

EXPERIENCE OVERVIEW

Maria Salinas is an experienced dissemination practitioner and project manager. From 2012 through 2015, she served as the dissemination Task Lead for REL Mid-Atlantic, one of 10 Regional Educational Laboratories funded by the U.S. Department of Education. As the dissemination Task Lead, she helped the program establish a communication and dissemination infrastructure with the goal of achieving meaningful stakeholder engagement throughout the funding cycle. She developed annual dissemination plans and annual progress assessment plans. She was responsible for dissemination strategy and messaging and led implementation of activities, including oversight of professional development meetings and conferences across the mid-Atlantic. She oversaw content development for print materials, social media channels, and website. She set the tone for a cohesive look and feel of all messages and materials and integrated data use for evaluating message reach and effectiveness. She identified opportunities to increase understanding of the work of the REL, including establishing a presence on social media, developing infographics, webinars, and messages to integrate across all project activities. She is currently the founder and owner of Dissemination Engagement Strategy Group LLC, an independent consulting firm. As an independent consultant, she continued to support REL Mid-Atlantic's dissemination strategy development and activities implementation from 2015 through 2016.

Prior to that, she led community engagement for various education projects, including Ready To Learn, a cooperative agreement funded by the U.S. Department of Education. Her dissemination project management skills include oversight of multiple projects with cross-functional, distributed teams. For grant programs, she has been particularly adept at leading and coordinating multi-agency resources and establishing effective communication between clients, subcontractors, grantees, and related stakeholders for maximum program effectiveness. She has successfully applied a social marketing framework to inform message development and message testing to better serve diverse audiences on a variety of programs. She has assisted local and national programs develop goals, implementation plans, communication and dissemination plans, and integrate research and evaluation findings into program development.

PROJECT EXPERIENCE

Center for Effective School Practices (CESP), Rutgers University, 2015–2016. Serve as a consultant to assist CESP disseminate information about its research and its service offerings.

Folger Shakespeare Library, 2016. Developed strategy and marketing materials to promote professional development services to educators.

Regional Educational Laboratory for the Mid-Atlantic Region, 2012–2016. While employed at ICF, I served as Task Lead for dissemination for the Mid-Atlantic Regional Educational Laboratory funded by the U.S. Department of Education. In this role, I developed strategy and tactics to support dissemination of REL education research content to stakeholders. During the five-year funding cycle, I helped the program establish a communication and dissemination infrastructure with the goal of achieving meaningful stakeholder engagement during the life of the project. To this end, I identified opportunities to increase

Education

- MA, Public Policy: International Security and Economic Policy, University of Maryland, College Park, MD, 2005
 - BA, Language and Cultural Studies with a focus on Latin America, cum laude, Trinity Washington University, Washington, DC, 1996
-

understanding of the work of the REL, including establishing a presence on social media, developing infographics, webinars, and messages to integrate across all project activities. As an independent consultant, I continued to provide dissemination assistance and expertise to REL Mid-Atlantic (2015-2016).

Consumers Energy, Home Performance with ENERGY STAR®, 2010–2012. While employed at ICF, I led the communications and marketing activities for the pilot phase and subsequent statewide launch of Consumers Energy Home Performance with ENERGY STAR program in Michigan.

Broadband Initiatives Program, USDA Rural Utilities Service, 2009–2010. While employed at ICF, I served as the manager helping implement a coherent outreach strategy to support a grant program for rural broadband implementation. I collaborated on the development of a robust outreach plan and proactive planning to formulate and integrate a communication process into grant application review and approval activities. My duties included outreach and communications plan development, creating a brand identity for the initiative, and content development for a variety of communication tools to help the funding agency assist applicants.

Ready to Learn Outreach, Corporation for Public Broadcasting, 2006–2009. I served as the director for community engagement. In this position, I served as the lead person coordinating resources to help grantees implement local services under a multi-million-dollar literacy initiative funded by the U.S. Department of Education. I worked with entities such as public media stations, PBS, content producers, social marketing consultants, research and evaluation experts, and dissemination consultants to develop an innovative framework for piloting and subsequently scaling program activities. Duties included dissemination, grant management, program planning and implementation, outreach development, technical assistance, professional development and communication with stakeholders and grantees.

Ready to Lead in Literacy, Corporation for Public Broadcasting, 2006–2008. I served as the director of a three-year early childhood literacy grant initiative implemented at 120 public television stations across the country. I worked with grantee stations to use the three-year funding period to craft strategy for sustainable programs that would continue beyond the initial funding period. Duties included ongoing project management, stakeholder dissemination and communication, technical assistance and grants management.

Marketing Outreach for Latino Blood Donors, American Red Cross, 2005. While employed at HMA Associates, I led the development and implementation of qualitative research activities across the U.S. and the Caribbean. Activities included overseeing focus group implementation, reporting major findings, and meeting and conducting interviews with local American Red Cross volunteer leaders and regional staff. The results informed culturally appropriate message development in English and in Spanish and creative design to conduct outreach to Latino blood donors throughout the country.

Public-Private National HIV/AIDS Partnership, CDC, 2004–2005. While employed at HMA Associates, I wrote and developed the partnership's messages, marketing materials and related content to support partner development strategies.

Women's Health, HHS Office on Women's Health, 2001–2004. While employed at Matthews Media Group, I managed the message and content development for a national public health education campaign to deliver culturally appropriate health messages to women of color. Responsibilities included media outreach, content development and oversight, and partner outreach. I also secured non-paid placement of full-length health articles in small and medium-size newspapers across the country.



RIFNet, Phoebus Communications, 1999–2000. I served as assistant project director on a Star Schools grant from the U.S. Department of Education. My duties included developing a framework for content development and delivery options to offer ongoing distance learning to 5,000 volunteers across the country for Reading Is Fundamental. I assisted in the development of television programs, worked with content development consultants, and edited dissemination materials for the initiative.

SELECTED PUBLICATIONS AND PRESENTATIONS

Salinas, M., Galdo, J., & Agin, L., (2009, June) Ready to Learn: A Social Marketing Approach for a National Education Campaign. Presentation with American Institutes for Research staff at the annual USF Social Marketing in Public Health Conference, Clearwater, FL.

Blitz, C. & Salinas, M., (2016, October) Dissemination by Design: Making Dissemination an Integral Component of Evaluation. Presentation with Rutgers University staff at the annual American Evaluation Association Conference, Atlanta, Georgia.

LANGUAGES

Spanish: native speaker; proficient in reading and writing

EMPLOYMENT HISTORY

Deacon Hill Research Associates, LLC	Principal Associate	2017-Present
Dissemination Engagement Strategy Group LLC	Founder	2015–present
ICF International	Senior Manager	2009–2015
Corporation for Public Broadcasting	Director, Ready to Learn Community Engagement & Director, Ready to Lead in Literacy	2006–2009
HMA Associates, Inc.	Sr. Account Director	2004–2005
Matthews Media Group, Inc.	Sr. Account Executive	2000–2004
Phoebus Communications, Inc.	Assistant Project Director	1999–2000
Corporation for Public Broadcasting	Ready to Learn Project Coordinator & Program Officer	1996–1999

