

2024 NOMINATION

Please print clearly or type in the spaces below.



Category (choose only one)

- Arts in the Community
- Community Activist
- Education In the Community
- Healthcare
- Youth Activist
- Lifetime Achievement

INDIVIDUAL NOMINEE

(must live inside Houston city limits and be eligible to vote in Houston municipal elections)

Name: Dann Munugia

Cell Phone: 281-882-9772 Other Phone: _____

Home Address: McMurtry College - 1605 Rice Blvd.

City: Houston State: TX Zip: 77005

E-mail: marielamunguia20@gmail.com

NOMINATOR

Name: Daniel Rodriguez

Cell Phone: 713-805-7412 Other Phone: _____

Home Address: 2024 Indiana St.

City: Houston State: TX Zip: 77019

E-mail: DRodriguez@dhrfirm.com

Submit via Mail or email the completed form

- Nomination form (mandatory)
- Narrative statement or Letter of Recommendation (mandatory)
- Resume/Bio (mandatory)
- Other Supporting materials

All mandatory materials must be submitted, to be considered.

E-mail to:
Jackie.Schuessler-Kimsey@houston.tx.gov

Mail to:
City of Houston
Attn: Jackie Schuessler-Kimsey (MHHA)
901 Bagby, 3rd floor
Houston, Texas 77002

Deadline: Postmarked by **September 6, 2024**



HARRIS COUNTY PRECINCT 4

**COMMISSIONER
LESLEY BRIONES**

**Harris County Precinct 4
Commissioner Lesley Briones**

1001 Preston, Suite 950

Houston, TX 77002

713-755-6444 • hcp4.net

September 4, 2024

Mayor's Hispanic Advisory Board
City of Houston
Attn: Jackie Schuessler-Kimsey (MHHA)
901 Bagby, 3rd Floor
Houston, TX 77002

Re: Recommendation Letter for Danna Munguia

My name is Blake Ellis, and I am the Chief Talent Officer for Harris County Commissioner Precinct 4. Harris County is the third largest county in the United States and is bigger than 26 states. With the partnership of my team of 494 public servants, Precinct 4 serves over 1.25 million people within the County and maintains 1,423 miles of roads, has 10 community centers with more than 700,000 visitors annually, and supports 55 parks with 13,455 acres of greenspace.

I am writing this letter on behalf of Danna Munguia, who is a candidate for the Hispanic Heritage Youth Activist Award. Danna served as a Public Affairs Intern for Precinct 4 the Summer of 2024 and made a significant impact on our outreach to the Spanish speaking community. Danna came into the Precinct and took over daily clips and media reports, the weekly intern Vlog series, oversaw the recording and editing of digital content for Explore P4 and the Pride Parade, and led the translation of all social media posts and graphics. From day one, Danna brought a refreshing burst of enthusiasm and an unparalleled work ethic that's nothing short of inspirational. During her time with us, Danna consistently demonstrated exceptional organizational and interpersonal skills. She quickly became an invaluable member of our team, taking initiative on various projects and consistently delivering high-quality results.


One notable example is when she focused on boosting engagement by optimizing Spanish social media content. Danna discovered that there was a lack of engagement on Spanish social media clips despite the fact that 44.6% of the people in Harris County are Hispanic or Latino. So, Danna created different types of social media such as Spanish without subtitles, Spanish with English subtitles, and Bilingual with subtitles. Danna tracked each type of content and discovered that bilingual content with subtitle had the highest impact and this type of media content was adopted by the rest of the Precinct. She also increased the frequency of multilingual clips with subtitles to bridge the language gap and attract more viewers and tailored content to include topics of high interest to the Spanish-speaking community such as content around Copa America.

Danna is passionate about community service, especially to the Spanish speaking community. She founded the Student Government Association en Espanol dedicated to highlighting the Latinx community. During the Summer of 2024, Danna focused on supporting the Bayland and Burnett Bayland Community Centers. She also has a consistent track record of volunteering such as working with Oxfam, Conversation Partners, Family Roots for Life, GreenUp, and Career and Transfer Connections.

Danna has an infectious positive energy and is focused on serving the needs of the Spanish speaking community. Danna's caring nature and strong work ethic have made her a role model for her peers. When she volunteered at events for constituents, Danna went above and beyond her responsibilities by assisting with food service and cleanup. She was a key volunteer during the Derecho wind storm and Hurricane Beryl Recovery efforts, working every day to provide support to the people that needed it the most. Her willingness to help and her positive attitude left a lasting impression on the Managers at the Bayland and Burnett Bayland Community Centers. Danna is a mature, empathetic, and self-motivated individual who takes great pride in her work. Her desire to learn and grow, combined with her strong work ethic, make her an exceptional leader and she serves as inspiration for other youth.

If you're seeking an inspirational individual who embodies passion for service, resilience, and an insatiable hunger for growth, look no further. Danna's got the heart, hustle, and higher standards that make her the ideal candidate for the Youth Activist Award. I wholeheartedly recommend Danna. If you have any questions or need further information, please do not hesitate to contact me.

Respectfully,

A handwritten signature in black ink, appearing to read 'Blake Ellis', written in a cursive style.

Blake Ellis
Chief Talent Officer
Harris County Commissioner, Precinct 4

Danna Munguia

marielamunguia20@gmail.com
281-882-9772

EDUCATION

The Honors College at Lone Star College
Tomball, TX
Major: Marketing

Highest Honors Associate of Arts (AA)
Leadership & International Studies Track
GPA: 3.96

ACADEMIC INVOLVEMENT

CASE: Community, Activism, and Social Entrepreneurship Study Abroad Program Summer 2024

- Fully funded program in Tunisia that allows participants to explore advocacy, civil society, and global justice issues through daily presentations, discussions, community service, and interactions with local leaders.

Johns Hopkins University-LSC Humanities Scholar Program Fall 2023- Spring 2024

- A specialized co-curricular pathway designed for LSC honors students pursuing undergraduate research in the humanities. The program seeks to sharpen research skills, fostering a nuanced understanding of the humanities and contributing to a comprehensive skill set in alignment with academic and professional objectives.

The Honors College Presidential Scholar- Lone Star College, Tomball. Fall 2022 - Spring 2024

- Competitively selected to participate in The Honors College including benefits such as fast-track to graduate with highest Honors in Research, Merit Scholar international capstone award, and regional and national conference undergraduate research presentations.

National Model United Nations- Lone Star College, Tomball. Spring 2023 & Spring 2024

- Travel scholarship to attend and participate as part of a Distinguished Delegation to the world's largest university-level Model UN competition in New York City, New York.

LEADERSHIP

Student Government Association- Lone Star College, Tomball. Fall 2023- Spring 2024

Executive Vice-President

- The LSC-Tomball SGA leadership represent the student body of the campus at a local, system, regional, and state level.

Significant Projects:

- **SGA en Español**, the first primarily Spanish-language social media programming from Lone Star College System, dedicated to highlighting the Latinx community featuring professional interviews, such as an insightful conversation with LSC Chancellor, Mario Castillo, and Harris County Commissioner, Lesley Briones.
- **Free Speech Poetry Slam**, an event that encouraged students to perform original poetry based on controversial social and political issues to celebrate our liberties given by the First amendment.

Disney Innovations & Leadership Academy- Lone Star College, Tomball. Fall 2022 - Spring 2023

- Educational program focused on leadership strategies, techniques of teamwork, immersive storytelling, and theme park design while engaging students in group learning, individual breakout sessions, and participating in experiential activities in the Disney Theme Parks.

Honors College Leadership Program- Lone Star College, University Park.

- Selected student in leadership programs, blending academic knowledge with practical experience. Developed a personal leadership style, contributed to team meetings and activities, and led academic workshops for the community. Diligent Social Media Coordinator, adept at capturing

event updates, reminders, recaps, and enhancing engagement on Instagram and Slack platforms. Additionally, played a pivotal role in refreshing The Honors College webpage, elevating online presence and outreach.

- Apprentice Fall 2022- Spring 2023
- Lead Fall 2023- Spring 2024
- Social Media Coordinator Fall 2023- Spring 2024

Lone Star College Student Advisory Council- Lone Star College, System Spring 2023-Spring 2024

- Nominated into council with senior academic leaders to discuss LSC successes and processes, opportunities for improvement, and innovative ideas for consideration.

Phi Theta Kappa Honors Society- Lone Star College, Tomball Fall 2022

- Distinguished member actively participating in transformative initiatives to elevate the student experience conveying essential life skills, foster mental well-being, and create an environment where students can thrive academically and personally.

RESEARCH & PRESENTATIONS

“Mickey Mouse Inclusive Clubhouse: A Cultural Criticism Of Encanto”

- Richard Macksey National Undergraduate Humanities Research Symposium. Johns Hopkins University, Maryland, Baltimore. March 22nd, 2024.
- Great Plains Honors Council Conference. Wichita State University, KS. March 10th, 2023.
- Honors Undergraduate Research Day. Lone Star College-Tomball. December 9th, 2022.

Supervising Professors: Dr. Sean Tiffée, Prof. Ava Veselis

Research Description: This project sheds light on the evolving cultural representations within mainstream media, particularly in the context of a globally influential entity like Walt Disney World.

“Shades of Influence: A Cross-Cultural Examination of Colorism in Media”

- Honors Undergraduate Research Day. Lone Star College-Tomball. December 8th, 2023.

Supervising Professor: Dr. David Beaulieu

Research Description: This project aims to understand the complex interplay between media representation, colorism, and psychological well-being of the Mexican population, promoting inclusivity and advocating for initiatives against skin color inequalities.

“Kill Bill: Examining the Implications of Texas Senate Bill 145 on Gun Control”

- Gulf Coast Intercollegiate Honors Conference. Lone Star College-Cy Fair. October 21st, 2023.
- Honors Undergraduate Research Day. Lone Star College-University Park. May 5th, 2023.

Supervising Professor: Prof. Jennifer Ross

Research Description: This research investigates Texas Senate Bill 145 and concludes that strict gun control laws dramatically impact firearm mortality rates in each state.

“Under the Juggling Act of a Lone Star College Student”

- Grit Summit. Lone Star College-Tomball, October 20th, 2023.

Supervising Advisor: Terri Garcia

Description: This presentation entails the dynamic juggling act of a college student encompassing academics, family, career aspirations, extracurriculars, relationships, support networks, prioritization, and mental care. This presentation dives into implications of embracing this journey, demonstrating our capacity to thrive amidst the organized chaos.

“Voices of Emerging Diplomats: An Autoethnography of NMUN 2022-2023”

- Honors Undergraduate Research Day. Lone Star College-University Park. May 5th, 2023.
Supervising Professors: Dr. Sean Tiffée, Prof. Casey Garcia
Research Description: This research reveals the effective leadership practices observed and utilized during the 2023 National Model United Nations Conference in New York City.

SCHOLARSHIPS & COMPETITIVE ACCOMPLISHMENTS:

LSC Chancellor's Essay Contest Spring 2024	British American Foundation of TX Scholarship Spring 2023
The Honors College Presidential Scholarship Fall 2022- Spring 2024	Outstanding Delegation Award - NMUN, NYC Spring 2023
Merit Scholar International Capstone Spring 2024	Disney Innovations & Leadership Award Spring 2023
CYIENT Undergraduate Award Spring 2024	Outstanding Delegation Award - NMUN, NYC Spring 2024
Hispanic Scholarship Fund Spring 2024	

WORK & VOLUNTEER EXPERIENCE

Oxfam Hunger Banquet / Publicity Committee Volunteer

Lone Star College-Tomball. Expected: April 11th, 2024

- Coordinated the publicity and media for this interactive event led by students that simulates the imbalanced distribution of food in our world with the objective of creating awareness of poverty.

Conversation Partners / Volunteer

Lone Star College-Creekside. September 2023- Present

- Engaged in one-hour informal conversations with English language learners every other week, prompting the conversation on diverse topics about each other's cultures.

Family Roots for Life, Inc. / Marketing Volunteer

Richmond, TX. June 2023 - Present

Non-profit organization that focuses on reuniting, reconnecting, and restoring children, youth, and families through the provision of social, emotional, and behavioral health services.

- Engaged as a proactive Marketing Volunteer with a non-profit, adeptly executing diverse tasks including identifying fundraising prospects, securing sponsorships, composing correspondence, and elevating engagement levels in the social media platforms.

GreenUp The Woodlands Township / Volunteer

September 3rd, 2022. March 22nd, 2023.

- Targeted litter along pathways, waterways and natural areas in my community.

Career and Transfer Connections / Part-Time Timberwolf Leader

Lone Star College, Tomball. August 2023- Present

- In this role, I serve as a liaison for students and faculty. I actively engage in oral presentations to advocate for student needs and provide a student perspective in professional settings at Lone Star College. As a key point of contact. Manage appointments, assist with event coordination, contribute to marketing strategies, and design promotional materials.

Multimedia Services Student Assistant / College Work Study

Lone Star College, Tomball. March 2022- July 2023

- Demonstrated expertise in capturing, cataloging, and refining audio and video content utilizing Adobe Premiere Pro software.
- Performed clerical tasks related to job responsibilities and departmental projects, including typing and proofreading letters, memorandums, forms and reports.

SKILLS

Software: Proficient in Word, Excel, Power Point, Adobe Photoshop, Adobe Premiere Pro, Canva.

Skills: Digital Marketing, Data and Analytics, Story Telling, Verbal and Written Communications, Research, Bilingual.

Languages: Spanish (Native), English (Proficient)

To Whom It May Concern:

I am pleased to write this recommendation letter for Danna Munguia Ayarzagoitia.

I am Anthony Froelich, an Academic & Career Advisor at Lone Star College-Tomball. I have over a decade of experience in higher education. While I've worked at several types of institutions and with a vast variety of students during my career, Danna is one individual who will always uniquely stand out among them.

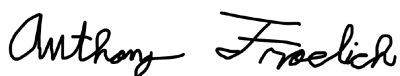
In my time knowing Danna, she has displayed many desirable attributes any organization would want. Some of these include sociability, creativity, collaboration, resilience, excellent communication skills, event planning, and critical thinking. When we first met, she carried herself with poise and professionalism. It was not a surprise when I learned that she was one of our Student Government Association's executives and a major player in our Model United Nations.

Her contributions to our team cannot be understated. During our time establishing our campus's Career & Transfer Connections Center, Danna led efforts to create engaging marketing campaigns and designs that would attract the attention of her peers, community members, and staff across the Lone Star College System. Her work has even received accolades from Mario Castillo, Lone Star College's Chancellor. She has always been open to feedback and actively collaborated to manifest the marketing vision for any event or workshop we have hosted during our first year of operation.

I am confident that Danna would be a great fit for your organization and team. Not only will she bring her experiences and skills, but the teachable and open-minded attitude anyone would desire for their team. She will quickly become an asset and, I suspect, a leader among her peers. Knowing her, she will hit the ground running to quickly learn your marketing and branding guidelines and start contributing to effective marketing campaigns.

I have no reservations about writing this letter to advocate for her candidacy. If you need any expanded information or examples, please do not hesitate to contact me by phone at 713-962-9397 or by email at AnthonyFroelich@yahoo.com.

Sincerely,



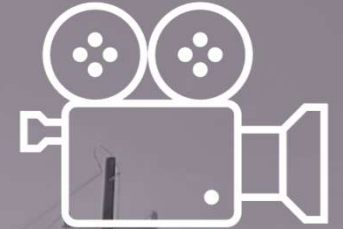
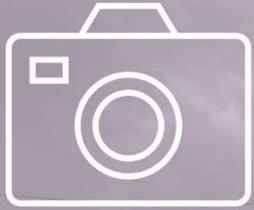
Anthony Froelich, MA

Academic & Career Advisor

Lone Star College-Tomball

713-962-9397

AnthonyFroelich@yahoo.com



Intern Presentation

Danna Munguia
Division of Public Affairs
Communications



About me

Born in
Mexico City



Lone Star College
(AA Spring 2024)

Rice University
(BA in Business,
Spring 2026)



RICE



Career Goals:
Multicultural Marketing
Director



HARRIS COUNTY PRECINCT 4
COMMISSIONER
LESLEY BRIONES

Accomplishments



- Media Coordinator, Honors College Leadership Program
- Executive Vice-President, Student Government Association
- Best Delegate, National Model United Nations
- Regional, State, and National Research Presentations
- Study Abroad, Barcelona & Tunisia

Work Overview

- Daily Clips & Media reports
- Weekly Intern Vlog Series
- Record and edit content (Explore P4, Pride Parade)
- Translations (TLP, graphics)



Boosting Engagement: Optimizing Spanish Social Media Content

Problem Statement:

- Lack of engagement on Spanish social media clips
- 44.6% of the people in Harris County are Hispanic or Latino (U.S. Census)

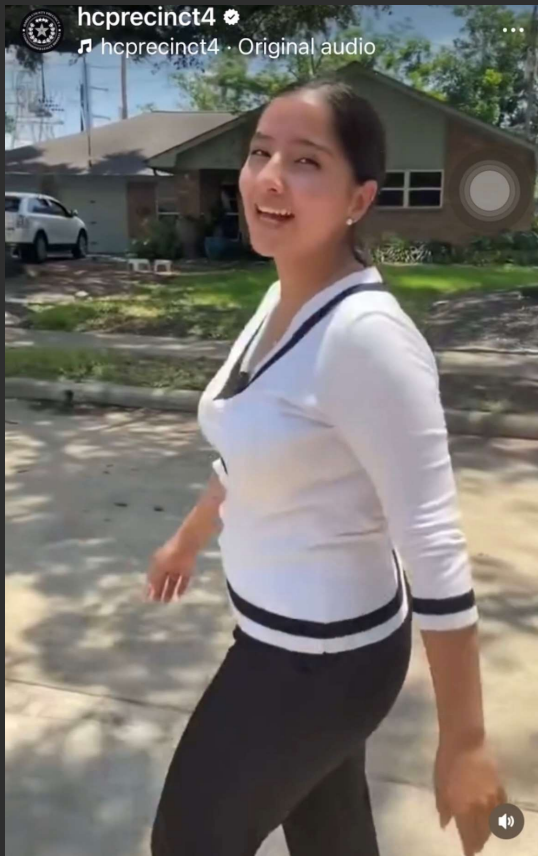
Process:

Created different types of social media content:

- Spanish w/o subtitles
- Spanish w/ English subtitles
- Bilingual w/ subtitles

Impact:

- Identified ways to drive more traffic on Spanish media



Spanish w/o
Subtitles



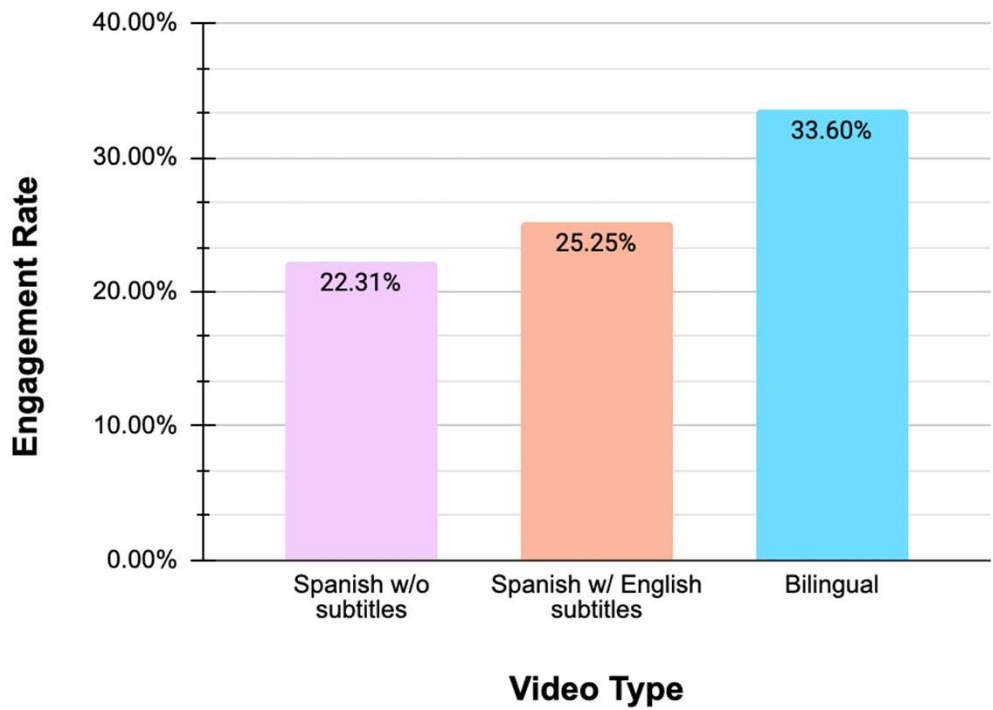
Spanish w/ English
Subtitles



Bilingual

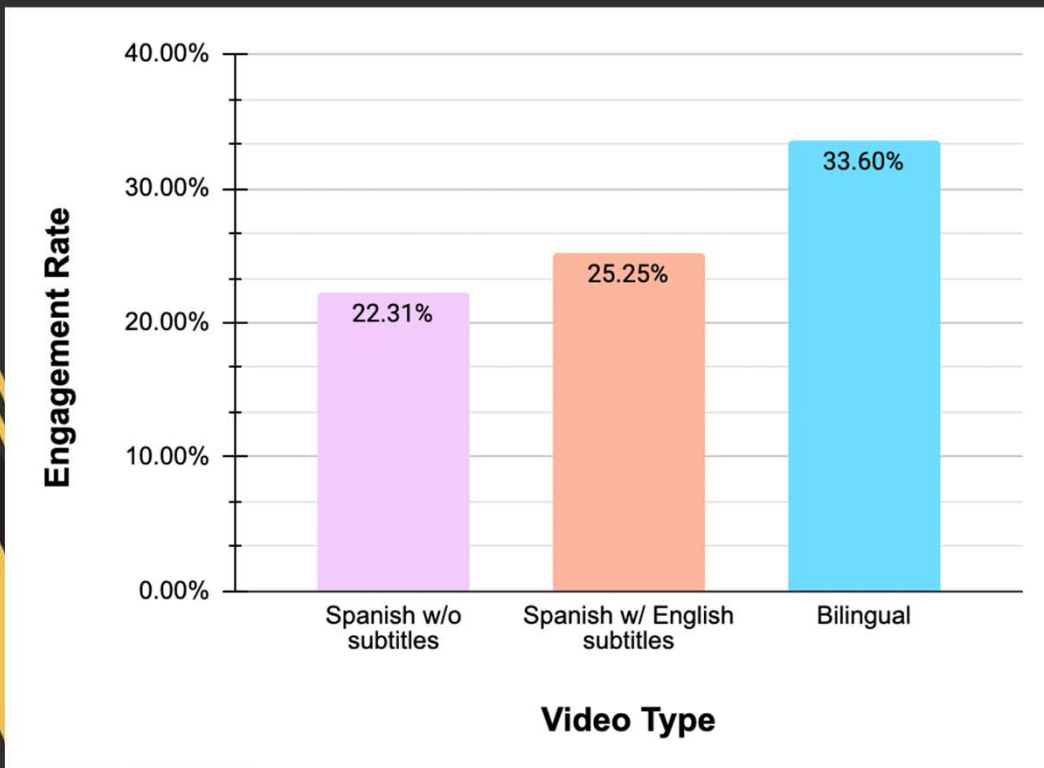
Analysis

$$\text{Engagement Rate (\%)} = \left(\frac{\text{Total Engagements (Likes + Views + Comments)}}{\text{Total Followers}} \right) \times 100$$



Analysis

$$\text{Engagement Rate (\%)} = \left(\frac{\text{Total Engagements (Likes + Views + Comments)}}{\text{Total Followers}} \right) \times 100$$



- **Bilingual** content resonates most strongly with the audience
- **Spanish videos w/ English subtitles** demonstrate that providing accessibility through subtitles enhances viewer interaction
- **Spanish videos w/o subtitles** had the lowest engagement, suggesting that language barriers may limit the content's reach and impact

Conclusion

- Bilingual and subtitled videos perform better
- Variables
 - Timing
 - Content
 - Trends

Recommendations

- Increase the frequency of multilingual clips with subtitles to bridge the language gap and attract more viewers
- Tailor content to include topics of high interest to the Spanish-speaking community (eg. Copa America)
- Implement interactive multilingual content like Q&A sessions with Commissioner Briones and her team

Lesson Learned & Observations

Growth:

- Adaptability
- Time management abilities

Feedback:

- More time to shadow



HARRIS COUNTY PRECINCT 4
COMMISSIONER
LESLEY BRIONES

Recognition

- I want to thank Commissioner Briones and the HCP4 team, the entire Communications Department for their support, mentorship, and guidance throughout my internship.
- I want to thank the other interns because their hard work, friendship, creativity, advice, and sense of humor have made this experience unforgettable.



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Thank You!

Q&A



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