



**ERIC GARCETTI**  
**MAYOR**

August 10, 2022

Honorable Members of the City Council  
c/o City Clerk  
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have appointed Ms. Danielle Strickland to the Commission for Community and Family Services for the term ending June 30, 2026. Ms. Strickland will fill the vacancy created by Rebecca Pleitez, who has resigned.

I certify that in my opinion Ms. Strickland is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Danielle Strickland  
**Commission:** Commission for Community and Family Services  
**End of Term:** 6/30/2026

### Appointee Information

1. **Race/ethnicity:** African American
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 8 - South LA
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Undergraduate Studies, Cal State University Long Beach
7. **Occupation/profession:** Client Success Manager, The Workforce Pro
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Noonan, Jesse	East LA	4	Caucasian	F	30-Jun-24
Estrada, Ingrid	South LA	10	Latinx	F	30-Jun-24
Vacant					30-Jun-26
Hawthorne, Jacquelynn	South LA	8	African American	F	30-Jun-24
Burrell, Robinne	Central	4	African American	F	30-Jun-24
Herndon, Loretta	Central	10	Latinx	F	30-Jun-26
Vacant					30-Jun-26
Marcus, Deborah	West LA	11	Caucasian	F	30-Jun-26
Vacant					30-Jun-26
Wilson, Jesse	East LA	13	Caucasian	M	30-Jun-26
Dillon, Kelli	South LA	8	African American	F	30-Jun-26
Torres, Benjamin	East LA	13	Latinx	M	30-Jun-24
Vacant					30-Jun-26
Chang, Carmen	South Valley	2	API	F	30-Jun-24
Rucker-Trapp, Rashad	South LA	8	African American	M	30-Jun-26

# DANIELLE STRICKLAND

RELATIONSHIP MANAGEMENT  
PROFESSIONAL



## EXECUTIVE PROFILE

Danielle is a multifaceted individual who thrives on providing service to others. She currently holds three active titles, Child Care Provider- Strickland Family Child Care, Client Success Manager-The Workforce Pro & Realtor-Berkshire Hathaway HomeServices. Because Danielle is constantly challenging herself and learning new things it has allowed her to be technologically inclined. She is a former Neighborhood Council board member and chairwoman who fell in love with public service and community organizing, which led her to reignite La Salle Ave Block Club in 2020. Her goals are always geared toward inclusion and continuous progress. Danielle's hope is to help lead others to their vision of progress and a better quality of life. This is who she is at her core.

## AREAS OF EXPERTISE

Community Engagement	Microsoft Suite	Canva
Relationship Building	Zoom	Invitd
Face to Face Meetings	Go to Meeting	Constant Contact

## ACADEMIC HISTORY

Cal State University Long Beach, Long Beach Ca Undergraduate Studies, 2000	West Los Angeles College, Culver City, Ca Graduated Associates Degree, 2009 Liberal Arts	Fairfax High School Graduated Diploma, 2000 Black Student Union (BSU) Leadership
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## CAREER HISTORY

The Workforce Pro  
Client Success Manager & Partnership Acquisition 1/2022 - Present

The Workforce Pro is a leader in the Customer Experience industry. Working in tandem with the CEO to conduct exploratory client and employee meetings to create workflows that allow more high-yielding business operations. The goal is to build relationships with growing SMBs worldwide to help them scale. Engage with clients on a consistent basis to move their project through 10 defined business optimization phases. Ensure the team stays on task and complete projects in a timely manner. Develop partnership with various vendors to help support the growth of clients as it relates to Customer Experience.

KIPP So Cal Public Schools  
Family and Community Engagement 4/2021 - 12/2021

KIPP So Cal Public Schools is a free public charter school system that operates 24 schools throughout Southern California. KIPP not only educates children, but help provide additional support for families in need. Developed relationship with families to help assess their needs. Recognize and engage with other organizations and local government to help support the needs of families and the growth of KIPP SoCal Public Schools. Worked independently to develop roles and responsibilities for vaccine events. Led on-site vaccine events. Introduce KIPP SoCal to local government and provided support with joint initiatives. Helped families write public comment/letters to support charter renewals and material revisions. Facilitated segments of new hire orientation to educate new hires on how charter schools operate.

The In Progress Brand LLC  
Founder 5/2020 - Present

The In Progress Brand encompasses many facets of progress. The purpose is to promote progressive thinking and goal-oriented actions. Offering Business Consultation services concentrated in business optimization, Child care services, which include Kids In Progress Academy/Strickland Family Child Care as well as online apparel.

Account Executive  
Sharp Electronics Corporation - Sharp Business Systems 9/2016 - 1/2020

Sharp Business Systems is the B2B division of Sharp Electronic Corporation. Sharp is a leader in technology service. Engaged with prospects to introduce new technology products and or services that solved their business challenges best. Registered and responded to RFPs. Gather the team to present features and benefits of working with Sharp. Prepare hardware as well as software proposals for municipalities, school districts, non-profits as well as SMBs. Built and maintained relationships with established and prospective commercial and government accounts within assigned territory in an outside sales capacity. Prepared accurate, legible and timely reports as required by management to review the progress of products and/or services.

Business Development Specialist  
Target Media Partners 1/2011 - 9/2016

Target Media Partners owned a multitude of publications nationwide *Recycler*, being the notable brand in Southern California and operated a large digital marketing network initially focused on and later expanding all verticals in need of digital advertising. Researched and identified potential clients to learn more about their advertising needs and goals. Created and presented, via webinar customized ad campaigns, which would run across multiple ad platforms. Consistently remained engaged with clients to determine the success of the advertising campaign and share results from tracking report with clients and discuss adjustments if necessary.

## Volunteer Work

June 2016 - May 2019

Empowerment Congress Southwest Area Neighborhood Development, *Social Media Coordinator & Outreach Chair*

- Held monthly outreach meetings to engage with stakeholders on ways to make more constituent in Neighborhood Council meetings. Created digital campaigns using Canva.com to engage with Stakeholders via Social Media on platforms such as; Nextdoor.com, Facebook, Twitter, Instagram and Constant Contact. Stakeholders were excited to be a part of the decision-making process.
- Live streamed Neighborhood Council meetings on Facebook and Instagram.
- Grew Facebook account from 150 followers to over 1000
- Co-Chair of 2018 Jazz at St Andrews Park - Vendor operations & Various preparation meeting

June 2019 –March 2020

Empowerment Congress Southwest Area Neighborhood Development Council, *Chairwomen*

- Met with board members to prepare monthly agenda to discuss stakeholders concerns. Allotted presentation time for City officials, County officials, Law enforcements as well as local non-profits to provide constituents with all necessary government and agency updates.
- Develop and maintain strong relationships with the constituents and Council District 8. Discuss and coordinate action plans to enhance the quality of life in our immediate community. Provide stakeholder feedback and possible resolutions to Council District 8 deputies.
- Education Committee Chair

La Salle Ave Block Club - 2020 - Present

## CERTIFICATES & LICENSES

- Civic U 2.0 Certificate City of Los Angeles Neighborhood Council- Cal State LA (2018)
- Licensed Child Care Provider - Strickland Family Child Care August 2020- Present
- Licensed Real Estate Agent/Realtor- Berkshire Hathaway HomeServices July 2022- Present



**ERIC GARCETTI**  
MAYOR

August 10, 2022

Dear Ms. Strickland:

I am pleased to inform you that I hereby appoint you to the Commission for Community and Family Services for the term ending June 30, 2026. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please contact my Commissions team by email at [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org), to make arrangements for you.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and Undated Separation Letters **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open, and accountable City government possible. Further, Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions Team will assist in connecting you with the Personnel Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your Commission, you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws, and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission at 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the Ethics Commission by email at [nicole.enriquez@lacity.org](mailto:nicole.enriquez@lacity.org).

Ms. Danielle Strickland  
August 10, 2022  
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As part of the City Council confirmation process, meetings will be offered to Marqueece Harris-Dawson, your Councilmember, and Councilmember Gil Cedillo, the Chair of the Housing Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Housing Committee. Sometime thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:tga

Attachment I  
Ms. Danielle Strickland  
August 10, 2022

### Nominee Check List

**I. Within 7 days:**

\_\_\_\_\_ Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

\_\_\_\_\_ Email the completed forms, found on the last three pages of this letter, to: [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org) OR mail them to: Commissions Team, Office of the Mayor, City Hall – Room 303, 200 N. Spring Street, Los Angeles, CA 90012.

- Remuneration Form
- Undated Separation Letters

**II. Within 21 days:**

\_\_\_\_\_ File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms via email from that office.*

- **Statement of Economic Interest (“Form 700”)**  
*IMPORTANT:* The City Council will not consider your nomination until your completed form is reviewed by the Ethics Commission.
- **CEC Form 60**

**III. The Mayor’s Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.**

\_\_\_\_\_ Your City Councilmember Marqueece Harris-Dawson

\_\_\_\_\_ Councilmember Gil Cedillo, Chair of the Council Committee considering your nomination