



# GLR WEEK 2021 JULY 26–30

*Bright Spots and Silver Linings*

## Bringing Digital Equity Home: The Suncoast Digital Access for All Initiative

A GLR Learning Tuesdays Webinar

July 28, 2021 | 3-4:30 pm ET/12-1:30 pm PT

### *Panelist Bios*

## CO-PRESENTERS



**Cheri Coryea**  
**Consultant**  
**The Patterson Foundation**

Cheri's public sector experience spans over 30 years, and while the majority of it has been in Manatee County, Florida, the nature of the work has allowed her to build bonds regionally and nationally with thought and management leader networks. The last 14 years of Cheri's public sector work included roles as county administrator, deputy county administrator, and first department director of the Neighborhood Services Department for Manatee County Government.

Highly regarded as a trusted and effective relationship builder among all aspects of the community, Cheri spent the bulk of her public sector work in the human services and community services field. Cheri served as the first Children's Services Coordinator for the county, bringing to life the Children's Services dedicated millage programs in 1990. Today, the Children's Services programs target children ages 0-17 and their families who live in Manatee County through the grant work of over 100 different nonprofit agencies. These programs serve at-risk and economically disadvantaged children subject to abuse, neglect, and abandonment. In 2016, Cheri led the charge to change the county grant funding process from funder to investor. To date, more than \$150 million has been provided to local nonprofit agencies that yield significant results to improve children and family outcomes.

In 2007, Cheri was tapped to create the Neighborhood Services Department. In 2014, she facilitated the merger of two departments— Neighborhood Services and Community Services—focusing on programs from infants, neighborhood planning, behavioral health, and low-income medical services to County Indigent Burial. Over 2,400 different neighborhoods are now engaged with their local government through various virtual tools, neighborhood action plans, newsletters, and libraries. Citizens now feel they are making a difference.

Her strategic planning expertise led to the first Economic Development Division in the County, focusing on job creation, retention, and incentives for all business types. With the motto of "At Your Service," Cheri helped cut through the red tape and developed an expedited environment of business-friendly government that has added over 4,600 high-wage and high-skilled jobs in Manatee County since 2009. She continues to strive to positively impact ALICE through her involvement with the United Way

Suncoast.

While county administrator, Cheri recognized the large portion of potential retirees in the upcoming years and emphasized the development of young professionals to enhance the county's workforce. With a few talented county-employed young professionals, Cheri built the Manatee Millennial Movement (M3) into a nationally recognized force to be reckoned with, increasing Manatee County's millennial workforce from 17% to 27% in four years. Adding a project-driven county internship program in three seasons has allowed the county to advance the use of technology, GIS planning, energy efficiency, parks, preserves, and citizen engagement while attracting and retaining highly motivated students to the area.

Cheri and her husband raised their two girls along with their four-legged furry and equine family members locally. Their daughters have grown up to become successful professionals.



**John Ferguson**  
**Fellow**  
**The Patterson Foundation**

John Ferguson joined The Patterson Foundation as a fellow in April 2020. His fellowship consists of collaborating within and managing multiple special projects across different initiatives to provide strategic value and further innovation. His primary roles include managing the [Digital Access for All](#) initiative and extensive involvement with [Advancing Mission](#)

[Thrivability](#) and [Patriot Plaza](#).

John received his degree from the Indiana University Lilly Family School of Philanthropy, the world's first school dedicated solely to the study and teaching of philanthropy. He was named Chancellor's Scholar for his graduating class and proudly serves on the Alumni Board for the school.

Before joining TPF, he spent three years with Indiana United Ways in various roles dedicated to supporting all local United Ways throughout Indiana. Prior to that, John was in hospitality for more than 18 years in a myriad of roles, including trainer and manager. He is passionate about helping people and organizations thrive.

John is a huge Chicago Cubs fan and avid concert-goer (pre-COVID). He enjoys connecting with friends and family, fantasy football, and discovering new music in his free time.



**Jake Hartvigsen**  
**Consultant**  
**The Patterson Foundation**

For more than 30 years, Jake Hartvigsen has been committed to using his skills in communications, marketing, and strategic development to strengthen the communities in which he has lived and the organizations for which he has worked.

As a VISTA Volunteer in Atlanta, GA, in the late 1980s, Jake worked at both the local and national levels to develop housing and job opportunities for the homeless. During the 1990s, as the marketing director for a leading international ecotourism company, he spearheaded efforts to raise awareness about the importance of cross-cultural exchange and environmental protection. Then, as the head of marketing and communications for New College of Florida from 2003-2013, he led the branding and marketing efforts that helped New College gain national recognition as one of the country's top public liberal arts colleges.

For the past seven years, as an independent consultant and small business owner, Jake has utilized his experience to assist nonprofits and private businesses in their communication efforts to help them better and more effectively tell their stories to constituents and clients.

As a consultant for The Patterson Foundation's Census 2020 Education program, Jake is leading The Patterson Foundation's outreach efforts with colleges and universities, faith-based communities, and business leaders throughout Sarasota, Manatee, Charlotte, and DeSoto counties.

Jake holds a bachelor's degree from the University of Michigan in Ann Arbor, a master's degree in English from Colorado State University, and a master's degree in business administration from the University of South Florida. He is actively involved as a volunteer in the local community and is the current president of Sertoma Club of Greater Sarasota, a nonprofit service organization that assists children and adults with speech, language, and hearing disabilities. Jake is also an avid runner who has completed both the New York City and Marine Corps marathons, a loving husband, and a proud dad to two teenage sons.



**Kiarra Louis**  
**Consultant**  
**The Patterson Foundation**

Kiarra Louis contributes to The Patterson Foundation's [Digital Access for All](#) (DA4A) initiative. Her initial interest stems from her own understandings of digital access as a student. Her academic success has been supported by having access to various technology such as a home computer, a personal laptop, and stable internet connection. Given her personal reliance on technology in academic settings, she understands the importance of creating opportunities for students to acquire digital access and develop skills to use it effectively. She plans to use her previous experience as a teen health educator and her current involvement as an intern at the Florida Department of Health-Manatee County to impact the development of the initiative.

In the fall of 2018, Kiarra began attending the University of South Florida Sarasota-Manatee campus, and she is majoring in Professional and Technical Communication (PTC). The PTC major encompasses two of her passions: educating others and writing professionally and creatively.

Within her major, she has taken coursework providing her with advantageous skills to the initiative, including technical, professional, and creative writing. These courses have shaped her as an individual capable of communicating technical information using visual and written communication, creating specialized documents, and thinking critically. Her coursework is supplemented by her writing hobby, which led to publication opportunities in *Defiant Scribe*, an online literary magazine, and *805 Lit + Art*, a local literary magazine.



**Maribel Martinez**  
**Consultant**  
**The Patterson Foundation**

Maribel Martinez is a social sector leader with over 25 years of experience in education and nonprofit management. She began her teaching career in Miami-Dade County, Florida, the fourth largest school district in the country, teaching students with disabilities and second-language students before transitioning to becoming a reading specialist. Later, she led professional development for new teachers.

In New York City, Maribel had the privilege of leading the launch of the first all-digital teaching platform. She worked closely with the board of education to manage change and integrate technology nationally to increase student achievement. It was there that Maribel took notice of the homework gap and began collaborating with nonprofit groups in New York City on digital inclusion, distributing computers to K-8 students in asset-limited neighborhoods.

Maribel is considered a national digital inclusion expert and has first-hand experience collaborating with HUD-assisted housers to implement multi-year digital equity plans. She's also worked with industry partners on targeted outreach campaigns aimed at income-constrained people, created and led public-private partnerships across multiple sectors to close the digital divide, developed computer and tablet training curricula and train-the-trainer programs, worked with stakeholders to build capacity and create talent pipelines into college and tech for asset-limited communities, and developed innovative processes to accelerate tech adoption for hundreds of thousands of end-beneficiaries. Maribel's blended and virtual digital skills training curricula for secondary students, working-age individuals, and older adults have been adopted in 30 U.S. cities and counting.

Maribel holds a B.S., M.S., and an Ed.S. in education and was recognized in 2006 by the National Board for Professional Teaching Standards. She studied mentoring and teacher induction through her doctoral work, and in 2018, Maribel completed a nonprofit management certificate with a concentration in financial success from Cornell University.

Maribel lives in Miami, Florida, where she was born and raised.

## COMMUNITY PARTNER PANELISTS



**Margie Genter**  
**Vice President of Mission Services**  
**Goodwill Mansota**

Margie Genter is the Vice President of Mission Services at Goodwill Manasota. She is responsible for Manasota's Mission Services programs including the Job Connection, GoodPartner Coach program, Role Model Worker program, Community Connection and the American Veterans and their Families program. Margie has been with Goodwill for 33 years. She has a Master's Degree in Rehabilitation Counseling and is a Certified Rehabilitation Counselor and a Certified Vocational Evaluator.



**Lori Aberle Gentile**  
**Director of Client Services**  
**Women's Resource Center**

Lori Aberle Gentile, WRC Director of Client Services, is responsible for developing and executing all client programs and services and leading over 100 volunteers.

Prior to the Women's Resource Center, Lori was Senior Director, Learning and Development for Intel Security, formerly McAfee. In this position, Lori developed a competitive strategy to accelerate high-performing outcomes through programs that blend classroom and technology-driven learning. In just a few short years, teams under Lori's leadership were recognized with ATD "BEST" and "Best Place to Learn," SumTotal, LearnX Impact, and Brandon Hall Excellence Awards.

As McAfee's *Senior Director of Global Sales Learning*, and *Senior Director of Technical Learning*, Lori modernized training efforts throughout the sales, R&D, IT, and leadership sectors.

Lori launched her career when co-founding Microbiz Corp., a software provider recognized by Inc. 500 as one of the "Fastest Growing Companies in America" with \$9M in revenues. After selling this business, Lori held leadership and L&D roles for technology firms, including NYNEX, Audiovox, TEK Resources, and Magic Solutions.



**Lisbeth Oscuivilca**  
**Family Engagement Director**  
**UnidosNow**

Lisbeth Oscuivilca is the Family Engagement Director with UnidosNow. She comes from Peru. She is a career education specialist with a Master's in Educational Administration. She worked her way up from being a classroom teacher, to being a Director of a public high school, to then being a Founding

Director of her own private educational technology company both in Peru and here in the United States. Lisbeth is a strong believer in empowering families, and has used this drive to develop projects for students and parents in both countries. She has been with UnidosNow for the last 4 years. In addition to her passion for education and empowerment, she enjoys participating in projects that benefit family health. Using her entrepreneurial spirit, she combined two interests: nutrition and alternative energy, to start a project drying fruit by using solar energy.