



SANTA BARBARA COUNTY
Prosperity through Freedom
REPUBLICAN PARTY

Name: Colleen Estrada

District: 3rd

1. Why do you want to serve on the Santa Barbara Central Committee now? What do you aim to accomplish?

I wish to serve on the Committee to drive better performance in the key activities the Central Committee is entrusted to drive on behalf of its constituents. These primarily are:

1. Attract and register Republican voters in a measurable, transparent manner.
2. Develop a robust volunteer roster capable of leveraging modern digital tools and willing to *be present* in the community as Committee Members.
3. Attract and support qualified candidates to run for office; ensure/help them to be effective stewards of a conservative mission when elected.
4. Raise funds commensurate with a county of our population and strategic vision for the Republican Party in Santa Barbara County. To do so, I feel we must restore trust in the committee by operating in a transparent manner driven by a sound and measurable strategy, inclusive of community collaboration connecting North and South County.

2. What skills can you bring to the Santa Barbara Central Committee?

- Retired Technology Executive with deep understanding of people and process management as well as product strategy, marketing, and communications
- Expert in the CA GOP Data Center and related tools such as Campaign Sidekick
- Text messaging expert – messaging/design/graphic artist/performance measurement; social media expert (Twitter/x, FB, Instagram)
- Website design professional -- I rebuilt and modernized our website prior to 2022 which led to a vast quality improvement and superior traffic flow)
- Familiar with (and helped create) our county wide office holders and terms spreadsheets
- Ran for local office in the '22 cycle, narrowly losing after running an effective campaign against a strong incumbent



SANTA BARBARA COUNTY

Prosperity through Freedom

REPUBLICAN PARTY

- Experience in candidate assistance for phone banking, flyer creation, walking neighborhoods, etc.
- Creative Direction -- I led an update to our SBCRP Graphic Design partnering with our Secretary to modernize our visual language across all media
- Volunteer for several aspects of Election Integrity assurance processes at the County Election office
- Helped develop the Precinct Strategy playbook which is in use to better connect us to our constituents
- Fundraising -- I have consulted on and/or created several of our fundraising emails and am familiar with the digital tools such as Andedot, GoFundMe, GiveSendGo, etc., required to conduct such campaigns.
- Writing – I am an adept writer/blogger.

3. What is your volunteer history?

- I was appointed to the committee in the Spring of 2020 and have been an active contributing member since then (eventually becoming a member and an appointed delegate to the State Convention).
- I served as 3rd Vice Chair, Data and Digital on the Executive Committee but resigned from the position in late May of 2023 – my reason for doing so was communicated in my resignation letter to the Executive Committee
- I donated tens of thousands of dollars of time (pro bono work) in the work performed on the website alone and was happy to do so. In my written resignation letter (3rd Vice Chair), I made clear that I would continue to support the website and support our people requiring assistance in Data Center and/or other tools.
- In September of 2023, I was informed by our Chair that my services on the website were no longer needed. By October 1st I professionally transferred all access/assets to our Chair per her request.
- In addition to my Central Committee Volunteer work I
 - am on the Advisory Board for Santa Ynez Valley Common Sense;
 - am a volunteer and adjunct board member of the Santa Ynez Valley Western Heritage Foundation (managing their website and payments on site for events)



SANTA BARBARA COUNTY
Prosperity through Freedom
REPUBLICAN PARTY

such as the Old Santa Ynez Days Rodeo, a signature D3 community event which high engagement of Republican voter of all demographics);

- and I served as a volunteer Guest Critic/Instructor for the Masters Design Program at Art Center College of Design for 5 years while working for Microsoft Corporation and ran the Design Expo for Microsoft during this time (an international Expo/Competition of the top Design schools in the world).

4 . What improvement(s) would you like to see made?

I would like to see the committee take necessary steps to restore trust in our committee. We need to restore the trust of our donors, our volunteers, our office holders and candidates and the voters through being transparent, strategic, collaborative and connected across North and South County.

I believe we have great people on our committee and am excited by all the great people running to join us! Congratulations to our D4 folks who have secured their seats and my thanks to all of you for serving. I look forward to working together in 2024 and beyond to further conservative causes for the citizenry of Santa Barbara County.