

Curriculum Vitae

Patti McGee-Colston, M.S.

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916-822-1883

PROFESSIONAL PROJECTS

Registered Writing, Writers Guild of America West, Los Angeles and U. S. Copyrights, Washington, D.C.

Researcher, Genealogical Family Research 1812-1970, 8 Generations; Delaware, Maryland, Kansas, Kentucky, Ohio

Assistant Professor, Cosumnes River College, Communication, Visual and Performing Arts. Classroom Instructor. Three semesters, Sacramento, CA Mass Media and Society, Digital Audio Production, Basic Audio Production (2016-2017)

Research Grantee, Virginia Theological Seminary, Bishop Payne Library, African American Episcopal Historical Collection. On the Study of the Contributions of Episcopalian Church to National and International Civil Rights Movements including, N.Y.'s Suffragan Bishop Walter Dennis; Boston Artist Allan Rohan Crite; and, Philadelphia Theologian Thomas Logan, Sr. (2018)

Panelist, California Legislative Black Caucus, *State of Black California*, Ralph Bunche Center, University of California, Los Angeles (2020)

Participant, California Assembly Select Committee of Ending the School to Prison Pipeline, Informational Hearing, State Capitol (2019)

Keynote Speaker, Foster Youth Development Services, College Summit, Los Angeles (2020)

Panelist, Federal Deposit Insurance Corporation, Building Educational Partnerships, Greater Sacramento Urban League, Sacramento (2020)

Presenter, California Child Savings Accounts, Federal Deposit Insurance Corporation, Alliance for Economic Inclusion, Los Angeles (2019)

Organizer, Obama White House Summit on Educational Excellence for African Americans, U. S. Department of Education, University of California, Davis (2015)

Organizer, Obama White House Summit on Educational Excellence for Hispanics, U. S. Department of Education, Telemundo, Los Angeles (2015)

Producer/Host, *Conversations on Race* Series, Trinity Cathedral, Sacramento, CA (2018-2019)

RESEARCH EXPERTISE AND INTERESTS

African American Character Portrayal in Media • Digital Innovation in College & Financial Aid Access • Recruitment and Retention of Teachers and School Superintendents & Administrators of Color • Financial Aid Access and Equity for Students of Color including Career, Technical Education • Student Transfer Pathways through Dual Enrollment, Advanced Education and California's Transfer Guarantee Program with 23 Historically Black Colleges and Universities • Cultural Competency.

AUTHORED & EDITED BOOKS

McGee, P. (2019). *140 Years of Freedom in Burlington County, New Jersey*. (2nd E.) Sacramento, CA: Seeking Agent.

McGee, P. (2020). *My Father's Family*, (1st E.) Sacramento, CA: Seeking Agent

EDUCATION

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| Certification in Mediation, Sacramento Lawyers for the Arts, Sacramento | 2019 |
| The Grantsmanship Center, Employment Training Center of San Jose | 2003 |
| Master of Science, Mass Communications, San Jose State University | 1987 |
| Bachelor of Arts, Advertising, San Jose State University | 1985 |
| Associate of Arts, Advertising, Sacramento City College | 1983 |

Professional Experience

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| 2011 – Present | Information Officer II, State of California | Rancho Cordova, CA |
| 2016 – 2018 | Assistant Professor, Adjunct Faculty, Los Rios CC District | Sacramento, CA |
| 2008 – 2011 | Community Partnership Manager, State of California | San Diego, CA |
| 2006 – 2008 | Regulatory Investigator, State of California | San Diego, CA |
| 1995 – 2020 | Public Relations, The Communications Group | Sacramento, CA |
| 1993 – 1995 | Special Assistant, California State Assembly | Sacramento, CA |
| 1992 – 1993 | Public Affairs Director, Planned Parenthood | Sacramento, CA |
| 1991 – 1992 | Television News Writer/Producer, KRBK/KMAX TV | Sacramento, CA |
| 1990 – 1991 | Public Information Officer, City of West Sacramento | West Sacramento, CA |

SCHOLARSHIPS

San Jose Women in Advertising

Santa Clara Valley Advertising Association

AWARDS

Fade-In Magazine and The Writers Network, Honorable Mention in Screenwriting
Building Industry Association, MANE Award for Outstanding Advertising for Homebuilders
International Association of Business Communicators, Crystal Award

GRANT FUNDED CONSULTING

OnTrack Program Resources, Community Prevention Institute, Sacramento, CA
Coming Home to Stay Reentry, Robert Wood Johnson Foundation, Jacobs Center, San Diego, CA
Permanency Planning for Interjurisdictional Adoptions, U. S. Department of Health and Human Services, Children's Bureau, California, Washington, Oregon, South Dakota, Tennessee and Washington, D.C. Congressional Briefings.
Recruiting Rural Parents for Indian Children, U. S. Department of Health and Human Services, Children's Bureau, California and Nevada.
Vote/Vota, California Endowment, Statewide
First in the World: Mission Admission, U. S. Department of Education, The Use of Role-Playing Video Games in College and Financial Aid Access, Statewide
Get Schooled Foundation, Creating a College Going Culture Among Low-Income Students Through The Use of Digital Technology, Governor's Council Room and Legislative Briefings, State Capitol, CA

Key Competencies

- Digital Advertising Strategies
- Mass Communications & Society
- Governmental Relations
- Public and Media Relations
- Celebrity Engagement
- Text Messaging Strategies
- Social Media Advertising
- Image Consulting
- Traditional and Social Media Strategies
- Communications Planning
- Writing and Producing
- Engaging Influencers
- Training for Professionals
- Negotiating Community Partnerships
- Social Media Imaging
- Publicity and Promotions
- Strategic Communications Consulting
- Multi-Media Strategies

Public Relations Management

- Crisis communications.

- Reputation management.
- Resource management.
- Training webinars.
- Media relations.
- Advocacy.
- Virtual Town Hall meetings.

Knowledge and Skills

- Mediation, Negotiation and Conflict Resolution
- Sacramento County Superior Court, Civil Harassment Mediation
- Interpreting and Applying Municipal, State and Federal Regulations
- Program Budget Management.

Certifications

Sacramento Mediation Center, Sacramento, CA
Corrections & Rehabilitation, Sacramento, CA
Penal Code 832, Galt, CA
The Grantsmanship Center, San Jose, CA
Toastmasters International, Des Moines, IA
Image Consulting, Dallas, TX

Certified Mediator
Public Information Officer
California Correctional Academy
Certified Grant Writer
Distinguished Toastmaster
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