



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Cassandra Hernandez, District 3
Agenda Placement	Consent
Date of Council Meeting	10/08/24
Name of Board	Women's Rights Commission
Agenda Posting Language	
Re-appointment of Elisa Morales to the Women's Rights Commission by Representative Cassandra Hernandez, District 3.	
Appointment Type	Regular
Member Qualifications	
Collaborated with the Communications Department to ensure continuity in public-facing messaging and Commissioner's messaging.	
Nominee Name	Elisa Morales
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 3
City Employed Relatives	N/A
Board Membership	
Currently serving on the Women's Rights Commission Board.	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Elisa Morales
Reason for Vacancy	Term Expired
Date of Appointment	10/08/24
Term Begins On	09/01/24
Term Expires On	08/21/26
Term	Second Term

Elisa Morales

A resourceful and versatile professional with a proven track record of building key relationships, leveraging organizational assets, crafting informative and resonant communications, and a strategic disposition.

Writing: [Academic](#) / Technical / Informative / Blogs / [White Papers](#) / [Op-eds](#)

Policy: Local / State / Federal / Analysis / Research

Communications: Collaterals / Social Media / [Presentations](#) / Speeches / Talking points

Work History

Federal Reserve Bank of Dallas - El Paso Branch – Outreach Advisor El Paso, TX April 2022 – Present

- *Connector between the Dallas Fed and the 11K District:* Build relationships with key stakeholders. Plan and coordinate 360 visits. Convene roundtables (themes include non-profit, real estate, manufacturing, energy, business) and business leader meetings to collect anecdotal economic data.
- *Elevate Dallas Fed thought leadership:* Identify speaking and engagement opportunities that position the Dallas Fed as experts on the economy, in the energy industry, and on U.S.-Mexico economic dynamics. Promote economic education and financial literacy to K-16 stakeholders. Build individualized platforms for Dallas Fed Executives that leverage their role and expertise.
- *Collaborate:* Collaborate with Branch leadership to identify Board of Directors pipeline candidates. Collaborate with Federal Reserve Education (FRE) colleagues to provide professional development opportunities to all FRE system colleagues.
- *Strategy:* Contribute to the development of the Dallas Fed's Mexico Initiative. Plan Executive visits to Mexico. Contribute to the change management of a newly restructured department. Build strategic external relationships with stakeholders in the District, specifically in the energy, trade, manufacturing, transportation and logistics, agriculture, and real estate industries, and in the non-profit and education ecosystem. Develop executive briefing documents and curate internal process documents.
- Communications Chair for the Everyday Leadership Team and participate in the HOLA ERG Mentor Program.

Texas Department of State Health Services – Program Specialist VII El Paso & Austin, TX 2020 – 2022

- *Project Management:* created processes that tracked the progress and completion of legislatively mandated reports.
- Analyzed epidemiological public health data and curated speeches and presentations for community members and policy makers.
- Collaborated with the Communications Department to ensure continuity in public facing messaging and Commissioner's messaging.

United Way of El Paso County – Director El Paso, TX 2017 – 2020

- Directed a bi-national and multi-state (West Texas, Southern New Mexico, Cd. Juarez) public health initiative.
- Provided grantee management, outreach, capacity building, and coalition building.

Office of U.S. Senator Tom Udall (NM) – Legislative Aide Washington, D.C. 2016 – 2016

- Managed legislative portfolio: health, education, Indian Health System, Bureau of Indian Education, Social Security, Postal Services, and Appropriations.
- Composed vote and policy recommendations, memos, talking points, and briefing documents.

Work History (cont.)

Congressional Hispanic Caucus Institute - Congressional Fellow	Washington, D.C.	2015 – 2016
<ul style="list-style-type: none">Leadership and Policy Program: worked in two Congressional offices, produced a policy white paper, facilitated a congressional briefing on healthcare and economic impacts, participated in a leadership exchange program with the Japanese Embassy that included a visit to Japan to learn their government structure and Japanese culture. <i>Senate Committee on Health, Education, Labor & Pensions, Office of Chairman Sen. Lamar Alexander</i>Health Policy Team: research and policy analysis, prepared hearing documents, met with stakeholders, briefed Senator for hearings, key meetings, and mark-ups. <i>Office of Representative Robert 'Beto' O'Rourke (TX-16)</i>Assisted with research and drafted healthcare policy positions, attended briefings and hearings.		
El Paso Behavioral Health System – Liaison	El Paso, TX	2014 – 2015
<ul style="list-style-type: none">Built business partnerships, liaised with community agencies, assisted in planning of new outpatient clinic.		
VITAS Hospice – Community Liaison	San Antonio, TX	2013 – 2014
<ul style="list-style-type: none">Liaised with providers and insurance companies developed business partnerships increased patient census.		
Medtronic Diabetes, Inc. – Diabetes Therapy Associate	San Antonio, TX	2011 – 2013
<ul style="list-style-type: none">Durable medical device sales. Outreach to healthcare systems and providers.		
University of Texas Health Science Center San Antonio – Researcher	San Antonio, TX	2006 – 2011
<ul style="list-style-type: none">Social science researcher, analysis, data management, and member of cross functional research teams.		
Hispanic Scholarship Fund – Program Coordinator	San Antonio, TX	2007 - 2009
<ul style="list-style-type: none">Directed three statewide scholarship and peer mentoring programs in Texas. Developed strategic partnerships with academic institutions and national non-profits.		

Education

American University Washington College of Law - Certificate: Non-Profit Board Governance

Texas A&M University – San Antonio - Master of Business Administration

- Study Abroad Seminar in Brazil: biodiversity and urban planning
- Study Abroad Seminar in Ireland: technology clusters

The University of Texas at San Antonio - Bachelor of Liberal Arts in Psychology and Criminal Justice

- Federal Bureau of Investigation Internship Program (Secret Clearance)
- Hispanic Scholarship Fund Peer Mentor

Volunteerism & Professional Development

2023 – Current: Paso del Norte Health Foundation - Grant reviewer

2022 – Current: City of El Paso Women's Rights Commission – Committee Member

2017- Current: Congressional Hispanic Caucus Institute – fellowship applicant reviewer and interviewer

2017: Korn Ferry Hay Group - leadership development

2016 – Current: Quijotes of San Antonio – Medical Mission Volunteer