

**HOLLY BIANCA GOLDBERG, PhD**

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**QUALIFICATIONS**

- Seasoned program manager with a versatile management skill set and successful history developing organization infrastructure, pioneering community collaborations, and instituting quality management protocols;
- Experienced evaluation specialist and researcher with expertise in needs assessments, asset maps, feasibility studies, strategic plans, and implementation plans;
- Proficient grant writer and outreach coordinator; and,
- Published writer with excellent written and verbal communication skills, experienced researching, editing, and composing materials for proposals, reports, and publications.

**EDUCATION**

**Santa Barbara Graduate Institute of the Chicago School of Professional Psychology**  
Santa Barbara, California • PhD in Perinatal Psychology • Graduated 2011

**Naropa University**

Boulder, Colorado • Bachelor of Arts • Graduated 1997

**PROFESSIONAL EXPERIENCE**

**Program Manager** • First 5 Ventura County  
Ventura, California, 2017 - present

- Spearhead an evidence-based, randomized control trial and multi-year, county-wide feasibility study to determine the short- and long-term implications of preschool on children's development;
- Convene community organizations and serve as an intermediary among funders, government, public and private stakeholders, service providers, and parents to improve quality, capacity, and access to preschool services; and,
- Analyze and recommend improvements to system- and county-wide evaluation framework, measurable outcomes, and performance goals.

**Early Care Evaluation Specialist** • First 5 Santa Barbara County

Santa Barbara, California, 2005 – 2016

- Built and lead community collaborations through needs assessment, asset mapping, strategic plan development, and implementation of initiatives;
- Designed, managed, and conducted mixed-method, city- and county-wide research on early child development, quality and capacity of child care, school readiness, children and family health, and work-life balance;
- Developed and implemented evidence-based and results-driven criteria for program evaluation and tracking systems; and,
- Facilitated technical training, including child care start-up and expansion assistance.

**Grant Writer** • Nan Tolbert Nurturing Center  
Ojai, California, 2012 - 2014

- Identified funding needs and approaches to securing operating budget;
- Prepared all grant proposals and maintained a grant database; and,
- Instituted an organizational infrastructure for ongoing evaluation and tracking.

**Program Manager and Grant Writer • GreenCare for Children**

Santa Barbara, California, 2009 - 2013

- Provided technical assistance to child care facilities;
- Instituted, managed, and maintained programmatic infrastructure;
- Develop sustainable operating infrastructures using evidence-based decision-making and results-based accountability; and,
- Composed grant proposals and managed program's financial sustainability.

**Perinatal Program and Research Consultant • Carpinteria Children's Project at Main**

Santa Barbara, California, 2009 - 2010

- Conducted comprehensive assessment of the perinatal conditions, services, and outcomes in Santa Barbara County;
- Created perinatal community partnerships and alliances aimed at improving children's readiness and success in school by addressing prenatal health;
- Led the development of short- and long-term strategies to address at-risk childbearing child bearing populations; and,
- Produced web-based parent education tutorials and public awareness campaign on the implications perinatal health can have on children's brain development.

**Chief Operating Officer • National Directory of Chiropractic**

Maui, Hawaii, 2002 – 2006

- Implemented corporate infrastructure for a national Internet marketing company;
- Initiated and managed all aspects of operations including: financial development and expansion, advertising and marketing, conference and event coordination, and staff management; and,
- Managed the development of a customized Internet database of 65,000 members.

**PUBLICATIONS**

Goldberg, H., Shorten, A., Shorten, B., & Raju, D. (in press). Development of a 'patient rights' subscale to measure informed decision making within the Dyadic Decisional Conflict Scale for obstetric care. *Journal of Nursing Measurement*

Goldberg, H. & Shorten, A. (2014). Differences between patient and provider perceptions of informed decision making about epidural analgesia use during childbirth. *Journal of Perinatal Education*. 23(2), 104-112.

Goldberg, H. & Shorten, A. (2014). Patient and provider perceptions of decision making about use of epidural analgesia during childbirth: A thematic analysis. *Journal of Perinatal Education*. 23(3).

Goldberg, H. (2009). Informed decision making in maternity care. *Journal of Perinatal Education*. 18(1), 32-40.

Goldberg, H. & Verny, T. (2007). The potential risks of ultrasound examinations on fetal development. *Journal of Prenatal and Perinatal Psychology and Health*, 21(3). 261-269.

Andre, L. (July/August, 2009). Report: Providers fail to fully inform patients. *Mothering Magazine*, 29.

Popular press article devoted exclusively to citing the findings from H. Goldberg's publication "Informed Decision Making in Maternity Care" in the *Journal of Perinatal Education*.

## **RESEARCH STUDIES**

### **Primary Investigator/Doctoral Research**

Study Title: "Informed Decision Making During Childbirth: Are There Differences Between Patient and Provider Perceptions?" • Santa Barbara Graduate Institute, Santa Barbara, California, 2008 – 2010

A quantitative comparative study of 35 first-time, low risk mothers and 52 health care providers (labor and delivery nurses and obstetrician gynecologists) perceptions of informed decision making regarding epidural analgesia use during childbirth.

### **Primary Investigator**

Study Title: "Childbearing Mothers' Experiences Study" • Carpinteria Children's Collaborative, Santa Barbara, California, 2009

A quantitative study of 63 women's experiences and preferences regarding access, utilization, and decisions about prenatal and perinatal health and education services.

### **Primary Investigator**

Study Title: "Prenatal and Perinatal Services Study" • Carpinteria Children's Collaborative, Santa Barbara, California, 2009

A mixed method study of 29 health and social service organizations regarding the strengths and gaps in the current systems of perinatal care within Santa Barbara County.

### **Primary Investigator**

Study Title: "Perinatal Focus Groups" • Carpinteria Children's Collaborative, Santa Barbara, California, 2009

A five focus group series study (30 participants in each group) of the strengths and gaps in local perinatal care, the potential barriers childbearing families face regarding education and care, and ways to better support the health and well-being of local childbearing families.

### **Primary Investigator**

Study Title: "Demographic and Workforce Child Care Assessment Study" • First 5 Santa Barbara County, Santa Barbara, California, 2007 – 2009; 2015 - 2016

A mixed method study of 23 public and private employers' employees (9,041 employee participants) perceptions of the impact child care issues have on work-life balance and business bottom line.

### **Primary Investigator**

Study Title: “Annual Child Care Capacity Study” • First 5 Santa Barbara County, Santa Barbara, California, 2005 – 2010

An annual mixed method study (average 100 participants per year) of Santa Barbara County licensed child care program’s quality and capacity.

**Research Analyst**

Study Title: “Santa Barbara County Public Awareness & Education Study” • First 5 Santa Barbara County, Santa Barbara, California, 2007 – 2008

A county-wide mixed method study (893 participants) of community awareness regarding the health, education, and development of children during their first five years of life and measured children’s health and school readiness throughout Santa Barbara.

**Research Assistant**

Study Title: “Transparency in Maternity Care Project: The Birth Survey” • Grassroots Advocates Committee, Coalition for Improving Maternity Services, 2008 – 2009

A national mixed-method study of facility level obstetric intervention rate statistics and women’s reports regarding their childbirth decisions and experiences with their providers and health care facilities.