

Joy Weismiller is the Founder of Juniper Consulting, advising non-profit and public sector organizations on relationship building, program evaluation, strategy, project management, policy, and stakeholder engagement (2003-present).

## *Experience*

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### HEALTH PROMOTION, SPORT AND RECREATION LEADERSHIP

- Collaboratively planned, chaired and facilitated two-day meeting to create **new province wide school-based physical activity intervention** for child/youth health. Developed governance materials e.g., committee structure, terms of reference and evaluation logic models. Attended by provincial and national stakeholders (2019-2020).
- Strategically guided Ministry of Health (MoH), **Childhood Obesity Foundation** and key stakeholders to transform an original concept into a province-wide, leading child health initiative. Offerings have evolved and include: introducing **MEND (Mind, Exercise, Nutrition, Do it!)** in BC; expanding **Shapedown BC** from BC Children's Hospital to all health regions; designing and piloting a made-in-BC early intervention program in collaboration with YMCA and BC Recreation and Parks Association (BCRPA). Reporting to Childhood Obesity Foundation and/or Provincial Health Services Authority (PHSA), responsibilities included:
  - **Project Director** for MEND BC and the Family Healthy Living Program (rebranded as Generation Health), overseeing provincial teams and leading research and program evaluation (2016-2017)
  - **Lead Evaluator**, Childhood Healthy Weights Intervention Initiative and MEND BC including project design, data collection, evaluation research, analysis, report writing (2013-2017)
  - **Project Advisor**, Family Healthy Living Program, focusing on implementation strategy, stakeholder engagement, communications and evaluation (2017-2019)
  - **Lead Project Planner**, worked collaboratively with physicians, MoH, non-profits, health authorities and PHSA to create governance framework for the Childhood Healthy Weights Intervention Initiative (2012)
- Skillfully provide **advice and expertise to academics** from UVic School of Exercise Science, Physical and Health Education (EPHE) on health promotion research (2012-present).
- Effectively provided **strategy and secretariat** services to inaugural **BC Alliance for Healthy Living**. Facilitated meetings, led strategic planning and visioning process to develop short-, medium term plan. Facilitated re-branding and re-naming process. Developed inaugural logic model (2003-2004).
- Effectively represented **BC Alliance for Healthy Living** at Chronic Disease Prevention Alliance of Canada provincial/territorial meetings. Influenced national health policies and advocacy efforts (2003-2004).
- Collaboratively engaged stakeholders to develop WISRAN (**Women in Sport and Recreation Administration Network**) program delivery options for **Promotion Plus**. Identified viable alternatives to solidify and facilitate partner relationships (2003).
- Knowledgeably worked with steering committee to conduct **policy and structural review of BC Games Society**. As Policy Analyst, briefed Minister of Government Services, who approved all recs (1994).

- As **Operations Manager** of the **BC Winter Games**, was senior paid staffer overseeing operations. Effectively established all physical and operational aspects of the Office. Secured grant funding to hire and train six full-time personnel who, collectively, provided admin **support to approximately 200 lead volunteer Directors/ Chairpersons**. Worked with team to efficiently register/assign 5,100 community volunteers. Profitably retailed \$237K in souvenirs. Cooperatively partnered with BC Games corporate partners (1990-1991).
- As **Director** of **Cumberland Recreation**, planned and administered budgets and oversaw volunteer and staff resources. As team lead, tripled the number of programs offered within one year. Forged municipal partnerships with Courtenay, Comox and CFB Comox (1987-1989).
- Earned a **Bachelor's** degree as well as a **Post-Graduate Diploma in Science** in the field of health education, recreation/sport administration (both with distinction, 1987 and 1989).

## ENGAGEMENT AND RELATIONSHIP BUILDING

- Successfully **planned and facilitated province-wide engagement strategy** to develop MoH-funded Family Healthy Living Program, a prototype health promotion program developed by the **Childhood Obesity Foundation** and its partners. Engaged 305 participants at 10 events (via webinar, in person, online survey) including physicians, nurses, dietitians and other health professionals from all health regions. Reported recommendations to MoH (2017-2018).
- Collaboratively led multi-stakeholder committee including YMCA, BCRPA, PHSA, MoH reps (on behalf of Childhood Obesity Foundation) to plan, implement and evaluate a comprehensive, province-wide **MEND program recruitment strategy**. Targeted outreach activities included innovative **social media strategy** (2016-2017).
- Led **BC Assessment** executive in developing innovative **corporate Relationship Building Strategy** to proactively build and strengthen relationships with government officials. Coached leaders to build relationships. All recommendations adopted (2007-2008).
- Executed **stakeholder engagement** skills to gauge local government elected and non-elected officials' response to plans to regulate prize fighting and establish BC's **Provincial Athletic Commissioner**. Facilitated **stakeholders' meeting at UBCM 2012**.

## RESEARCH AND EVALUATION

- Collaboratively partnered with **First Nations Education Steering Committee** staff to undertake the Indigenous Adult and Higher Learning Association (IAHLA) Institute Evaluation Review Project (2019-2020).
- **Lead researcher** and author for **Vancity Community Foundation social innovation** project on how to engage the **non-profit** sector in public infrastructure planning/development. Conducted in-person interviews and literature review of international **innovative, cutting edge practices**. Published report posted on Infrastructure Canada website in English and French translation (2012- 2013).
- Collaboratively partnered with IAHLA data working group and consulting team as part of the **IAHLA Data Collection Project**. Annually conducted province-wide surveys of **Aboriginal-controlled post-secondary institutes** to assess **progress indicators** to inform Board and members (2006-2016).
- Collaboratively led **IAHLA Costs/Benefits Research Project**. Final report focused on inputs, outputs, and outcomes of Aboriginal-controlled institutes in BC. Investigated overall funding issues that affect institutes. Identified costs of operating institutes. Highlighted the benefits arising from these institutes (2010).
- **Conceptualized**, researched and designed internet-based **executive compensation toolkit** for senior, non-elected local government officials (Local Government Management Association members). First in BC, provided one-stop online info on total compensation (2004-2005).

- Trusted **Project Leader, Performance Audit**, Office of the **Auditor General of BC**. Audited government programs to assess whether government funds were being used effectively, economically and efficiently (1995-1997).

## **POLICY, STRATEGY AND PLANNING**

- Skillfully provided **policy-related resources** and **strategic communications** to Childhood Obesity Foundation including stakeholder engagement strategy, FAQs, web content, public reports, infographics (2012-2019).
- **As Project Manager**, used strategic approach to prepare for the **World Urban Forum III (WUF III)**, a **United Nations convention** addressing global urban sustainability attended by over 10,000 participants from more than 150 countries. On contract on behalf of Province of BC, leveraged professional and personal relationships to engage participation of elected and non-elected officials including the Premier, Cabinet Ministers, Mayors and Deputy Ministers. Forged partnerships with stakeholders and agencies including Government Communications, City of Vancouver, City of Victoria, Metro Vancouver, Federation of Canadian Municipalities, Canada Mortgage and Housing Corporation, **VANOC 2010** (2005-2006).
- **As Manager, ADM's Office/Issues Manager**, Ministry of Sustainable Resource Management, managed and led team responsible for division **performance management**. Provided policy advice to senior executives (2002-2003).
- Comprehensively provided policy guidance to **Worksafe BC Board** of Directors. As a **Policy Analyst**, researched, developed and presented **policy options** and **recommendations** on workers' compensation (1997-2001).
- As **Policy Analyst**, Ministry of Government Services, researched and prepared policy-related resources. Provided advice to executives on sustainable, active transportation (1994-1995).
- Successfully led **strategic and operational planning** and provided policy advice as **Financial Management Analyst**, Office of the Comptroller General, **Ministry of Finance** (1993-1994).
- Effectively secured millions of dollars in infrastructure grants for Abbotsford, Mission and Cumberland (1988-2008).

## **Education**

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<b>Master of Public Administration</b> (IPAC Gold Medal and Prize) 1994	University of Victoria
<b>Postgraduate Diploma in Science</b> (Rotary Foundation Scholar) 1989	University of Western Australia
<b>Bachelor of Arts</b> , Recreation and Health Education (formerly Leisure Studies) 1987	University of Victoria
Victoria High School 1982 (Valedictorian)	Victoria

## **Volunteer**

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<b>Royal Oak Community Association</b> , Director and/or member at large	2004-present
<b>Loran Scholars Foundation</b> , National/Regional Selection Committees (\$100K scholarship)	2011 present
<b>University of Victoria School of Public Administration</b> , Program Advisory Committee	2014-2015
<b>Canadian Evaluation Society</b> , member, coordinator, conference presenter (intermittent)	1995-2017
<b>Victoria Quality Council</b> , Program Committee and Quality Improvement Coordinator	2003-2008