



# IMPACT

A MAAC PUBLICATION

VOLUME I, ISSUE I  
MARCH 2013



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meet the Gonzalez Family

about MAAC

ask the experts:  
how to make your résumé pop





# Maximizing self-sufficiency with families and individuals through high-quality programs and advocacy in our communities.

## MAAC MISSION STATEMENT

MAAC was formed in 1965 by a group of concerned citizens to address the increasing crisis of hunger and poverty in the community. Since then, our focus has remained constant: *to assist individuals and families create the lives they want and deserve.* Today, MAAC provides life-changing services to over 35,000 individuals annually throughout San Diego County. Our wide range of programs address child development, education, poverty, housing, employment and substance abuse and establishes MAAC as a major provider of social services in our region. Collaborations with community partners ensure we remain on the forefront of the community’s ever-changing needs, while strong relationships with funders foster strategic planning around emerging trends.

Today, hunger and poverty continue to be crises in our communities. Demands of daily life and unexpected events can easily push families below the poverty level. And our nation’s current economic crisis has deeply affected even more families, creating a new face of poverty in our communities. For generations, MAAC has responded to these challenges by evolving its programs to meet the needs of the community. Our work is made possible by a number of factors: a strong commitment to those whom we serve, dedicated staff, compassionate volunteers, the creativity to deliver services matching needs in times of scarce resources, and donors who recognize the essential value of MAAC’s service to our community.

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Dear Friends,

Welcome to **MAAC Impact**, this year's first newsletter intended to keep you informed of our *impact* in the community.

We are excited to share with you that our Board of Directors has begun to develop a strategic plan. The plan will outline how program design and delivery support our mission, clarify an organizational vision, and evaluate external factors that provide opportunities as well as challenges. What emerges from this process will be a blueprint that will shape our future.

Early in the strategic planning process, we learned that you wanted to know more about MAAC's work – the programs we offer, partnerships with other organizations, and the outcomes of our efforts. This newsletter is just one way we will keep in touch with you: we have recently launched an e-News service and we will soon be introducing a new website. We are proud of our work, and honored that you want to hear more from us.

Throughout the year, we will be highlighting various individuals, groups and programs. Your feedback is welcome; let us know what stories you would like to read as well as your suggestions for feature articles. Your support of our mission and interest in our work encourages us to continue providing high-quality services to individuals and families on the path to self-sufficiency.

We hope you enjoy **MAAC Impact!**

*Sinceramente,*



Jesse Q. Allen  
Board Chairman



Arnulfo Manriquez  
President/CEO

# About MAAC

MAAC offers a wide range of programs throughout San Diego County based on four pillars of service: ***Education, Health & Wellness, Career Pathways*** and ***Housing***. The common thread weaving our programs together is our collective work as an organization and as a community partner to offer individuals and families the resources needed to achieve self-sufficiency.

Use a QR app on your smartphone to learn more about MAAC.



## MAAC COMMUNITY CHARTER SCHOOL

Our curriculum is grounded on the theory of critical pedagogy and offers students between 14 - 20 years old a unique, supportive setting in which they learn traditional subjects as relevant to real-world issues.

## HEAD START, EARLY HEAD START & STATE PRESCHOOL

Family-focused program focusing on early childhood education, health and wellness, nutrition and social services for low-income, preschool age children and their families throughout north San Diego County.

## AMERICORPS

In partnership with National Council of La Raza, MAAC AmeriCorps members are integrated throughout MAAC and partner programs across the county, including literacy tutoring, youth leadership, asset building and income support services.

## YOUTHBUILD

Construction training program for students 16 - 24 years old. Graduates acquire a high school diploma or GED, certificate in construction trades and job placement. The program also offers counseling and leadership development.

## SWITCH (San Diego Workforce Initiative Towards Careers in Healthcare)

Assists low-income individuals to train for careers in healthcare. Participants receive work readiness training, case management, job search assistance and tuition reimbursement for programs such as phlebotomy, medical billing, dental assistant or other alternative medical training.

## STEP (Striving Towards Economic Prosperity)

Comprehensive services encourage families and individuals to achieve and sustain self-sufficiency by overcoming barriers to employment, increasing income, and promoting behaviors that lead to self-reliance. Support includes financial literacy and first-time homebuyer seminars, vocational training, education support and referrals to community resources.

## CASA DE MILAGROS & NOSOTROS

Culturally-sensitive, residential recovery communities at two locations for adults needing a structured, supportive environment to overcome addiction to alcohol and/or narcotics.

## DRIVING UNDER THE INFLUENCE EDUCATION

Strives to reduce the incidence and prevalence of driving under the influence and the negative impact of this behavior on our families, residents and community.

## WEATHERIZATION & ENERGY ASSISTANCE

Income-qualified service utilizes new energy-efficiency techniques to lower utility bills, lighten environmental impacts and create more comfortable living spaces in low-income households while ensuring residents' health and safety. Temporary energy assistance subsidizes one energy payment per year to qualified households.

## AFFORDABLE HOUSING

More than just a place to live; MAAC communities provide hope for families to thrive and succeed. An innovative and holistic approach to developing affordable housing has attracted national recognition and awards. To date, MAAC has developed nearly 1,000 affordable housing units throughout San Diego County.

# Meet the Gonzalez Family

MAAC has truly been a blessing for our family. My daughter first enrolled in MAAC Head Start when she was 3-years old. While participating in the program, she learned to count, say her ABCs, identify colors and so much more. It seemed that she learned something new each day. In addition to the preschool setting, the MAAC Head Start program helped my daughter develop social skills and she loves making friends with other children.

My daughter is now 6-years old. She did very well in Kindergarten and so far, she is doing well at the first grade level. We know that her success is because MAAC Head Start prepared her for school. We were so pleased with her success that we enrolled our two other children in the program as well.

The benefits of MAAC Head Start were not just for my daughter. The program also helped my entire family. We attended workshops offered to Head Start families that helped us improve our parenting skills, and reinforce what is being taught in the classroom. I enjoyed meeting the other Head Start parents and families through these trainings. A group of us even started a small business that offers computer services and repair. This experience alone has left me with the knowledge and confidence to create my own business.

I enjoyed my interaction with MAAC Head Start so much that I volunteered to become a parent ambassador. My interaction with the staff, volunteers and other families helped me develop public speaking skills and become a better leader.

We really appreciate the support to help our children be successful not just academically, but socially as well. I hope that our experience at MAAC encourages other parents to participate in their children's education to continue empowering our families.

Gratefully,  
*Jorge Gonzalez*

 **To learn more about MAAC Head Start, Early Head Start or State Preschool, call (760) 471-4210.**

photos, from top: Jorge Gonzalez with his daughter at a MAAC Head Start & Early Head Start family event; computer stations are located at each MAAC Head Start center for children to build computer literacy skills; an active, healthy lifestyle is promoted by integrating outdoor playtime throughout the day.



The benefits of the MAAC Head Start program were not just for our daughter; it also helped our entire family.

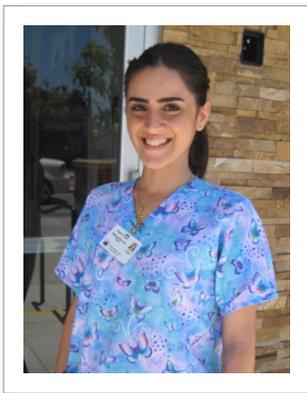


# Ask the Experts: How to Make Your Résumé “Pop”

A résumé is oftentimes the first impression you make with a prospective employer. Creating or updating your résumé doesn't have to be a daunting task. Here are some great tips to help you get started on a résumé that will get you noticed.

by Gabriel Fernandez, Work Readiness Instructor

The unemployment rate in the County of San Diego is 8.1% and over 1,000 people apply for any one job that's posted online.



## Think like an employer

In today's tough economic climate an employer has the luxury of picking and choosing only the most qualified applicants to interview. So if you were an employer looking to hire someone to help you grow your business and increase revenue, who would you hire: 1) An ordinary worker who only does what's expected, or 2) An excellent worker who does more than what's expected and produces results? The answer is, of course, an excellent worker. So if you're looking for work, you need to prove to an employer that you are an excellent worker by turning your résumé into a commercial.

## Turn your résumé into a commercial

Make sure your résumé provides detailed information or proof of your excellence. In a commercial, number, quality and results are used as proof that the product works, such as “Nine out of 10 dentists recommend... New and improved... Milk, it does a body good!” Since your résumé is essentially a commercial designed to convince employers to call you in for an interview, you need to use numbers, quality and results to make your résumé pop and stand apart from others applying for the same position. Use detailed information to turn the tasks listed in your work history into accomplishments.

## Turn tasks into accomplishments

A task is what you do on your job; an accomplishment explains what happened as a result of you performing that task. To turn a task into an accomplishment, you need to provide detailed information that talks about:

- 1) the size or scope of the job;
- 2) the quality of the work, and;
- 3) the end result of performing that task.

For instance, if you were an employer looking at two résumés for a cashier, which job seeker would you choose to interview: 1) the cashier whose résumé states that they “...receive payment by cash, check, credit cards, vouchers, or automatic debits,” or 2) the cashier whose résumé states “... accurately balanced up to \$2,000 in sales per shift by processing cash, check, credit cards, vouchers, or automatic debits payments and was never short.”? In the examples above, the second cashier used numbers (\$2,000), quality (accuracy) and results (balanced, never short) to turn the same tasks the first cashier listed as accomplishments. By adding detailed information to the essential tasks you performed on your previous job(s), you will be able to demonstrate the fact that you are an excellent worker – and give an employer a good reason to select you as the ideal candidate to interview!

**photos above:** participants prepare for mock interviews and receive on-the-spot feedback so that they can fine tune their skills before entering the job market; new SWITCH ‘graduates’ are prepared for a in-demand careers in healthcare. **next page:** our SWITCH Program’s newest graduates smile with Mr. Fernandez and case manager Renee Brazzel (front, far right) on the last day of the session. MAAC’s workforce training curriculum includes job search and interviewing skills.

# Ask the Experts: How to Make Your Résumé “Pop”

## MAAC Fact

Developing career pathways with individuals is one of MAAC’s areas of expertise. Our workforce development programs such as SWITCH (*San Diego Workforce Initiative Towards Careers in Healthcare*) and YouthBuild provide hands-on training and offer job placement upon completion of the required curriculum. Workforce development is offered across MAAC’s programs as a supportive service as well. We link individuals and families to skills trainings and employment resources as part of encouraging self-sufficiency.



To learn more about MAAC’s Economic Development programs, call (619) 426-3595 x1276



## Expert’s Resource

For a comprehensive list of tasks performed on the job, go to [www.onetonline.org](http://www.onetonline.org), sponsored by the U.S. Department of Labor/ Employment & Training Administration.

- 1) Enter the name or title of an occupation in the ‘Occupation Quick Search’ box on the right-hand side of the page to explore several jobs with similar names.
- 2) Select an occupation that matches your job title
- 3) Click on the ‘Custom’ tab and select ‘Tasks.’ Click the ‘Go’ button for a custom report of the tasks associated with the occupation.
- 4) Use the information provided to write a great résumé that pops!

## About the *Expert*

Gabriel – or Mr. Fernandez, as he is known to his students – is the Work Readiness Instructor for MAAC’s SWITCH program.

Gabriel’s experience in workforce development began after retiring from the U.S. Navy with 20 years of service. For over 12 years, he has provided both case management and training to help individuals find and maintain employment.

His words of advice to students is to “think like an employer” throughout the job search.

Gabriel, who holds a Bachelor’s of Arts from San Diego State University in Painting & Printmaking, is currently working on a master’s level Instructional Technology certificate program from his alma mater.





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