

November 8, 2010

Ms. Mary Hagan  
Clerk of Council  
City of Lakewood  
12650 Detroit Road  
Lakewood, Ohio 44107

**Re: Lakewood Mayoral Appointment**

Dear Ms. Hagan:

Lakewood Ohio is the greatest city I have ever known. I have been a proud resident since 1996 and please accept this cover letter and accompanying resume as my application for the position of Mayor.

The challenges and opportunities facing Lakewood are both hard and complicated. However, I firmly believe that from education to commercial development, the cost of public services and housing quality, Lakewood is uniquely positioned to lead Cuyahoga County, the region and, in some cases, the nation in turning threats into opportunities via innovation and unique public/private partnerships.

If appointed mayor, my highest priority would be to lead the city in defining its core values, dreams and "non-negotiables." For example, if residents are concerned that the quality of Lakewood's housing stock has suffered recently, I will lead a great community conversation to determine (1) the current state of the housing stock, (2) what we want to be years down the road and (3) how to get there. If residents voice amplified concerns about safety and security, then, again, I will work to define this core value, current realities, where we want to be and how to get there. What will result is a values statement of which all elected and appointed officeholders here in Lakewood would be measured against.

As my resume indicates, I have held a variety of professional positions in the public, private and non profit sectors since graduating from Kent State University with a Bachelor degree in 1991 and Cleveland State University in 2001 with a Master's of Business Administration.

I am a blessed husband of nine years and the proud father of four children. In addition to my professional position at City Year Cleveland, I own five homes in Lakewood and am an active member of St. Peter's Episcopal Church. I am pleased to call Lakewood my home and am ready to serve our great city in new ways.

Please contact me at any time and I thank you in advance for your consideration of my application.

Yours in service,



David W. Anderson

**David W. Anderson**  
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## **EXPERIENCE**

### **October 2007 – Present: City Year Cleveland**

**Deputy Director:** Establish effective City Year Cleveland program delivery and evaluation systems that strategically link to site development and overall sustainability. Duties:

- Focus the totality of City Year Cleveland's efforts to transforming off-track students to on-track learners.
  - Lead five Whole School/Whole Child program managers who are collectively responsible for 50 corps members.
  - Integrate strategies regarding Whole School/Whole Child, scalability, communication and overall site strength.
  - Institute strategies that meet all WSWC related AmeriCorps and Cleveland site high priority goals and measures.
  - Develop a comprehensive evaluation system reflecting corps member impact on assigned classrooms and specific students – student level data.
  - Lead City Year Cleveland's program manager for Civic Engagement who is responsible for two corps members.
- Apply the work detailed above to gain additional financial support and expand City Year Cleveland's overall development and donor engagement strategy.
  - Responsible for a portfolio of businesses and individuals where funds will be initially derived or moved forward to the next giving level.
- Expand City Year Cleveland's overall recognition and brand by enhancing the communications plan established as director in 2008.

**Director of Business/School Partnerships:** Develop a comprehensive plan that leverages corporate resources (human and financial) in ways that enhance City Year Cleveland's work with students, student performance and site sustainability. Duties:

- Link local corporations to City Year Cleveland team-lets and school service partners.
- Leverage the City Year Cleveland Civic Engagement Team to multiply the impact of individual corps members through facilitation of corporate tutoring programs that reach hundreds of students at additional schools.
  - In 2009-2010, civic engagement corps members each ran tutoring programs resulting in 159 corporate tutor volunteers spending 1,918 hours working with 158 students at six schools. Impact data analysis shows student improvements in terms of grades, attendance and behavior.
- Establish a communications plan that elevates City Year Cleveland's profile in the corporate community (Web site content point person; media relations/press releases; e-Newsletter writing and distribution).
- Identify fundraising opportunities within the corporate sector.

## **September 2005 – October 2007: Greater Cleveland Partnership (GCP)**

**Director of Education Initiatives:** Develop and implement initiatives calculated to strengthen partnerships between Greater Cleveland's educational institutions and the business community and lead a course towards an effective role for the business community in education/workforce development issues. Duties:

- Develop strategic plan outlining the goals, strategies and tactics that will build and maintain effective partnerships between the business community and Cleveland's schools:
  - Annual Plan with priorities, timelines and work plans.
  - Detailed partnership team strategy for providing hands-on assistance to 185 business partners and Cleveland's 115 public schools and programs.
- Direct on-going partner recruitment, retention and client relationship plan.
- Maintain communication with and funding support from corporations and foundations.
- Initiate projects to collaborate with other programs within Workforce Development, Education and Inclusion.
- Develop and implement a communications and marketing plan:
  - Collect information, partner profiles and partnership "stories" from various entities
  - Produce marketing materials (handbooks, *eNewsletters*, Reports to the Community, partner profiles, etc.)
- Develop, recommend and support overall GCP education agenda in alignment with Workforce Development, Education and Inclusion objectives and strategies.
- Assist Cleveland Municipal School District with various strategic projects.
- Supervise and develop program manager.
- Engage in operational issues including budget, human resource and fiscal management.

## **March 2000 – August 2005: Cleveland Initiative for Education (CIE)**

**Director, Business/School Partnership Program:** Develop and implement a strategic plan to administer a high profile program between the business community and Cleveland city schools. There are currently 210 partners in Cleveland's 126 public schools. Duties:

- Designed, implemented and managed a comprehensive annual budget and \$265,000 corporate and foundation fundraising campaign to support the Business/School Partnership Program.
- Planned and coordinated large public events designed to have business leaders and volunteers address a common goal.
- Built and maintained a strategic plan outlining the goals and tactics for effective partnerships between the region's business community and Cleveland's 126 public schools.
- Developed a Partnership Program Annual Plan with priorities and timelines in concert with school reform initiatives (i.e., transition to K-8 schools and high school transformation to "small schools").
- Supervised, directed and managed Partnership Program staff of four professionals.
- Implement a detailed partnership team strategy to provide hands-on assistance to businesses and schools.

- Matched partners and schools
  - Guided and develop partnership plans, assessment and evaluation
  - Provided tutor training sessions
  - Incorporated *Successful Partnership Practices*
  - Communicated Cleveland Municipal School District priorities and focal points
  - Sponsored partnership events and gatherings
  - Developed collateral materials
  - Facilitated communication
  - Recruited new corporate/business partners
- Produced marketing materials and conduct marketing activities.
  - Directed corporate relations and media relations campaigns promoting District-wide partnership activities (Principal For A Day) and individual school/business partnerships.
  - Supported CIE's prestigious 19 member Board of Trustees and staff the Partnerships and Marketing Committees comprised of seven board members.
  - Collaborated with Cleveland Municipal School District officials with various projects.
  - Selected to conducted lectures and seminars at national conferences and summits as a representative of CIE and the Business/School Partnership Program.

**November 1996 – March 2000: Greater Cleveland Growth Association  
(Now the Greater Cleveland Partnership)**

**Manager, Government and Transportation:** Improve Northeast Ohio's business climate, overall economic development, jobs creation and infrastructure. Duties:

- Formulated government advocacy strategy by conducting extensive research and analysis on public policy issues.
- Structured policy positions as well as supporting reports and proposals.
- Developed relationships with state and local elected officials.
- Advocated policy positions to state and local elected officials to obtain changes in government policies and regulations.
- Prepared and delivered testimony and presentations before Cleveland City Council, Ohio General Assembly and business organizations on economic development issues.
- Facilitated collaboration between the public and private sectors through various business member task forces and committees.
- Planned and coordinated major events involving Ohio's elected public officials and business leaders.

**February 1995 - November 1996: Global Security Products, Inc. (GSP)  
International Children's Fund**

**Marketing Director, Global Security Products, Inc.** – Duties:

- Designed and implemented a business expansion plan for an import/export company with headquarters in Cleveland and three offices in the Former Soviet Union.
- Developed corporate promotional literature.
- Researched commodity markets in the U.S. and Russia to expand GSP's export portfolio.
- Met with U.S. and Russian corporate representatives to promote GSP.

**Director, International Children's Fund** – Duties:

- Developed a medical equipment donation programs for a 501(c)(3) charity with the mission of providing humanitarian assistance for pediatric facilities and orphanages throughout Russia.
- Wrote grant proposals to secure program funding.
- Networked with medical facilities and suppliers to obtain medical equipment.
- Facilitated international containerized shipments.

**July 1991 - January 1995: U.S. Senator Howard Metzenbaum, Washington, D.C.**

**Legislative Assistant** - Duties:

- Policy assistant to senior U.S. Senator for Housing and Urban Affairs, Agriculture, Transportation, Army Corps of Engineers, Federal Emergency Management Agency, Foreign Affairs and Armed Services.
- Tracked and evaluated relevant legislation.
- Managed Senate floor activities for an activist/advocate watchdog Senator.
- Composed Senate floor statements.
- Researched and developed constituent correspondence.

**Federal Projects Director** – Duties:

- Advised and assisted in securing Federal funding for Ohio community projects.
- Acted as a liaison between Ohio organizations/individuals and Federal agencies.
- Formulated legislation to secure appropriations.
- Prepared and presented proposals to various Federal agencies and tracked proposals through all stages of evaluation.

## **EDUCATION**

**Cleveland State University** - Masters in Business Administration (MBA), May 2000.

**Kent State University** - Bachelor of Arts and Sciences Degree, May 1991, Major in Political Science, Minor in History and placed on the university's Presidents List of Academic Excellence in 1989.

**LEAD City Year** – Graduated in 2010.

## **PERSONAL**

I reside in Lakewood, Ohio, with his wife, Andrea, and four children. The Anderson family attends St. Peter's Episcopal Church. I currently serve as the co-chair of the capital campaign committee and served recently as an elected member of its Vestry holding the officer position of Senior Warden.