

# *Woman with a Heart for Bakersfield*

## *Norma Rojas-Mora*



Norma Rojas-Mora has a heart to empower others to become self-sufficient, improve their quality of life, and grow in leadership. She models a strong work ethic and family values, which she credits to her farmworker parents. Her continual community involvement, inspirational networking, and selfless

sharing of ideas effectively enhance our community.

Norma has been instrumental in creating new programs and obtaining funding for numerous nonprofit and public service organizations.

As the resident services director for the Housing Authority of the County of Kern, Norma is responsible for the development, implementation, and administration of new housing projects and supportive services. Norma has helped bring over \$25 million dollars to Kern County for housing and supportive service programs. In February 2012, Norma was appointed executive director of the Housing and Opportunity Foundation of Kern, the Housing Authority's nonprofit affiliate that raises funds to fulfill its mission of empowering families to become self-sufficient. Serving in a dual capacity has afforded Norma the opportunity to continue to create programs and find resources for low income families in Kern County.

Norma's dedication to the community extends to her involvement as president of Latina Leaders of Kern County since 2009. Norma is also the chair of the education subcommittee which is responsible for implementing the Youth Leadership Program, a leadership development program that works with over 100 Kern County middle

and high school-age Latinas, along with the Latina Leadership Institute, an adult-based leadership development program that provides adult women the opportunity for networking and empowerment. Since 2013 she has served as chair of Kern County Hispanic Chamber of Commerce Business Education Foundation.

Norma has served on the boards of Bakersfield College Foundation, Bakersfield Women's Business Conference, Stewards Inc., Women's and Girls' Fund of Kern County Vision Committee, and Workforce Investment Board.

She was born in Mettler, California, graduated from Bakersfield High School, and went on to the University of California, Los Angeles where she received degrees in Sociology and Chicano Studies. While at UCLA she found a passion for developing supportive service programs when she and two fellow students developed a student retention program that still exists on the campus today.

The support and encouragement of Norma's family keep her motivated to be highly involved. She has been married to Jaime Mora for twenty-three years and is the proud mother of four children, Onyx, Aaron, Erik, and Clarissa.