

Cindy Elsbernd

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Summary

- Results-driven leader with proven ability to create new programs, spearhead change, and conceptualize and execute innovative, sustainable initiatives.
- A compassionate director with excellent interpersonal and communication skills, dedicated to fostering environments that encourage collaboration, consensus, and ownership.
- A thoughtful decision-maker with an aptitude for diplomatically addressing challenging circumstances.
- A self-motivated, organized and mission-focused professional with a blend of experience in the non-profit and public sectors. Founded an organization to improve health habits and outcomes for Central Iowa youth. Elected to Des Moines Public Schools Board of Directors in September 2011 and re-elected in September 2015. Serve on other non-profit boards and committees.

Experience

Iowa Kidstrong, Inc.

2005-present

Non-profit with the mission of promoting healthy, active lifestyles to Central Iowa Youth.

Founder, CEO, Program Director

- Responsible for all day-to-day operations of the organization including support of facilitation and management of program initiatives.
- Conceived and developed KidStriders program, an incentivized walking/jogging program for elementary-aged students, in Spring 2006 including but not limited to: development of program tool-kit materials, volunteer acquisition and management, fund-raising, promotion, and finale event planning and implementation. This remains an active program with participation and completion averaging over 1,000 students per year throughout the Des Moines metro and surrounding areas.
- Conceived and developed See-Us Run Des Moines (SRDM), a teen program using marathon training as a tool to teach teens goal-setting and other life success skills, in Spring 2010 including but not limited to: development of program materials for participants and volunteers, volunteer acquisition and management, fund-raising, promotion, event planning and execution throughout season, coaching, and conflict-resolution. SRDM completed its fifth consecutive season with the IMT Des Moines Marathon and Half Marathon in October 2014 and has been inactive since. It is being reformatted to support the DMPS Psychology of Health and Fitness course beginning in the 2016-2017 school year.
- Conceived and developed the KidStriders 5ks Club middle school program, a six-week intramural program that uses 5k training and the 5 "Ks" (Keep 1. Active; 2. Goal-Setting; 3. School as a Priority; 4. Respecting Your Community; 5. Taking Care of You) as a platform to enhance student fitness, knowledge and skills expected to launch in the 2016-2017 school year, including but not limited to: development of program materials, fundraising, and support of implementation.
- Wrote, received, and managed several grants and developed various corporate sponsorships eventually achieving status as beneficiary of the Grand Blue Mile - an annual street race sponsored by Wellmark Blue Cross and Blue Shield of Iowa, the Drake Relays, and Nationwide - for six consecutive years.
- Received various recognitions including 2010 Healthy Iowa Visionary Award presented by United Healthcare, Wellness Council of Iowa and Governor's Council on Physical Fitness and Nutrition and the American Red Cross of Central Iowa 2012 Hero of the Heartland Award.

Well Kids of Central Iowa Program Manager**September 2016 - present**

A coalition of cross-sector stakeholders convened by the United Way of Central Iowa with the mission of advancing the health and well-being of Central Iowa children (prenatal to 18 years old) and their caregivers through an improvement and innovation network of public and private partnerships.

- Charged with bringing individuals and groups together to establish structure for the group, collect and analyze existing data and information, and develop a community-wide plan for the Well Kids Coalition.
- Facilitate Well Kids work including meetings of the Coalition, Steering Committee and various work groups.
- Inventory existing childhood obesity/health programs and synthesize the information and identify existing measurement outcomes and data; work within group to identify outcomes and measurements
- Develop 1-3 year goals and objectives for the collaborative
- Lead communications with Well Kids stakeholders, including relationship building and information sharing
- Develop written materials, including but not limited to: meeting notes, presentations, information summaries, and communications with the public.

Des Moines Public Schools Board of Directors**September 2011 - present**

- Served as Vice President September 2012 - September 2013 and September 2016 - present
- Served as President September 2013 - September 2015.
- Serve as one of an elected seven-member body charged with governing the largest and most diverse school district in the state of Iowa with an annual budget of more than \$450 million.
- Work collaboratively with other members to set and monitor policy aimed at improving student outcomes and achieving operational effectiveness/efficiency while complying with statutory requirements.
- Engage community and stakeholders to reflect owner values in the direction and protection of the District.
- Actively advocate on behalf of the District through constituent relations and the legislative process. Conceived, developed, and chair a committee to engage parents and community in advocacy for legislative policy to improve our schools and opportunities for student success.
- As a Board officer, establish and coordinate Board professional development opportunities.
- As Board President, effectively run board meetings and serve as spokesperson for the Board.
- Speak, present, and/or serve as facilitator at various events including the Council of Great City Schools (CGCS) Fall Conference, Iowa Association of School Boards Conferences, Parent meetings, District events, and others.
- Finalist for the CGCS Green Garner Award in 2015 Green-Garner Award, the nation's highest urban education honor recognizing outstanding contributions in urban education and named in memory of urban school leaders Richard R. Green and Edward Garner.

Other Committee and Board Experience

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| • Des Moines Marathon Committee | 2006 – present |
| • Polk County Early Childhood Iowa Board | 2011 – present |
| • Great Outdoors Foundation Board | 2012 - present |
| • Council of the Great City Schools (CGCS) Board | 2013 - present |
| • CGCS School Board Technical Assistance Team | 2016 - present |
| • Step It Up DSM | 2016 - present |
| • Jester Park Nature Center Leadership Team | 2016 - 2017 |
| • Junior Achievement of Central Iowa Board | 2017 - present |

Education

University of Northern Iowa, Cedar Falls Iowa
Bachelor of Arts Degree; Individual Studies