcast.] Emmanuelle, C. and Licón, G. (Guests). Kallenbach, D., Thomas, K., and Spranger, K. (Producers) <i>The West Side</i> .  | Eau Claire, WI<br>(Wisconsin Public Radio) | 2019 |
| Emmanuelle, C. "Leadership and Goal Plans." Hmong Women Summit Leadership Conference. The Authenticity Project.   | Eau Claire, WI                             | 2017 |
| Malone, P. and Emmanuelle, C. "Building an Inclusive Leadership Program." Community Development Society/National Association of Community Development Extension Professionals Joint Conference.   | Big Sky, MT.                               | 2017 |
| Emmanuelle, C. and Keown-Bomar, J. "Community Asset Mapping and Community Engagement". Indianhead Federated Library System.   | Eau Claire, WI                             | 2017 |
| Emmanuelle, C. "Local Strategies to Increase Immigrant Family Participation in the Wisconsin Heat Energy Assistance Program." The Wisconsin Community Action Program Association, Poverty Matters! Conference.  | Appleton, WI                               | 2014 |
| Rueckert, V. (Host). Are Wisconsin Rural Areas Embracing Diversity? [Radio broadcast.] Emmanuelle, C. and Overberg, P. (Guests). Druke, G. (Producer) <i>Central Time</i> .   | Madison, WI<br>(Wisconsin Public Radio)    | 2014 |
| Malone, P. and Emmanuelle, C. "A Countywide Health Impact Assessment of Frac Sand Mining." Community Development Society  | Dubuque, IA                                | 2014 |
| Emmanuelle, C. Latino Heritage Month Welcome Reception. Speaker for Office of Multicultural Affairs and Student Organization of Latinos, University of Wisconsin-Eau Claire.  | Eau Claire, WI                             | 2014 |
| Emmanuelle, C. and Keown-Bomar, J. "Community Building: Including the Excluded." Wisconsin Social Services Association.   | Chula Vista, WI                            | 2013 |
| Emmanuelle, C. "Research Changing Our World." Keynote for Celebration of Excellence, Research and Creative Activity, University of Wisconsin-Eau Claire.  | Eau Claire, WI                             | 2013 |
| Huggins, M. and Emmanuelle, C. "Building Inclusive Leadership." Same-Sex Couples and Their Families--Connecting Policy, Research, and Practice, Minnesota Council on Family Relations.  | St. Paul, MN                               | 2012 |



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|---|----------------|------|
| Emmanuelle, C. "Second and Third Generation Identity." Panelist for Latinos in the Midwest Community Day, University of Wisconsin-Eau Claire.   | Eau Claire, WI | 2011 |
| Keown-Bomar, J., Huggins, M., Savides, P., and Emmanuelle, C. "Community Approaches: Clear Vision Eau Claire County." The Wisconsin Institute for Public Policy and Service, Understanding and Overcoming Poverty Conference. | Wausau, WI     | 2009 |

**NON-CREDIT PROFESSIONAL DEVELOPMENT**

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| Successful and Healthy Virtual Leadership. UW-Stout, Discovery Center  |  | 2021 |
| Orientation, Time Management and Delegation. UW-Eau Claire, Continuing Education.  |  | 2020 |
| Learn How to Manage Processes and Lead People (Building My Team, Communication Skills Infused with Emotional Intelligence, Communicating Expectations and Coaching, Nurturing My Team). UW-Colleges and Extension. |  | 2018 |
| Academy of Leadership and Innovation. UW-Colleges - Extension. 160+ hours. Service Innovation Project was creation and production of a video that interfaced with software to onboard employees.                   |  | 2016 |
| Process Mapping; Employee Evaluation and Performance Management. UW-Eau Claire, Continuing Education.  |  | 2016 |
| Wisconsin Treatment Court Standards Training. The Wisconsin Association of Treatment Court Professionals, the Director of State Courts Office, and Wisconsin Department of Justice. La Crosse, WI.                 |  | 2015 |