

# ALVONIA W. BALDWIN

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## Professional Summary

Accomplished Director offering expertise in both profit and non-profit business planning, operations, and program management within the adult and/or geriatric populations. Ready to leverage years of experience to increase strategic outreach, boost membership and increase contribution base.

**Competencies:** *Grant Writing, Program Leadership, Strategic Planning, Business Development, Project Management, Critical Thinking, Community Advocate, Relationship Building, Leadership*

## Career Progression

**General Manager/Operations Director, 03/2021 to Current**

**Lair Family Ventures; LLC/ DBA Home Instead** -Chapel Hill, NC

- Manages day to day operational excellence for 4 In-Home Care Franchises cross North Carolina and Texas.
- Spearheads operational leadership for in-home care franchises, overseeing comprehensive budget management and multi-department coordination (HR, Staffing, Client Care).
- Cultivates strong executive communication channels, ensuring franchise compliance and operational synergy across the organization.
- Maintains effective communication between Executive team members, stakeholders, and the franchise owner.

**Senior Center Director, 03/2017 to 03/2021**

**Durham Center For Senior Life** – Durham, NC

- Created and updated policies and procedures, maintaining compliance with statutory, regulatory, and local, state, and federal guidelines relating to HIPAA, benefits administration and general liability.
- Led strategic vision for Congregate Nutrition sites, managing operations, and program development across 3 locations, impacting 2000 seniors.
- Determined proposal concepts by identifying and clarifying opportunities and needs, studying requests for proposal (RFPs) and attending strategy meetings.
- Built robust community and stakeholder relationships, enhancing organizational outreach and compliance with regulatory guidelines.

**Executive Director, 04/2008 to 03/2017**

**Florence Grey Soltys Adult Day Health Program** – Hillsborough, NC

- Performed and coordinated assessments, reassessments, enrollments, home visits, discharges, and intakes for all participants.
- Fostered work culture of collaboration and inclusion to increase morale and reduce turnover.
- Provided ongoing evaluation of participant's changing needs and develop program changes in accordance with those needs.
- Maintained and complied with various monitoring agencies accordance with local, state, and federal regulations governing adult day services.
- Negotiated new and existing contracts and service agreements with vendors to achieve prime pricing.
- Promoted mission of organization via successful community outreach and marketing strategies.

**Activities and Marketing Director, 10/2004 to 12/2007**

**Brighton Manor** – Fuquay-Varina, NC

- Planned, developed, implemented, and organized meaningful activities to meet the needs of every resident.
- Orchestrated comprehensive activity programs and marketing initiatives, resulting in a 75% boost in resident engagement.
- Partnered with medical staff for holistic resident care assessments, contributing to improved service quality.

## Education

**Bachelor of Science:** Therapeutic Recreation

**Winston-Salem State University** - Winston-Salem, NC

**Certifications:** Senior Center Operations and Program Operations Certified (SCOPE), Ann Johnson Institute Senior Center Certification, Home Instead General Manager Certification, Alzheimer's Essential Training Certification, CPR/ First Aid Certified, Certified Notary Public