

Lisa Smusz

Lecturer

Summary

Lisa has over 17 years of senior management level experience in developing, executing, and evaluating community mental health initiatives on local, statewide, national, and international projects. Lisa has extensive experience in stigma reduction, working with college-age young adults, and culturally responsive approaches to promoting mental health in diverse communities.

For the past 14 years, Lisa has headed a highly successful consulting firm, providing content expertise and project management services to mental health and educational organizations across California, including California's Mental Health Movement: The Each Mind Matters Campaign.

Lisa is also an Instructor at California State University, East Bay where she has been teaching mental health, women's studies, and social justice coursework for the past 12 years.

Prior to her current roles, Ms. Smusz was employed as the Executive Director of the progressive mental health organization PEERS where she oversaw a budget of \$3M and a staff of more than 25 while delivering services to County, State and National entities.

Ms. Smusz has also worked extensively in student services at the University level, most recently at California State University, East Bay where she was selected to create a new wellness program for students with psychiatric and developmental disabilities, and helped to establish Project Impact, a wrap-around service program (funded by the US Department of Education).

Ms. Smusz is a Licensed Professional Clinical Counselor (LPC 298) and holds a Masters of Science in Educational Psychology/Counseling from California State University, Hayward as well as a Bachelors of Science in Bio-Psychology from California Polytechnic State University at San Luis Obispo.

Experience

Smusz and Associates Consulting, CEO

January 2002-Present

- Provide strategic counsel, training, content expertise, community health and wellness project management, advocacy and legislation strategy, fund development, and technology/e-learning solutions for health and wellness organizations. Training and content development topics have included: stigma reduction, integration of mental health and primary care, implementation and training of peer support workers, wellness (social, physical, occupational, and intellectual), social justice, career counseling, and technology.

California State University East Bay, Instructor

April 2005 - Present

- As an instructor, I create and teach a wide variety of undergraduate and graduate coursework focusing on health and wellness, program administration and evaluation, and social justice including: Adult Psychopathology, Law & Ethics for Counselors, Group Counseling Techniques, Wellness and Personal Development, Research Methods, Introduction to Recreation Therapy, Women and Leisure, Philosophy of Leisure, Social Justice, Trends in Therapeutic Recreation, Philosophical Foundations, and Theories of Leisure.
- I have been a strong proponent and leader in using technology for education. In addition to creating a new model for all departmental courses in online formats that incorporates web 2.0 technology, I routinely mentor and train other faculty in tools and effective methods for online education. I am also an expert in ADA compliance as it relates to both in-person and online courses.

PEERS, Executive Director**June 2010-August 2014**

- As the Executive Director of PEERS, a mental health and wellness nonprofit, I was responsible for strategic planning and operations (staff of 20+ full-time employees and 50+ contractors), managing a \$2M budget, and executing and evaluating county, state, and national contracts with programs focusing on community health initiatives, education, and advocacy campaigns.
- In addition to managing internal operations, I routinely trained other mental health professionals on community health and wellness initiative(s) at local, state, and national venues. I also identified and pursued funding opportunities while developing relationships with CBOs, funders and providers throughout Northern California.
- I also spearheaded the effort to effectively use technology to maximize efficiency and impact in PEERS' everyday work. Examples include re-launching our organizational website, creating an internal performance dashboard creation, and pursuing the opportunity to fund and create an iPhone application to end mental health stigma in the media.
- Major organizational projects have included:
 - Alameda County Social Inclusion Campaign
 - "Shine" documentary film (Executive Producer), "Mental Health Matters" TV show, "Mental Health and Wellness Radio" podcast
 - "Stigma Stops With Me" Facebook pledge campaign
 - Mental Health and Wellness Walk in Berkeley
 - Organized and Hosted 4-day WRAP Around the World International Conference in Oakland
 - Organized and Hosted 1-day WRAP for Health Conference at Cal State East Bay in Hayward

LifePortal, Inc., Vice President

June 2006-June 2010

- As the co-founder of LifePortal, Inc. -- a leading developer of Internet solutions that bridge the gap between disparate non-profit organizations, government, education and health and human services organizations and the communities they serve -- I played a key role in creating a large Bay Area-wide collaborative comprised of non-profit organizations, educational institutions and political partners.
- I also created, sourced, and managed online content for e-learning tools, wikis, a resource directory, and a social network (blogs, videos, podcasts, etc) for the transitional age youth (TAY) young adult audience focusing on ages 14-24.

California State University East Bay, Wellness Counselor / SDRC Counselor

August 2002-June 2005

- As Wellness Program Developer, I created, staffed, and developed a curriculum for the Wellness Program for the WorkAbility IV program at Cal State Hayward.
- I assisted in fund development and created the wellness program curriculum for "Project Impact," a new wraparound academic and wellness support program for students with psychiatric disabilities and developmental disorders.
- Additional duties included creating and leading workshops and counseling individuals with disabilities in career exploration and return-to-work activities; counseling and case management for students with disabilities, as well as adults returning to work; leading faculty workshops regarding ADA compliance in post-secondary environments; and determining eligibility for disability services and appropriate accommodations for students in post-secondary setting.

Additional professional experience available upon request.

Education

Licensed Professional Clinical Counselor (LPCC #298)

California State University, Hayward: Masters of Counseling, Marriage and Family Therapy emphasis

California Polytechnic State University San Luis Obispo: Bachelors of Science, Psychology, Bio-Psychology

Research and Funded Grants:

* Co-Author: Fortune, M. F., Roark, M. F., D'Alleva, M., & Smusz, L. (2012). Leadership by Design Summer Day Camp: University and High School Student Outcomes. *Journal of Outdoor Recreation, Education, and Leadership*, 4(1)

* Author: Campus Mental Health Project -- Alameda County Behavioral Health Care (2012 - Present)

* Author: "Overcoming" Transitional Age Youth and Trauma Documentary Funding -- Substance Abuse and Mental Health Services Association (2011 - Present)

* Co-Principle Investigator and Research Associate: Mental Health Workforce Development in the Greater Bay Area (2006-2008).

* Co-Author: Utilizing on-line tools for case management of transitional age youth. Funded by Zellerbach Family Fund (2006 - 2008).

* Contributing Author: Project Impact at California State University East Bay. US Dept of Education TRIO Grant (2005).

Presentations

State, National, and International Presentations:

NAMI California Statewide Annual Conference, Each Mind Matters, August 2016

Harvard University Global Health Delivery Project Expert Panelist: Addressing Mental Health Stigma, May 2015

International Research Conference on Community Inclusion of Individuals with Psychiatric Disabilities 2011. Poster Session.

Alternatives Annual National Convention 2010. Workshop Co-Presenter.

California Association of Social Rehabilitation Agencies Annual Northern California Conference 2010. Workshop Co-Presenter.

California Association for Post-Secondary Education and Disability (CAPED) Annual Convention 2005. Workshop Presenter.

Student Affairs Administrators in Higher Education (NASPA) Annual Convention 2004. Co-Presenter.

California Association for Post-Secondary Education and Disability (CAPED) Annual Convention 2004. Co-Presenter.

Institute for Mental Health and Wellness Education (IMHWE) Spring Conference 2003, 2004, 2005. Workshop Presenter.

Organizations

Greater Bay Area Mental Health and Education Workforce Collaborative	December 2004-Present
CalMHSA Stigma Discrimination Reduction Consortium	October 2013 - December 2014
Board Member	
California Association of Social Rehabilitation Agencies	November 2012 - August 2014
Executive Committee Member	
California Association of Mental Health Peer Run Organizations (CAMPHRO)	December 2012 - August 2014
Board of Directors	
Racial and Ethnic Minorities Health Disparities Coalition (REMHDCO)	September 2013 - August 2014
Member	
California Reducing Disparities Project (CRDP) -- API Workgroup	November 2012 - January 2014

Member