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**WENDY PHELPS, AFFILIATE CONSULTANT  
WIN WIN WORKPLACE SOLUTIONS**

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**PROFESSIONAL RESUME**

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**FORMAL &  
CONTINUING  
EDUCATION**

**Master of Arts Degree in Educational Leadership & Policies Studies  
with an Emphasis in Higher Education**  
*California State University, Northridge (conferred with distinction)*

**Bachelor of Arts Degree in Liberal Studies**  
*California State University, Northridge*

**Associate of Arts Degree**  
*Marymount Palos Verdes College*

**Minor in Small Business (near completion)**  
*Center for the Advancement of Small Business, Arizona State University*

**Dr. Martha Beck & Your North Star Life Coach Training**  
*Certified North Star™ Life Coach (50+ hours)*

**Academy for Coaching Excellence**  
*Becoming a Spiritual Coach: Principles and Practices that Empower Individuals,  
Organizations, and Communities to Succeed with Clarity, Focus, Ease, and Grace. (10  
continuing education credits)*

**Facilitation Skills Seminar with Jack Canfield**  
*Weeklong Intensive focused on Mastering the Tools Needed to Improve People's Lives through Self  
Esteem Training. (72 hours)*

**Landmark Education, Transforming what is possible in people's lives.**  
*Completed core curriculum as well as several related seminars and special events (150+ hours)*

**PAX Programs, Transforming the way women relate to men.**  
*Completed Entire curriculum: Making Sense of Men; Celebrating Men, Satisfying Women;  
Celebrating Women; Celebrating Men & Marriage; Celebrating Men & Sex; Understanding Women  
and the PAX World Tour. (100+ hours)*

**WORK  
EXPERIENCE**

**California State University, Northridge** is one of the largest of the 23 campuses of The California State University system, is located twenty-five miles northwest of central Los Angeles in the San Fernando Valley, a suburb with a multi-ethnic population of over one million people. CSUN enrolls approximately 33,000 students.

**Part Time Faculty** August 2007 – present  
*Recreation & Tourism Management Department*

**RTM 302: Dynamics of Leadership in Recreation & Human Services (3 units, core course)**  
Includes an analysis of personal leadership theory and small group dynamics, and a review of classic leadership studies with emphasis on leadership values and methods including group dynamics, communication, decision making and motivation. Emphasis on competencies and skills for successful leadership of small groups. Experiential components are an integral part of the class design.

**RTM 303: Promotion of the Recreation Experience (3 units, core course)**  
Interpretation and promotion of recreation programs and services through the use of media processes and resources, marketing principles, and computer applications.

**Coach & Consultant July 2001 – present**

*More is Available Coaching & Consulting*

- Developed and executed a comprehensive marketing strategy to increase awareness of available space and upcoming renovation of JDS Commercial Real Estate
- Managed travel and wellness logistics, problem-solved and created alternatives for amateur cyclist as he biked from San Francisco, CA to Washington, D.C.
- Provided recommendations regarding policy revisions, web site content and training materials for the University Student Union at California State University, Northridge
- Assisted in the redevelopment of the Los Angeles Gay & Lesbian Center's Career Services Program.
- Provided career coaching to clients over the phone and in person resulting in 100% placement in desired positions.
- Consulted with several small business owners re-brand and expand their businesses.
- Presented seminars and provided retreat facilitation for various non-profit organizations including the San Fernando Valley Young Democrats and the Hollywood Homeless Youth Partnership.
- Provided a keynote address, and seminars on a range of topics including communication, , interviewing skills, relationships, success formulas and etiquette for campuses within the CSU System.
- Coordinated comprehensive seven-week spiritual enrichment program complete with at home study groups, a special children's program and closing banquet for a New Thought Spiritual Community

**Associate Director of Marketing & Programs May 2002 – August 2007**

*University Student Union, Inc. at California State University, Northridge*

- Served as a member of the University Student Union's Executive Management Team whose responsibilities included the development and review of administrative and operational policies, procedures, projects and long-range planning efforts
- Managed daily operations and coordinated event planning, training and development opportunities and marketing efforts through assigned professional staff, para-professional staff, student employees and student volunteers
- Oversaw general marketing efforts as well as those related to a \$15 million dollar renovation including signage needs, promotional literature and the coordination of related special events
- Oversaw development and implementation of Union Board and committee retreats, trainings, special events and related activities
- Developed, administered and analyzed learning outcomes assessments for University Student Union staff, students assistants, Board, volunteer and program participants
- Served as the Union's liaison for the Performing Arts Center and the Northridge/Porter Ranch Chamber of Commerce
- Served as the Executive Secretary to the Marketing & Recruitment Committee
- Spring 2004 & Spring 2005: In addition to the responsibilities outlined above, co-instructed a graduate level capstone course that examined theories and developed applied skills for future university administrators in leadership, management, facilitation, advisement, programming and fiscal management.

**YouthStream Media Networks, Inc.** *delivers the young adult market to advertisers and the entertainment industry through its unique combination of online and offline media. The company's conventional media properties reach this prime demographic through 2,000+ college campuses.*

**Manager of Campus Partnerships June 2000-June 2001**

*Network Event Theater, a division of YouthStream Media Networks, Inc.*

- Cultivated and managed partnerships with over 100 volunteer students, faculty and professional staff at over 50 colleges and universities across the country
- Developed systematic and individualized marketing strategies for advance screenings of major motion pictures
- Extended relationships with university departments, student organizations, local businesses and industry organizations to support and reinforce YouthStream's presence on campus
- Maximized creative thinking to solve complex programming problems in order to meet expectations of various clients (universities, Hollywood Studios and corporate sponsors)

- Solicited new partner schools as necessary to expand network and meet client expectations  
*Arizona State University* students come from every state in the U.S. and more than 120 countries. ASU Main, the university's anchor campus, is located in Tempe and is home to 43,000 students, of which 33,000 are undergraduate students.

**Senior Program Coordinator** October 1999-May 2000

**Program Coordinator** August 1997-October 1999

*Memorial Union, Arizona State University*

- Managed daily operations and coordinated program activities through assigned professional staff, para-professional staff, student employees and volunteers
- Performed needs assessments and analyzed data regarding participant, member and community needs; implemented improved methods as needed
- Advised students in all matters pertaining to budgetary limitations, the cost of events, income generation and contract negotiation
- Recruited program participants, members and volunteers utilizing appropriate promotional and marketing strategies including individual letters, brochures and presentations
- Served as member of the Memorial Union Academic Support Staff and assisted student employees and volunteers not meeting academic expectations
- Revamped Memorial Union Orientation Program to better meet needs of volunteers and employees.
- Ensured that student programs and events adhered to university policies and procedures
- Served as Leadership Scholarship Program Advisor for two semesters: Mentored two Freshmen students who were part of a special scholarship program.

**Coordinator of Project Community** October 1995-August 1997

*Student Development & International Programs at California State University, Northridge*

- Administered \$90,000 grant from William & Flora Hewlett Foundation, which was renewed based on the success of the initial programs
- Initiated and institutionalized community-building programs and events, many of which still exist today such as: High Ropes Course Retreats, Graduate Student Orientation and the Day of Dialogue – an opportunity for members of the University Community to come together and discuss race relations in a safe environment
- Designed and implemented a campus-wide marketing strategy and an outreach plan including presentations, brochures, and internet-based communication
- Worked with the University Corporation to provide “Caught in the Act of Caring” cards to students and staff observed making a contribution to the campus community

**Graduate Assisnant/Activities Assistant** December 1994-October 1995

*Student Development & International Programs at California State University, Northridge*

- Solicited funding for various publications including the Clubs & Organizations Resource Manual and the Greek Songfest Program
- Coordinated workshops for University's Leadership Institute on topics such as Motivation, Fundraising and Team Building
- Served as member of the Advance Team for President Clinton's visit to Cal State Northridge during the one year anniversary of the Northridge Earthquake

## **HONORS & AWARDS**

**Merit Award - for Demonstrated Leadership & Commitment to Excellence** July 2006

*California State University, Northridge*

**40 Under 40 – Recognizing significant business achievements by Valley-based business professionals under the age of forty** August 2004

*San Fernando Valley Business Journal*

**President's Award for Innovation – for significant contributions to the university** March 2000

*Arizona State University*

**Honorary Life Membership – for outstanding dedication and service to the university** May 1995

*Associated Students ~ California State University, Northridge*