

Curriculum Vitae
Maya Paley

Contact Information

5044 Bakman Ave. Apt. 2J
North Hollywood, CA 91601
(818) 571-3933, mayapaley@gmail.com

Education

Master of International Affairs
Columbia University, New York, May 2010
Concentration in Economic and Political Development; Professional Focus in Gender and Development

Semester Program in Spanish Language
Alliant International University, Mexico City, Mexico, June-September 2006

Bachelor of Arts, Political Science
University of California, Berkeley, May 2006

Semester Program in French Language
Université de Savoie, Chambéry, France, February-May 2002

Professional Experience

Senior Director and Co-Founder, Change the Talk, April 2019-June 2020
Director of Advocacy and Community Engagement, July 2017-April 2019
Director of Legislative and Community Engagement, December 2013-June 2017
Director of Community Engagement and Special Programs, February-November 2013
Program Director, Jewish Women's Conference of Southern California, March 2012-February 2013
[National Council of Jewish Women, Los Angeles](#)
Los Angeles, CA

Founder
[Education Now](#)
Los Angeles, CA, 2012-2015

Founder and Co-Director
[Right Now: Advocates for African Asylum Seekers in Israel](#)
Los Angeles, CA, July 2012-March 2015

Research Consultant
Hebrew Immigrant Aid Society
Tel Aviv, Israel, September-November 2011

Researcher
ASSAF: Aid Organization for Refugees and Asylum Seekers in Israel
Tel Aviv, Israel, September 2010-July 2011

Policy Intern
Sex Workers Project, Urban Justice Center
New York, NY, January-May 2010

Intern
Mujeres Por La Justicia, Educación, y Reconocimiento (MuJER)
Guatemala City, Guatemala, June-August 2009

Teen Programs Coordinator
Step Up Women's Network
Los Angeles, CA, November 2007-July 2008

Summary of Experience

National Council of Jewish Women, Los Angeles

Senior Director and Co-Founder, Change the Talk, April 2019-Present

Director of Advocacy and Community Engagement, July 2017-April 2019

Director of Legislative and Community Engagement, December 2013-June 2017

Director of Community Engagement and Special Programs, February-November 2013

Program Director, Jewish Women's Conference of Southern California, March 2012-February 2013

- Effective Leadership:
 - Co-founded Change the Talk (formerly The Talk Project) to train over 250 Peer Educators and reach 6600 youth throughout Los Angeles County. Increased visibility of Change the Talk through media coverage with LA Times, KPCC, KPFK, BBC, and more. Managed handover of Change the Talk to national organization SafeBAE in July 2020.
 - Led NCJW|LA to status as a key social justice organization in Los Angeles and throughout California, primarily on the issue areas of human trafficking, economic justice, reproductive justice, and sexual violence through legislative sponsorship, grassroots advocacy campaigns, long-term advocacy and awareness projects, publishing research and program evaluation, publishing op-eds, frequent speaking engagements, media engagement, and by becoming valuable coalition leaders.
 - Co-led NCJW|LA's strategic visioning process for senior staff and board members, a two-month long process leading to a clear, new vision and purpose for the local section.
 - Effectively supervised, trained, managed, and sustained strong rapport with three to four staff members at a time and tens of interns throughout the years. Planned and executed departmental staff retreats focused on long-term visioning, strategic planning, program evaluation, and team-building.
 - Leadership member for key coalitions:
 - Executive Committee Member: [LA Coalition for Reproductive Justice](#), 2014-2019
 - Steering Committee Member: [CA Work and Family Coalition](#), 2015-2017 and 2019
 - Cultivated, engaged, recruited, and trained hundreds of volunteers, dozens of volunteer leaders, and several board members.
 - Increased number of volunteers in Advocacy Department by more than 1500%, from 18 in 2012 to over 300 in 2019.
 - Increased number of active volunteers in Young Leaders group from 0 to over 40 from 2014 to 2017, who successfully engaged hundreds of 20-40 year-olds with NCJW|LA since 2014.
 - Identified and recruited several members of the board.
 - Collaborated and worked with NCJW|LA Board of Directors, including directing Board's direct involvement in advocacy and community engagement programs and events.
 - Cultivated and developed volunteer leaders including partnering with and providing guidance and support to Chairs of work groups and committees.
 - Attracted, recruited, and developed a diverse volunteer pool. Expanded and ensured volunteer pool's capacity, sustainability, and growth.
 - Trained and guided NCJW section lay leaders and staff throughout the country on several NCJW, Inc. distance learning calls, in-person panels at national conferences, and one-on-one phone calls. Topics included human trafficking policy advocacy, human trafficking law implementation, social media engagement, young leader engagement, youth/teen engagement, the Advocacy Training Project, and Change the Talk.
 - Invited to be one of seven participants nationwide of the NCJW, Inc. Community Engagement Sounding Board during NCJW's strategic planning process in 2016.
 - Enthusiastically chose to tackle many goals outside of job description, including all organizational communications as well as young leader and teen volunteer recruitment and programming. Assumed duties of leadership vacancies as needed.
- Comprehensive Program Development and Management: conceived of, created, co-created, and developed innovative, original, and impactful new programs
 - Advocacy Training Project (ATP): Led workshops on effective advocacy for over 450 participants over five years with extremely high satisfaction rates and exceptional results. Created program in 2014.

- Human Trafficking Outreach Project (HTOP): HTOP increased calls due to poster viewings to the local human trafficking hotline by over 1000% since the project started training volunteers to conduct outreach to businesses/establishments mandated to put up the human trafficking hotline poster. Launched project in 2014. Managed successful handover of HTOP to Journey Out in 2019 due to NCJW|LA mission refocus.
- Change the Talk (CTT): CTT equips and mobilizes youth to create a culture of consent and build a movement against sexual violence. CTT trains youth leaders to provide peer-to-peer workshops on sexual violence and consent and to serve as resources for their networks and communities. To date, 6,600 high school students have received the workshop and 250 students have been trained as Peer Educators. Directed successful handover of CTT to SafeBAE in June 2020 due to NCJW|LA mission refocus.
- Produced hundreds of diverse events including four one day-long Jewish Women's Conferences from 2012-2015 for over 250 attendees, a day-long conference on the lack of women in politics in Los Angeles in 2014 for 200 attendees, an annual Roe v. Wade anniversary event, press conferences both at NCJW|LA and at LA City Hall, rallies, trainings, educational panels, social events, coalition meetings, and coalition retreats.
- Other notable programs include the annual Life Transitions Workshops for Women, the women's health program series, and NCJW|LA Young Leaders.
- Increased hours of annual Advocacy Department programming from 2700 to over 14,000 hours from 2012 to 2017.
- Resource Development and Financial Management:
 - Effectively fundraised to cover costs of programs and projects through obtaining sponsorships, donor gifts, program revenue, and grant-writing.
 - Established ongoing program sponsorship relationships for several programs with organizations and partners such as City of West Hollywood, ACLU of Southern CA, Planned Parenthood Los Angeles, and many others.
 - Obtained seed funding for Change the Talk from the Jewish Federation of Greater Los Angeles through their ChangeMaker Challenge grant, 2016.
 - Obtained ongoing funding from Cedars-Sinai Medical Center for women's empowerment and health programs as well as for Change the Talk.
 - Cultivated relationships and increased donor streams from long-standing volunteers as well as new volunteers.
 - Managed and implemented departmental budget, often saving funds for the organization through obtaining in-kind donations, finding discounts, and other methods.
 - Pitched, made direct asks, and secured private donation to cover costs for a new staff-member for Change the Talk in 2017 and doubled gift in 2019.
- Community Engagement and Institutional Representation:
 - Significantly increased visibility of NCJW|LA's programs and advocacy within social justice, gender justice, and faith-based organizations through relationship-building, active participation in coalitions, attendance and participation in events, trainings, fellowships, and speaking engagements throughout Los Angeles. Regularly invited to be trainer, speaker, panelist, and keynote speaker for organizations, community groups, synagogues, churches, commissions, schools, and podcasts.
 - Actively participated in various coalitions including Los Angeles Coalition for Reproductive Justice, CA Work and Family Coalition, CA Coalition for Reproductive Freedom, LA Raise the Wage Coalition, ICE Out of CA Coalition, CA Partnership to End Domestic Violence, and more.
 - Established NCJW|LA as a leader for all NCJW Sections in the NCJW, Inc. network.
 - Attained two awards for NCJW|LA for the Human Trafficking Outreach Project (2016) and Change the Talk (2017) from NCJW, Inc.
 - Spear-headed NCJW|LA's use of the State Voices Voter Action Network for phone banking, becoming NCJW, Inc.'s first section to use this highly impactful advocacy tool.
 - Enhanced and enriched communications engagement:
 - Increased NCJW|LA's social media presence through graphics, GIF's, videos, ads, and blog posts including a 300% increase in Facebook likes and an increase in impressions (number of people who have seen content associated with the Facebook page) from 20,000 in 2013 to 57,000 in 2017.
 - Created weekly update emails with accessible and clear information about NCJW|LA news, programs, and events. Created 5 Actions of the Week emails with a weekly list of simple actions subscribers can take to make a difference from home. Obtained grant for video production to create several videos, some of which have been viewed thousands of times.
 - Obtained media coverage for NCJW|LA on CBS, KCAL, ABC, NBC, KPCC, KCRW, the Huffington Post, the Jewish Journal, the Forward, the LA Times, and other news platforms. Built new and sustaining relationships with media agencies, individual journalists and reporters, and news editors.
 - Supervised creation of Change the Talk's website and social media platforms, which engaged thousands of teens on the issue of sexual violence prevention and awareness.

Program Director, Jewish Women's Conference of Southern California, March 2012-February 2013
Managed and produced Jewish Women's Conference, led Steering Committee of volunteers to organize and create conference, fundraised and obtained sponsorships, coordinated programming and logistics. Increased number of participants and doubled number of panels and speakers. Launched year-round empowerment programs on women's health and life transitions.

Education Now, 2012-2015

Founder

Created ongoing fundraising campaign to support Darfuri refugee in the United States. Raised tens of thousands of dollars to cover all of his expenses for three years, including food, rent, college tuition, health care, books, and transportation.

Right Now: Advocates for African Asylum Seekers in Israel

Founder and Co-Director, July 2012-March 2015

Founded international coalition of volunteer activists to create campaigns and advocate for the human rights of African asylum seekers in Israel. Spoke publicly on the issue as an expert for events and the media. Produced events to raise awareness about the issue. Wrote several op-eds published in the Christian Science Monitor, the Forward, and the Jewish Journal.

Hebrew Immigrant Aid Society

Research Consultant, Tel Aviv, Israel, September-November 2011

Assisted in research on protection needs of sexual minority refugees and asylum seekers in Israel. Project was funded by US State Department and compared results from Israel, Ecuador, Ghana and Kenya in report published in 2013.

ASSAF: Aid Organization for Refugees and Asylum Seekers in Israel

Researcher, Tel Aviv, Israel, September 2010-July 2011

Executed and presented research on lived experiences and community formation and challenges of Eritrean and Sudanese refugee communities throughout Israel. Findings published by ASSAF with support from United Nations High Commissioner for Refugees in two reports in June 2011. Reports have been used in coalition conferences on the issue, in university courses, and have been cited in many reports to date. (*Surviving in Limbo: [Lived Experiences](#) and [Community Formation Among African Asylum Seekers in Israel](#)*)

Sex Workers Project, Urban Justice Center

Policy Intern, New York, NY, January-May 2010

Directly advocated for and increased awareness of three New York state bills to state legislators and relevant organizations. Led coalition advocacy efforts for Vacating Convictions bill resulting in passage of the bill into law in 2010, the first time this bill was passed in the United States.

Women's Political Resource Center

Consultant, New York, NY & Tbilisi, Georgia, November 2009-May 2010

Researched and produced report with team of graduate students evaluating the effectiveness of USAID funded project "No' to Trafficking in Persons and Domestic Violence." Report used by the United Nations Mission to Georgia.

Mujeres Por La Justicia, Educación, y Reconocimiento (MuJER)

Intern, Guatemala City, Guatemala, June-August 2009

Rewrote text and redesigned website. Visited and interviewed women sex workers in the red-light district weekly to assess effects of anti-trafficking policy on human rights. Provided evaluation and feedback to the organization.

Step Up Women's Network

Teen Programs Coordinator; Los Angeles, CA, November 2007-July 2008

Recruited and increased participation and retention of participants, increased qualitative and quantitative success of programs, maintained consistent communication with all teen participants and their parents/legal guardians, and acted as a liaison to Senior Program Manager for any environmental or behavioral concerns. Created and managed Power Prep program providing mentorship to underserved teenage girls with college and career goals.

College Preparation 101 Instructor; September-November 2007; *Intern*, January-August 2007

Leadership and Awards

League of Women Voters California [Board Member](#), July 2021-Present

Japanese American National Museum's [Transcendents: Heroes at Borders Museum Exhibit](#) by artist Taiji Terasaki, Featured Hero, February-March 2020

Chosen to be featured in this contemporary art exhibit that honors individuals who advocate and fight for those who face discrimination, prejudice, and inequality at borders both real and imagined.

City of West Hollywood's [Women in Leadership Award](#), Award Recipient, March 2019

Awarded by the City of West Hollywood Women's Advisory Board and the West Hollywood Chamber of Commerce in their 24th Annual Women in Leadership Awards. The awards honor the achievements of local women in the professional and commercial/industrial business community.

Center for Nonprofit Management's Next Leaders Development Program, Participant, June-November 2019

Chosen to participate in comprehensive six-month long leadership program preparing next-in-line nonprofit leaders of color to assume greater responsibilities in their current organization and prepare to take on the role of Executive Director in the future.

City of Santa Monica's [Outstanding Woman Leader Award](#), Award Recipient, March 2018

Awarded by the City of Santa Monica's Commission on the Status of Women and the Santa Monica Chamber of Commerce. The award honors women who fight against all forms of discrimination against women.

Executive Service Corps of Southern California ChangeMaker Cohort Training of Jewish Federation of Greater Los Angeles, Participant, February-June 2016

Chosen to represent NCJW|LA in monthly trainings for Executive Directors in cohort of seven organizations that received the ChangeMaker Challenge Grant from the Jewish Federation of Greater Los Angeles. Was only non-Executive Director participating. Topics covered included board development, strategic planning, fund development, and organizational culture. Invited to join ChangeMaker Challenge Advisory Board in 2017.

Los Feliz Neighborhood Councilmember, District C Representative, May 2015-June 2016

Liberty Hill Foundation's Commissions Training Program for Grassroots Leaders, Participant, April-October 2015

Chosen to take part in the Commissions Training Program, a program that trains community leaders to become advocates within local government structures and readies them to serve on city and county boards and commissions. Invited speaker at the celebratory, public event closing the program about leadership, the importance of commissions, and the training program.

New Leaders Council Los Angeles Institute Fellow, January-June 2015

Chosen to participate in Institute providing skills and civic leadership training for progressive young leaders in Los Angeles. Chosen to be speaker representing 2015 class at first-ever NLC LA reunion.

Mujeres Por La Justicia, Educación, y Reconocimiento (MuJER) Board Member, January 2013-June 2015

Served as board member for MuJER, an organization that empowers sex workers in Guatemala City.

New Israel Fund/Shatil Social Justice Fellow, September 2010-June 2011

Awarded 10-month fellowship to support research on Sudanese and Eritrean asylum seekers in Israel.

Migration Working Group, Co-Chair, January 2009-December 2010

Planned and produced events on global border issues at Columbia University including panel on anti-trafficking policy in the United States and its effects abroad.

Gender Policy Working Group, Events Co-Chair, January 2009-December 2010

Produced campus events bringing awareness to gender-related causes at Columbia University; Co-founder and co-producer of the Gender, Peace, and Security Conference, which included over 25 speakers and was attended by over 200 people.

Progressive Jewish Alliance Jeremiah Fellowship (now Bend the Arc), Jeremiah Fellow, January-August 2008

Studied pertinent local and global social justice issues with group of 20 upcoming Los Angeles leaders.

Nachshon Award, May 2006

Honored by Berkeley Hillel for outstanding leadership in developing and producing Arab-Jewish dialogue program.

Publications¹

Paley, M., & Winchell, Y., "Change the Talk: Evaluation of a Peer-to-Peer Sexual Violence Prevention Program for High School Students in Los Angeles County: FINAL REPORT," Change the Talk (NCJW|LA/SafeBAE), 2020

Paley, M., & Winchell, Y., "Human Trafficking Outreach Project: Implementation of Senate Bill 1192 in Los Angeles City: FINAL REPORT," NCJW|LA, 2019

Barth, H., Paley, M., "The Talk Project: Evaluation of a Peer-to-Peer Sexual Violence Prevention Program for High School Students in Los Angeles," NCJW|LA, 2016

Paley, M., & Winchell, Y., "Human Trafficking Outreach Project: Implementation of Senate Bill 1193 in Los Angeles City," NCJW|LA, 2016

Paley, M., & Winchell, Y., "Human Trafficking Outreach Project: Implementation of Senate Bill 1193 in Los Angeles County," NCJW|LA, 2016

Paley, M., "Surviving in Limbo: Lived Experiences of African Asylum Seekers in Israel," ASSAF, 2011

Paley, M., "Surviving in Limbo: Community Formation of African Asylum Seekers in Israel," ASSAF, 2011

O'Neil, C., Paley, M., Pessa, L., Proseviski, J., Tooker C., & Woodard S., "Addressing Trafficking in Persons and Domestic Violence in Georgia: An Assessment Study," Columbia University School of International and Public Affairs, 2010

Skill Set

Computer: Microsoft Word, Excel, Power Point, Outlook, Access; **Communications:** Constant Contact, WordPress, Nation Builder, Wufoo, Survey Monkey; **Social Media:** Twitter, Facebook, YouTube, Instagram; Hootsuite; **Fundraising:** Donor Perfect, Foundation Center; Grant-Writing, Fundraising Events, Development Campaigns; Pitching and Direct Asks, Relationship-Building; **Writing:** Blogging, Op-Ed Writing, Press Releases, Media Alerts, Research and Evaluation Reports; **Public Speaking:** Trainings, Workshops, Panels, Speeches, Keynote Speeches; **Certifications:** Certificate in Supervision for Success, Center for Nonprofit Management, (2020), Certificate of Completion from Next Leaders Development Program, Center for Nonprofit Management (2019); Certificate in Conflict Mediation by East Bay Community Mediation Center (2006); Certificate in Sexuality, Gender, and Rights from Creating Resources for Empowerment and Action (2010); **Other:** Direct-Service Outreach; Research and Analysis; Volunteer Recruitment and Management; **Languages:** Fluent in Hebrew, Advanced French, Intermediate Spanish.

Linked In

www.linkedin.com/in/mayapaley

1 Publications available upon request.