

**County of Hawai'i Office of Sustainability, Climate, Equity, and Resilience (OSCER)  
Response to Request For Qualifications**

**Name of Organization:** StoryCenter

**Contact:** Andrea Spagat, Director of Programs  
1442A Walnut Street #417 Berkeley CA 94709 USA

[StoryCenter](#) is a non-profit operating since 1993 - average number of employees - 7

**The education, training, and qualifications of the individual, or if a firm, its key employees:**

We are including the CV's of the two key facilitators at StoryCenter and a sole source letter that describes our unique ability to do this type of work. The two key facilitators are Executive Director Joe Lambert and Director of Programs Andrea Spagat.

**A list of recent projects and the names of up to five clients who may be contacted, including at least two for whom services were rendered during the preceding year:**

Nā Leo Kāne Digital Storytelling

Service dates - Various contracts between June 2023 and November 2024

Contact: Rose Marie Vergara

Hawai'i DVFR Coordinator

Maternal & Child Health Branch

Hawai'i State Department of Health

Office: (808) 733-4056

[rosemarie.vergara@doh.hawaii.gov](mailto:rosemarie.vergara@doh.hawaii.gov)

Endangered Languages Project - Virtual facilitation of workshop with 11 language scholars and activists participating from the United States and various other countries from North America, Europe, Africa and Asia.

Service dates - Nov-Dec 2024

Contact: Dr. Anna Belew, Executive Director

Endangered Languages Project

5441 S. Macadam Ave., #4178

Portland, OR 97239

(503) 473-3716

[anna@endangeredlanguages.com](mailto:anna@endangeredlanguages.com)

Public Health Institute/Mixteco Indigenous Organizing Project/Líderes Campesinas

Impacts Of Climate Change On Indigenous Farmworkers: Digital Storytelling In Purépecha, Zapoteco And Mixteco

Service dates - January-October, 2023

Isabella Kaser, MPH (she/her)

Climate Resilience Project Manager

Tracking California  
(510) 303-2373 (cell)  
[IKaser@phi.org](mailto:IKaser@phi.org)

Hispanic Scholars Program Digital Storytelling Workshop to create stories about the impact of HSP on the lives of HSP Board members and other stakeholders. Stories will be posted [on their new website](#), which is in the process of transformation, in the near future.

Service dates - October 2024

Contact: Jorge Juan Rodríguez V. Ph.D.  
Associate Director for Strategic Programming  
Hispanic Scholars Program  
[jrodriguez@hispanicsummerprogram.org](mailto:jrodriguez@hispanicsummerprogram.org)

**Experience and professional qualifications relevant to the project type. Identify any proposed sub-consultants or partners and your experience collaborating with them on similar projects or project elements (per expertise list above).**

Please see attached CV's for Andrea Spagat and Joe Lambert

**Past performance on projects of similar scope for public agencies or private industry. Provide examples of projects you have worked on in Hawai'i, and Hawai'i County. Provide examples of other projects of similar size and scope completed by your firm or proposed sub-consultants. Please provide hyperlinks to any of these examples that may be accessed via the internet.**

### **Nā Leo Kāne Digital Storytelling**

Facilitating digital storytelling workshops and training facilitators for the [Nā Leo Kāne initiative](#), a project of Hawai'i Department of Public Health, Maternal and Child Health Branch.

This project consists of a series of in person and virtual workshops that have occurred since 2023. Initially, staff from the Hawai'i Department of Public Health and members of the Nā Leo Kāne initiative (NLK) traveled to Washington DC to a public workshop that was facilitated by StoryCenter staff in June of 2023. The NLK initiative is focused on expanding conversations about what it means to be a man. After the workshop experience in DC, NLK expressed interest in continued workshops and training with the objective of building institutional capacity.

In December of 2023, StoryCenter provided initial in-person story facilitation services in Oahu where we facilitated a workshop with the support of the NLK participants who had traveled to DC. The next step was a virtual facilitator training workshop that preceded [an in-person workshop in June of 2024 in Kauai that was led by NLK participants with mentorship from StoryCenter staff](#). The most recent activity that has been implemented is a virtual train the

trainer in November 2024 with additional activities to be determined based on the interest and capacity of NLK participants.

Content included in workshops and trainings includes: how to identify a narrative that each participant feels comfortable sharing, creative and emotional support for developing a personal narrative, options for narrative structure, maintaining agency of the storyteller, creating audio recordings of stories (voiceovers), developing visual narratives and editing videos with the voiceovers.

Workshops were planned collaboratively with State Department of Health staff and Nā Leo Kāne leadership to make sure that cultural practices were incorporated into the workshops as a way of fortifying socio-emotional and spiritual support in the workshop.

### **Impacts Of Climate Change On Indigenous Farmworkers: Digital Storytelling In Purépecha, Zapoteco And Mixteco**

Public Health Institute, Mixteco Indigenous Community Organizing Project and Líderes Campesinas.

StoryCenter has collaborated on a number of projects with the Public Health Institute's Tracking California Program. The most recent project, in 2023, was focused on [creating stories about the impacts of climate change on farmworkers](#). Farmworkers made stories about their working conditions in the fields in Spanish and in their Indigenous languages (Mixteco, Zapoteco and Purépecha). [The stories reflected the challenges and resilience of the farmworkers](#) and centered the native languages of the participants that are often dismissed and undervalued. This was a hybrid workshop that included in-person and virtual components.

The workshop was facilitated entirely in Spanish with some translation for two participants whose dominant languages were Mixteco and Purépecha. We met in person with participants for one day to share stories and then completed the script development, voiceover recordings and video editing through individual meetings most of which happened online. The stories were translated into Indigenous languages by the storytellers who also guided the placement of subtitles in the stories.

As noted in the description at the link above, the stories were used to support efforts to make changes to public policy that would improve working conditions.

### **Endangered Languages Project**

[The Endangered Languages Project](#) contracted StoryCenter to facilitate a virtual workshop with 11 language scholars and activists participating from the United States and various other countries from North America, Europe, Africa and Asia. The stories will be used by the scholars and activists to further their work. Upload to a website forthcoming.

### **The AIRE Stories Project**

The Public Health Institute's Tracking California Project contracted StoryCenter to implement [The AIRE Stories Project](#). Storytellers came from local environmental justice organizations in 6 sites across California who were leading community air monitoring efforts. This was a virtual workshop that took place in the midst of Pandemic restrictions in 2020.

### **StoryCenter Public Place Based and Facilitator Training Workshops**

In addition to our custom work, some of which is described above, StoryCenter runs a number of online [public workshops](#) throughout the year. Two of particular interest to this project are our [Digital Storytelling Online Certificate Program](#) for individuals who are interested in developing their skill set to facilitate all aspects of digital storytelling and our [Stories In Motion](#) workshop which focuses on place-based storytelling and is taught online and in person.

In 2024, we had 51 people register and complete the Digital Storytelling Online Certificate Program and 34 individuals register and complete the Stories In Motion workshop.

### **Experience and Professional Qualifications**

StoryCenter implements digital storytelling facilitation and training with staff and contractors who have worked with us extensively in the past. The CV's of the two StoryCenter staff who are likely to implement these workshops are included.

### **Capacity to accomplish the work in the required time.**

March - June

At the moment, StoryCenter has capacity for 4 additional online workshops in the March-June period and up to 5 days of travel for in-person workshops.



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**Co-Executive Director**  
Joe Lambert

**Co-Executive Director**  
Walt Jacobs

**Silence Speaks Director**  
Amy Hill

**Public Workshops Director**  
Robert Kershaw

**Western Regional Director**  
Andrea Spagat

**Rocky Mountain/Midwest  
Regional Director**  
Daniel Weinschenker

**Board of Directors**  
Walt Jacobs  
Nikki Yeboah  
Jane Van Galen  
Brandi Shah  
Janet Ferguson  
Maritza de la Trinidad  
Nina Shapiro Perl  
Joe Lambert

Legal Name: StoryCenter  
Federal Tax ID 94-2660844

January 14, 2025

## Sole Source Statement StoryCenter

To whom it may concern:

Presented below is our statement regarding our unique status in the field of Digital Storytelling.

StoryCenter (formerly the Center for Digital Storytelling) initiated this field of practice from the University of California, Berkeley in 1993. Since that time, StoryCenter (SC) has worked with some 400 colleges and universities, school districts, adult education groups, and youth development, and after-school programs in all 50 states in the country, and 62 nations across the globe. SC is acknowledged as the U.S. and international innovator and trailblazer in public health, social service, advocacy, and educational uses of Digital Storytelling.

We are seen as experts in leading workshops in Digital Storytelling for educators based on these fundamental elements:

- **Capacity Building**— All of the institutions where we have implemented advanced training modules have sustained their Digital Storytelling work with our support, and have generated a functioning community of practice around Digital Storytelling. SC methods and our methodology are proven to assist public health and social service agencies and government organizations, university and community college systems, and community-based organizations large and small, to successfully integrate this practice across departments and campuses, with ongoing implementation and training support for staff, educators, organizers and advocacy groups.
- **Transformational Experiences**— Decades of experience have shaped our abilities to draw powerful stories from anyone and create a space for participants to fully engage with their own content, the technology, and their colleagues. Surveys of workshop participants in our work in higher education have received 98% positive feedback over the last 20 years.
- **Ethics** – SC is the recognized field leader in the development of participatory media ethics, having evolved guidelines and presented at numerous national and international conferences on the subject. In this era of experiential learning, students, faculty, and staff are often asked to participate in projects that connect with the public. This work hinges on a keen awareness of how to engage in ethically sound, and professionally appropriate ways. SC offers both U.S.-based and internationally based approaches to these ethical concerns

- Cultural Competency— Our work with local and national projects in social justice, civil rights, refugee concerns, and immigration positions SC to discuss and model cultural sensitivity in our workshops.

- Comprehensive experience developing and facilitating participatory, community arts and educational programs, workshops, trainings and distribution activities
- Extensive experience developing, managing and implementing successful personal storytelling workshops across demographic groups using a framework of cultural humility and awareness of the legacies of violence and oppression for workshop participants.
- Trauma informed approach to planning and facilitating workshops

### **Professional Experience**

#### **Western Region Director (June 2009 – Present)**

StoryCenter (formerly Center for Digital Storytelling)  
Berkeley, CA

- Implement and manage all aspects of digital storytelling workshop planning, facilitation process and distribution strategies.
- Support for distribution of digital stories by StoryCenter collaborators.
- Develop relationships and programs with partners including non-profit organizations and public agencies
- Develop and teach advanced digital storytelling facilitation training curriculum
- Write proposals.
- Supervise and train contract facilitators.
- Develop metrics for assessing workshops and strategies for ensuring successful execution of workshops.

#### **Education Director (June 2006 – June 2009)**

Center for Digital Storytelling  
Berkeley, CA

- Systematize and extend digital storytelling programming provided to educators in K-12, afterschool and adult education settings.
- Teach digital storytelling workshops (including Spanish language workshops).
- Recruit, train and supervise instructors for specialized workshops for educators.
- Supervise education program interns.
- Develop monitoring and evaluation methods for workshops.
- Develop outreach strategy for educators.
- Write proposals to fund work with collaborating organizations.

#### **Program Director (2002 – 2006)**

Center for Human Development  
San Francisco, CA

- Responsible for directing CHD's Youth Striving for Excellence program, a substance abuse and violence prevention program for young people at risk of dropping out of school.
- Site management for CHD's San Francisco office.
- Develop programs, write grants and oversee development of curriculum.
- Develop a multi-media based digital story curriculum.
- Teach digital storytelling workshops nationally to teachers, parents and students.
- Facilitate youth groups and hire, train and supervise staff that work with youth.

#### ***Violence Prevention Initiative (VPI) Academic Fellow (1999 - 2001)***

Epidemiology and Prevention for Injury Control (EPIC) Branch  
California Department of Health Services (DHS)  
Sacramento, CA

- Principal investigator for "Needs Assessment of Aftercare Services for Post-Commitment Latino Youth." Utilized in-depth interviews for needs assessment. Developed research questions, designed all aspects of quasi-ethnographic study, collected and analyzed data.
- Conducted legislative research and analyzed legislative bills for EPIC. Participated in VPI policy meetings. Attended youth violence related legislative hearings at the Capitol.
- Developed curriculum and facilitated training for home visitors on Domestic Violence and Latino Families.

## **Publications**

Kylene Guse, Andrea Spagat, Amy Hill, Andrea Lira, Stephen Heathcock & Melissa Gilliam (2013) Digital Storytelling: A Novel Methodology for Sexual Health Promotion, *American Journal of Sexuality Education*, 8:4, 213-227, DOI: 10.1080/15546128.2013.838504

## **Selected Presentations**

*“Protegiendo Las Vidas De Los Trabajadores Agrícolas Indígenas: Historias Sobre Los Impactos En La Salud De Los Incendios Forestales Y El Calor Extremo.”* Presenter at the 11th International Digital Storytelling Conference. Online event June 23, 2023.

*“Personal Stories and Advocacy: Stories for Change”* Presenter at Mt. St. Mary’s Women’s Leadership Conference. September 17, 2022.

*“Digital Storytelling for Reflection and Solidarity”* Presenter at *Listening, Learning, and Leading: Anti-Racism and the California Crisis Continuum of Care Conference*. Online Event June 16 and 17, 2021.

*“Resilience and Empathy Through Personal Storytelling”* Concurrent session at *International Webinar Series on Students' Well-being - Webinar on Character and Moral Education*. Online event organized by Centre for Advancement in Inclusive and Special Education, Faculty of Education, The University of Hong Kong & The Asia-Pacific Network for Moral Education. May 15, 2021.

*“Digital Storytelling for Educators”* Alameda County Office of Education. Hayward, CA. March, 2007.

*“Harm Reduction in School-based Programs.”* Panel member at the *4<sup>th</sup> Annual National Harm Reduction Coalition Conference*. Seattle, WA. December, 2002.

*“Preventing Violence in High Risk Populations: Response of Aftercare Services to the Post-Incarceration Experiences of Young Latino Men.”* Poster presentation at the *129<sup>th</sup> Annual Meeting of the American Public Health Association*. Atlanta, GA. October, 2001.

*“Questions Raised by an Exploratory Qualitative Study on Post-Commitment Experiences of Latino Youth at High Risk for Violence.”* Oral presentation at the *Fifteenth Annual California Conference on Childhood Injury Control*. San Diego, CA. September, 2001.

*“Juvenile Incarceration.”* Guest lecture for *Violence: Causes, Effects, Solutions* class at UCSF Medical School. San Francisco, CA. February, 2001.

*“Human Rights and Violence Prevention: Towards a Global Perspective”* with Carolina Guzman. Oral presentation at the *Violence Prevention Initiative Conference*. Sacramento, CA. November, 2000

## **Education**

***Continuing and Vocational Education, MS (1999)*** with an emphasis on adult basic education and literacy  
University of Wisconsin, Madison

***International Relations, BA (1992)***

***Spanish, BA (1992)***

University of California, Davis

# Curriculum Vitae

Joe Lambert  
c/o StoryCenter  
1442A Walnut#417  
Berkeley, CA 94709

## Professional Experience:

1993- Present

Center for Digital Storytelling/StoryCenter – Founder, Executive Director – with his collaborators, Lambert originated the methods and practice of the Digital Storytelling Workshop, a combination of creative writing, the personal archival material, and digital media production. From 1994 to the present, CDS has disseminated their methods in 92 countries, 22 languages, and all 50 US states. Lambert and CDS has taught over 3000 workshops across the U.S. and internationally, and developed large and small scale programs and projects in dozens of different educational, community, artistic and professional contexts.

Lambert has chaired 7 Digital Storytelling Festivals and 11 International Digital Storytelling Conferences in 9 countries, delivered over 100 conference presentations, keynotes, lectures and papers. He has innovated the practice of Digital Storytelling, by evolving dozens of new programmatic and curriculum approaches, including numerous place-based processes including Storymapping, StoryAbroad, URHear, iOStory Walking Story process, and his more recent, Stories-in-Motion. He has overseen software design and development, and media-production approaches that have also been disseminated across the world.

## Founder, Executive Director - Life on the Water

Lambert and his partners founded this San Francisco contemporary theater company which was internationally recognized for their efforts in ensemble and solo performance. His artistic collaborators as a writer, director, and executive producer, included the founding members of the Blue Man Group, Guillermo Gomez Peña, Terry Allen, Spalding Gray, Jon Sanborn, John O’Neal, Dana Atchley, Max Roach, Suzan Lori-Parks, Jon Jang, Peter Bergman, and many others. He produced nearly 300 shows, special events, festivals, conferences, and touring productions. CDS grew out of Life On The Water as a special project under Lambert’s direction in 1993.

## 1983-1986 Theater Director, Executive Director, People’s Theater Coalition

PTC was the hub of 19 local multicultural theater companies, including the SF Mime Troupe, A Traveling Jewish Theater and Teatro Campesino. It operated a theater school that included in its faculty Bill Irwin and Whoopi Goldberg. Under Lambert’s direction, PTC developed the national political theater festival, “We Shall Be Heard,” in 1985, coordinated national tours of several Central American literary and performing artists, and commissioned new work by Teatro Esperanza, Asian American Theater Company, and the touring production of Minneapolis-based At the Foot of the Mountain.

## Publications

Author of the leading textbook in the field, “Digital Storytelling, Capturing Lives, Creating Community,” on Routledge (4th, 2012, and 5th editions, 2015), through the current 6th Edition, 2021., and “Seven Stages: Story and the Human Experience, (2014), both on Digital Diner Press .

In addition to his textbook Lambert has published writing in the *Christian Science Monitor*, *High Performance*, and *Digital Storytelling, Mediatized Stories*, Knut Lundby, 2008; *Story Circle: Digital Storytelling Around the World*, John Hartley, Kelly McWilliam, 2009; *Digital Storytelling in Higher Education*; Grete Jamissen, Pip Hardy, Yngve Nordkvelle, 2017; *Digital Storytelling: Form and Content*, Mark Dunford, Tricia Jenkins, 2018

He has also developed the manual for the workshops, the *Digital Storytelling Cookbook*, and was author of the 1998 White Paper for the Institute for the Future on Storytelling and New Media. He has developed curriculum for Kodak, Apple Computer, the Canadian Film Centre, New Media Consortium, the Art Institute of Pittsburgh, and numerous other organizations.

#### Digital Media Production Credits

Producer/Conceptual Artist, Digital Mural Project, 1998; Production Manager/Web Designer Jon Sanborn's "Paul is Dead", On Lok Senior Services Training Kiosk (1996), Big Basin State Park Kiosk (1997), The Foundry Website (project of SFGate.com) (1997), California Arts Council conference websites (1997-1998), Apple Computer (Higher Ed Curriculum, Final Cut, Quicktime, Filemaker, iMovie launch, 1999), New Media Consortium conference cd-rom (1998), Museum of the American Indian-Smithsonian Institution films (2005), Storymapping.org Website (2007), Marin Farm Stories (2007), SF Dept. of Health (2009), Cal Permanency(2011), Noyce Leadership Institute (2012), California Listens (2016-2019), Reckoning with Racism in Nursing (2021-2022)

#### Clients Served

Lambert has led projects and workshops with clients that have included the Kellogg Foundation, Noyce Leadership Institute, Australian Center for the Moving Image (Melbourne), Hewlett Packard, California Arts Council, Ford, the New Media Consortium, the British Broadcasting Corporation, Tealac-Not (Dutch Educational Television), Delta Garden (Sweden), Proseed (Tokyo), Buhl Advertising (Copenhagen), Institute for the Future, Proctor and Gamble, Apple, Kansas City Symphony, Museu da Pessoa (Sao Paulo, Brazil), Akademie Remscheid, JFC(Germany), National Gallery of Art, several dozen Universities including Cal State Monterey, Cal Poly Pomona, UCLA, USC, San Francisco State, Colgate, UC Berkeley, Ohio State, Iowa, Williams, Middlebury, Emerson, Simmons, U. of Houston, U. of Central Florida, Southern Illinois, U. of Maryland, West of England, Busan University (Korea), University of Minas Gerais, Brazil, and numerous school districts including San Francisco, San Mateo, Santa Clara, Oakland, Albany, Poway, Mendocino in California, Flagler, FL, Stone County, KY, Athens, AL, and New Orleans, LA.

#### Selected Conferences and Keynote Addresses

He has spoken on numerous panels and conferences including keynotes: Society of Information Technology in Education Conference, Orlando (2006), Digital Storytelling Festival, (1997), BBC International Digital Storytelling Conference (2003), Stanford Educational Technology Conference (1999), Apple Educators Camp, Walker Ranch, CA(1999), Fast Forward West of England (1994), California Arts Council Arts and Technology Conference (1996). He has presented at numerous conferences including The Work of Stories, MIT Media Lab (2005), the National Educational Technology Conference (Sienna, Italy, 2004), and the Participatory Media Conference (Vaxjo, Sweden, 2006). He was the co-convenor and presenter at all seven US-based Digital Storytelling Festivals (1995-2004), and acted as the co-chair of all five the International Digital Storytelling Conferences (Cardiff 2003, Melbourne 2006, Obidos 2009, Lillehammer 2011, Ankara 2013)

#### Selected Honors and Awards

Lambert and CDS were awarded the first Achievement Award for Service of the International Digital Media Arts Association in 2004. Lambert and CDS were awarded the 2009 Center of Excellence Award at the New Media Consortium. Lambert has served as a Fulbright Senior Specialist in New Zealand (2003, 2007) and Brazil (2006). Lambert participated in the Art, Community, Social Justice and National Recovery meeting with the Obama Administration at the White House, May 2009.

#### Teaching Positions

Lecturer, New College of California (1990-91)

Lecturer, UC Berkeley (1998-2000)

#### Education

Bachelor of Arts, UC Berkeley, 1983