

KYRIE BASS, MBA

ORGANIZATIONAL PLANNING & PERFORMANCE | STRATEGIC PLANNING & COMMUNICATIONS

VISIONARY AND COLLABORATIVE ORGANIZATIONAL PERFORMANCE STRATEGIST with a proven track record for developing and implementing targeted approaches to successfully achieve organizational goals.

Strengths include ...

Strategic Planning
Performance Metrics
Team Facilitation/Training

Organizational Development
Project Planning/Management
Market Research and Surveys

Marketing & Communications
Personnel Management
Financial Management

- ❑ **Organizational Performance:** Designed and facilitated team processes encompassing the survey process for team member and guest surveys, including survey design and implementation, and survey response/action planning and process improvement efforts. Created content for and delivered training modules to effect organizational change. Managed departmental professional development program and employee recognition programs.
- ❑ **Strategic Planning:** Project manager and communications strategist for developing and updating departmental strategic plan. Worked with stakeholders to draft initiatives in alignment with organizational goals.

Noteworthy Achievements:

- Guest & Team Member Surveys
- Strategic Planning & Initiatives
- Luskin Conference Ctr Intranet Site
- Project Connect Diversity & Inclusion
- UC Healthy Vending Policy

PROFESSIONAL EXPERIENCE

UCLA HOUSING & HOSPITALITY SERVICES: *Administration*, Los Angeles, CA

2013 – current

■ DIRECTOR, ORGANIZATIONAL PLANNING, PERFORMANCE, AND DEVELOPMENT (May 2014 - current)

■ SENIOR MANAGER, ADMINISTRATIVE PROJECTS & COMMUNICATION (April 2013 - May 2014)

As a key member of the senior management team supporting the Assistant Vice Chancellor for Housing & Hospitality Services, manage administrative projects in support of departmental goals and objectives. Manage high-level projects including the pre-opening task list and team planning sessions for the Luskin Conference Center, opening in summer 2016. In collaboration with departmental partners, develop departmental strategic plan and initiatives and track/report on progress. Work with stakeholders to accomplish tasks and plan projects including team member retention/reviewing onboarding processes, implementing processes for improving team member and guest satisfaction, and evaluating organizational structure and staffing patterns. Design and deliver strategic communications messaging for the Housing & Hospitality Services organization and external audiences.

- **Organizational Development:** Design process improvement strategies for Climate Assessment
 - Create and implement cohesive department-wide strategy for responding to the annual survey
- **Strategic Planning:** Serve as project manager for departmental Strategic Plan updates and planning
 - Develop collaborative, team-based process to draft, update, and track Strategic Plan and Initiatives
- **Chief-of-Staff:** Identify and collaborate with work teams to address organizational issues

UCLA EVENTS & TRANSPORTATION: *Communications Services*, Los Angeles, CA

1997 – 2013

■ TRAINING & DEVELOPMENT MANAGER (2010 - 2013)

■ MARKETING MANAGER (2003 – 2008)

■ MARKETING & PUBLIC RELATIONS MANAGER (2008 – 2010)

■ MARKETING COORD/PROJECT MGR (1997 – 2003)

Training and Development Manager for UCLA Events & Transportation, supervising one FTE and managing a budget of \$800,000. Researched, developed and implemented training programs targeted at cultural and organizational change to align behavior under one common purpose of service and support to UCLA. Managed an in-house talent development program and facilitated the Communications and Service Council. Department Administrator for personnel/payroll activities. As Marketing and Public Relations Manager supervised a team of seven FTE and managed a brand portfolio for services and programs including BruinBus, BruinGo!, BruinParkPlus and Be A Green Commuter. Researched, developed and implemented employee recognition programs and events.

- **Process Improvement & Project Management:** Evaluated and restructured current organizational processes. Planned, secured resources & managed projects to successful conclusion.
 - Improved customer- and staff-satisfaction scores customer satisfaction rose over 10%
 - Facilitated management retreats and served as facilitator to Communications & Service Council

UCLA EVENTS & TRANSPORTATION – Continued

- **Organizational Development & Training:** Designed strategies in alignment with organizational goals
 - Developed training modules under the Extra Mile umbrella program to shift the organizational culture to align under one common purpose and create a customer-centric environment of accountability
 - Revamped curriculum for quarterly Events & Transportation Leadership Team meetings to develop team cohesion and develop strategic skills needed at the supervisory/managerial level
- **Strategic Marketing & Communications:** Innovative marketing plans and communications campaigns
 - Implemented award-winning “MyRide” and “Vacation From The Pump” campaigns motivating 14% improvement in ridesharing
 - Integrated utilization of Web 2.0 technologies: social networking (Blog, Facebook, Twitter), interactive links, and content marketing, which expanded market to younger, “tech-savvy” clients
- **Staff Development:** Increased staff morale through employee recognition programs / celebrations
 - Developed and implemented “Transportation On the Spot Reward” (UCLA’s first formal “non-cash” program) and the Years of Service program
 - Coordinated annual staff recognition event for 250 employees, including facilitation of event planning team, scheduling speakers/program, and event management

UCLA SCHOOL OF PUBLIC HEALTH: *Executive Education Programs*, Los Angeles, CA **2007 – 2010**
■ MARKETING CONSULTANT

Developed program-branding and student-recruitment strategies. Worked with team to document program strategic business planning deliverables. Prepared business marketing summary for Advisory Board.

- Researched and analyzed historical marketing efforts in creating Executive Master of Public Health Marketing Plan, investigating “big picture” strategy to increase brand awareness and improve quality of the student applicant pool (mid-career professionals)
- Developed marketing plan to document promotional efforts for 2009 program evaluation and in preparation for the Commission on Accreditation Healthcare Management Education (CAHME) process
- Researched and recommended opportunities to improve program awareness and branding through media and public relations channels

UCLA STAFF ASSEMBLY: *servicing 28,000 staff members*, Los Angeles, CA **2007 – 2009**
■ IMMEDIATE PAST PRESIDENT (2009 – 2010) ■ PRESIDENT (2008 – 2009) ■ PRESIDENT-ELECT (2007 – 2008)

Fostered partnerships with campus groups. Led 10-member Executive Board. Served as delegate to Council of UC Staff Assemblies (CUCSA), chair to CUCSA Strategic Communications Workgroup, and staff representative on UCLA True Bruin committee and John Wooden Center Board of Governors.

- Improved fundraising by 25% and expanded organizational reach by over 65%
- Collaborated with board to develop and implement inaugural Emerging Research Speaker Series, in partnership with the Academic Senate
- Developed criteria and structure for revamped Chancellor’s Excellence in Service Awards
- Teamed with Chancellor’s Office in implementing community-building events:
 - Chancellor’s Town Hall; Breakfast with the Chancellor; Mrs. Block’s VIP Women’s Basketball Reception

■ EDUCATION, TRAINING & BOARD MEMBERSHIPS

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| <ul style="list-style-type: none"> ■ MBA – Marketing Emphasis
PEPPERDINE UNIVERSITY (2008)
Graziadio School of Business and Management | <ul style="list-style-type: none"> ■ BA – Theater Arts Major
UNIVERSITY OF CALIFORNIA LOS ANGELES (1986)
<i>Lifetime member of UCLA Alumni Association</i> |
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Other Training: UCLA Professional Development Program (PDP); UC Management Skills Assessment Program; UC Business Officers Institute; UCLA Anderson School Women in Leadership Program

Boards: UCLA Staff Assembly Presidents Council (2010 – current); UCLA Staff Assembly President (2008-2009); UCLA Alumnae Prytanean Association – President (2011-13 & 2015-2017), Benefit Chair (2009-11); UCLA John Wooden Center Board of Governors - Staff Rep (2007-2008); Valley School PTA - Executive Board President (2003-2004) Classroom Parent/ Volunteer (2001-2013); UCLA Volunteer Day Site Leader/ Task Captain (2009 – 2012)