

**Alicia Freeman, MS, LCMHC, LCAS-A**  
325 Pittsboro St. Chapel Hill, NC 27599  
afreeman@unc.edu  
(919) 886-7307

Psychotherapist and Educator with over 12 years of experience in Mental Health, Developmental Disabilities, and Substance Abuse, with exceptional program management skills.

### **QUALIFICATION PROFILE**

- Vast experience developing and implementing training and curricula for Mental Health programs.
- Proven ability to lead diverse teams and committees to meet the needs of stakeholders and target population.
- Strong familiarity with the North Carolina public mental health and substance use service system.
- Fully competent in the areas of program administration, team facilitation, and budget management
- Knowledge and skills in data collection, tracking, monitoring, evaluation, and assessment
- Ongoing supervision and oversight to individuals providing direct care services.
- History of implementing statewide initiatives and services according to federal and state guidelines
- Strong interpersonal, organizational, and communication skills
- Prioritizes cultural humility and agility in all interactions and engagements.

### **EDUCATION**

**Master of Science - Rehabilitation and Career Counseling** **May 2013**  
East Carolina University, Greenville, NC  
Certificate - Substance Abuse Counseling | Certificate - Vocational Evaluation

**Bachelor of Science - Rehabilitation Services** **May 2010**  
East Carolina University, Greenville, NC  
Minor - Alcohol and Drug Studies

### **LICENSURE**

Licensed Clinical Mental Health Counselor (#10563) 6/30/2019 – Current

Licensed Clinical Addictions Specialist – Associate (#26191) 9/16/2021 – Current

### **CERTIFICATION**

Adult Mental Health First Aid Instructor 12/18/2019 - Current

Youth Mental Health First Aid Instructor 3/10/2023 - Current

Professional Certification in Trauma & Resilience: Level 1 6/23/2023 - Current

### **WORK EXPERIENCE**

**University of North Carolina at Chapel Hill, Chapel Hill, NC**  
Mental Health First Aid Program Manager January 2024 – Present

#### *Leadership & Strategic Planning*

- Provide organizational and task management for coordinators, administrative assistants, and interns.
- Offer oversight for survey development, data collection, and data analysis for program evaluation.
- Identify and collaborate with community partners to build capacity for community-specific initiatives.
- Identify and pursue grant opportunities that support community-specific initiatives.

#### *DEI Integration and Training Experience*

- Partnering with UNC-CH Whole Community Connections for servant leadership in rural communities.
- Provides talking/healing circles 1-2 times per semester for members of the Carolina Indian Circle (CIC).
- Provide education and consultation regarding Racial Trauma & Resilience specific to BIPOC groups.

*Programming and Facilitation Experience*

- Support and Co-instruct Youth & Adult MHFA Trainings with fidelity to the evidence-based model.
- Provide QPR training to UNC-CH Campus and community members.
- Develop schedules and processes to remove barriers and increase access to Mental Health education.

**University of North Carolina at Chapel Hill, Chapel Hill, NC**

Mental Health First Aid Coordinator

March 2022 - December 2023

*Programming and Facilitation Experience*

- Plan and coordinate Adult Mental Health First Aid Trainings for UNC-CH faculty, staff, and students.
- Plan and coordinate Instructor Trainings for Mental Health First Aid
- Co-instruct MHFA Training sessions virtually and in-person as lead instructor.
- Create processes to provide MHFA Trainings to the broader community beyond the campus of UNC-Chapel Hill.

*Leadership & Strategic Planning*

- Oversee the development of Logic Model, Goals, and Outcomes for MHFA Program.
- Support survey development to evaluate longitudinal impacts of MHFA training.

*DEI Integration and Training Experience*

- Served as a Resilience Coach with the Carolina Collaborative for Resilience.
- Provided continuing education opportunity on Racial Trauma for Clinical Lecture Series

*Supervisory Experience*

- Develop job description, recruit, hire, train, and supervise Mental Health First Aid Assistant.
- Provide task supervision for MSW students completing generalist practicum placement.
- Supervise undergraduate intern from Human Development and Family Studies Program

**Ascend Counseling, PLLC, Durham, NC**

Owner/President

September 2020 – Present

*Counseling Experience*

- Independent contractor with Milestones Mental Health and Wellness.
  - Credentialed with BCBS, Cigna, Aetna, Oscar, Oxford, and United Healthcare
  - Provides tele-therapy and counseling for mental health and substance use concerns.
  - Co-facilitated a group for disordered eating to incorporate intuitive eating principles and CBT (Cognitive Behavior Therapy).
- Delivers coaching services to clients seeking goal-based behavioral change and partnered accountability.

*DEI Integration and Training Experience*

- Offers Healing/Talking Circles to groups who identify as Native American and Indigenous populations.
- Specializes in consulting on topics such as accessibility, racial equity, mental health, and substance use.
- Facilitates psycho-educational training and workshops for corporate and higher education settings.
- Provides consultation on equity strategies and policy change in corporate and higher education settings.

**University of North Carolina at Chapel Hill, Chapel Hill, NC**

Alcohol and other Drug Prevention/Mental Health Awareness Coordinator

August 2019 – March 2022

*Programming and Facilitation Experience*

- Facilitate educational workshops on dimensions of wellness, alcohol and other drugs, mental health, healthy relationships, etc.
- Assist with providing sanctioned programs for alcohol and other drug violations for groups and individuals.
- Provide 1:1 wellbeing coaching to students as needed for alcohol and drug prevention and mental health.
- Implement large scale assessments such as NCHA and CORE to collect data pertinent to the campus community.
- Analyzes data to develop, provide, and evaluate large scale programs for alcohol and drug prevention and mental health awareness.

*Policy Development Experience*

- Reviews assessment data and evidenced-based strategies to provide input into policy development.

- Ongoing policy implementation and review related to Alcohol and Other Drugs and Mental Health.

*Supervisory Experience*

- Review applications, interview, hire, train and supervise program assistants in Student Wellness.
- Provide task management and skill development opportunities for graduate assistants and interns.

**Durham Technical Community College, Durham, NC**

Accessibility Services Coordinator

Jan 2016 – July 2019

- Develops accommodation plans for students who self-identify with documented disabilities.
- Program planning, implementation, and evaluation of activities for stress reduction, mindfulness, violence prevention, suicide, and consent.
- Provides training for faculty and staff to generate awareness and reduce stigma for students with disabilities.
- Promotion of holistic wellness to engage students and increase retention and success rates.
- Maintains accurate and confidential documentation and files through electronic case records system.
- Developed and implemented ADA compliant accommodations policy for students and employees.
- Multicultural competencies and commitment to the equity and inclusion of diverse populations.
- Provides personal counseling to college students experiencing challenges with mental health and recovery.
- Delivers ongoing coaching and accountability for students who choose to create goals for healthy habits.
- Crisis intervention including hospitalizations and care coordination of community resources.
- Development of accommodation policy for college-wide implementation.

*Supervisory Experience*

- Created position, developed search committee, hired, trained, and supervised Disability Services Assistant.
- Trained and supervised work-study students.

*Teaching Experience*

**ACA-College Success Instructor**

May 2017-July 2017

- Taught College Transfer Success Course at Durham Technical Community College
- Course Topics: Self-Assessment, Academic and Career Goal Exploration, Goal Setting, Time Management, Reading Strategies, Note-Taking Strategies, Study Strategies, Test-Taking Strategies, College Culture, Student Roles, and Responsibilities.

**DHHS - Division of Vocational Rehabilitation Services, Raleigh, NC**

Rehabilitation Counselor I

May 2014 – January 2016

- Career counseling for individuals with disabilities pursuing training or employment options.
- Personal counseling and referrals to community resources for personal and vocational support.
- Managed caseload of approximately 175 clients with physical, mental health, and intellectual disabilities.

**Eastern Carolina Vocational Center, Greenville, NC**

Admissions Coordinator

March 2010 – June 2011

Program Manager

July 2012 – April 2014

- Provide personal counseling for individuals participating in community rehabilitation programs.
- Completed career counseling and vocational evaluations to assist clients in identifying job goals.
- Coordinated with referral agencies and other professionals for holistic service to achieve gainful employment.
- Conducted Self-Determination classes to individuals in the Adult Developmental Vocational Program (ADVP).
  - Class Topics: freedom in decision-making, authority to exercise self-control, support in self-advocacy for individuals with developmental disabilities.
  - Developed daily curriculum for compensatory education populations in ADVP.

*Supervisory Experience*

- Trained and supervised two full-time direct care staff members for ADVP.
- Supervised graduate intern in Social Work program at East Carolina University.

**Dixon Social Interactive Services, Greenville, NC**

## Intern Therapist (Day Treatment)

August 2012 – December 2012

- Mental health counseling utilizing cognitive behavioral approaches with adolescents with various diagnoses.
- Play therapy and skill building with adolescents for emotional regulation and self-expression.
- Provide psychoeducational and wellness exercises for adolescents.

## COMPUTER SKILLS

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Marketing and Graphic Design: Canva, Adobe
- Electronic Health Records (EHRs): Practice Fusion, My Clients +
- Student Information Systems
  - Colleague, Banner, Self-Service, Web Advisor, Blackboard, Sakai, Maxient
- Learning Management Systems
  - Cornerstone, MHFA Connect

## SELECTED PRESENTATIONS

- Freeman, A., Watkins, Sherra' (2023). Race-Based Traumatic Stress: Broadening Your Toolkit to Serve Diverse Clients. [Presentation/Workshop]. UNC-CH School of Social Work Clinical Lecture Series.
- DeRosset, L., Freeman, A., Jensen, T. (2022). Building Mental Health Support into Family Planning Services. [Presentation/Workshop]. Reproductive Health National Training Center.
- Freeman, A. (2021). Equity in Mental Health. [Presentation/Workshop]. Equity Think Tank for Community College Employees.
- Bohley, T., and Freeman, A. (2021) Mental Health and Racial Trauma. [Presentation/Workshop]. Resilience Coach Training.
- Freeman, A. (2021). STAHR Psychological Support and Wellness. [Panelist]. Students in Training, Academia, Health, and Research (STAHR) Mentorship Program.
- Freeman, A. (2021). Listen and Learn: Exploring Multicultural and Intersectional Identity through the Native American Talking Circle. Red Hat Indigenous and Native Community for Native American Heritage Month.
- Blumell, C., and Freeman, A. (2021) Shifting Towards Radical Self Care: Strategies for Work-Life Harmony. [Presentation/Workshop]. Student Affairs Professional Development Committee and LGBTQ Speaker Series.
- Freeman, A. (2021) Understanding the Native American Talking Circle. [Facilitator]. Red Hat Diversity Communities.
- Freeman, A. (2021). Managing Mental Health during COVID. [Presentation/Workshop]. Student Organizations.
- Blumell, C., Howell, S., and Freeman, A. (2020). Intent vs. Impact. [Presentation/Workshop]. Student Affairs Professional Development Committee.
- Freeman, A. (2020). Equity in Accessibility. [Presentation/Workshop]. Equity Think Tank Series for
- Freeman, A. (2020). Organizational Alcohol Education for Sanctions. [Presentation/Workshop]. UNC-CH Sorority and Fraternity Members.
- Freeman, A., and Locklear, R. (2019). "I am" Affirming Identity in Native American Youth. [Presentation/Workshop]. North Carolina Native American Youth Organization (NCNAYO) Conference.
- Freeman, A. (2019). Alcohol 101: Risk Management. [Workshop/Presentation]. UNC-CH Sorority and Fraternity Members.
- Freeman, A., and McMican, J. (2018). How to ~~kill~~ Redirect a Dream: Difficult Advising Conversations. [Presentation/Workshop]. North Carolina Community College System Conference.
- Freeman, A., and Rainey, C. (2018). Invisible Disabilities Series, Part I: Applying Universal Design to Better Serve Students with Learning-Related Disabilities. [Presentation/Workshop]. Durham Technical Community College Teaching-Learning Center.

- Freeman, A., and Rainey, C. (2018). Invisible Disabilities Series, Part II: Mental Health Disorders in the Classroom. [Presentation/Workshop]. Durham Technical Community College Teaching-Learning Center.

## **PUBLICATIONS**

- Freeman, A. (2020). I Don't Know What to Do. *Woman AdvanCe*
- Freeman, A. (2019). Humanistic Approaches to Education. *Learning Matters Journal*.
- Freeman, A. (2018). Where do you fall on your list of priorities: The importance of Self Care? *Student Health 101 Journal*.

## **SELECTED TRAININGS**

- Florida State University - Professional Certification in Trauma & Resilience: Level 1
- Community Organizing for Racial Equity (CORE) Race & Trauma Workshop
- Resources for Resilience: NC Certificate in Trauma and Resilience
- UNCG Foundations Wellness Coaching Certification
- Ethical Implications and Serious Mental Illness
- Military Counseling: The Clinical Military Counseling Certificate (CMCC) Program
- Sink, Swim, or Walk on Water: Moving Along the Continuum of Cultural Competence in Cross-Cultural Relationships
- Counseling Latinos and Black people: Religion, Race, and Culture
- Counseling with the Lumbee Tribe: A Tribal Critical Race Theory as Frame for Social Justice & Advocacy
- Out with the Millennials in with the Gen Z
- Hope and Healing: Faith Communities and the Suicide Crisis
- Making Shift Happen: An Overview of Motivational Interviewing
- Cognitive Behavioral Therapy: The Application of CBT Techniques to Specific Disorders
- Overcoming Food Addiction & Intuitive Eating

## **COMMITTEE INVOLVEMENT**

- Wellness Committee - UNC School of Social Work
- Women of Worth Steering Committee - UNC Office of Diversity and Inclusion
- Carolina Peer Support Collaborative
- Faculty/Staff Advisor – Kappa Phi Lambda
- Officer of Expansion - Grand Council of Sigma Omicron Epsilon Inc.

## **PROFESSIONAL AFFILIATIONS**

- |  |            |
|--|------------|
| ● American Psychological Association                       | 10/03/2023 |
| ● National Association of Student Personnel Administrators | 10/29/2019 |
| ● North Carolina Counseling Association (NCCA) – Member    | 2/19/2019  |