

Fern Tiger
Curriculum Vita / 2018

Education

B.F.A., M.S. Pratt Institute, Brooklyn NY
M.F.A. The Pennsylvania State University, University Park, PA
Post Grad The Pennsylvania State University, University Park, PA
(Man-Environment Relations/ Psychology of Art; emphasis on the impact of visual form on audiences; the politics and sociology of art and media and the potential for expanded participation in the arts in the final decades of the 20th century)
Carnegie Mellon University, Pittsburgh, PA
(Joint Program in Art and Cognitive Psychology)

Employment

2012 - present Professor, University of Washington Tacoma Urban Studies Program
2017 Co-led Travel Abroad program (joint: Urban Studies and Education) to Cape Town South Africa: program engaged students (undergrad, masters, doctorate) in community development and education projects in Philippi Township
2005 - 2012 Professor of Practice, College of Public Programs, Arizona State University
2004 - 2005 Professor of Practice, College of Design, Department of Planning, Arizona State University
1978 - present Founder, President, and Creative Director, Fern Tiger Associates (see profile/project list)
1978 Visiting Faculty, University of California at Davis
1977 - 1978 Editorial Board, *Left Curve*: periodical focusing on art and popular culture
1975 Project Director, *City Spaces*, Missouri State Council on the Arts
1973 - 1977 Assistant Professor, Washington University, St. Louis; School of Fine Arts
1971 - 1973 Instructor, The Pennsylvania State University

Professional Background

An artist by training (with post graduate work in man-environment relations and cognitive psychology), Fern's early interest in the importance of integrating diverse disciplines in order to address contemporary issues, led to a career as a strategist – combining the innovative, perceptive, and holistic insights of an artist/designer with the practical and systemic tools of planners and researchers.

Fern is president and creative director of the Oakland, CA-based Fern Tiger Associates, FTA, (www.ferntiger.com) and is a Professor at University of Washington Tacoma (Urban Studies Program).

For three decades, FTA has focused on the human aspects of problems and solutions; on the impact of public policies on communities and mission-driven organizations; and on the means by which the successes of one community or one organization can be incorporated into programs in other communities and organizations. The firm's history is filled with projects that have influenced the direction of scores of low-and moderate-income communities, nonprofit organizations, and public agencies – helping each to be strategic and effective, and to grow and mature. While the client base is varied, the firm has long been known for its work with organizations, foundations, and governments focused on improving the lives of low-income families and children, increasing civic engagement and making it “authentic,” improving public education, building community, and supporting philanthropy. With deep roots in progressive issues and a long-standing commitment to the purpose and value of the nonprofit sector, FTA has integrated a unique set of creative and pragmatic skills into all of its work.

In 2004, Fern was appointed by the President of Arizona State University to be one of the first four Professors of Practice at the University. She served in this capacity through 2012, teaching graduate level courses through the College of Public Programs in the School of Public Affairs. In 2012 she accepted an appointment at University of Washington Tacoma. Early in her career, Fern was on the faculties of Pennsylvania State University and Washington University, St. Louis, where she taught interdisciplinary courses focused on the means by which art and media influence public opinion, civic engagement, and social consciousness.

Both in her capacity as a professor and as the spearheading force of Fern Tiger Associates (FTA), Fern has been focused on five core areas of work, all of which she believes must be seamlessly integrated: community-based action research; strategic planning and communication; advocacy documentation; civic engagement; and public policy and evaluation. The firm's unique interdisciplinary skills (including graphic design, photography, web development, and writing) blur the edges and traditional definitions of planning, research, community development, evaluation, and public affairs.

Fern is a frequent speaker at conferences dealing with both nonprofit and urban issues, and has also published and been cited in publications addressing these topics as well as civic engagement, community-based decisionmaking, and the use of visual tools to inform communities. FTA, under Fern's guidance, has won scores of awards for its innovative design, communications, program documentation and evaluation, and strategies for community planning and organizational effectiveness.

While it may appear that Fern has moved far from her roots in the world of art, she sees her work as the logical extension of that training, which resulted in problem-solving skills, creative and holistic thinking, and innovative approaches to policy and civic engagement. She believes strongly that investigation, engagement, and participation are essential to address today's ever more complex problems.

Select Publications

- *Bridging Borders; Breaking Bread: UWT Experiences in South Africa.* 2018
- *A New School for San Martin California.* 2018
- *Aiming High: The Future of the San Mateo County Office of Education.* 2016.
- *Embracing Change: Report on Findings regarding the San Mateo County Office of Education.* 2015
- *M-Power-Maui.* A Community Conversation on Energy. Maui Economic Development Board. 2015
- *The Action Lab: A Radical Innovation for Authentic Engagement.* Engagement Australia 2015
- *The University/Community Dilemma: Putting the Town in the Gown; Putting the Gown in the Town.* Engagement Australia 2015
- *Bringing Voices Together to Create a Waterfront Vision.* Congress of the International Society of City and Regional Planners (ISOCARP). Gdynia, Poland. 2014
- *Documenting the Puyallup Watershed Initiative.* The Russell Family Foundation. 2014
- *A Decade of Commitment to Building a National Movement of Families.* Marguerite Casey Foundation. Seattle. 2012
- *Mapping the Way toward a Strategic Future.* Fresno Housing Authority. 2012
- *Voices to Vision: A Community Vision for Albany's Waterfront.* 2010
- *The California Child Care Portfolio.* 1999, 2001, 2003, 2005, 2007, 2009. California Child Care Resource & Referral Network.

- *Creating the New American University*. A Report to the President of Arizona State University. 2007. (A Social Embeddedness Plan for ASU)
- *Ahead of the Curve*. Prepared for SMCOE. 2007.
- *Our Islands, Our Future. A Vision for Maui Nui*. 2004
- *The Violence Prevention Initiative: A Bold Response to a California Crisis*. October 2003, *Reflections*. The California Wellness Foundation (June 2004) – excerpt of full report.
- *Marin County Child Care Outcomes*. 2004
- *Cluster Grantmaking*. prepared for the David and Lucile Packard Foundation. 2003
- "The Art of the Brochure." *Child Care Information Exchange*, March/April 1995.
- *Understanding Marketing: Strategies for Child Placement*, funded by David and Lucile Packard Foundation. 1994. (140 pages)
- "Frozen Images or Examples to Emulate? An American View of Finnish Design," *Arttu!* Published in honor of the 50th Anniversary of the Taideollinen Korkeakoulu (College of Art, Helsinki, Finland). 1992.
- "Breaking New Ground: Pharmaceutical Pioneer Lends New Meaning to the Term 'Corporate Citizen'," *Competitions Magazine*. Louisville, Kentucky. Co-authored with Annette Doornbos. Summer 1991.
- "Media, Media Work, and Media Workers," *Control Magazine*. London, England. Fall 1979.
- *OAKLAND 1979*. City of Oakland. 1979.
- "Video Documentation: Using the Passive Media to Encourage Social Responsibility," *Left Curve* #7
- "Real Estate and Cultural Expression", *Red Herring*. Spring 1978.
- *Ladue, Maplewood, Wellston*. Self-published photo documentation. St. Louis Missouri. 1977.
- "Method or Mouthtalk?," *THE FOX #3*. New York, New York. Spring 1976. (Co-authored with Dr. E. Robbins)
- "The Issue of Art in America in 1975," *Taide 1975: Finnish Artists' Society Journal*. 1975.
- "Toward an Interactive Art," *Design Methods Group/Design Research Society Journal*. UC, Berkeley, 1975
- "The Artist as Gamer: Two" *National Gaming Society*. 1974.
- "The Codification and Organization of Abstract Visual Patterns," *Proceedings of the International Colloquium on Empirical Aesthetics*. University of Leuven. Leuven, Belgium. August 1973.
- "On Visual Problem Solving," *Proceedings of the International Colloquium on Empirical Aesthetics*. University of Leuven. Leuven, Belgium. August 1973.
- "The Artist as Gamer," *Simulation/Gaming News*. University Station. Moscow, Idaho. September 1973.

Invited Lectures, Special Projects

- 2017 Invited Speaker, Doctoral Program in Educational Leadership – *Evaluation: Cautionary Tales*
- 2017 Invited Speaker, University of Cape Town, South Africa
- 2017 Invited Speaker, Polis University, Tirana, Albania
- 2015 Invited Speaker and Roundtable Convener, *Engagement Australia*
- 2014 Invited Speaker and Track Keynote, *ISOCARP* (International Society of City and Regional Planners) 50th Annual Congress; *Urban Transformations - Cities and Water; Waterfront Governance*
- 2014 Invited Speaker, Coventry University, UK, *Symposium on University/Community Engagement*
- 2013 *Beyond Resilience: Actions for a Just Metropolis*, Architects Designers and Planners for Social Responsibility Annual Conference, Invited Speaker, New York; *Innovative Urban Design: Putting the Active into Community Engagement*

- Urban Affairs Association Annual Conference, San Francisco, Invited Speaker*
- University of Utah Mayor's Symposium, Keynote Speaker: "Universities Change Communities; Communities Change Universities; Communities Create Universities; Universities Create Communities"*
- Imagining America Annual Conference, Syracuse University, Invited Speaker: "The Art of Engaging: Power and Possibility of Authentic University/Community Dialogue"*
- 2010 *Toward a Just Metropolis, Invited Speaker, University of California, Berkeley*
- Art and Science Colloquia, Invited Speaker, School of Sustainability, Arizona State University*
- Association of Women in Communications, Juror for Clarion Awards
- 2008 ICMA (International Association of City and County Managers). Conference Speaker. *Social Equity*
- 2007 *University as Civic Partner*. Conference speaker sponsored by Arizona State University and The Lincoln Institute.
- National Academy of Public Administration Conference. *"Social Change? Social Service? Social Equity?"*
- 2005 Guest Speaker, Trainer, Nevada County First 5: *Marketing: Is this a Task for Nonprofits?*
- 2004 Guest Speaker, Nevada County First 5
- Washington State Child Care Resource & Referral Network
- 2003 *Girls Research and Advocacy Project: Presenter to Alameda County and Press Conference Speaker*
- Speaker, California Child Care Symposium, Asilomar, California
- Trainer, Nonprofit Management Issues and Challenges
- Speaker *"Communicating Creatively"*
- Speaker *"Incorporating Core Values at the Organizational Level"*
- Focus Maui Nui*
- 2001 Trainer; MATRIX (a project of the San Francisco Foundation), on strategic planning, for West Oakland nonprofit organizations
- 2000-1 Speaker and presenter, Annual Symposium, NACCRRRA (National Association of Child Care Resource & Referral Agencies, Washington D.C.
- 2000 Speaker, at all regional conferences (7 locations) throughout the U.S. on child care resource and referral, for the National Association of Child Care Resource & Referral Agencies (NACCRRRA)
- 1999 Speaker, Annual Symposium; National Association of Child Care Resource & Referral Agencies; Washington D.C.
- 1998 *"Innovative Approaches to Planning and Strategic Outreach"* Training for nonprofit organizations
- Speaker, California Child Development Policy Advisory Committee: *"Interpreting and Using Data to Make Change"*
- 1997 Trainer, Maui Economic Development Board: *"Marketing Economic Development"*
- Trainer, *"Innovative Approaches to Planning for Nonprofit Managers"*, for nonprofit organizations throughout Hawaii, sponsored by the Hawaii Community Foundation
- Speaker, Child Development Policy Advisory Committee: *"Data, Design, and Decisions"*
- Sacramento, CA
- Speaker, Peninsula Community Foundation, *"Marketing Strategies for Nonprofits"*
- Speaker, American Public Health Association: *"Public Benefits of Partnerships with Private Sector"*
- Speaker, Jobs for Justice: *"Public/Private Partnerships to Benefit Community"*

- 1996 Speaker, California Child Care Resource & Referral Network Annual Conference: *"Image and Identity Issues Related to Children's Programs"*
 Speaker and Trainer, Rural Community Assistance Corporation, Meeting of the Western States, Las Vegas, Nevada: *"Marketing and Outreach Strategies for Nonprofit Organizations"*
 Speaker, California Public Health Association: *"Community Health and Community Well Being"*
 Speaker, Association of Northern California Non Profit Housing Organizations: *"Understanding Audiences; Creating Change"*
 Lecturer, California State University, Hayward; Nonprofit Marketing Program
 Speaker and Resource Consultant, National School-to-Work Institute, Washington D.C.
- 1995 Speaker, San Francisco Task Force on Biotechnology
 Speaker, Bay Area BioScience Center Conference on *Community Impact of Biotechnology*
 Speaker, National Association of Child Care Resource & Referral Agencies (NACCRRA), Western States Conference, *"Effectively Reaching Parents"*
 Speaker, California Science Teachers Association Annual Meeting
 Speaker, Math Education Reform Conference: *"Using Good Public Relations to Promote Education Reform"*
 Panelist, Northern California Grant Makers: *"Advice to new Philanthropists"*
 Speaker, Southern California Association for Philanthropy, Jobs Conference (SCAP) *"Training Programs that Work for "At Risk" Youth"*
- 1991-7 Speaker, Annual California Child Care Resource & Referral Network Symposium, *"Marketing and Outreach to Parents"*
- 1994 Speaker, North American Conference on Adoptable Children (NACAC)
 Speaker, Northern California Association of Human Resources. *On the Occasion of the 40th Anniversary of Brown vs. Board of Education*
- 1993-4 Speaker, Family Builders Network National Conference, *"Effective Recruitment of Appropriate Families for Adoption of At-Risk Children"*
- 1993 Speaker, UC Berkeley Planning Dept., *"Making Public, Private Partnerships Work"*
 Conference Speaker, Trainer, National Adoption Exchange, Las Vegas, Nevada.
 Conference Speaker, Massachusetts Institute of Technology, *"The New American Public School"*
- 1982 Speaker, Tyler School of Art, Temple University, Philadelphia, Pennsylvania; California Institute of Art, Department of Design, Valencia, California; University of California, San Diego; Otis Parsons Art Institute, Los Angeles, California
- 1980 Speaker, University of Oregon, Department of Art and Architecture; University of California, Department of Geography, *"Alternative Documentation Techniques"*
- 1979 Speaker, Feminist Conference, Berkeley, California, *"Community and Art"*
 Speaker, Higher Education Consortium on Urban Affairs, San Francisco, California, *"The Artist and Urban Issues"*
- 1978 Guest Lecturer, University of California, San Diego, *"Social Documentation"*
 Steering Committee, The Hospital Television Project
- 1977 Panelist, San Francisco Art Institute/ *"Art and Social Theory"*
- 1976 Visiting Artist and Lecturer, Kansas City Art Institute
- 1975 Juror, International Graphica Creativa, Jyväskylä, Finland

- Keynote Speaker, International Visual Artists' Conference, *Image and Ideology*, Jyväskylä, Finland: "*The State of Art in the United States*"
- Participant and Speaker, Design Methods Group, Third International Conference, University of California, Berkeley, "*Participatory Art*"
- 1975 Finnish American Society Grantee; Keynote to conference: *Image and Ideology*
- 1974 Lecturer, Critic, Departments of Architecture and Psychology, Washington University, St. Louis
Speaker: National Gaming Conference, Pittsburgh, Pennsylvania: "*The Artist as Gamer*"
- 1973 Speaker, Fifth International Colloquium on Empirical Aesthetics, Leuven, Belgium, "*Visual Problem Solving*"
- 1972 Speaker, *Design Issues Seminar*, Carnegie Mellon University, "Visual Order: The Search for an Explanation"

Professional Awards and Honors (Fern Tiger/ Fern Tiger Associates)

- 2016 Marcom Gold, for *Excellence and Equity in Education*
- 2015 MarCom Platinum Award, for *Breaking Ground. Building Community*, Fresno Housing Authority
- 2013 Hermes Gold Award, for "*Bringing a Brand to Life*," Fresno Housing Authority
- 2012 Marcom Creative Award Platinum
- 2011 Clarion Award, Association of Women in Communication
- 2010 Rebrand Creative Award, for *The Resource Connection*
- 2010 Honor Award, presented by the California Child Care Resource & Referral Network to Fern Tiger ("*for portraying child care issues with insight and creative genius and expanding public understanding of the complexities of making quality, affordable child care available to all families*")
- 2009 *Biotech Partners Founders Award*
Marcom Creative Award, Platinum for *Voices to Vision*, External Newsletter/Government
- 2008 Hermes Creative Award, Gold, for FTA Annual Open House Invite/ Marketing Collateral
Hermes Platinum for FTA Annual Invite / Design; *California Child Care Resource & Referral Network - 2007 Child Care Portfolio*
- 2007 Clarion Awards - Association for Women in Communications, for Special Design/ Single Item: Celebrating 29 Years,
- 2006 Clarion, Association for Women in Communication and the Public Relations Society of America (PRSA) for "*Grassroots Meets Bureaucracy*" (*San Francisco Department of Children, Youth, and Their Families*)
ADDY for work with *San Francisco Department of Children, Youth, and Their Families*
- 2005 Marcom Creative for the *San Francisco Department of Children, Youth, and Their Families*
Marcom Creative (highest level) for design of the FTA *Open House Announcement*
- 2004 Communicator Crystal Award of Excellence
Communicator Award of Distinction
Bronze ADDY for Public Service for *Make a World of Difference from Your Home*
Silver ADDY for *Child Care in Marin County*
- 2003 Public Relations Society of America for Integrated Communications - Associations/ Government. Nonprofit Organizations
International Association of Business Communicators Gold Quill Award for *The 2001 California Child Care Portfolio*

- Women in Communications Clarion for Public Affairs Ongoing Campaign
- 2000 Public Relations Society of America for Materials developed for the launch of the capital campaign for the *Museum of Children's Art*
- 1998 Communicator Awards for *East Bay Community Foundation publication* and for *OnView/ Bayer Corporation*
- 1997 Bronze Anvil, Public Relations Society of America, for *The California Child Care Portfolio*
- 1996 Children's Choice Award, Saint Vincent's Day Home
- 1995 Gold Quill, International Association of Business Communicators
- Bay Area Bests, *Death By Documentary* (Crisis Communication/Berkeley public schools)
- Women in Communication*, National Award, The Clarion
- Crystal Compass, *Public Relations Society of America*
- Compass Award, *Public Relations Society of America*, for the *Bayer Plan for Visibility*
- 1994 Compass Award, for "*Measure A+ News*" / *Berkeley Unified School District*
- Compass Award of Merit, "*Planning for New Schools in Berkeley*"
- 1992 American Institute of Architects, National Award for Urban Design Excellence for the *Bayer Biotechnology Site Development project*
- Crystal Compass for the *Bayer Biotechnology Communication/Outreach Strategy*
- Compass Award for *Best Speech written for external audience*
- 1991 Certificate of Recognition, California Assembly
- 1990 National Association of Housing and Redevelopment Organizations (NAHRO) for the *Berkeley Housing Authority Guide to Section 8 Programs*
- 1983 American Society of Landscape Architects for *GreenStreets, The Oakland Tree Planting Plan*
- 1989 Distinguished Communicator: California Child Development Administrators Association
- 1972 Central Fund for Research, The Pennsylvania State University

Current Research and Projects

- Engaging communities in local planning
- South Africa's Townships
- Impact of business and corporate terminology and ideology on nonprofit and public sector organizations and decisionmaking
- Building cohesive, sustainable mission-driven organizations from multiple parts
- Role, future, and potential to re-invent public agencies; public agencies as change agents
- Case studies of locally-based social change organizations
- Civic engagement and complex community issues
- The role of urban universities in communities
- Long-term impact of community engagement on policy and community change

Other

- Member of the Board, Jewish Film Institute

Travel

Albania, Austria, Australia, Belgium, Brazil, Cambodia, Canada, Chile, China, Colombia, Crete, Cuba, former Czechoslovakia, Czech Republic, Denmark, Ecuador, England, Finland, France, former German Democratic Republic, Germany, Greece, Guatemala, Honduras, Hong Kong, Hungary, Iceland, India, Ireland, Italy, Japan, Laos, Luxembourg, Mexico, Morocco, Myanmar, Nepal, Netherlands, Norway, Panama, Peru, Poland, Portugal, Romania, Scotland, South Africa, Russia, Scotland, South Africa, Spain, Sweden, Slovakia, Switzerland, Thailand, Tibet, Tunisia, Turkey, Uruguay, Viet Nam, former Yugoslavia, as well as extensive travel throughout the United States.

Memberships in Professional Societies

International Association of Business Communicators (IABC)

American Institute of Graphic Arts (AIGA)

For additional information, www.ferntiger.com