

# HOLLY AMAYA, M.A.

651-269-5966  
hollyblueamaya@gmail.com

2146 Howard St. S.  
Saint Paul, MN 55119

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## SUMMARY

- Licensed and experienced K-12 School Counselor
- Dedicated to developing the capacity of organizations and schools to better support children to reach their highest potential
- Data-driven and strategic program developer
- Leader of statewide school improvement and college readiness efforts
- Knowledgeable about state and federal policies, processes and regulations
- Organized and confident presenter and trainer
- Experienced with grant applications, budgets, management and reporting
- Skilled in program evaluation, data analysis and reporting
- Highly technologically proficient, including Microsoft Office, web-based software, social media, and electronic communication platforms
- Strong communicator with a background in writing, editing, and resource development
- Collaborative and creative problem-solver; skilled at making connections between concepts

## PROFESSIONAL EXPERIENCE

***School Counselor and Interim Director:*** March 2016-Present, Crosslake Community School  
Support diverse students who are seeking an online learning environment. Meet with and support students virtually via Google Meet, Zoom, email, text, and phone. Create and track Graduation Plans for students to ensure all graduation requirements are met. Develop and deliver online "Planning My Future" J-Term course for all high school students. Communicate with parents, teachers, and administrators to provide a web of support for students. As Interim Director of the Online Program since March 2021, led a team of 34 educators during a time of leadership transition.

***Professional Educational Consultant:*** January 2010-Present  
Support charter school authorizers, nonprofit organizations and schools with grant writing and accountability reviews. Provide content development, systems creation, editing, resource identification, staff training, reporting, budgeting, and leadership coaching.

***Grants Manager:*** June 2017-March 2021, Urban Homeworks  
Managed the grants budget, calendar and strategy for a nonprofit affordable housing organization. Conducted prospect research; prepared and submitted proposals, grant applications and reports.

***Performance and Accountability Manager:*** June 2015-November 2015, Osprey Wilds (OW)  
Conducted oversight on all aspects of the schools in OW's portfolio including academic, financial, operational, and environmental education performance consistent with statute and the terms outlined in charter contracts. Provided leadership in the performance evaluation of charter schools by evaluating schools' performance in the areas of academics, finance, and operations, leading on-site visits to charter schools for evaluation and monitoring purposes, attending and presenting at school board meetings, and implementing school interventions. Led the strategic planning efforts of the OW's Charter School Division.

**Federal CSP Grant Project Director - State of Minnesota:** June 2013 – June 2015, MDE  
Provided statewide project direction to Minnesota's Federal Charter Schools Program (CSP) Grant Project, slated at \$26.8 million over five years. Key accomplishments:

- Awarded \$14 million to Minnesota charter schools.
- Developed Minnesota's definition of "High-Quality Charter School," the methodology of which has rippled into the work of numerous other initiatives and divisions at MDE.
- Designed and managed new grant opportunities for high-quality charter schools to receive funds for significant expansion and replication.
- Re-vamped training and technical assistance strategies and opportunities.
- Managed six grant rounds, each incorporating a complex peer review process followed by a thorough compliance and technical review.
- Nominated for the State of Minnesota's Emerging Leadership Institute and received an Achievement Award for exceptional performance.
- Supervised AmeriCorps Promise Fellow.

**School Counselor:** *Twin Cities Academy and TCA High School, July 2006 - May 2012*

Created and implemented standards-based comprehensive school counseling programs at TCA and TCAHS, two high-performing urban charter schools. Conducted individual and small group counseling for diverse students in grades 6-12 and taught classroom guidance lessons on a variety of topics. Facilitated college and career application and selection processes. Designed and taught Senior Seminar course, focused on preparing high school seniors for all facets of life after high school graduation.

**Coordinator of Communications, Networks, and Policy Research:** *Minnesota Association of Charter Schools (MACS), Sept. 2004 – June 2006*

Wrote, edited, and disseminated regular communications to statewide charter school members, clients and partners. Managed the MACS website. Organized grassroots action and advocacy. Conducted education policy research. Planned public relations events and coordinated volunteers. Assisted with grant reports and proposals.

## EDUCATION

- PhD Coursework, Educational Policy & Administration: Evaluation Studies. University of Minnesota, Minneapolis, MN, 9/08-2/09
- Master of Arts, Educational Psychology: Counseling & Student Personnel Psychology. University of Minnesota, Minneapolis, MN, 9/02-5/04
- Bachelor of Science, Cum Laude, Major: Psychology, Minor: Sociology. Northern Michigan University, Marquette, MI, 8/00-5/02 and Albion College, Albion, MI, 8/98-5/00.

**REFERENCES** *I invite you to contact any of the online staff for their feedback.*

Cindy Murphy, Executive Director of the MN Guild of Public Charter Schools (Authorizer)  
*Supervisor at the MDE Charter Center and for consulting work*  
execdirectormnguild@gmail.com, 612-394-5238

Liz Wynne, Executive Director of Student Achievement Minnesota (Authorizer)  
*Supervisor/Former Principal at Twin Cities Academy*  
lizwynne@comcast.net, 763-557-6676 or 763-442-1084

Jill Arendt, Former Interim Co-Leader, CCS Online Program, 651-230-2642

Gena Jacobson, Special Education Coordinator, CCS Online Program, gjacobson@crosslakekids.org,  
218-537-3629