

# Marcus Tillman Coleman Jr., MPA

Strategic Communications, Stakeholder Engagement and Partnership Development Professional

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## **Professional Experience**

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### **HWC Inc. | Washington, DC**

*Senior Consultant, September 2018 – Present*

- Serve as program manager and stakeholder communications lead for government clients. Outcomes include increasing the reach of earned media hits by more than 15% and the number of engagements by 25% in an 18-month period while streamlining steady state and disaster operations.
- Advisor for a national initiative providing technical assistance to faith-based, community and government leaders helping medically fragile and socially vulnerable people affected by COVID-19. Efforts reached more than 250 faith, community and government leaders to date.
- Manage fifteen employees conducting activities such as, performance management, coaching, on-the-job training and client relationship management.
- Provide advisory, research and facilitation services for federal senior executive service officials, congressional staff, non-profit executives and federal, state and local officials on applying equity and inclusion principles to policy and program priorities.
- Bolster company-wide initiatives to improve workplace culture, embrace and socialize diversity, equity and inclusion best practices among the staff and company leadership.

### **Center for Faith-based & Neighborhood Partnerships, Department of Homeland Security | Washington, DC**

*Acting Director, November 2017 – July 2018; Acting Deputy Director, January 2017 – August 2018; Special Assistant, September 2013 – August 2018*

- Co-developed and managed the DHS Center's performance plan, budget and project plans for FY 2018 and 2019.
- Led DHS Center's disaster operations, disaster readiness, project management and public affairs activities. This included participation in three national level exercises and deploying for more than 15 disaster activations.
- Designed and executed a national outreach and capacity building initiatives that engaged local, regional and national stakeholders in emergency operations planning and community preparedness efforts. These efforts increased the capabilities of more than 25,000 representatives of non-profit, faith-based, advocacy and government organizations.
- Developed virtual and in-person trainings, exercises and planning guidance to increase collaboration between emergency management agencies, first responder communities and community and faith-based organizations.
- Co-led the drafting and management of five national-level memorandum of agreements with: YMCA of the USA; Operations Hope; Institute of the Black World Black Family Summit Emergency Management Taskforce; American Radio Relay League and the National Association for the Advancement of Colored People.
- Served in public communications roles including speakers, presentation, workshop facilitator and trainer for more than 70 public engagement events.
- Collaborated with FEMA International Affairs to facilitate a series of engagements with the Swedish Mission Support Bureau and the U.S. Department of Homeland Security (DHS) Bilateral Security Research Agreement. The DHS Center participated in an information exchange in Stockholm, Sweden and connected the Swedish delegation to government, faith and community-based partners in Boston, MA and the National Capital Area.
- Supported the White House Office of Faith-based and Neighborhood Partnerships' efforts to amplify outreach to diverse faith traditions through the combating religious discrimination initiative.

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## **Federal Emergency Management Agency (FEMA) | Washington, DC**

*Program Manager, National Partnerships and Outreach, December 2010 – September 2013*

- Led program development and implementation of a national stakeholder engagement strategy and public outreach campaign. Outcomes included securing five national partnerships with organizations representing the public sector, the private sector and professional associations.
- Designed and implemented more than 30 presentations, workshops, webinars, trainings and capacity building activities with local, regional and national stakeholders. These efforts have resulted in improvements in outreach and engagement capabilities for more than 12,000 non-profit, faith-based and government organizations and doubling stakeholder reach.
- Developed communications products including briefing memos, special reports, blogs, social media content (Facebook and Twitter) and talking points for the Director of the White House Office of Faith-based & Neighborhood Partnerships, FEMA Administrator and Director of the Individual and Community Preparedness Division.
- Built strategic partnership with the FEMA Private Sector Division to create robust partnerships with minority owned organizations/minority serving institutions. Outcomes included on-boarding the first academic partner into the FEMA Private Sector Representative Program.
- Partnered with the Ready Campaign to develop a national strategic plan that amplified financial literacy information and partnership opportunities. The result was an on-boarding to an interagency commission on financial literacy; development of a webpage [www.ready.gov/financial-preparedness](http://www.ready.gov/financial-preparedness); revision to the Emergency Financial First Aid Kit and strengthened partnerships with Operation Hope and the American Red Cross.

## **MAIC, Inc. | Washington, D.C. (Contractor to Federal Emergency Management Agency)**

*Team Lead, Outreach and Communications (August 2009 – November 2010)*

- Streamlined communications operations for a federal government client. This included developing a solution to adopt a customer relationships management system. My efforts helped the client mitigate risk while increasing engagement with their content in steady state and disaster operations.

## **Obama for America | Tucson, AZ**

*Regional Field Organizer August 2008 – December 2008*

- Led development and implementation of a field plan in Southern Arizona, including volunteer management, political and grassroots community organizing, resulting in a 6.04% margin of victory in Pima County, AZ.

## **Grace Temple Missionary Baptist Church Environmental Justice Summer Youth Employment Program | Tucson, AZ**

*Program Lead, 2007 - 2008*

- Designed and managed a county funded summer youth employment and career exploration program with a program budget of \$120,000 per year.

## ***Education***

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- **Harvard University**, *National Preparedness Leadership Initiative Executive Leadership Program, 2015*
- **American University**, *Master of Public Administration, 2011*
- **American University**, *Certificate in Leadership for Organizational Change, 2011*
- **Howard University**, *Bachelor of Business Administration, Cum Laude, 2008*
- **Management Concepts**, *Associate Project Management Certificate, June 2012*

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## ***Community Leadership***

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- Diversity in National Security Network, Advisory Board Member, April 2020 – Present
- Fair Chance DC, Board Member, October 2019 – Present
- Institute for Diversity and Inclusion in Emergency Management, Advisory Board Member, May 2020 – Present
- Truman National Security Project, Chapter Co-Director, December 2016 – Present

## ***Recent Public Speaking and Thought Leadership Experience***

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- [The effects of the pandemic on society, first responders and mental health](#), co-hosted by Crisis Response Journal, International Disaster Management Exhibition and Emergency Show London
- [Keeping the F.A.I.T.H. in times of crisis](#), One America Movement Candid Conversation
- [Participatory design for greater stakeholder inclusion & better resilience outcomes](#), 2020 Association on State Floodplain Management Conference
- [Communicating the value of flood insurance throughout hurricane season](#), 2020 National Hurricane Conference
- [Are you ready for the next disaster? Emergency preparedness during pandemic, protest and climate change](#), the Council on State Governments Eastern Regional Conference and Healthcare Ready
- [Acting on F.A.I.T.H. in times of crisis: partnerships w/ faith-based and community organizations](#), 2020 U.S. Chamber of Commerce Foundation Public Private Partnerships Conference
- [A conversation about the role of equity in emergency management](#), Checkbox Outreach Podcast
- [Keep the F.A.I.T.H when “you’re it!”](#), 2019 International Emergency Management Association Conference

## ***Publications and Written Works***

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- [Supporting the medically fragile and socially vulnerable](#), Crisis Response Journal 15 Vol 4. (2020)
- [A better normal: Building equity in a crisis](#), Crisis Response Journal 15, Vol 2. (2020)
- [Engaging faith-based and community organizations: Planning considerations for emergency managers](#), Federal Emergency Management Agency (lead author)
- [Reimagining worship and social connection during the COVID-19 pandemic: Resources and insights from the faith community](#), Healthcare Ready blog
- [Acting on F.A.I.T.H. in times of crisis](#), HWC blog
- [Reaching the unreached: Building resilience with diverse communities](#), Journal of Business Continuity & Emergency Planning 9, Vol 4. (2016), Henry Stewart Publications (co-author)

## ***Curriculum Development***

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- Equity in Emergency Management Training, National Association for the Advancement of Colored People (2020)
- Federal Emergency Management Agency:
  - [Independent Study Course 505: Religious and cultural literacy and competency in disasters](#)
  - [Independent Study Course 909: Community preparedness: Simple activities for everyone](#)

## ***Notable Honors and Awards***

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- Diversity in National Security Network and New America Foundation #NextGenNatSec Honoree
- 2016 FEMA Administrator Award (Individual and Team Award)
- Howard University School of Business 45th Anniversary Award