

José Luis Plaza

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[Jose L Plaza](#) | [LinkedIn](#) 

A leader and longtime social justice advocate in the fields of policy, education, immigration, public health, and community building. A proven record of accomplishment in leadership and strategic decision making to develop and implement targeted national and local campaigns, build, and establish public/private partnerships, and the diversification of program outcomes while centering equity and inclusion. A thought leader with adept skills at working across departments and agencies to maximize organizational success while mitigating challenges and delivering measurable successes.

Experience

2022- Present | [Director Development & Comms](#) | [Northeast Valley Health Corp](#) | [California](#)

Directs division overseeing development, communications, government affairs, and community engagement for one of the largest health centers in the country. Northeast Valley Health Corporation (NEVHC) encompasses more than 17 health centers and serves more than 80,000 patients annually. Lead communication and marketing strategies for patient and partner organizations. Manage fundraising and development team tasked with executing internal and external programs to advance institutional goals. Direct government affairs and community engagement and recommend policy decisions across organizational service areas. A member of the executive team and liaison to board of directors for policy and marketing committee.

2021 – 2022 | [CA State Director](#) | [Unite Us](#) | [Sacramento, CA](#)

Directed a statewide cross-functional strategy to grow and embed a national tech-health platform aimed at mitigating health disparities across underrepresented communities. Led a team of 15 managers to develop diversified internal and external outreach, communications, training, and capacity building with governmental, NGO's, philanthropic, and community stakeholders. Directed statewide engagement across multiple platforms and community tables through monthly newsletters, townhalls, social media, and weekly cross-departmental engagement. Developed geographically targeted outreach campaigns to engage rural & hard to reach communities. Led strategic communications to translate institutional processes to organization and community leads- while implementing systems to assess current and immediate community needs for institutional response. Managed senior level relationships with funders, state and county executives, and statewide agencies. Led network growth by 90% through strategic campaign development, communications and outreach strategy, and data driven metrics to build impactful interventions.

2020 – Present | [Principal](#) | [Apropos Strategies](#) | [Sacramento, CA](#)

Lead strategic approach to working with organizations on DEI efforts across a myriad of functions including technology, public health, education, and immigration arenas. Provide assessment, training, development & social impact, and individualized education/implementation plans. Lead company-wide trainings and deliver sessions to ERGs around identity, equity, and leadership development in diverse communities. Train and lead internal and external communications campaigns, stakeholder engagement, and community mobilization. Develop specific plans for executives to small and large groups on issues of social justice, diversity, and policy development.

2020 | [Policy Advisory Committee/Voter Hotline](#) | [Joe Biden for President](#) | [Remote](#)

Worked alongside policy leaders and advisors on developing key recommendations for campaign staff during election cycle and provided guidance on policy recommendations for first 100 days around immigration, public health, education, and LGBTQ+ issues. Led the development of the Spanish National Voter Protection Hotline.

2017-2020 | [Manager](#) | [The California Endowment](#) | [Sacramento, CA](#)

Managed multimillion-dollar portfolio targeted at improving systems of immigration, health, justice, and education through a racial equity & social justice lens. Led strategic public & private partnerships to fund, mobilize, and build

organizational capacity focused on power building, organizing, communication, & narrative change as they pertained to immigrant, undocumented, and refugee rights. Led statewide campaigns with philanthropic and state partners around immigrant rights addressing policy changes to DACA, Public Charge, and the funding and development of information campaigns. Led comprehensive media & communications campaigns utilizing paid, earned, and social media to inform policy and policy makers around barriers to access, affordable & quality healthcare, in language and in urban and rural parts of the state. Supervised a team of associates, contractors, and consultants and managed media contracts to execute events and communication campaigns. Developed strategic campaigns including *Health4All*, *Know Your Rights*, *Vota*, DACA & Public Charge. Established partnerships to fund rural outreach, LGBTQI+ engagement, disability rights, and immigration advocacy with key stakeholders from media to government entities.

2016 | Hillary For America | FL Latino Vote Director | Florida

Directed the coordinated Florida Latino vote outreach campaign. Collaborated with community organizations, faith & business leaders, local elected, and various grassroots organizations to ensure that a maximum number of Latinos registered and turned out to vote. Oversaw comprehensive voter registration drives, community-targeted events, and diverse initiatives to educate, register, and drive Latino voter turn-out. Increased community engagement by developing programs inclusive of diversity within the Latino community: LGBTQ, faith, business, women, youth, and families. Regional GOTV Director, overseeing regions in Orange & Osceola counties, both counties overwhelmingly voted for Hillary Clinton at a rate of 60%. Served as key spokesperson for Spanish media outreach and events.

2013-2016 | National Director Latino Engagement | Enroll America | Washington D.C.

Developed the national outreach, communication, education, and Latino enrollment campaign around the Affordable Care Act which resulted in more than 4.4 million Latinos receiving health coverage. Served as convener of over 25 national partners and mobilized private & public partnerships to disseminate information across the country through targeted programs around small business, faith, housing, and education. Served as direct liaison on Latino affairs to the White House and Dept. of Health & Human Services while working across multiple federal agencies to enlist efforts to engage diverse constituencies. Served as the national spokesperson on Latino affairs on media, conferences, and print. Developed training and curriculum around best practices for engaging communities of color and developing culturally competent outreach practices. Established a model for engagement with immigrant and Latino communities across the country that has been utilized in a multitude of outreach efforts across agencies.

2012-2013 | Congressional Fellow | Office of Congressman Raul Ruiz | Washington D.C.

Managed legislative portfolio inclusive of housing, health, labor, education, and immigration issues. Supervised House floor action on proposed legislation or issues relevant to district. Represented the Congressperson in meetings with constituents, activists, and elected officials. Developed briefing materials and memos to senior staff and Congressperson on portfolio and constituent issues and legislative proposals.

2012-2013 | Bill & Melinda Gates Education Fellow | The Ed. Trust | Washington D.C.

Supported data collection & statistical meta-analysis for grant proposals and policy publications. Developed and produced research reports for educational partners aligned with practical training and community building. Worked directly with Vice President of Higher Education and Policy Director for Higher Education on issues of college retention for communities of color, HSI & PWI retention rates, Pell funding, & campus climate surveys.

Education

Sr. Executives, State & Local Government Certification | Kennedy School | *Harvard University* | 2019
Doctor of Education | Ed. Leadership & Higher Ed Admin. | *University of Southern California* | ABD 2022
Dissertation: The psycho-social identity development of Undocumented Immigrants
Master of Science | Counseling: Student Development in Higher Ed. | *CSU, Long Beach* | 2008
Master Thesis: The Latina/o Migrant Experience
Bachelor of Arts | Social Science & Liberal Arts; Minor: English | *San Diego State University* | 2005

Leadership & Civic Engagement

Board of Directors, Congressional Hispanic Caucus Institute, 2020- Present
National President, Congressional Hispanic Caucus Institute Alumni Association, 2019-Present
Fellow, American Express/Independent Sector NGEN 2018-2019
Executive Board Member, New Leaders Council, Executive Board Member, Washington DC 2016-2017
Co-Chair, National Equality March, Washington D.C. 2017
President & Board Chair, Latino History Project (LHP), 2012- 2017
Founding Board Member League of United Latin American Citizens (LULAC) DC Chapter | 2014-2017