

13. QUALIFICATIONS

Since I returned home in 1993 from college, a majority of my professional experience has occurred within the central government, and at one agency, the Department of Licensing and Consumer Affairs (DLCA).

I've been working with the DLCA for the last 24 years. A devoted public servant, I've been promoted through the ranks and in various positions during my tenure at the DLCA.

I attained my master's in management, specifically human resources and contract management from Florida Institute of Technology in 2006; and recently became certified in the Lean Six Sigma Black Belt program.

I am a leader in business operations and human resources. I am a team player and pride myself in being fair and providing incredible value to the agency, our staff and clients through strategies developed and implemented for them. I am an innovative, multifaceted professional with demonstrated leadership in managing departmental resources. I am a focused producer who utilizes strong communication and organization skills. Exemplify efficiency in handling extreme pressure without compromising the quality of service and delivery. And, most importantly, I maintain confidentiality.

As a fair leader, I have the temperament to enforce the existing DLCA rules and regulations while simultaneously ensuring that due process is granted to all those who may be affected by a DLCA decision. As a team player, I will continue to practice the "Gentle Honest Open Specific Talk" and allow both the employees and the consumers an opportunity to obtain results from DLCA like never before. As a caveat, I don't promise to make everyone happy, but I can guarantee that everyone will be treated fairly and heard.

SECTION II: HONORS AND ACCOMPLISHMENTS

14. MEMBERSHIP:

- Member** ■ Delta Sigma Theta Sorority, Inc.
- Member** ■ VI Alumni Certified Public Manager Program
- Member** ■ Society for Human Resources Management (SHRM)
- Member** ■ National Association of African Americans in Human Resources (NAAARM)
- Member** ■ Government Finance Officers Association

SECTION V: JOB PERFORMANCE

30. Four (4) specific short-term and long-term goals and objectives

SHORT-TERM GOALS:

1. Improve internal and external customer morale via communication.

Effective communication is an ongoing process. Continuously assessing the impact of our communication strategies on both internal and external stakeholders. By prioritizing communication and fostering a culture of openness and transparency will enhance morale and create a positive work environment for employees while building trust and loyalty among external customers.

To address the DLCA's employees, I believe in keeping the line of communication open and just communicating. I plan to lead by example and be transparent in communicating with staff. To share the organization's goals, challenges, and successes with the staff; to schedule and conduct quarterly staff meetings; and, to **require bi-weekly** division meetings that allow for open discussion and encourage input from the employees.

Secondly, with a goal of improving staff knowledge by 15% within the next year, I plan to conduct regular training sessions for department staff on the latest consumer protection laws and licensing procedures and cross-train all employees to broaden their skills and promote a collaborative work environment. Partner with UVICELJ, to develop specialized training for each division.

And, lastly, to encourage and/or institute annual refresher training for the existing staff. This will empower the staff with the necessary skills to their job.

To address the external customer, I plan to continue to engage with the community by reinstating the scheduled bi-annual town hall meetings to allow DLCA to hear from the community as well as to update and educate the community. Launch public awareness campaigns to inform consumers about their rights. By launching a bi-annual public awareness campaign to educate consumers and businesses about their rights and responsibilities, with the goal of increasing awareness by 25% within five years.

To engage the external customer to assist the DLCA in fulfilling its enforcement mandate. "See Something Report Something". DLCA cannot be in all places 24/7. Empower the community to capture the alleged violation via a photograph if possible and/or submit a report to DLCA to follow up.

To establish partnerships with relevant industry associations and organizations to facilitate better communication and collaboration in addressing consumer and licensing issues within the next six months.

To identify licensed professionals who are interested in serving on one of the twelve statutorily created boards overseen by DLCA.

2. Reorganize divisions within the agency:

Collaborate with the Division of Personnel to reorganize DLCA's divisions. I will start by conducting a thorough assessment of each division and its current functions. Identify critical vacant positions and assess the skills and qualifications required for each role.

Also, to update or create clear and detailed job descriptions for the vacant positions. Ensure that these descriptions include specific responsibilities, qualifications, and key performance indicators. This will allow the agency to attract and hire qualified persons to fill critical vacant positions and commensurate education with salaries.

Lastly, to permit interim solutions that will allow for the hire of temporary staff, or possibly redistributing responsibilities to existing employees to ensure critical functions are not neglected.

3. Update Website Page

Within the next six months, redesign the department's website page. Updating DLCA's website to look more attractive and make it more user-friendly and easier to navigate. This will improve user experience and engagement and provide a better overall experience for visitors. The DLCA website should also serve as a platform for public outreach and education, helping consumers better understand their rights and responsibilities in areas related to licensing and consumer protection.

Additionally, I aim to reduce licensing application processing times by 20% over the next year. My intention is to have automatic renewal of business licenses. This can be done through process optimization and technology upgrades.

4. Increase Enforcement Presence

Within the year, have the enforcement division compliance checks on brick-and-mortar businesses across the territory within this upcoming calendar year. Increase regular monitoring and adjustments throughout the year to track compliance. Additionally, to increase random compliance checks to ensure businesses are operating within the scope of their license categories.

LONG TERM GOALS

1. Update Website and Online Services to Streamline Licensing Processes, and Enhance Data Security:

To create a structured plan that increases the likelihood of conducting compliance checks on all brick-and-mortar businesses within the year. Regular monitoring and adjustments throughout the year will be essential to track progress and address any challenges that may arise.

Issue a request for proposal to hire a firm to update the DLCA's Website and Online Services, to develop or upgrade the current system into a comprehensive case management system that each division is not working in silos. The system should also reduce in-person requests and answer common questions. This will reduce the number of inquiries and support requests, saving time and resources.

Develop a mobile application ensuring that DLCA'S website is mobile-responsive. Users should be able to access information on various devices, including smartphones and tablets. This is increasingly important in today's digital landscape.

Invest in cybersecurity measures to ensure the protection of sensitive consumer and business data over the next decade. Additionally, implement multi-factor authentication (MFA) to enhance user authentication and protect against unauthorized access.

2. Digitizing and Convert to Paperless:

In the interest of information security, and preservation of records, implementing a robust document management system (DMS) that allows for secure storage, retrieval, and sharing of digital documents would benefit our current employees along with future department

staff. Converting all currently held records into a digital format like a searchable PDF, will free up storage space and help keep the office clean.

Understanding that transitioning to a paperless environment is an endeavor that requires careful planning, resource allocation, and ongoing commitment, I suspect it will take 2-3 years to complete due to the fact we will have to prioritize departments or processes that will benefit the most from digitization or have the highest paper usage.

3. Enhance Consumer Protection:

Have a clear process in place for resolving customer complaints. Ensure that customers are informed about this process and that their issues are addressed in a timely and fair manner. Develop and implement policies and regulations to strengthen consumer rights and protections over the next five years.

Push hard to hire the required staff to reinitiate monthly food basket surveys and scanner surveys throughout the United States Virgin Islands and publish the results. Educate the consumer to use the information gathered by DLCA to shop where they can get the best value. If consumers only shop at the stores with the most affordable prices, the other stores will decrease their prices to become marketable. Reinitiate random store inspections and weekly food expiration inspections.

4. Increase Compliance:

Strengthen inspection and enforcement mechanisms to ensure that businesses comply with regulations and consumer protection laws. Have the DLCA system generate random audits and regular compliance checks. Monitor social media platforms and online marketplaces for advertisements and promotions by unlicensed businesses.

Work towards achieving a 15% increase in business compliance with licensing and consumer protection regulations over the next five years through education and enforcement. Create an online platform or mobile app for consumers to easily report unlicensed businesses. Additionally, offer clear guidelines for obtaining licenses in the territory. Also, simplify and expedite the process of obtaining licenses to make it more accessible and attractive to businesses.

Launch a public awareness campaign to inform consumers about the risks associated with unlicensed businesses. Use social media, local newspapers, and community events to spread the message about the importance of exchange to utilize licensed businesses.