

Greta A. Lax, MS, CDP, CEC

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Education

The University of Akron, Akron, OH.

Graduate Certificate, Gerontology. Institute for Life-span Development and Gerontology.
ABD, Industrial and Organizational Psychology (Doctoral Program).

University of Wisconsin, Oshkosh, WI.

Master of Science, Industrial and Organizational Psychology.

St. Norbert College, De Pere, WI. Bachelor of Arts, Psychology.

Teaching Experience

Assistant Lecturer, Graduate & Undergraduates Programs. School of Social Work, College of Health Professions, The University of Akron. (01/2018 – 12/2020)

Taught Social Welfare Policy I; Social Welfare Policy II (MSW program) and Social Policy Analysis (BSW), in person and virtually.

Instructor. The University of Akron, Akron, OH (08/2005 – 12/2006)

Undergraduate courses taught, Department of Psychology:

Developmental Psychology, Psychology of Adulthood and Aging, Introduction to Psychology.

Additional Certifications/Trainings

Certified Diversity-to-Belonging Facilitator, Veritas Culture, Jan. 2024.

Certified Executive Coach, Certified Coaches Alliance, Aug. 2023.

Diversity, Equity, & Inclusion for Practitioners, The Sarah Jane Academy, Feb. 2023.

Certified Diversity Professional, Institute for Diversity Certification, Jan. 2023

Qualified Administrator, Intercultural Development Inventory, IDI LLC, 2018.

Community Health Worker Certification, Ohio Board of Nursing, 2015.

Bridges Out of Poverty, Bridges to Health and Healthcare, Certified Trainer, aha!Process, Nov. 2015.

Dialogue-to-Change Facilitator, Facing Racism in a Diverse Nation, Everyday Democracy, Oct. 2015.

Deliberative Dialogue Moderator, Project Ujima, Feb. 2014.

Bridges Out of Poverty Certified Trainer, aha!Process, May 2014.

Professional Experience

Principal, Greta Lax LLC. (Remote). (04/2021 – present.)

Entrepreneur, building virtual private and small group coaching and consulting business.

- Create and implement actionable plans for individuals to see their role in recognizing diversity and building inclusion and belonging among their teams, communities, or workplaces.
- Coach, mentor, and consult with leaders at all levels to help them develop knowledge, tools, and skills to provide a stronger foundation for successful, sustainable DEI efforts.
- Work with individuals to identify, build, and sustain strategic partnerships with community and diversity organizations.
- Establishing aligned and accessible metrics to capture progress and integration.

Program Manager, Jelani Consulting. Austin, TX. (Remote, Freelance). (01/2021 – 04/2022).

DEI consulting work; conducted 1:1 debriefs for the Intercultural Development Inventory with clients across the United States. Coached participants through assessment results, connecting with their personal and professional development goals to foster curiosity and a growth mindset that set the stage for ongoing DEI efforts.

Center Director, Akron-Region Interprofessional Area Health Education Center, The University of Akron, Akron, OH (09/2010 – 06/2021).

- Focus on diversity, equity & inclusion, social determinants of health, and health disparities.
- Coaching, mentoring, and educating diverse bodies of students, faculty, health professionals, and organizational leaders on becoming more equitable, anti-racist, diverse, and inclusive.
- Provide both strategic and operational support for the design and implementation of key DEI curriculum and training programs that build skills for operating with an equity and inclusion lens.
- Developing and implementing strategy, policies, programs, and partnerships for recruitment, retention, and training.
- Key advisor and coach on DEI-related issues, providing guidance and advice for faculty, staff, and executive team members for identifying equity and inclusion needs and DEI planning.
- Planned and delivered collaborative, accessible training, conferences, and events for diverse audiences.
- Established and maintained meaningful connections with communities of historically marginalized groups, building trust, collaboration, and partnership on community-led and guided initiatives.
- As the inaugural director, established a new center representing a federal (HRSA) program, securing new and ongoing funding from federal, state, and local sources.
- Developed infrastructure and processes for a new organizational model, including recruiting and developing an Advisory Board with representation from critical community stakeholders.
- Built internal and external partnerships; assessed stakeholder and community needs and developed relevant collaborations to create unique, synergistic programming.
- Consistently met 5-year federal/state program goals within 2 -3 years; provided leadership at community, university, and state levels.
- As Principal Investigator (5/1/2015-2021) oversaw all grants management/budget functions.

Graduate Writing Coach, University of Maryland, University College, Adelphi, MD (02/2009 – 12/2012)

Coached adult students to identify strengths and weaknesses, develop new skills and hone their ability to express themselves while learning and adhering to style expectations of the graduate program.

Program Director, Senior Research Associate, Creative Action LLC, Akron, OH (01/2006 – 10/2009)

- Developed SBIR/NIH/NIA grant proposals for local, state, and federal agencies, with 33% federal funding success rate equaling \$2.26 million over three years.
- Managed multiple research projects worth up to \$1 million/project.
- Led teams, consultants, external facilities, and research participants to achieve program goals; manage internal staff to ensure milestones are reached.
- Designed and implement multi-year, multi-stage research, training, program, and product development projects addressing the needs of diverse, marginalized audiences.
- Analyzed data using advanced statistical tools; write technical reports and research publications.
- Incorporated the latest technology, such as smartphone-delivered “mobile learning.”

Graduate Assistant, The University of Akron, Akron, OH (Fall 2002 - Spring 2005)

- Research Assistantship, Institute for Life-span Development and Gerontology, (09/2003 – 05/2005).
 - Book chapter co-author: Sterns, H.L., Doverspike, D., & Lax, G.A. (2005). The Age Discrimination in Employment Act. In F. Landy (Ed.), *Employment Discrimination Legislation: Behavioral, Quantitative, and Legal Perspectives*. San Francisco: Jossey-Bass.

- Research Assistantship, Curriculum Development: Intro to Psychology, Psychology (01/2003 – 05/2003).

Management Consultant, Winnebago Mental Health Institute, Oshkosh, WI (09/2001 – 01/2002).

Worked with leaders to understand organizational needs, develop employee surveys, analyze data, and report to leadership.

Training Facilitator, Kimberly Clark Corporation, Neenah, WI (08/2001).

Worked with leadership to assess organizational needs and provide training on survey design and development.

Management Consultant, Evergreen Retirement Community, Oshkosh, WI (02/2001 – 04/2002).

Worked with leaders to assess organizational needs, develop employee surveys, analyze data, and report to leadership.

Honors

University of Akron Achievement Award, Diversity, May 2018

Spirit of Experiential Learning Award, University of Akron EX[L] Center, May 2018

Staff Champion Award, University of Akron EX[L] Center, May 2018

Leadership Portage County, Class of 2016.

“Shero” Health Hero Award, Ohio Commission on Minority Health, April 2014.

Omicron Delta Kappa, National Leadership Honor Society. Inducted 2013.

Professional Service/Engagement

- Steering Council, Nonprofit Leadership Institute, 2024 – Present.
- Board of Directors, ColorBold Business Association, 2023 – Present.
- Outreach Committee, International Coaching Federation, Wisconsin, 2023 – Present.
- Board Member, Celebrate Diversity Fox Cities. 2021 – Present.
- Member, Society for Diversity. 2022 – Present.
- Board of Directors, AxxessPointe Community Health Center Inc. (FQHC). 2015 – 2021.
 - o Executive Committee: Chair, Governance. Board Treasurer; Chair, Finance.
 - o Chair, Community Relations (ad-hoc).
- Committee Member, Healthcare In Progress (HIP), Akron, OH. 2011 – 2021. Health Career Promotion Program Committee. Organized nationally recognized program for students from backgrounds underrepresented in health careers.
- Member, Summit Co. Better Birth Outcomes/Ohio Equity Institute Initiatives team (Infant Mortality initiatives). Akron, OH.
 - o Coordinating Committee & Recruiting Co-chair. 2015-2016, Community Dialogues on Race
 - o Facilitator, 2015-2018, Community Dialogues on Race
- Member, Community Engagement Report; co-author, Summit Co. Health in All Policies. Published 2015. <https://www.scph.org/assessments-reports>
- Member, Summit Co. Office of Minority Health Advisory Council, Education, & Outreach. Akron, OH. 2012 – 2021.
- Member, Summit County Refugee Health Task Force. Akron, OH. 2011 – 2020.
- Member, Univ. of Akron Rethinking Race Steering Committee. 2011 – 2020.
- Member, Univ. of Akron Black Male Summit & Symposium Planning Committees.
- Summit County Bridges Out of Poverty.

- Guiding Coalition, 2013-2015.
- Inaugural Chair, Big View, Guiding Coalition, 2013-2014. Gather community to identify, discuss, and address community barriers to getting out of poverty.
- Circles, 2013-2015. Build relationships across class and racial lines to end poverty.

Grants/Research Experience

U77HP23072 Lax, G. (PI) 05/01/15-06/28/21. Continuation of funding, new role.

Role: Principal Investigator, Center Director.

Akron Community Foundation, 2014. \$32,500

Funding to support expansion of healthcare workforce pipeline development program.

U77HP23072 Riley, T. (PI) 9/01/11-08/31/12, 09/01/12-08/31/13, 09/01/13-08/31/14, 09/01/14-04/31/15. US Dept. of Health and Human Services, Health Resources and Services Administration, Area Health Education Centers Point of Service Maintenance and Enhancement Award, Northeast Ohio Medical University PSME Award Subcontract. **Role: Center Director.**

U7HP03029 Riley, T. (PI) 09/01/10-08/31/11 US Dept. of Health and Human Services, Health Resources and Services Administration. Development of an Akron-Region Interprofessional Area Health Education Center, Northeast Ohio Medical University Award Subcontract.

Role: Center Director

Ohio Department of Insurance Riley, T. (PI) 12/01/10-06/30/11

Ohio Academy of Family Physicians;

Ohio Patient-Centered Medical Home (PCMH) Education Pilot Project

Educate, recruit, assess and select medical and nurse-led practices who will receive support from the state to transition to a new operational model for a statewide pilot project, in collaboration with state level organizational representatives and outside consultants.

Role: Project Director

1R43AG033500-01 Sterns, A. (PI) 2/01/09-7/31/09

National Institute on Aging: Medication Adherence and Medical Monitoring System

The goal of this Phase I SBIR project was to test the feasibility of developing an iPhone-based medication reminding and medical data collection system for post-stroke recovery support for older adults recovering from a Stroke or TIA.

Role: Project Administrator

5R44AG019553-03 Sterns, R. (PI) 09/01/06 - 08/31/08

National Institute on Aging: PIRL: Prison Information Resource Library

The goal of this Phase II SBIR project is to develop and test an e-Learning program on older adult inmates for prison wardens and other personnel at correctional institutions.

Role: Research Assistant

5R44AG022260-03 Sterns, R. (PI) 5/1/06-4/30/08

National Institute on Aging: Care Environment English for Non-English Speaking Staff.

The goal of this Phase II SBIR project is to develop on-site job training in long-term care to help non-English speaking indirect care dietary, housekeeping and maintenance staff learn English for the work setting.

Role: Project Manager

Professional Presentations

Lax, G. (2014-2020) Poverty and Health: Bridges Out of Poverty Overviews & Workshops.

- 5 rotations/year, Nursing of Communities Course, The Univ. of Akron, 2014-2021.
- Annual rotation, Community Nutrition, The University of Akron, 2014-2021.
- Annual rotation, Child Life Specialist program, The Univ. of Akron, 2014-2018.
- Medical Students, M4 Capstone program, NEOMED, 2015-2017.
- Public Health, Service Learning Course, Kent State Univ., Sept. 2015
- Upward Bound Coaches and Mentors, Kent State Univ., June 2015, Aug. 2015, June 2016
- Community Health Worker trainees, NEOMED, multiple cohorts, 2015-2018.
- All incoming medical and pharmacy students, NEOMED, spring 2016.

Lax, G., Juvancic-Heltzl, J., & Schupp, K. (July 2018). *Wellness Wednesdays: An Interprofessional, Community-Based Experiential Model for AHEC Scholar*. Presentation at National AHEC Organization Conference, Arlington, VA.

Carlin-Mentro, S. & Lax, G. (May 2013). *A-TrACC Webinar 312T-A: Data Analysis and Report Development for AHEC Center Staff*. National webinar presented for the AHEC Training and Consultation Center (A-TrACC).

Sterns, A. A., Lax, G., Sterns, H., Allen, K., Hazelet, S., and Fosnight, S. (November, 2009). *Improving Chronic Care Management: An iPhone Application for Post-Stroke Recovery*. Part of a symposium on technology presented at the 62nd annual meeting of the Gerontological Society of America, Atlanta, GA.

Sterns, R., Lax, G., Smolen, L., Sterns, H., & Gishbaugher, J. (November, 2008). *Success in On-the-Job Language and Cultural Competency Training for Long-Term Care Staff with Limited Proficiency in English*. Poster session conducted at the 61st Annual Scientific Meetings of the Gerontological Society of America, Natl Harbor, MD.

Sterns, R., Smolen, L., & Lax, G.A. (November, 2007). *Building on Success: Improving an Intervention Program for Better Communication in Long Term Care*. In H.L. Sterns and R. Browdie (Chairs), Bridging the Communication Gap in a Global Environment: When Long Term Care Workers and Residents Do Not Share a Common Language. Symposium conducted at the 60th Annual Meeting of the Gerontological Society of America, San Francisco, CA.

Lax, G.A., Sterns, H.L., & Sterns, A.A. (November, 2006). *Psychosocial Interventions: Imagining a Better Future Through Staff Education on Interventions in Long-Term Care*. In R. Sterns and S.H. McFadden (Chairs), Imagination in Interventions: Transforming Resident/Staff Expectations and Outcomes through Education in Long-Term Care. Symposium conducted at the 59th Annual Scientific Meetings of the Gerontological Society of America, Dallas, TX.

Sterns, H.L., Sterns, A.S., & Lax, G.A. (November, 2006) *Improving Caregiver Efficiency Through Education and Intervention Design*. Poster session, Case Western Reserve Univ. Conference "Reflecting on 100 Years of Alzheimer's," Cleveland, OH.

Sterns, H.L., Sterns, R., & Lax, G. (November, 2006). *Psychosocial interventions to improve the quality of life for people with dementia and their caregivers*. Poster session, 14th Annual Alzheimer's Association Dementia Care Conference, Atlanta, GA.

Sterns, H.S., Chang, B.I., Hall, R.J. & Lax, G. (August, 2006). *Factors influencing worker well-being: The relationships of age and work-life conflicts with self-esteem*. In J. James and M. Smyer (Chairs), Age, work, and psychological well-being. Symposium conducted at the 114th Annual Scientific Meetings of the American Psychological Association, New Orleans, LA.

Sterns, H.S., & Lax, G. (November, 2004). *Issues in Physical Change and the Ability to Work*. Symposium conducted at the 56th Annual Scientific Meetings of the Gerontological Society of America, Washington, DC.

Sterns, H.S., & Lax, G. (April, 2004). *Issues in Career Self-Management and Training*. In B.A. Fritzsche & R.E. DeRouin (Chairs), *The aging workforce: Advancements in training, development, and lifelong learning*. Symposium conducted at the 19th Annual Meetings of the Society for Industrial and Organizational Psychology, Chicago, IL.

Adams, G.A., Burnfield, J.L., Grauer, E., Jex, S.M., Lax, G., Roelse, P., & Sroda, M. (April, 2003). *Interactions Between Stressors, Self-Efficacy, and Coping in Predicting Employee Health*. Paper presented at the 18th Annual Meetings of the Society for Industrial and Organizational Psychology, OrlandoFL.

Adams, G.A., Dendinger, V.M., Jacobson, J.D., & Lax, G. (April, 2003). *Job Seeking Among Retirees Seeking Bridge Employment*. Paper presented at the 18th Annual Meetings of the Society for Industrial and Organizational Psychology, Orlando, FL.

Lax, G. & Sroda, M. (November, 2002). *Aging and Work in a Global Economy*. In H.S. Sterns (Chair), *The aging workforce: Implications for organizations and employees*. Symposium at the 54th Annual Scientific Meetings of the Gerontological Society of America, Chicago, IL.

Adams, G. A., & Lax, G. (April, 2002). *Factors Influencing Job Searches Among Older Adults Seeking Bridge Employment*. In K.S. Shultz (Chair), *Addressing Projected Workforce Shortages by Recruiting and Retaining Older Workers*. Symposium conducted at the 17th Annual Meetings of the Society for Industrial and Organizational Psychology, Toronto, Canada.

Jex, S., & Lax, G. (April, 2002). *Stress and Performance: A Multiple Criterion Approach*. In G. A. Adams (Chair), *Performance: The forgotten criterion in occupational stress research*. Symposium conducted at the 17th Annual Meetings of the Society for Industrial and Organizational Psychology, Toronto, Canada.

Professional Publications

Hartman SA, Kidd LI, Resler RM, Lax GA. (2020) An authentic poverty simulation for health care profession students using community volunteers experiencing poverty. *Nurse Educ*.;45(2):93-96.

Samuel R. Bunting & Greta A. Lax (2019) Program Profile: A Service-Learning Model for Intergenerational Conversation about Science and Current Events between Longterm Care Residents and University Students: Case Study, *Journal of Intergenerational Relationships*, 17:2, 234-249, DOI: 10.1080/15350770.2019.1586041

Stern, A.A., Sterns, H.L., Sterns, R.S., & Lax, G.A. (2011). Bridging the Intergenerational Gap in Therapeutic Activity Delivery between Younger Professional Caregivers and Older Adults Living With Dementia. *The Journal of Intergenerational Relations*, 9(2), 161-175.

Sterns, A.A., Lax, G., & Sterns, R. (2010). The successful demonstration of a web-based training program for corrections officers to better manage older offenders. *Gerontologist*, 50, 223-223

Sterns, A.A., Lax, G., Sterns, H., Allen, K., & Hazelet, S. (2010). Improving chronic care management: An iPhone application for post-stroke recovery. *International Society of Gerontechnology*, 9, 251

Sterns, R., Lax, G., Smolen, L., Sterns, H., & Gishbaugher, J. (2008). Success in on-the-job language with cultural competency training for long-term care staff with limited proficiency in English. *Gerontologist*, 48, 378-378.

Sterns, A.A., Lax, G.A., Sed, C., Keohane, P., & Sterns, R.S. (2008). The growing wave of older prisoners: A national survey of older prisoner health, mental health, and programming. *Corrections Today: Official Publication of the American Correctional Association; Work Force Issues*, 70(4), 70-76.

Sterns, H.L., Chang, B.I., & Lax, G.A. (2008). Work and retirement. In B. R. Bonder & M. B. Wagner (Eds.) *Functional Performance in Older Adults*, 3rd Ed. Philadelphia: F. A. Davis Co.

Stern, A.A., Sterns, H.L., Sterns, R.S., & Lax, G.A. (2008). Utilizing Montessori and universal design

principles to produce a group activity for people with dementia. *Gerontechnology*, 7, 214.

Sterns, H.L., Doverspike, D., & Lax, G.A. (2005). The Age Discrimination in Employment Act. In F. Landy (Ed.), *Employment Discrimination Legislation: Behavioral, Quantitative, and Legal Perspectives*. San Francisco: Jossey-Bass.