

## Ginnie Cooper



Work: Chief Librarian,  
Executive Director  
District of Columbia  
Public Library  
Telephone: 202.727.1101  
Fax: 202.727.1129  
Email: ginnie.cooper@dc.gov



### SUMMARY

- *I am passionate about the value of public libraries to communities and to individuals. I have a clear vision of excellent library service.*
  
- *I have expertise in the following:*
  - *The process of community collaboration needed to create the best possible libraries.*
  - *Identifying talented individuals within an organization, and successfully building a team to accomplish goals.*
  - *Setting goals and identifying the data to track progress on these goals.*
  - *Library building planning, design, and execution, creating library buildings that serve and delight.*
  - *Working successfully with elected officials and other community decision-makers.*
  
- *I am a leader in national library groups and in my local community.*



### PROFESSIONAL EXPERIENCE

**DISTRICT OF COLUMBIA PUBLIC LIBRARY, WASHINGTON, DC**  
**Chief Librarian, Executive Director, July 2006- Current**  
[www.dclibrary.org](http://www.dclibrary.org)

I was hired by an extraordinary Library Board to **transform the public library.**

These are powerful words, and I am honored to have been chosen to lead this effort. We have begun that transformation with an early focus on serving children – especially tools for success in school and work with babies and toddlers, and library buildings that are clean, safe, and OPEN. New libraries serving many neighborhoods in Washington are funded and being planned.

DCPL has 26 libraries and 500 employees. The DCPL Foundation raises private funds to support the library. The library budget, largely from local government, is about \$42 million in FY 2007.

### **BROOKLYN PUBLIC LIBRARY, BROOKLYN, NY**

#### **Library Director, 2003- 2006**

[www.brooklynpubliclibrary.org](http://www.brooklynpubliclibrary.org)

BPL is the fifth largest library system in the United States with 1,200 employees plus 500 part-time employees, and more than 500 volunteers. Annual budget is about \$85 million.

BPL is an independent library serving the borough of Brooklyn through the Grand Army Plaza main library and 59 neighborhood libraries. BPL is governed by a politically appointed Board of 25 and assisted in fundraising by the Brooklyn Public Library Foundation. I worked closely with library trustees and New York City Council, and state and federal decision makers.

I managed \$13- \$20 million worth of capital projects annually including renovation of the Grand Army Plaza Library, renovation of neighborhood libraries and the planning for BPL's new Visual and Performing Arts Library.

#### **KEY ACCOMPLISHMENTS INCLUDE THE FOLLOWING:**

- Assembled a first-class management team of 15 librarians and professionals in other fields. About one-third are in the same jobs as when I came to BPL; one-third promoted from within the library; and one-third recruited to BPL.
- Improved the diversity of all levels of staff to more accurately reflect this diverse borough.
- Identified the importance of library work with young children and initiated the **First Five Years** service. We hired BPL's first *early childhood specialist* and initiated **BROOKLYN READS TO BABIES** publicity campaign, a 2007 recipient of ALA's John Cotton Dana Award.
- Proposed 3 broad goals for BPL. Together with staff, developed a PLAN FOR PUBLIC SERVICE including 50 specific projects supporting the goals, and measurements for each of these goals. This plan was adopted by the Library

Board which receives regular reports of progress and approves changes in the plan.

- Moved forward design and support for Brooklyn's unique *Visual and Performing Arts Library*. Secured \$8 million funding for design of this creative place to serve families, artists and all in Brooklyn's BAM Cultural District. I participated in the design process with international architect *Enrique Norten*.
- Accomplished this and more with a budget that remained essentially flat, and still down millions from 2001.

**MULTNOMAH COUNTY LIBRARY, PORTLAND, OR**  
**Library Director, 1990- 2003**

Serving 750,000 in the city of Portland and the surrounding county, this library is the largest in Oregon. During my tenure MCL circulated the highest number of books per capita of any public library in the United States, and did so at the lowest cost per circulation.

I organized library supporters and successfully campaigned six times for voter approval to increase library funding and expand library services including improved technology; more open hours and more funding for books.

We also secured voter-approval for two capital bonds to renovate the 1912 Central Library and improve all 19 libraries. Branch libraries included historic renovations, major remodeling and additions, and new buildings.

With key library advocates, I established the Library Foundation in 1995. This separate foundation secured more than \$15 million in gifts in 8 years.

Under my leadership, MCL created several fee-for-service enterprises, including a museum-quality gift store, a partnership with Starbucks, rental of facilities, and the sale of library related videos, books, and other materials.

**ALAMEDA COUNTY LIBRARY, FREMONT, CA**  
**Library Director, 1981- 1990**

Assumed leadership of the library serving 400,000 people in 6 cities from 10 library buildings. The library had been shut down as a result of property tax reductions of Proposition 13. My mandate was to bring the system back with redesigned library services.

I worked closely with state and local elected officials to build back funding sources. We strengthened community partnerships and identified new sources of funding for new library buildings and operations.

**KENOSHA PUBLIC LIBRARY, KENOSHA, WI**  
**Library Director, 1976- 1981**

Took over a troubled system in a blue-collar community facing likely plant closings. There had not been investment in library technology or facilities in many years.

I developed a strategic facilities plan for growth and renovation and worked with the City Council, the City Manager and the Mayor to acquire funding for capital projects. We built the first new library in 60 years.

Library use more than doubled, and we secured a commensurate increase in funding for books and other library operations.

**UNIVERSITY OF MINNESOTA-MEDICAL SCHOOL, MINNEAPOLIS, MN**  
**Administrator, Special Programs, 1975- 1976**

Chief administrator of Medical School's special program on human sexuality.

**WASHINGTON COUNTY LIBRARY, LAKE ELMO, MN**  
**Librarian, then Assistant Director, 1970- 1975**

With my new library degree, I was the second librarian hired for an emerging suburban library system. I hired staff, opened libraries in schools, shopping centers, and built new buildings, and worked with community groups and elected officials to ensure that the expansion of the system met local needs and was well funded.

**MACHANIC ARTS HIGH SCHOOL, ST. PAUL, MN**  
**Teacher, 1968- 1969**

Taught English to inner city high school students.

**FEDERAL BUREAU OF INDIAN AFFAIRS, FLANDREAU, SD**  
**Teacher, Off-Reservation Boarding School, 1966- 1968**

Taught English and speech to Native American high school students.



### **ADDITIONAL BACKGROUND**

- Master's degree in Library Science from the University of Minnesota.
- Elected **President** of the **Public Library Association**, a division of the American Library Association.
- Served on **The Gates Library Foundation** Advisory Committee.
- Serve Board of Directors of the **Urban Library Council**.
- Member of the National Science Foundation's Study Committee on Information Technology Strategy for the Library of Congress.
- Recipient of the **"Charlie,"** an award made by the Public Library Association. The award recognizes a public library director who has been a risk-taker, an innovator and an agent for change.
- Honored as **2001 Layperson of the Year** by the Portland Chapter of the American Institute of Architects.
- Awarded two **American Institute of Architects and American Library Association Library Building Awards** for Multnomah County Central Library and Woodstock Neighborhood Library, the first library to win two awards in one year.
- Testified representing ACLU as lead plaintiff in CIPA (Child Internet Protection Act) appeal, 2000.



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## Chris Tonjes

### ***Roles:***

- IT Executive
- Project Manager
- Business Analyst
- Process Engineer
- Project Leader
- Engagement Manager
- Business Analyst
- Staff Management
- Risk/Change Management
- Business Case Development
- Organizational Design
- P & L/Budget Management
- Team Leadership
- Conflict Management
- Process Design
- Knowledge Transfer

### ***Tools/Methods:***

- Rational Unified Process (RUP)
- Service Oriented Architecture (SOA)
- PMI – PMP Certified Project Manager

### ***Industry Application***

- Financial Services
- Public Sector
- Mortgage
- Insurance
- Telecom

### ***Experience Summary***

PMI - PMP certified technology manager with more than 10 years of experience leading complex, interdisciplinary technology initiatives including projects, and IT department turnaround efforts. Extensive experience with current methodologies including Service Oriented Architecture (SOA) and Rational Unified Process (RUP), managing multiple implementations / integrations of these methodologies. A demonstrated ability to successfully lead business or technical initiatives with experience in project management, business analysis, and leadership. Skilled in the application of current technology to solve complex business problems such as accounting, payroll, service delivery, business process engineering and enterprise application integration. Accustomed to large, complex initiatives in excess of \$7 Million in budget and 18 resources. Excellent verbal and written communication skills used in interfacing with management, customers and vendors. Strong presentational, organizational and leadership skills.

### ***Skills Inventory***

- Project/Program Management
- Application/Business Architecture
- Enterprise Application Integration (EAI)
- Rational Unified Process (RUP) Implementation and Integration
- Service Oriented Architecture (SOA) Implementation
- Program/Project Planning
- Mortgage Systems
- Financial Systems
- ERP Systems
- Portal Implementation and Design
- SDLC Phase Documentation
- Business Process Reengineering
- Business Intelligence
- Strategy Planning
- Communication Management
- Scope Development
- Resource Management
- P&L / Budget Management
- Risk Management
- Implementation/Deployment
- Technical/Business Use Cases

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- Enterprise Applications
  - Vendor Management
  - Business/Systems Analysis
  - Development Management
  - Project Turnaround

## **Education**

*SUNY Potsdam, Potsdam, New York* – BA, English and History

## **Professional Experience**

*District of Columbia Public Library, Washington DC*

**Chief Information Officer, February 2007 – Present**

**Project Overview:** Served as chief information officer for the District of Columbia's public library system, responsible for all technology, document management services and reprographics. Managed a staff of 12 employees and seven contractors whose responsibilities included IT infrastructure, help desk, data security, network architecture and provisioning, web development, integration programming, systems administration/server operations and customer service. Managed extensive system and infrastructure modernization projects, as well as desktop deployments for 1100 personal computers.

- Led web site redesign and reengineering project
- Implemented open source web and enterprise content management software
- Consolidated and upgraded server infrastructure to optimize Microsoft, Oracle, and Linux products
- Renegotiated reprographic contract to improve service and lower costs
- Reorganized department to align with agency goals and current best practices in technology
- Created strategic 30, 60, 90, 120, 180 day department turnaround plan
- Oversaw the adoption of high speed broadband in all locations
- Applied for \$2.6 million dollars in ARRA funding
- Leverage E rate program to increase reimbursement by \$1.3 million
- Began implementation of ITIL to measure and manage service levels and configuration
- Oversaw wiring and setup of seven new or renovated locations
- Managed E-rate program applications and
- Served as founding member of District of Columbia government CIO council

*Government of the District of Columbia, Office of Personnel, Washington DC*

**Acting Deputy Director/Chief of Information Technology, July 2006 – January, 2007**

**Project Overview:** Served as chief of information technology and personnel processing division. Managed a staff of 27 employees whose responsibilities included IT infrastructure, business intelligence, data security and

quality control, PeopleSoft transaction processing, and customer service. Oversaw the implementation of PeopleSoft Benefits Administration, and Time and Labor modules.

- Led document management automation initiative
- Supervised, disciplined and trained staff
- Began server consolidation project
- Implemented asset control and desktop refresh projects
- Revised server and desktop support procedures to improve productivity and customer satisfaction
- Created strategic 30, 60, 90, 120, 180 day department turnaround plan
- Created key performance measurements for departmental and agency benchmark program
- Acted as customer service ombudsman for data integration issues

*Government of the District of Columbia, Office of the Chief Technology Officer*

**Program Manager, October 2003 – July 2006**

**Project Overview:** Served as Program Manager for a variety of projects including the Service Request Center sub-portal on the DC.Gov web site, a project that created a new citizen facing web site where residents can request city services, and view the status of all requests. Served as program manager for public space online permitting, a project that created a new citizen facing web site where residents can submit public space permit requests, and view the status of all requests.

- Led inter-agency project teams in gathering and reviewing project requirements
- Facilitated JAD and Business Process modeling efforts
- Created and maintained project lifecycle documents
- Created and maintained project schedules and budgets
- Led the Implementation of SeeBeyond 5.03, the District's standard Eai tool
- Procured and implemented project hardware infrastructure, including servers, environments, supporting technology, and support policy
- Acted as liaison with other E-government projects, including wireless, enterprise data warehouse, and enterprise architecture development
- Managed geographically diverse development team (Offshore, in house, and off site)
- Received training in OCTO procurement, project management, and technical standards
- Managed project scope and risk
- Authored configuration and change management plan
- Created integration tools and templates for citywide use
- Supervised 15 FTE and 8 contractor resources

*Oculus Communications, Arlington VA & Livingston NJ*

**Principal, Program Manager, November 1997-2003**

*(Client: Accenture July 2001- July 2003)*

**Project Overview:** Project Manager for the implementation and compliance of Rational Unified Process (RUP) for all development activities. Project Manager for an HR benefits self-service benefits portal. This project



transformed paper based HR processes into web-based self-service forms. This project also involved an upgrade of Peoplesoft's time recording and payroll modules

- Ensured that all development activities complied with Accenture's implementation of the Rational Unified Process.
- Working with analysts, defined project artifacts and domains.
- Helped configure the Rational Analyst Suite, including Rational Rose, Clear Quest, Clear Case, and Rational SoDA.
- Mentored staff in UML and the use of Rational Clear Case.
- Created traceability matrixes from artifacts through all domains.
- Created artifacts supporting middle tier (using J2EE)
- Worked with project sponsors to gather requirements, assign tasks to other team members, and craft a project plan.
- Hired all project personnel and monitored their performance.
- Created requirements, use cases, and data dictionaries, and test plans. Used Rational UML and Rational analyst suite, including Requisite Pro, Soda, Rose, and Rational Test Studio.
- Created project plans, including work breakdown structures, resource assignments, deliverable standards, and budgets (Using PMI Methodology).
- Communicated status and issues to other stakeholders and upper management.
- Implemented Enterprise-wide standard HR policies, procedures, and forms via the intranet using Broadvision content management and workflow tools. Also created Style Sheets and templates.
- Supervised team of 8 Analysts, Technical Writers, and Programmers
- Performed user acceptance testing on web-based applications.
- Led the design and coding of web-based benefits portal.
- Led RAD and JAD sessions with business and executive project stakeholder.
- Created design and specification documents, architecture diagrams, and functional requirements.
- Configured Vignette and created XML dtDs for various documents
- Worked with Peoplesoft programmers to create interface specifications

*(Client: Prudential Financial December 2000 – June 2001)*

**Project Overview:** Led implementation of Rational Unified Process and Rational Analyst suite for creating and maintaining web-based business to business and consumer sites (E-commerce Portals). Project Manager for a sales automation project.

- Worked with project sponsors to gather requirements, assign tasks to other team members, and craft a project plan.
- Hired all project personnel and monitored their performance.
- Worked with analysts to define project artifacts and domains.
- Wrote use cases and other process flow documents using UML and Rational Rose
- Helped configure the Rational Analyst Suite, including Rational Rose, Clear Quest, Clear Case, and Rational SoDA.

- Implemented an iterative release method using the Rational Unified Process.
- Created project artifacts including schedules, work breakdown structures, and status reports.
- Tracked resource usage and budgets Designed and wrote systems (SDLC) and user documentation for Web, AIX and MVS-based data reporting, and transaction processing systems.
- Created network and dataflow documents using Visio. Worked with business analysts, senior project managers, and programmers to gather business requirements and specifications. Created physical and logical system architectures.
- Acted as Rational Clear Case backup librarian.
- Used Winrunner and Rational Test Suite to perform stress testing on client server and web-based trade clearing and back office applications.
- Automated document publishing and production process using Vignette and Filenet.

*(Client: Merrill Lynch Jan 1998-December 2000)*

**Project Overview:** Spearheaded a pilot project using the Rational Unified Process and iterative, object-oriented development in place of the previous waterfall process. Trained other staff in the use of UML and rational tools, and helped configure domains. Project Manager for a high net worth individual investor portal project. This project provided Merrill investors with a customized portal to track portfolio performance, view real time market data, access research, and place orders.

- Created project artifacts including schedules, work breakdown structures, and status reports
- Tracked resource usage and budgets
- Chaired weekly status meeting and design sessions
- Chaired Document review sessions Created run books and operations guides for Unix and OS/390 Mainframe-based trade processing systems.
- Migrated large legacy print documents to HTML using Broadvision Quicksilver
- Created sophisticated XML/HTML systems with using DreamWeaver and JavaScript navigational aids. Revised web sites to be in compliance with section 508 accessibility rules.
- Tested Dreamweaver 508 Extensions
- Used Rational Clear Case as version control mechanism.
- Automated document publishing and production process using Broadvision and Filenet.

*(Client: Deutsche Bank Jan 1998 – Jan 1999)*

- Collected and wrote business and technical requirements.
- Managed migration from SAP to Peoplesoft
- Worked with Rational Rose and Rational Test Studio. Used FrameMaker and RoboHelp to create user guides and online help.
- Created project artifacts including schedules, work breakdown structures, and status reports
- Tracked resource usage and budgets
- Wrote system (SDLC) and user documentation for DB2, Oracle and C++ based trade analysis systems. Integrated Lotus Domino documents into customer web sites.
- Implemented Broadvision Quicksilver intranet publishing tools

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*Federal Home Loan Mortgage Assistance Corporation (Freddie Mac) McLean, Virginia*

***Project Manager, October 1995 - December 1997***

- Wrote user manuals, online help, and job aids for relationship management software package. Designed online help system.
- Trained other writers in the use of Windows help and HTML authoring tools. Linked help system to Visual Basic and Visual C++ Applications.
- Created interactive web pages using advanced technology including Java and forms.
- Created and produced interactive tutorials. Used Rational Clear Case as version control mechanism.
- Produced UNIX/C-related technical documentation for Business Area Services Applied Technology group.
- Documented UNIX Application Programming Interfaces (APIs), Architecture Design, and Transaction Processing Systems.
- Wrote test plans for user acceptance tests.
- Devised on-line documentation strategy using Windows Help and Word for Windows. Interpreted local implementation of DCE, in conjunction with Encina.
- Wrote GUI Design principles for Visual Basic applications. Worked from code, existing documentation, and interviews with system engineers

*LCC Incorporated, Arlington, Virginia*

***Contract Technical Writer, October 1994 - October 1995***

- Wrote on-line and hard copy documentation for UNIX-based cellular telephone engineering and operations software, including a CAD program and a statistical analysis tool.
- Designed hard-copy format.
- Trained other writers in FrameMaker desktop publishing software. Participated in software testing and interface design. Wrote release notes.
- Developed on-line presentations. Attended cellular engineering classes.

*Atlantic Resources Corporation, Reston Virginia*

***Systems Analyst, March 1994 - October 1994***

- Wrote functional and technical requirements (SDLC) for PC-based on-line purchasing system. Created Windows on-line help system.
- Designed product information database, including menu structure and search logic.
- Composed data element dictionary. Wrote high-level design documents, user manuals, and operations manuals. Developed proposal style sheet and graphics template.

*Intelsat, Washington, DC*

***Contract Technical Writer, July 1992 - March 1994.***

- Developed project schedule and style guide.
- Wrote user guides, quick reference cards, and database analysis manual for in-house securities tracking and reporting application.
- Participated in software testing and evaluation.

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*SEI Information Services, Kingston, New York, and Manassas, Virginia.*

**Project Manager, January 1990 - July 1992**

**Technical Writer, May 1989 - January 1990**

- Wrote Systems, programming, user, and conversion manuals for IBM/VM ESA operating system.
- Designed and produced on-line documentation and error messages.
- Supervised vendor on-premise technical writing contract with IBM Manassas.
- Managed large financial application software project.
- Developed comprehensive documentation plan, including content for each manual, quality guidelines, on-line development guidelines, schedule, and workflow. Facilitated on-line technical review.
- Supervised writers and editors in the development of large Federal Government proposals.
- Developed a database of boilerplate proposal material, including project descriptions and quality plans.

*Systematic, Incorporated, Little Rock, Arkansas*

**Technical Writer, September 1988 - May, 1989**

- Wrote systems manuals, conversion guides, and quick reference cards for IBM mainframe-based wholesale banking and mortgage software.
- Conducted user surveys to measure documentation effectiveness.
- Scheduled and tracked individual projects. Participated in experimental SGML publishing system test.

*CAE-Link Corporation, Little Rock, Arkansas*

**Technical Writer September 1986 - September 1988**

- Wrote multi-media training courseware for Air Force cargo plane training program.
- Documents included workbooks, computer-based training lessons, and video scripts

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- **Personal Overview**

- - Talented and creative graphic designer with a strong affinity for the digital arts
- - Eight years as a practicing artist and designer
- - Experienced in dealing with high profile clients and brands
- - Technologically savvy and well versed in new web tools and social media devices
- - Skilled in preparing and delivering computer training
- - Self-reliant, dependable, troubleshooter
- - Motivated by success, performs under pressure
- - Able to produce exemplary work, both independently and in a team setting

- **Professional Objective**

- Seeking a creative and stimulating position which utilizes my skills as a designer and feeds my interests in technology.

- **Education**

- B.A. in Graphic Information Design with a minor in Multimedia from George Mason University.

- **Professional Skills**

- Experience with a variety of computer programs including:

Adobe Photoshop CS3	Soundbooth CS3	HTML, CSS and Java Script
Adobe Illustrator CS3	Adobe Flash CS3	MS Office Suite
Adobe Premier Pro CS3	Adobe InDesign CS4	MS SharePoint Designer
Adobe Dreamweaver CS3	SalesForce CRM	PC and Mac platforms

- **Professional Experience**

- **DC Public Library, Washington, DC** (2009-Present)
  - Responsible for building and administering internal staff training courses
  - Design, create and implement training materials for public and staff
  - Provide online reference material via intranet wiki
  - Graphical support for public facing website
  - Involved with print collateral and user interface design projects
- **Avecra, Inc., McLean, VA** (2008-2009)
  - Maintain and manage external website on a Microsoft SharePoint platform.
  - Design, create and deploy email advertisements, campaigns and promotions
  - Funnel leads into SalesForce CRM using custom web-to-lead forms
  - Work with vendors and printers to deliver various collateral pieces including whitepapers and mailers
- **Colorvision International, Inc., Orlando, FL** (2006-2008)
  - Worked as a full time graphic designer developing digital, print, web and video products
  - Designed and produced materials in a professional print studio for commercial use in theme parks

- - Worked on diverse video projects ranging from script production, to storyboarding, animation and editing
- - Dealt with multiple high-profile brands including:
 

• Star Wars	The Today Show	Pirates of the Caribbean
• Shrek 2 and 3	The Simpsons	The Hulk Coaster
• High School Musical	Indiana Jones	Men in Black
• Spider-Man	The Mummy	Jurassic Park
- **Village Green School, Great Falls, VA** (2005-2006)
  - - Responsible for developing computer based curriculum for preschoolers
  - - Delivered engaging and age appropriate lessons
  - - Worked cooperatively with other teachers and specialists to support school-wide curriculum
  - - Accountable for 20 children per session
- **Sidekick Graphic Design, Vienna, VA** (2001-2006)
  - - Founded, owned and operated a small, private graphic design business during high school and college
  - - Developed print and web-based media for clients
  - - Took responsibility for all aspects of business including budget, deadline and client relations
  - - Extensive and diverse local clientele
  - - Worked extensively with a variety of professional companies to develop designs for flyers, shirts, vehicle decals, 3D installations, uniform designs, textbook illustration, web designs, brand marketing, and all facets of print media including, but not limited to; pamphlets, postcards, business cards, stickers and posters.

# Matt Heiner

- Over three years of experience in Web Design and Administration.
- Exceptional communication, analytical, and problem solving skills, with a strong attention to detail and quality of work.
- Team player capable of achieving objectives and goals within a group or individually.
- Strong UI / UX Skills. Strong working skills in XHTML, CSS, Javascript, PHP, and Flash.
- E-mail Campaign and Marketing strategy.
- Considering open-source development positions that will allow me to develop within a variety of architectures -- such as iphone applications, open-source CMS, and other interactive applications -- to keep my skills diverse, while allowing me to improve upon new technologies.
- Working skills with the LAMP stack: XHTML, DHTML, CSS/2/3, Javascript, jQuery, jQueryUI, AJAX, PHP, SEO/SEM, Google Analytics, Adobe Browserlab, cross-browser compatibility.
- Drupal, Wordpress, & Joomla. Past experience with Kintera.
- Expert with Photoshop and Dreamweaver (can handcode anything easily, DW just requires less keystrokes), Fireworks, and Flash.

## DC Public Library

December 2008 – present. Webmaster / Senior Web Developer

Build out Drupal website from scratch. Administer and work with new modules to develop custom functionality. Manage Drupal functionality along with training others on how to create/edit content using the YUI WYSIWYG. Template and stylize Vufind integration to Sirsi/Dynex database to enable a seamless transition from the website to the catalog and vice-versa. Customize DCPL iphone application look and feel using XHTML and CSS.

1. [www.dclibrary.org](http://www.dclibrary.org)
2. [catalog.dclibrary.org/vufind/](http://catalog.dclibrary.org/vufind/) (beta release)

## emotive, llc

June 2008 – December 2008. Account Manager  
September 2007 — June 2008. Junior Web Production Specialist

Design and develop custom web interfaces/layouts in Kintera, Convio, Joomla, or on our server for clients' websites, banners, flash ads, and custom applications. Create, supervise, and analyze email communication campaigns for client accounts. Train and manage temporary staff. Manage over 12 client accounts, oversee and schedule additional development projects.

Accounts administered and managed:

1. [Josh McDowell Ministries](#)
2. [Farm Aid](#)
6. [Mitch McConnell for US Senate 2008](#)

3. [New York City : National MS Society](#)
4. [Susan B. Anthony List](#)
5. [Susan B. Anthony List Candidate Fund](#)
7. [Réalité EU](#)
8. [The Israel Project](#)
9. [Dr. Martin Luther King, Jr. National Memorial Foundation](#)

"Throughout my time working with him, Matt was always very personable and responsive. A pleasure to work with at all times, skilled and diligent in completing all projects. I highly recommend Matt's work." January 9, 2009

**Top qualities:** Great Results , Personable , High Integrity

[Robb Moore](#) hired Matt as a IT Consultant at emotive in 2007

## Sandglass Systems

September 2007— present. Freelance Flash Designer  
June 2007 to September 2007. Web Programmer (Part-time)

Slice up designs and code them into working sites. Design user interface, banners, email templates, flash content.

Site Include:

[www.paston.com](http://www.paston.com), [www.katherinegreen.com](http://www.katherinegreen.com), [www.mallickplumbing.com](http://www.mallickplumbing.com),  
[www.alangregerman.com](http://www.alangregerman.com)

"As an employee at Sandglass in 2007 Matt did great work. He has freelanced with us on several projects in 2008 and 2009. He is quick to understand concept and delivers great work at reasonable prices." July 7, 2009

**Top qualities:** Great Results , Expert , Good Value

[Andy Fraser](#) hired Matt as a IT Consultant in 2007 , and hired Matt more than once

## Brainbox Enterprises, Inc.

February 2006 — July 2006. Graphic Design Intern

Slice up designs, create print designs. Design intro reel motion graphics.

### Technical Skills:

**Adobe Web Suite:** Photoshop (expert), Dreamweaver (expert), Flash (expert designer), Fireworks (not as powerful as PS), Illustrator (if needed)

**Other Tools:** XAMPP, Tortoise SVN, Pivotal Tracker, Google Analytics(expert), Google AdWords (creating ads,

**Programming Languages:** XHTML(SEO), CSS/CSS2, Javascript/Mootools/jQuery(expert), PHP, Actionscript 2.0

**CMS Experience:** Drupal, Joomla, Wordpress, Kintera, Convio



**Highlights of experience:**

- Experience managing, researching, writing and editing websites, IT newsletters, IT technical documentation, IT standards manuals, IT executive briefing packages, SOPs, training materials, and IT strategic and enterprise planning documents
- Managed change management and training teams for PeopleSoft implementation
- Experience working with requirements analysts and business analysts on software implementations and upgrades, including workflow diagramming and analysis.

**Freelance Project Manager/Writer/Researcher/Editor (Jan. 1995-present)**

Researched, wrote and edited IT newsletters, IT standards manuals, websites, IT planning documents, grant proposals, books, consumer education brochures, marketing materials, feature articles, press releases, project proposals, SOWs and reports. Clients have included WMATA (Metro), the DC Public Library and the Corporation for Public Broadcasting. Certified by EEI Communications as a substantive editor and copy editor.

**Office of the Chief Technology Officer, DC, Program Manager (December 2002-July 2007)**

Managed, wrote and edited IT technical documentation, IT executive briefing packages, and IT strategic and enterprise planning documents. Coordinated, researched and wrote numerous executive briefings and strategic planning documents. Managed change management and training teams for PeopleSoft implementation, including reviewing and editing all training materials. Edited standard operating procedures (SOPs) for PeopleSoft implementation. Conducted and documented weekly IT project meetings. Wrote monthly IT project reports for PMO. Managed monthly contract report. Researched, created and implemented information architecture for city website, helping dc.gov to win numerous awards.

**Copy Editor, *The Washington Post* (May 1998–Oct. 2002)**

Edited Style section articles for nationally known, award-winning newspaper, including fact-checking research. Negotiated editorial changes with diverse group of writers. Worked with team of editors and layout experts to create daily newspaper on tight deadlines. Created front page and section headlines and picture captions.

**Director, Public Education, Co-op America (Feb. 1992-Aug. 1996)**

Researched and created successful PR campaign to publicize tobacco investments in mutual funds, with prominent placements in national newspapers and magazines. Researched and wrote successful grant proposals to foundations. Created annual reports for board and other stakeholders. Managed public education and PR, created PR materials, managed employees and raised funds. Managed customer service operations.

**Education:**

- Certified Project Management Professional (PMP), January 2005
- University of Louisiana, Ph.D. with honors, English and American Literature, 1990
- Hollins College, M.A with honors, English and Writing, 1986
- Eckerd College, B.A with honors, Literature, 1985

**Skills**

- Proficient in Word, Excel, Outlook, PowerPoint and Visio
- Knowledgeable of Microsoft Project, Access, file sharing software and content management systems (CMS)
- Familiar with desktop publishing software, project tracking and configuration management software (Merant PVCS Tracker)

# Gilbert Luwaile

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## Objective

To bring my experience in the Enterprise Applications and Desktop Support field to an organization seeking skilled personnel and increased business value from IT Service.

## Summary

I am an experienced Systems Administrator with Enterprise environment emphasis. Experience and expertise in the Microsoft Windows Server Operating Systems, Linux Systems Administration as well as experience in an ITIL Environment and a thorough understanding of the IT Service Life Cycle where I've enjoyed working in a Lead-Tech position in a Service Desk catering to approximately 20,000 users.

## Experience

### **Washington DC Public Library (Martin Luther King Jr. Memorial Library)**

#### **Systems Administrator / Pharos Administrator**

##### **Job Functions (Feb. 2008 – Present)**

- Manage the Client / Server signup system, Pharos/Uniprint, which the Library uses for managing computer usage sessions and printing by library patrons.
- Helped design and Implement a Desktop Support structure from Helpdesk to Tier 3 Support including necessary documentation and creation of SOP's for all levels of support structure.
- Designed and Implemented a Helpdesk Ticketing System, based on Numara's Footprints 9.0 product. Helped develop a similar ticketing tracking system for other Departments, HR and Facilities based on the same product.
- Manage domain security and system wide computer configuration via GPO and a third party server application called Deep Freeze.
- Manage Software Package Deployment using GPO, Windows Scripting and Faronics' Deepfreeze Administrator console to 400 Computers in the environment across a WAN and on local network.
- Managed and Administered DCPL's Exchange 2003 Server for creating of Mailboxes, managing Security Groups, Mail Enabled Security Groups (Distribution Lists) and user accounts.
- Manage and maintain the Active Directory Site with all the administration duties involved.
- Manage and approve Windows updates to client workstations with WSUS.
- Create network accounts, activate and deactivate accounts, join new hardware to the domain and retire old or obsolete hardware accordingly.

### **PCCI Inc.**

#### **Systems Administrator**

##### **Job Functions (Nov. 2006 – Feb. 2008)**

- Manage and maintain a Windows 2003/2000 Server network environment.
- Manage, Maintain and monitor the performance of the DNS, DHCP, File and Print Servers.
- Manage and maintain the Active Directory Site and ensure its uptime is maximized.
- Manage network and domain security via GPO to relevant OU's.
- Manage and approve Windows updates to client workstations with WSUS.

- Maintain Active Directory Security Groups and ensure that relevant ACLS are assigned to AD objects that need them.
- Create network accounts, activate and deactivate accounts, join new hardware to the domain and retire old or obsolete hardware accordingly.
- Managed and maintained an Exchange 5.5 server with about 50 mailboxes, up until migration to a Hosted Mail System from Google (Google Apps).
- Managed a zero-downtime migration from Exchange 5.5 to Google Apps mail.
- Backup and recovery - Maintain the company's disaster recovery plan and ensure that policies are adhered to and perform mock disaster recovery operations to ensure that data loss will be avoided in the event of a real disaster.
- Maintain the Enterprise Anti Virus solution to ensure that all clients were receiving their virus definitions being pushed from an updated Enterprise database.
- Manage and maintain company 'loaner' Laptops to ensure that employees who were on business travel had the right equipment to enable them to be productive while on the road.
- Maintain company Software Licensing and inventory control to ensure that no license agreements are violated.

**Food and Drug Administration,  
Rockville, MD (IT Solutions LLC)  
Consultant – Tier 1 Lead Technician**

**Job Functions (Oct. 2006 – Feb. 2008)**

- Provide administrative tasks such as resetting passwords, unlocking accounts, processing new account requests, permission change requests, and software installations
- Support users who worked from home and connected to company network through CISCO's VPN Client Software.
- Map network drives, network printers, and setting up email accounts for users on request
- Support a user base of over 20,000 employees nation wide with different processes for different Government Divisions of the FDA.
- Assist users with Microsoft Office applications usage. Mainly Outlook.
- Assist users with system configuration mostly on the Windows XP operating system.
- Resolve network account issues relating to Active Directory access.
- Process ACL related service requests.
- Part of a Daylight Saving Time team who managed a Blackberry Server Administration project which dealt with the change in DST in March 2007.
- Use SMS queries to audit application versions and other AD Infrastructure Objects.
- Identified and resolved end users problems remotely using SMS remote software utility.
- Assisted customers with web-based applications such as OWA (Outlook Web Access)
- Part of a Migration Team that oversaw the smooth migration of about 20,000 users from a 5.5 Exchange environment to a 2003 Active Directory and Exchange Environment.

**Education**

- ITIL Version 3.0 Certified
- Microsoft Certified Systems Administrator (MCSA) – Messaging Track
  - MCP – 70-270: Installing, Configuring and Administering MS Windows XP Professional.
  - MCP – 70-290: Managing and Maintaining a MS Windows Server 2003 Environment.
  - MCP - 70-284: Implementing and Managing a Microsoft Exchange Server 2003.
  - MCP – 70-291: Implementing, Managing and Maintaining a Microsoft Windows Server 2003
- OCA – Oracle Certified Associate (Oracle Database Administration)

- Oracle 9i 1Z0-007: Introduction to Oracle9i SQL
- Obtaining Bachelors degree in Information Technology, Software Engineering Stream. (University of South Africa)

**References**

References

available

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specialized database searching.

- Recruits and orients volunteer computer instructors for computer lab delivery of course material to adult customers diverse in skill and learning abilities. Conducts Train-the-Trainer sessions for new and existing volunteer instructors, featuring new technologies in the Lab. Provides instructional back-up for over sixty volunteer computer instructors, and pursues incentives for volunteer participation in Program.
- Maintains a thirty-six workstation computer lab, including recommendations for hardware and software upgrades to support and enhance curriculum offerings, and the generation of Help Desk tickets for service and maintenance.
- Markets and publicizes Program to general public, vocational assessment agencies, welfare-to-work coordinators, local businesses, and non-profit agencies.
- Administers internal and external agency reservations of the Lab environment and formulates application guidelines and policy statements on the proper use of the facility.
- Generates monthly, statistical and Key Result Measure reports for the Library's Administration on the number of customers trained, both in the computer lab at the Main Library and in participating Neighborhood Libraries.
- Identifies funding for special events and technology peripherals that will enhance the learning environment of the lab.
- Coordinates computer instructional programming with other divisions and departments within the Library for the benefit of staff training and development.

02/97 - 10/99

KINKO'S™, INC.

Arlington, VA

*Digital and Office Certification Trainer*

- Trained and audited new and veteran employees in all basic, intermediate, and advanced courses in the company's Branch Office Certification Program, including New Employee Orientation, 110% Customer Satisfaction, Employee Impact on Branch Profitability, Advanced Copyright Protocol, Black and White and Color Digital Output Machine Clinics, Digital Operations, and Software Applications.
- Provided regular reports on employee training progress to Branch Managers, with recommendations for remedial and advanced professional development tracks.
- Conducted on-site supervision and training at company Branches located in DC, MD, and VA in Project Tracking Process and Consultative Selling.
- Developed safety guidelines on use of in-house computer hardware



and auxiliary equipment, based on training received from equipment vendors, e.g. Xerox, Canon, IBM, HP, Océ.

**10/91 – 12/95 Progressive Nat'l Baptist Convention, Inc.  
Washington, DC**

*Editor*

- Administratively responsible for the quarterly production of Convention's main educational publication, including the thematic construction of each issue, the assignment of articles to contributing writers, editing, proof-reading, background research, lay-out and design, marketing, public relations, archival maintenance, and copyright registration. Publication was awarded the 1993 Graphics Communication Award of Excellence by the Printing Industries of Virginia (PIVA).
- Served as consultant for the literary estate and publishing practices of the Convention.
- Participated in Convention conferences, including the presentation of workshops and seminars on the effective use of the above publication.

**11/90 – 10/91 – Academic pursuits...**

**06/79 – 11/90 DC Public Library Washington, DC**

*Assistant Librarian – MLKJML - 1986 – 1990*

*Assistant Cluster Chief – MLKJML - 1984 – 1986*

*Chief, Young Adult Services Division – MLKJML - 1981 – 1984*

*Children's Librarian – CCH & PET - 1979 – 1981*

- Initially hired as a Children's Librarian and promoted to progressively higher levels of administration within the DCPL
- Duties of the latest position (*Assistant Librarian*) included the supervision of supervisory and non-supervisory staff providing library services from six public service/subject divisions and one technical unit.
- Cumulative responsibilities of the latest position included collection development and maintenance; personnel supervision and training; program planning and implementation; human and material resource sharing; community analyses and networking, needs assessments, library instructional presentations and bibliographic construction, on-line database searching, monthly and annual report submissions, and facility oversight.
- Detailed responsibilities of the preceding positions are available upon request.

## PROFESSIONAL DEVELOPMENT

2000 – *Certificate of Completion* – MS Word 97 Intermediate, MS Excel 97 Intermediate, MS PowerPoint 97 Intermediate, Streaming Media – Graduate School / United States Department of Agriculture (USDA)

2003 – *Certificate of Completion* – MS Word 2000 Intermediate, MS Excel 2000 Intermediate, MS PowerPoint 2000 Intermediate - Graduate School (USDA)

2005 – *Certificate of Completion* - MS Word 2003 Intermediate, MS Excel 2003 Intermediate, MS PowerPoint 2003 Intermediate - Graduate School (USDA)

2008 – *Online Training* – 2007 MS Office Suite – Basic Level

2009 – *Online Training* – 2007 MS Office Suite, Intermediate Level

## LICENSES AND CERTIFICATIONS

2010 – Microsoft Certification Application Specialist Certification – *In process (2007 Office Suite)*

2006 – Microsoft Office Specialist – Expert – Word 2003

2006 – Microsoft Office Specialist – Expert – PowerPoint 2003

1992 – Ordained Clergy – American Baptist Churches, USA

## COMMITTEES AND ASSOCIATIONS

2006 – Library Services and Technology Act Advisory Council, *Charter Member*

2005-2006 – DCPL Organizational Development Team, *Charter Member*

2000 – Mamie Stanley Ash Memorial Scholarship Fund, *Trustee and Chair*

1992 – Evans E. Crawford Endowed Scholarship Fund, *President*

#### EDUCATIONAL AWARDS RECEIVED

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##### *Howard University School of Divinity*

- '91-'92 National Dean's List, 15<sup>th</sup> Edition
- '91-'92 Nannie Helen Burroughs Scholar Award
- '91 Patricia Roberts Harris Public Affairs Fellow (*HU School of Communications*)
- '90-'91 Ford Foundation Field-Based Fellowship

#### EMPLOYMENT AWARDS RECEIVED

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##### *District of Columbia Public Library*

- Mayor's 2001 Customer Service Award
- 1993 Graphics Communication Award of Excellence by the Printing Industries of Virginia (PIVA).
- Length of Service Award (10 years) 1989
- Outstanding Performance Awards: 1987-1989; 1985 - 1986; 1981 - 1982
- Excellent Performance Awards: 1986 - 1987; 1982 - 1985

#### REFERENCES

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Available upon request.

# Kelley A Ellsworth

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## Education

**Dartmouth College**, BA in English with Women's Studies Minor

**Howard University**, MFA in Film

**New York University**, two summer sessions in the film department.

**Center for Nonprofit Advancement**: workshops on nonprofit management.

## Employment

**Executive Director, Byte Back, 2008-present**: Responsible for operations of a nonprofit organization that provides computer and job training for low-income adults and at-risk youth. During the first six months, solidified staff commitment and follow-through in gathering and tracking demographic and outcome data; restructured Byte Back's primary program based upon results from a student survey, improving completion rates from 60% to 75%; restructured job readiness training design resulting in 25% of students in the first quarter of 2009 obtaining employment; obtained needed funding and oversaw the renovation of our headquarters building from start to finish, improving aesthetics and making the organization fully wheelchair accessible; completed audit and created annual report; created partnerships with the Southeast Veterans Service Center (ward 8) and First Time Computers and is in the process of creating partnerships with the Warriors Transition Brigade, Academy of Hope and Catholic Charities; held four small fundraisers/community events; drafted six and completed four new organizational policy documents; submitted grant proposals requesting a total of over \$400,000; initiated three different governmental funding options, including a probably line-item in the Budget Support Act of FY10, a contract with the Department of Human Services, and a partnership with the D.C. Public Library for Technology Stimulus Funds.

**Executive Director and President, Spring Creek Foundation, 2005-2007**: Responsible for all operations of independent foundation, which gave over \$10 million in grants to 350 organizations in the Washington Metropolitan Area. Grantees were organizations protecting the environment and/or serving the poor. Ran all Board Meetings, including grantmaking meetings; analyzed, summarized and made recommendations concerning all incoming proposals; conducted all site visits; and attended to all matters pertaining to the general day-to-day operations, including managing investments, bookkeeping, reconciling bank statements, budgeting, filing payroll and yearly taxes, and keeping records. Brought all functions to a close at the end of 2007 when the foundation terminated at the request of the Board of Directors, including prepaying all bills, filing Articles of Dissolution and securing an historical depository for the permanent records of the foundation.

**Executive Director and President, Ellsworth Productions Incorporated, 1991-1998**:  
Founded video production company specializing in the creation of educational and promotional

videos for nonprofit organizations and artists. Produced, directed, filmed and edited over twenty videos, shown on PBS, at the Kennedy Center, and on local television. Awards include the 1992 CINE Golden Eagle for "For the Love of Paint." Videos included "Getting the Job Done," a video about women in nontraditional jobs, shown in welfare offices around the nation; a promotional video about a Chesapeake Bay area land trust; and an educational video about the subtleties of AIDS prevention. Interviewed Senator Ted Kennedy, feminist leaders Bella Abzug and Gloria Steinem, Congressman John Conyers, and labor leader Victor Reuther.

**Women and Poverty Project**, Wider Opportunities for Women, 1988-1991, Sole research assistant to the Director, Diana Pearce, renowned researcher who coined the phrase, "The Feminization of Poverty." Analyzed statistical data and assisted in writing published articles.

**Service Employees International Union (SEIU)**, Organizer for the Justice for Janitors Union, 1988-89.

### **Volunteer Activities**

**Catalogue for Philanthropy DC**: Spring 2008, served as a volunteer evaluator of applicants for the Catalogue for Philanthropy.

**John Eaton Home and School Association**, Co-President, Secretary, 2006-2008, a PTA-type organization responsible for raising \$350,000 per year to hire 8 ft and 2 pt faculty. This supplemental faculty supported small group and arts education in the most racially diverse school in the District of Columbia. Raised sufficient funds to bring the organization into the black for the first time in three years. Uncovered embezzlement which took place in the previous year, initiated an outside audit, secured pro-bono legal advice from a top law firm, and referred the case to the authorities for prosecution. Initiated first art auction to benefit the school, which raised over \$20,000 from the sale of 37 works of art. Also worked on school auction, school fair, school pictures, and newsletter between 1996 and 2006.

**Byte Back**, Chair (2008-2009), Vice Chair (2007-2008), and Treasurer (2006-2007): Worked to lift organization out of financial crisis in summer 2006 by tripling individual donors, obtaining foundation and corporate grants, and securing very first government grant. Introduced organization to best practices in nonprofit management, including transition from working to governing board, creation of Governance and Finance committees, and facilitation of board retreats by top nonprofit consultants. Designed newest Byte Back program, Office Track, which trains low-income DC residents for office jobs. Produced 2007 Annual Report and several newsletters; secured second grant from the District government.

**Obama for America**: Volunteer fundraiser, 2007-8, raised over \$60,000 for the campaign by hosting a small house party fundraiser and a medium-sized fundraiser in a restaurant with Susan Rice and Senator Kent Conrad from North Dakota; and co-hosting several large fundraisers with then Senator Barack Obama, Michelle Obama and Valerie Jarrett.

**Katrina Cleveland Park**: founder, August 2005 to present; quickly responded to the tragedy of Hurricane Katrina by providing rent-free homes and support for three families who had moved to

Washington DC after losing their homes in New Orleans. Raised over \$60,000 in cash donations as well as in-kind donations of clothing, furniture, books, computers and automobiles. Assisted families with childcare, enrolling their children in school, securing employment, and beginning a new life.

**Spring Creek Foundation**, Board of Directors, Director, 1996-2006, as a founding member of the board of directors, made decisions about which organizations to fund, and how much, as well as how to manage investments. Also attended site visits with founding Executive Director.

### **Awards, Publications:**

"**Welfare and Women's Poverty: Reform or Reinforcement?**" (with Diana Pearce),  
*Journal of Legislation*, Vol. 16 (May, 1989).

**D.C. Commission on the Arts**, 1989 recipient of three simultaneous grants: one Grant in Aid and two Arts in Education.

**1994 CINE Golden Eagle** for a documentary entitled, "For the Love of Paint."

### **Skills:**

**Languages Spoken:** French and Spanish (fluent listener, moderate speaker), Swahili and Chinese (familiarity only)

**Research:** Statistical Research Practices

**Computers:** Functional Knowledge of Microsoft Word and Excel.

**Media:** Operation of film and video cameras, as well as linear and nonlinear editing of film and video. Photography and digital image manipulation.

# DC PUBLIC LIBRARY ORGANIZATION CHART



