

L'ORÉAL PORÇEIA McCOLLUM, LSW, M.ED.

(she/her) · Philadelphia, PA · License # SW129259

SKILLS & CAPACITIES

Training, Coaching, + Facilitation
Counseling + Clinical Support
Project + Program Management
Strategic Partnerships
Administrative Operations
Communications + Branding
Cultural Competence + Advocacy
Event Planning + Coordination
Qualitative Research Methods
Curricula Development
Regulatory + Policy Compliance
Technical Assistance
Executive + Team Leadership

AREAS OF EXPERTISE

Healing-Centered Practice
Mental Health Literacy
Sexual + Relational Violence
Gender + Human Sexuality Studies
Prevention + Risk Reduction
Healing Justice/Equity + Access
Health Communication
Reproductive Health + Justice
Pop Culture + Media Studies

EDUCATION

Advanced Graduate Study
Certificate in Human Sexuality
Studies (ABD), *Widener University*

Master of Education (M.Ed.),
Human Sexuality Studies
(Sex Therapy Track)
Widener University

Master of Social Work (MSW),
Clinical Social Work
Widener University

Bachelor of Science (BS),
Communications & Media Studies
Kennesaw State University

CERTIFICATIONS/DEVELOPMENT

- MDMA-Assisted Therapy Training Program, *MAPS*
- Psychedelic Therapy Foundations Training, *SoundMind Institute*
- Certified Master TEFL Expert Teacher, *MyTEFL*
- Certified DV/IPV Advocate, *PCADV*

Internationally-practiced and healing-centered educator, coach, therapist, and creatrix with unique experience in community health & wellbeing, education & training, project management, social activism, public affairs, communications, and entertainment. Effectively plans, develops, and implements initiatives through an integrated and holistic approach to health and healing services. Specializes in detecting, analyzing, discussing, and processing difficult psychosocial challenges by creatively resolving problems and implementing solutions that engage target populations. Works collaboratively, builds strategic partnerships, and uses all forms of media to improve communications and reach new audiences. Thrives in a fast-paced, challenging environment that equally values innovation, attention to detail, and hard work and offers the opportunity for new experiences and advancement. Hands-on manager and practitioner who provides example-based leadership to create a culture of commitment and accountability, team-oriented working environments, and highly motivated employees who consistently exceed expectation.

TRAINING/COACHING/FACILITATION EXPERIENCE

BEAM / TRAINING MGR, FACILITATOR, COACH / May 2021-Jul 2022
Managed all aspects of implementing a variety of mental health literacy, healing justice, and organizational change interventions as well as other tasks necessary to supporting BEAM's (Black Emotional and Mental Health Collective) mission, vision, and values. Supervised the coordination of and provides support in the development, innovation, preparation, editing, implementation, and facilitation of course curricula, presentations, and technical assistance centering mental health literacy, healing justice, peer support, and organizational wellness. Facilitated training curricula with other members of the training team.

Directed the coaching efforts of the organization, independently providing monthly sessions to training & capacity building program and grant project participants. Oversaw the coordination of training, capacity building, and technical assistance requests (including Black Mental Health & Healing Justice Peer Support, Emotionally Intelligent Leadership, etc.). Supervised the coordination and administration of online training platforms. Assisted in tool/toolkit development, social media engagement, and content creation. Directed the completion of training event pre-work and follow-up tasks, including compiling workshop survey results, evaluations, etc.

Led the coaching, supervision, and mentorship of all present members of the training and programs team. Ensured BEAM's mental health literacy and peer support programs provide accurate, culturally relevant, timely and accessible mental health information to the Black communities we serve. Managed partnerships with training institutions, funders, and collaborative partners. Coordinated evaluation activities in collaboration with Social Insights Research. Partnered with the Executive Director to ensure the relevance and efficacy of BEAM's training and capacity building programs.

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BEAM / TRAINING COORDINATOR, FACILITATOR, COACH / November 2020-May 2021

Coordinated and provided support in preparing, editing, and facilitating BEAM course curricula, presentations, and technical assistance on mental health literacy, healing justice, and organizational development. Coordinated trainings and technical assistance requests, including responding to email inquiries, preparing agendas, and working closely with clients on meeting details. Managed online training platforms. Assisted in social media engagement and content creation. Completed all training event pre-work and follow-up tasks including compiling workshop survey results and sending evaluations. Performed general clerical duties as needed.

Empathy at Work LLC / CO-OWNER, TRAINER, CONSULTANT / December 2018-May 2021

Conceptualized, launched, and co-managed business using empathy as a tool for building more diverse, equitable, and inclusive workplaces that inspire braver, more enlightened environments for all to connect, collaborate, grow, and heal.

Art with Impact / WORKSHOP FACILITATOR / September 2018-November 2020

Facilitated “Movies for Mental Health” (M4MH) and “Our Bodies, Our Minds” (OBOM) workshops on college/university campuses (1-3x month during the school year) using short films, theatre techniques, and community conversations to reduce the stigma of mental illness, increase awareness of sexual violence, and raise empathy for survivors. Moderated panel discussions that connect students with resources, on campus and in their communities.

Temple University / ADJUNCT INSTRUCTOR / September 2014-May 2021

Coordinated all aspects of three courses, Human Sexuality (Fall 2015, Spring 2018, Fall 2018), Gender in America (Fall 2014, Spring 2015, Spring 2017), and Love, Marriage, & Family (Spring 2021, Fall 2020). Developed and manage curricula and syllabus materials. Facilitated student learning of key materials using both in-class and online methods.

Ask L'Oréal LLC / OWNER, EDUCATOR, COACH, THERAPIST, CONSULTANT / May 2014-Present

Conceptualized, launched, and continues to manage business providing emotional, mental, and sexual wellbeing support, psychoeducation, coaching, and consulting for individuals, organizations, and public institutions. Develops curricula on topics such as behavioral health, gender and sexuality studies, media culture, sexual violence, grief and trauma, LGBTQ+ communities, sexual and reproductive justice, and harm reduction.

Key Achievements:

- Hired as lead consultant, curriculum creator, counselor, and trainer for week-long sexual and mental wellbeing program (in Chengdu, China) for Tibetan community members and health workers (Jan 2020).
- Served as consultant and focus group moderator to Temple University for “It’s on Us PA” grant-funded project (Spring 2017, Fall 2018), focused on evaluating the areas of sexual violence education, reporting, and support, particular to underrepresented populations (differently-abled, POC, LGBTQ+, and international students).

The Velvet Lily / LEAD EDUCATOR, CLINICAL CONSULTANT, COACH / September 2010-December 2016

Educated clientele on a portfolio of topics related to sexuality/sexual health, healthy relationships, etc. Worked with individuals/couples to address sexuality education gaps and inspire empowerment as sexual beings. Maintained and expanded knowledge base of store product lines to best address the needs of clientele.

Security on Campus, Inc. / PEER EDUCATION CAMPUS OUTREACH COORDINATOR / May 2009-May 2011

Educated and mentored Philly college-bound students on alcohol consumption and sexual violence prevention. Served as a leader and mentor on high school campuses in the provision of mental health and preventative interventions.

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COUNSELING/CLINICAL EXPERIENCE

Lutheran Settlement House / STOP IPV COUNSELOR, MEDICAL ADVOCATE / December 2019-Nov 2020

Primarily responsible for providing individual and group counseling services and advocacy for intimate partner violence (IPV) survivors and their families as part of a hospital-based IPV prevention and response program, located at Einstein Medical Center. Additional responsibilities include training, technical support, and program development.

Mazzoni Center / PSYCHOTHERAPIST INTERN / August 2010-August 2011

Completed clinical practicum through Open Door Counseling Program, a licensed outpatient mental health and substance use treatment provider. Provided diagnosis, treatment planning, and empirically supported treatment interventions to LGBTQIA+ individuals. Improved competence in and sensitivity to cultural and individual diversity concerns when planning and implementing treatment.

Planned Parenthood of SE PA / SOCIAL SERVICES COORDINATOR & COUNSELOR INTERN / Aug 2009-May 2010

Identified high-risk youth and provided crisis intervention, short-term supportive counseling, human sexuality education, and social services referrals to 6th-8th grade students in "Youth First" public schools. Collaborated with "Youth First" school nurse practitioners to create and maintain a system of support for students experiencing sexual health and psychosocial stressors.

PUBLIC AFFAIRS EXPERIENCE

Department of Behavioral Health & Intellectual DisAbility Services (DBHIDS)

SPECIAL PROJECTS COORDINATOR FOR PLANNING & INNOVATION / September 2014-May 2018

Provided expertise in project and program management, training/capacity building, communication, advocacy, and population health approaches to drive transformation and ongoing success of the behavioral health system. Functioned above title, with management responsibilities and total ownership of key initiatives. Directed entire lifecycle of events, training and capacity building programs, and projects across the City of Philadelphia's behavioral health system—working with stakeholders, advisory boards, and key contributors to ensure successful, engaging and health equitable service delivery. Advisor to and director of multiple advisory boards and steering committees.

Key Achievements:

- Led the coordination and directed the activities of the Department's coalition on human trafficking and sexual exploitation. Participants included members across the Department's clinical service and legal advocacy teams, internal/external training programs, provider network, etc.
- Served as Board liaison for the City of Philadelphia's Mayor's Drug & Alcohol Executive Taskforce, as well as the DBHIDS Division of Behavioral Health Advisory Board, providing specialized training and capacity building, technical assistance, special project consultation, and event coordination/logistical support.
- Key contributor to internal committee focused on using social media and their various platforms to connect with and support stakeholders in developing/maintaining mental health literacy.
- Content contributor for DBHIDS Healthy Minds Philly website and advisor on Healthy Minds Philly Advisory Committee that implemented a successful online behavioral health screening and ongoing health promotion campaigns across the city.

Department of Behavioral Health & Intellectual DisAbility Services (DBHIDS)

COMMUNITY-BASED SERVICES DEVELOPMENT SPECIALIST, LGBTQIA+ INITIATIVE / Jan 2012- May 2014

Multi-faceted role ensuring culturally affirming and clinically appropriate behavioral health services, trauma-informed care, and the connection of health reform and equity for gender and sexual minorities in Philadelphia. Worked collaboratively at the national, state, and local levels to develop/execute programs, systems, training/education, interventions, and support for lesbian, gay, bisexual, transgender, queer, questioning, intersex, and asexual individuals

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receiving Medicaid services. Served as resource and liaison to internal/external stakeholders and DBHIDS provider network toward the provision of health equitable service provision by developing/providing informational sessions and training/capacity building opportunities.

Key Achievements:

- Researched and analyzed proposed and existing federal and state legislation, policies, and social issues related to behavioral health and wellness, allowing DBHIDS and CBH to properly assess and implement strategies to comply with the Affordable Care Act guidelines and state regulations. Resulted in the:
 - Provider network committing to annual trainings and ongoing quality assurance to ensure full compliance and best practices.
 - Reconvening of a previously defunct Person-First Taskforce that, to this day, continues to operate.
- Selected to serve as the face of the organization regarding LGBTQIA+ health equity work, working collaboratively with national, state, and local advocacy groups and coalitions and representing the Department at community health events.
- Key member of planning and evaluation team focused on creating transgender-affirming services, resulting in opening Morris Home, the nation's first and only residential mental health and addictions treatment facility that specializes in services designed for transgender and gender non-conforming individuals.
- Created strategic plans for LGBTQIA and targeted intervention for the city's behavioral health service system.
- Provided oversight/content and served as copy editor for provider toolkits focused on LGBTQIA+-affirming/person-first behavioral health practices, as well as a database of LGBTQIA+-affirming network providers.

SUPPLEMENTARY INFORMATION

COMMUNITY INVOLVEMENT/VOLUNTEER WORK

- 24hrphl (Philly Nightlife Advocacy Collective), Member and Safer + Accountable Spaces Committee Co-Leader
- AccessMatters, Former Board Director + Communications Committee Co-Chair
- Elements Organization, Former Conference + Event Management Chair
- Girls Rock Philly, LRC Rock Camp Alumna + Former Events Volunteer
- Shared Safety (Coordinated Community Response to Relational Violence), Former Communications Co-Chair

PROFESSIONAL AFFILIATIONS

- MAPS (Multidisciplinary Association for Psychedelic Studies), Health Equity Leadership Scholarship Recipient
- RSA (Royal Society for the Encouragement of Arts, Manufactures, and Commerce), 2019 Fellow
- Triota (National Honors Society for Women & Gender Studies), Member
- Widener University Human Sexuality Education Student Organization, Former Chair

PROFESSIONALLY-RELEVANT HOBBIES

- Vinyl DJ
- Represented by AMA Talent Agency for commercial acting/modeling, voiceover, and hosting work

TECHNICAL SKILLS

- *Communications/Social Media:* Facebook, Hootsuite, Instagram, LinkedIn, Slack, Twitter, WordPress
- *General:* Microsoft + Google Suites
- *Education:* Blackboard, Canvas, Turnitin, Prezi, VoiceThread
- *Event/Project Management:* Asana, Discord, Docsvault, Basecamp, Smartsheet