

Curriculum Vitae

Kendra Straub M.A.
Assistant Vice President, Strategy
U.S. Bank Impact Finance

Contact Information

Kst62@nau.edu
619-514-9127
[LinkedIn](#)
San Diego, CA

EDUCATION

- M.A. Communication, 2018. San Diego State University
Focal Areas: Health Communication & Quantitative Research Methods
Thesis: *Bringing prep out of the closet: Understanding queer adult's adoption of Prep explained through the health belief model*
- B.A. Political Science, 2016. Northern Arizona University
Minor: *Ethnic Studies*
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EXPERIENCE

Assistant Special Projects Director: Beneficial State Foundation, San Diego, CA
December 2024- Present

- Led the development of a 3-year strategic plan, incorporating Theory of Change principles, designing and implementing OKRs (Objectives and Key Results), and establishing a comprehensive framework for program design to align with organizational goals and drive measurable impact.
- Managed external partnership tracking through the development of interactive dashboards, streamlined board reporting processes, and leveraged CRM tools to track and nurture relationships, ensuring alignment with organizational objectives and enhancing stakeholder engagement.
- Implemented project management procedures and processes, standardizing workflows, improving efficiency, and ensuring timely project delivery by establishing clear roles, responsibilities, and tracking mechanisms across cross-functional teams.

Assistant Vice President, Strategy: U.S. Bancorp Impact Finance, San Diego, CA
October 2022- December 2024

- Responsible for conducting research to inform the renaming of U.S. Bank's CDC to Impact Finance. Project managed the updating all website and marketing materials with the new name, wrote the press release announcing the new name both internally and externally, and acquire PR opportunities for the CEO to share the "why" behind the new name.
- Responsible for creating thought leadership strategy for the C-Suite. Present impact stories at conference, led write for whitepaper and briefs, and responsible for creating talking points for CEO's public appearances.
- Oversaw the creation of the evaluation framework and theory of change for U.S. Bank's Place-Based Investing initiatives based upon a six-month in-depth evaluation of community and client disparities. Co-facilitated a community co-design with nonprofits, small business leaders, high school students, and local CDFI partners, internal U.S. Bank leaders to create signature initiatives to deploy in the North Minneapolis area to reduce the racial wealth gap.

Director of Impact & Evaluation: East Bay Agency of Children, Oakland, CA
June 2022 – October 2022

- Developed the organization's first impact report as a fundraising and marketing tool. The impact report documented number of clients served, impact of programs on community, and the ROI of grant funding. Impact report resulted in incoming funds toping \$20 million for the first time in the organization's history.
- Managed a team of ten and oversaw department budget, which included overseeing hiring, onboarding, and managing team to reach strategic goals.

Senior Data, Learning, & Evaluation Manager: MAAC Project, San Diego, CA
March 2020 – June 2022

- Project managed the successful organization-wide transition to a centralized Salesforce database for all 16 programs and trained all 500+ employees in the system, coming under the \$225,000 budget. Utilized Tableau to produce dashboards and data visualization to support program leadership in making data-driven decisions with newly available data.
- Responsible for conducting data analysis for all external reporting including, annual impact report, grant reports, and impact stories to legislative leaders.

Applied Research Analyst: YMCA of San Diego County, San Diego, CA
August 2018 - March 2020

- Created legislative one-pagers and an interactive ArcGIS map to visualize the Y's services' economic impact in each legislative district (e.g., City Council, State Assembly, Board of Supervisor Districts). GIS software and maps played a critical part in the organization's being awarded \$350,000 in state funding to increase the number of childcare providers in opportunity zones districts.
- Supported in creating research briefs and marketing materials to show the impact of the nonprofits' services in San Diego County.

TEACHING EXPERIENCE

Lecturer, San Diego State University, San Diego
COMM 103: Oral Communication
COMM 160: Argumentation

Instructor of Record, San Diego State University
COMM 204 - Advanced Public Speaking

Teaching Assistant, San Diego State University
COMM 301: Intercollegiate Speech & Debate Competition

Guest Lecture, San Diego State University
COMM 482: Communication and Politics

Guest Lecture, Northern Arizona University
COMM 150: Environmental Communications

CONSULTANT

Artemis Project Manager Department of Health & Human Services Office of Refugee Resettlement,
Six Month Contract (2021)

- Managed the San Diego emergency shelter, which saw just under 2,400 children placed with a family member or sponsor in the United during the three months of operation.
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REFEREED JOURNAL PUBLICATIONS

Record, R. A., *Straub, K., & *Stump, N. (2019). #Selfharm on #Instagram: Examining user awareness and use of Instagram's self-harm reporting tool. *Health Communication*, 35(7), 894- 901.
<https://doi.org/10.1080/10410236.2019.1598738>

COMPETITIVELY SELECTED CONFERENCE PAPER/POSTER PRESENTATIONS

Record, R. A., *Straub, K., & *Stump, N. (2017, November). #Selfharm on #Instagram: A theory of planned behavior exploration of reporting self-harm via Instagram. Paper presented at the National Communication Association (NCA) Conference, Human Communication & Technology Division, Dallas, TX

Straub, K. (2017, November). #MyFather'sWhiteHood: Stormfront's Cyberspace Hate Speech and Ideological Community Formation. Paper presented at the National Communication Association (NCA) Conference, Qualitative Approaches to On and Offline Communities Roundtable, Dallas, TX.

Straub, K. (2017, November). Fetishized Fetus Photography: The Moral Lesson of "Drama of Life Before Birth" Photography Essay. Paper presented at the National Communication Association (NCA) Conference, Visual Communication Division, Dallas, TX.

Burford, C, Straub, K., Shaffer, E., Ayres, J., & Stump, N. (2017, February). School Lunch Citizens: How Student Collaboration with Food Justice Organizations Creates Democratic Consumer Citizens. Panel presented at the Western States Communication Association (WSCA) Conference, Western Forensics and Argumentation Association, Salt Lake City, UT.

SPEECH & DEBATE CAREER

Individual Events Coach at San Diego State University 2016-2018

NAU's Speech and Debate Team Outstanding Novice Award Recipient, 2013.

NAU's Speech and Debate Team Outstanding Participant Award Recipient, 2014.

NAU's Speech and Debate Team Most Valuable Member Award Recipient, 2015.

Tournament Champion in Poetry Interpretation, Dramatic Interpretation, Prose Interpretation, Program Oral Interpretation, Persuasive Speaking, Informative Speaking (Multiple Invitational and noninvitational tournaments from 2012-2016).

Semi-Finalist in Lincoln Douglas Debate at the invitational tournament Sunset Cliffs Classic held on Point Loma Nazarene University's campus, 2014.

Quarter Finalist in International Public Debate at the invitational tournament Western States held on Gonzaga University's campus, 2015.

Participant at the National Parliamentary Tournament of Excellence in 2013.

Participant at the American Forensic Association National Individual Events Tournament in 2013, 2014, 2015, and 2016.

Writer for the NAU's Lumberjack Newspaper's News Selection (published four articles) 2012-2013.

Speech and Debate participant: Individual Events (IE's), Parliamentary Debate (NPDA), International Public Debate (IPDA), and Lincoln Douglas Debate (LD) (all four years) 2012-2016.

AWARDED GRANTS

\$5 million from California Governor's Office to fund mental health services in elementary schools in the Oakland Unified School District (2022). Fund award while at EBAC to address the gap in mental health services to children and families in the school district.

\$7.5 million from the Wells Fargo Foundation's Wealth Opportunities Restored through Homeownership (WORTH) over 5 years (2020). Fund award while at MAAC Project to create a down payment assistance program for BIPOC first time homeowners. In the first year, a little under 30 first-time BIPOC homeowners purchased a home due to the downpayment assistance.

\$350,000 from San Diego Board of Supervisors to increase the number of childcare providers in opportunity zones in San Diego County (2019). Fund awarded while at YMCA of San Diego County.