

## EXPERIENCE

### **Executive Director at Hospice of San Luis Obispo County**

**2020 - 2026**

Provided administrative oversight and operational management, including program oversight, staff management, board relations, financial budgeting and reporting, community partnerships, grant writing, and policymaking. Promoted organization-wide community outreach, education, marketing, and fundraising and development efforts. Provided leadership and management to ensure agency goals and operations aligned with the organization's mission and values. Worked with the Board, employees, volunteers, and members of community to develop and execute HSLO's strategy to provide an exceptional level of service and support to clients and their families in the community.

### **Director of Volunteer Services at Hospice of San Luis Obispo County**

**2018 – 2023**

Managed volunteer programs consisting of in-home, residential/long-term care hospice clients and specialty volunteer services such as animal support, supportive music, end-of-life doula, and care management support. Recruited, trained, supervised, supported, motivated, and recognized volunteers. Conceived, developed, presented and coordinated information for a 30-hour in-home volunteer training program. Developed, implemented, updated, and maintained volunteer policies and procedures. Researched and recommended new programs/services to be considered by agency. Cultivated relationships and collaborations with community partners and represented the agency in public meetings. Networked with other service agencies, community groups and organizations to educate about and promote non-medical hospice care.

### **Communications & Donor Relations Coordinator for the CAED, Cal Poly SLO**

**2017 - 2018**

Responsible for a variety of communications and administrative tasks related to fundraising efforts and public relations in support of the mission of the College of Architecture and Environmental Design (CAED) external relations. Performed a wide variety of duties in support of college development, communications, donor stewardship, and special projects. Hired, supervised, and supported student interns.

### **Community Outreach Manager at Transitions-Mental Health Association**

**2010 - 2017**

Coordinated workshops, trainings and presentations for the public. Coordinated, lead and attended meetings internally and externally to network and form collaborations within the agency and community. Supervised all fundraising and volunteer coordination efforts through planning, promotion and implementation at events. Oversaw the public relations, promotions, marketing, presentation and outreach functions as well as website management and social media presence for organization. Updated and coordinated brochure, newsletter, business card and other printed material production with attention paid to branding, consistency and quality. Supported agency mission by working with media to promote events and educational campaigns, and developed presentations and print materials for meetings, reports and community events. Coordinated with media for editorial content including press releases, radio spots, requests for articles and responses to current events. Supervised a variety of employees, contractors, volunteers, board members on the marketing committee and team members connected to special projects.

### **Marketing Coordinator at Wallace Group, San Luis Obispo**

**2007 - 2010**

Developed and maintained relationships with local and industry related media outlets and advertising representatives. Planned and executed promotional campaigns, conducted market research, and maintained social media campaigns. Composed and edited written materials including project cut sheets, employee resumes, internal newsletter and collateral materials. Participated in the development of and responsible for maintaining all marketing resource materials. Coordinated and assisted with proposals and presentations in accordance with corporate image program.

# Shannon McOuat

## Director of Member Services at Pismo Beach Chamber of Commerce

2005 - 2007

Single point of contact for communications between the Chamber of Commerce and its 450 members as well as the leaders of the community. Directed activities of volunteer Chamber ambassadors; coordinated and prioritized their work in support of the needs of the Chamber. Chairperson of committees for several Pismo Beach events, took charge of vendors at events from application process to set up and tear down at event, communicated and promoted various events in City.

## EDUCATION

BA, Journalism (Emphases in Public Relations & News-Editorial), Cal Poly Humboldt, Arcata	2005
BA, Single Subject English Education, California State University, Chico	2002

## PROFESSIONAL and COMMUNITY DEVELOPMENT

• Central Coast Memorial Society, Board of Directors	2023 - 2024
• Rotary International Member	2023
• San Luis Obispo Voluntary Organizations Active in Disaster (VOAD) Steering Committee	2021 - 2024
• Elder and Dependent Adult Abuse Prevention Council of San Luis Obispo County	2021 - 2024
• San Luis Obispo County Commission on Aging	2019 - 2024
• Coalition for Compassionate Care of California	2019 - 2024
• Pregnancy and Parenting Support of San Luis Obispo County, Board of Directors	2016 - 2020
• Chair of the Suicide Prevention Council of San Luis Obispo County	2014 - 2017
• Morro Bay Lions Club, Member	2012 - 2016
• Community Counseling Center, Board of Directors	2007 - 2009
• Leadership San Luis Obispo, Graduate of Class XVI	2007

## TRAININGS and CERTIFICATIONS

Certified Nonprofit Executive (CNE) <i>National Association of Nonprofit Organizations &amp; Executives (NANOE)</i>	Jan 2022
End of Life Doula <i>International End-of-Life Doula Association (INELDA)</i>	Aug 2018
More Than Sad: Preventing Teen Suicide <i>American Foundation for Suicide Prevention</i>	Jan 2017
QPR (Question, Persuade and Refer) Gatekeeper <i>QPR Institute</i>	Jun 2015
Mental Health First Aid Responder <i>Transitions-Mental Health Association</i>	Oct 2012

## HONORS and AWARDS

Top 20 Under 40 Award Winner <i>Issued by San Luis Obispo Tribune</i>	Jan 2018
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