

Equity & Engagement at NBRC

Director's Introduction
and Strategic Focus
Claudia Ritchie



North Bay
Regional Center

Presentation Outline

- Background
- NBRC Journey
- Role & Scope as
Director of Equity &
Engagement
- Key Focus Areas



Background

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- Born and raised in Mexico, lived in Morelia Michoacan prior to immigrating to the USA at the age of 17. I am the 4th of 8 siblings.
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- Mixed heritage: Mother Mexican native & Father from Spain.
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- Experienced privilege and discrimination in different stages of life. Both in Mexico and in USA
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- First-hand knowledge & experience on inequities and systemic barriers.





My 1st Home, Family, Language & Culture

[Morelia](#)

11:00

Culture & Traditions



Identity, Love & Gratitude

Morelia UNESCO World Heritage



[Mexico en la piel](#)

NBRC JOURNEY

Carrer growth and
leadership path; foundation
for current role.





North Bay Regional Center

- **MY JOURNEY AT NBRC**

- **March 2014** – Hired as a **Service Coordinator** for the Children's Unit in Santa Rosa (2 years)
- **May 2016** – Promoted to **Supervisor** for the Children's Unit in Santa Rosa (7 years, 5 months)
- **June 2023** – Transitioned to **Operations Director** for the Behavioral Health & Social Services Departments at Petaluma Health Clinic, Petaluma (1 year, 9 months)
- **February 2025** – Hired as **Director of Equity & Engagement** (6 months)

Director of Equity & Engagement Scope and Responsibilities

Oversight and
Supervision of the
Equity and
Engagement Unit:

- DEIB/LACC – **Abi Andrade & Anaid Carreno**
- Communications Specialist – **Geri Audette**
- Consumer Advocate – **Ellen Sweigert**
- Person Centered Thinking Coordinator – **Carrie Brown**
- Effective October 2025, The **DEI Unit 1-40 caseload** will transfer under my supervision



Strategic Focus Areas (2024-2026)

1. DIVERSITY ,
EQUITY, INCLUSION
AND BELONGING

2. PERSON-
CENTERED
THINKING (PCT)

3. ADVOCACY

4.
COMMUNICATIONS

1 DIVERSITY, EQUITY, INCLUSION & BELONGING STRATEGIC PLAN 2024-2026

Key Focus: Equitable Access for All

- **Remove barriers** that prevent minority groups from using services
- **Support in preferred languages** with translation & interpretation
- **Culturally responsive services** that respect family values & traditions
- **Person-centered approach** that prioritizes individual needs and voices
- **Embed inclusion** so services reflect the diversity of our communities



EVENTS SCHEDULE

FEB 28

WINTER RESOURCE FAIR

Hosted in Solano County

2025

AUTISM ACCEPTANCE MONTH

APR 30

Resource Fair hosted in Sonoma County

JUL 25

2ND ANNUAL YOU BELONG!

Summer Resource Fair hosted in Napa County

3RD ANNUAL REUNION CONFERENCE

SEPT 20

Hosted in Solano County

OCT 24

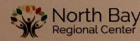
3RD ANNUAL TRUNK OR TREAT

Resource Fair hosted in Napa County

TRIBAL SYMPOSIUM

NOV 15

Hosted in Sonoma County



FREE FOOD!

Meet NBRC's first Director of Equity & Engagement: Claudia Ritchie

We cordially invite you to engage with the DEIB team and explore NBRC's commitment to Diversity, Equity, Inclusion, and Belonging. We encourage you to share your experiences, successes and any challenges you've faced when accessing NBRC services and supports.

Monday
June 23, 2025 | 12:00 PM | 610 Airpark Rd, Napa, CA

Tuesday
June 24, 2025 | 1:00 PM | 520 Mendocino Ave, Santa Rosa

Wednesday
June 25, 2025 | 1:00 PM | 445 Merchant St, Vacaville, CA



This event is supported by Language Access and Cultural Competency Funds



DEIB EVENTS 2025

Person-Centered Thinking 2024-2026 Strategic Plan

Objective:

Internal policy development; cultivate a person-centered organizational culture through cross-departmental collaboration.

Person-Centered Achievements so far...



PCT Steering Committee (17 members) formed with representation from multiple departments, including Human Resources, Intake, Clinical, and Early Intervention. QA, Case Management, Resource Dev



PCT Coordinator Carrie Brown hired on July 16, 2025.



6 certified PCT trainers and 14 PCT coaches in place.



3 out of 6 Cultural Leadership change PCT all-day trainings completed. 75% of NBRC staff have completed the 2-day PCT training.



One-Page Description activity introduced and supported. PCT Coordinator attends Unit Meetings to facilitate the One-Page activity.



Formation of a cohesive **PCT team** including the coordinator, coaches, and trainers to clearly define roles and scope, and to provide ongoing training and coaching support to all staff.

One Page Description

Claudia's OPD

Carrie's Brown OPD

Claudia's One Page Description



✦ About Me

I am a dedicated, affectionate, and culture-loving Latina who values faith, and family. At work, I bring dedication, enthusiasm, and high expectations—but also a kind, supportive, and humble spirit. Laughter, music, and time with loved ones sustain me. Coffee kickstarts my day and sets the tone for everything that follows. I love nature, and laying on the beach in Hawaii with a Mai Tai is my happy place.

♥ What is Important to Me

- Faith & Family – My foundation, source of joy and direction.
- Music – Lifts my mood and fills my soul.
- Nature – Oceans, mountains, or beach—this is where I recharge.
- Coffee – Essential for joy and productivity (and a little sass!).
- Honesty, Respect & Accountability – Non-negotiable values in life and work.

🌐 How to Best Support Me

- Communicate clearly and directly—let's be honest and respectful.
- Be clear on expectations, and let's hold each other accountable.
- Collaborate and grow through honest feedback.
- Humor is connection—share a joke, even a bad one!
- Come ready: bring coffee ☕, a song 🎵, a task list ☑ and good vibes.
- Build a meaningful connection—let me know how I can support you too.
- Let's lead with gratitude—life's too short not to.

♥ What People Like and Admire About Me

- Direct, yet kind and deeply affectionate
- Humble and open to learning
- Hardworking and dedicated
- Persistent and goal oriented
- Lifelong learner
- Fun-loving and humorous
- Optimistic dreamer—"Everything is possible!"

Carrie

What Others Like and Admire about Carrie

- Friendly
- Supportive
- Humorous
- Dedicated
- Enthusiastic
- Collaborative
- Creative
- Adaptable



Important TO Carrie

- Creativity
- Collaboration
- Caring Colleagues
- Connecting with others
- Being outside
- Travel and Adventure
- Family and Friends
- Kitties

How To Best Support Carrie at Work

- Be accessible for conversation and collaboration
- Provide feedback in a kind manner
- Encourage me to take a break and go outside
- Be reliable, dependable, and supportive

ADVOCACY

2024–26 Strategic Plan

Strengthening Self Advocates.

Focus: Foster self-advocacy, leadership, and interconnectedness among individuals served by NBRC and their communities.

Goals

- **Amplify Voices**
Create space for self-advocates and community members to share perspectives and influence change.
- **Track Growth**
Build a simple tool to measure progress and impact in self-advocacy.



ADVOCACY STRATEGY

Building Self-Advocacy

Expand Advocacy Presence & Influence

- Form a Self-Advocacy Committee
- Partner with local organizations to elevate advocacy efforts

Measure Self-Advocacy Growth

- Develop a simple self-advocacy tool (survey, checklist, stories)
- Gather feedback from self-advocates
- Share progress reports with community & stakeholders

Communications and Outreach 2024-2026 Strategic Plan

Key Focus: Strengthen and streamline communication systems so that staff and community feel informed, connected, and aligned with NBRC's mission and priorities.



Communications Project

[Equity & Engagement
Unit 1](#)



WE BELONG!

[CHECK OUT A
VIDEO OF THE
EVENT HERE!](#)

