



To: Office of Science and Technology Policy  
From: Cary McQueen, Executive Director, Art With Impact  
Date: November 17, 2015  
Subject: Recommendation for Monica Flores, Web Developer

I am writing to recommend the work Monica Flores did for Art With Impact.

We contracted with Monica Flores in the earliest days of our organization's formation in order to accomplish three goals: launch a professional web presence that would help us attract additional funding and resources, develop an online workspace for our desired audience of filmmakers, and implement a design received from an outside firm.

Monica helped us think through our needs and helped us iterate what became our current platform, which is still running on the back-end designed and implemented by Monica in 2011. Monica designed and implement a monthly film contest, resource list, CRM, user login process, many content pieces, user submitted forms, and management tools such as judging and five-star reviews. It is a testament to her deep understanding of our needs and her future proofing of the site that we were able to use the original site she delivered to us for over 5 years.

We also worked with her to pilot a text-to-vote system to help spread the word of our films, which focus on mental health awareness, through a partnership with Sony Metreon in San Francisco.

Because of our early ideation process and the iterative ability with which Monica helped us to think through different pieces of our client engagement and website tools, we have now increased our reach to be a part of statewide Mental Health efforts through California's Prop. 63, the Mental Health Services Act, reaching thousands numbers of young people throughout the state every year through in-person workshops and online engagement

I so appreciate Monica for her clear headedness, thoughtfulness, overall understanding of our needs, and ability to rapidly prototype with our website and overall project! Not to mention the fact that she has a warm and engaging personality and is a true pleasure to work with.

Please feel free to contact me for further information or clarification: 415.420.4932 or [cary@artwithimpact.org](mailto:cary@artwithimpact.org)