

Jacqueline Boland (Jackie)

AARP Hawaii

GOV. MSG. NO. 844

Qualifications Summary Forward-looking and goal-focused professional with a 20+-year track record leading execution of key strategies and tactics to drive AARP's message to 50-plus population and existing members. Cultivate partnerships with community organizations to leverage synergies and collaborate on education and outreach activities. Adept at liaising with federal, state, and local government to advance priority issues impacting AARP's target constituency.

- Strategy Development & Execution
- Partnerships & Coalition Building
- Member & Volunteer Engagement
- Innovative Communication Tactics
- Multicultural Education & Outreach
- Grassroots Organizing & Campaigns
- Public Speaking & Presentations
- Key Issue Identification & Advocacy

Career Experience AARP Hawaii State Office, Honolulu, HI
Associate State Director, Community Education and Outreach November 2000 to Present
Steer public education campaigns focused on pedestrian safety, quality health care, prescription drug costs and management, Fraud Watch Network, retirement security, Social Security, Medicare, home modification for aging in place, and other priority issues. Drive education and outreach programs to bolster member engagement, community partnerships, visibility, media presence, and volunteer capacity. Influence federal, state, and local officials to pass legislation.

- Led a grass roots Hawaii Complete Streets campaign to pass strong transportation safety laws, which resulted in State Act 54, SLH 2009 and Honolulu City and County Law 12, 2012.
- Participated in the development of the Honolulu City and County Complete Streets Design Manual (2016).
- Leveraged audience market segmentation insights and social media to engage 26,000 people, age 50+ in virtual educational programs in 2021 and hundreds of thousands more since 2000.
- Developed a walk audit tool used by AARP volunteers to assess the safety of our streets and intersections (2006). Initially used in Hawaii, it is currently used nation-wide.
- Established the Hawaii Complete Streets Coalition, Hawaii Caregiver Coalition, and *Shape Up Across Hawaii* network;
- Reached 4000+ individuals by launching a volunteer led Speakers' Program, including creating system, materials, marketing, evaluation, tracking, recruiting, and training processes.
- Served as public spokesperson through numerous television appearances and monthly guest host spot on Mike Buck's AARP Hour radio program.

AARP West Region, Seattle, WA
Program Assistant II, State and Community Operations July 1995 to October 2000
Led planning and execution of numerous special events across an 11-state region with diverse membership bases and an array of state- and community-level issues.

Continued...

- Improved visibility, media presence, and volunteer capacity, created community partnerships, and delivered programs, activities, and outreach during eight months as interim Associate Director for Community Operations in Sacramento and Los Angeles.
- Boosted engagement with members in California with creation of new California Community Presence Team structure and served as campaign organizer for California's Patient's Bill of Rights law.
- Managed team of volunteers in 11 states for national Connections for Independent Living Program, delivering 30 projects.
- Partnered with national staff to develop Livable Communities toolkits for Connections for Independent Living volunteers.
- Successfully coordinated AARP College in Alaska, California, and Hawaii, Volunteer Roundup in Montana, Senior Rally in California, and Boomer Medicare Education Project.

Prior experience:

Program Assistant 1, State and Community Operations, AARP West Region
Health Care and Entitlement Reform Organizer, AARP West Region

Education	Communications/Political Science Evergreen State College, Olympia, WA
Professional Training	The Public Innovator's Lab, Harwood Institute, Chicago, IL Technology of Participation Facilitation Methods course, Institute for Cultural Affairs, Phoenix, AZ AARP Community Organizing and Development, Washington DC Social Marketing and Public Health Certificate, University of South Florida, Tampa, FL Direct Action Organizing, Midwest Academy, San Francisco, CA Project Management Workshop, Kepner Tregoe, Seattle, WA Leadership Development Training Workshop, Covey Institute, Seattle, WA Advanced Certificate in Screenwriting, University of Washington, Seattle, WA
Technical Skills	Microsoft Office Suite, AARP Systems (Cvent, Volunteer Portal/ Salesforce, A.M.O.S., Telescope, CSN Portal), Social Media (Facebook Twitter, YouTube, LinkedIn)
Activities and Honors	Girl Scouts Hawaii Windward Service Unit Secretary and Troop Leader, Troop (Current) Winner, AARP Maureen McCoy Award for Excellence in Service (2017) Board of Water Supply Citizen Advisory Committee on the Water Master Plan (2016 to 2017) Board Member, Honolulu Pacific Gerontological Society (2015 to 2017) Commissioner, Honolulu County Committee on the Status of Women (2017) Commissioner, Honolulu Transportation Commission (2016) Honolulu Age Friendly Cities Work Group on Civic Engagement and Work (2014) Board Member, Hawaii Family Caregiver Coalition (2006 to 2016) Hawaii Pedestrian Master Planning Advisory Committee (2013)