

Jolene Roehlkepartain, B.A.

Communications Manager
ACET, Inc.
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SPECIALTIES

Convening project management, student-centered education, family engagement, dissemination plans, strategic communication, Qualified Administrator for the IDI and the ICS, External Endorsed Assessor for the Youth Program Quality Assessment (YPQA), grant writing, social-media marketing, writing, editing, project management, facilitation, keynote speaker, workshop leader

PROFESSIONAL EXPERIENCE

ACET, Inc.

Communications Manager, 2017 to present

- Leads, plans, and manages highly complex, logistical projects
- Facilitates convenings, task force meetings, and other group meetings
- Leads strategic communication for clients and for the company
- Writes dissemination plans, communication plans, and social-media plans
- Advances equity work as a Qualified Administrator (QA) for the Intercultural Development Inventory (IDI) and the Intercultural Conflict Style Inventory (ICS)
- Conducts observations and develops program reports as an External Endorsed Assessor for the Youth Program Quality Assessment (YPQA)
- Writes, edits, and proofread reports, survey instruments, and other deliverables for clients
- Leads and coordinates the social-media marketing plan for the company
- Plans, manages, and writes the company website and blog; relaunched the website in 2019
- Researches and writes Request for Proposals (RFPs) for grant opportunities
- Provides trainings to clients on ACET's Grant Alert, which tracks open funding opportunities

Ideas to Ink, LLC

Consultant, Trainer, Speaker, Content Developer, Communications Strategist, 1995 to 2017

- Worked on the planning and implementation team for a national, educational conference and wrote conference scripts for emcees and keynote speakers for 10 years
- Offered project conceptualization and project management for corporate and nonprofit companies along with school districts and community-based organizations
- Has written 33 books and has had more than 375 blogs and 1,000 magazine articles published
- Led the conceptualization, writing, editing, and proofing of a variety of communications (blogs, regular social-media marketing posts, survey reports, books, database reports, curricula, newsletters, literature reviews, success stories, and brochures)
- Provided educational and family engagement consultant work (based on the work of Joyce Epstein) in various states across the country
- Has been a speaker at statewide conferences and a workshop leader at national and statewide conferences in California, Colorado, Connecticut, Illinois, Iowa, Kansas, Minnesota, New York, Ontario, Tennessee, and Wyoming

Adoptive Families of America

Editor in Chief and Director of Publications, 1991-1995

- Worked as part of the planning team for an annual, national conference on adoption
- Managed and balanced a \$290,000 annual budget
- Led a team in producing catalogs, brochures, annual reports, press releases, monographs, and direct-mail pieces
- Launched *Adoptive Families* magazine, a four-color, national magazine sold on the newsstand after convening key stakeholder groups and developing a business plan
- Led *Adoptive Families* magazine as editor in chief, working with editors, graphic designers, production coordinators, printers, freelance writers, and the nonprofit's board of directors
- Developed a strategic communications plan
- Worked in QuarkXPress, Microsoft Word, Microsoft Excel, and Filemaker Pro

Group Publishing

Associate Editor, 1987-1991

- Worked as part of the planning committee for two national, annual conferences
- Set the editorial direction for two four-color magazines
- Planned magazine issues, solicited magazine articles, and supervised an assistant editor
- Convened focus groups to gather information about editorial direction
- Founded a new serial publication and led the magazine's launch

EDUCATION

University of St. Thomas: Completed some graduate work toward an M.B.A.

Saint Olaf College: B.A., Double major in Communications and English Literature

SELECTED PUBLICATIONS AND PRESENTATIONS

- *Putting Families at the Center*, a quarterly, national online class developed and taught on how schools and organizations can listen to the needs of families and create a family engagement strategy, 2017-2019.
- *Spark Student Motivation: 101 Easy Activities for Cooperative Learning*, author (Search Institute Press, 2012).
- *Doing Good Together*, co-author (Free Spirit Publishing, 2010).
- *Bringing Out the Best in Children and Families* (keynote speech) and *What All Children Need to Succeed* (a three-hour intensive workshop), Birth to Three Annual Conference, 2007.
- *Developmental Assets and Asset-Building Communities: Implications for Research, Policy, and Practices*, co-wrote chapter 7, "Asset Building in Parenting Practices and Family Life" with A. Rae Simpson, administrator of parenting programs at MIT and consultant at the Harvard School of Public Health, published by Kluwer Academic/Plenum Publishers, 2003.
- *Embracing Parents: How Organizations Can Use Asset Building to Strengthen Families*, a workshop developed and delivered at the National Association for the Education of Young Children Conference, New York City, November 23, 2002.
- *Raising Health Children Day by Day*, author (Free Spirit Publishing, 2001).