


To: Matt Cherry, President and Members of City Council  
From: Wade Kapszukiewicz, Mayor  
Subject: Appointments to the Human Relations Commission  
5/21/2019

**I Recommend the Following appointment to the Human Relations Commission**

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Appointee	Appointee Replaced	Proposed Term of Office	Section 61 waiver as a special	Reserved Type	Slot /	Recommended by ( if applicable)	Attendance Record	Resume attached
Erin Baker	Rachel Richardson	continuation of term expiring 6/5/2021						Yes

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Wade Kapszukiewicz  
Mayor

# ERIN BAKER

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## CORE COMPETENCIES

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- Marketing Communication
- Strategic Planning
- Public Relations
- Data Analysis
- Community Development
- Customer Service

## EDUCATION

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University of Notre Dame, Notre Dame, Indiana  
Master of Business Administration

UCLA Extension Program  
Principles of Accounting, Mathematics for Management

Northwestern University, Evanston, Illinois  
Bachelor of Science, Communications

## PROFESSIONAL EXPERIENCE

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TOLEDO LUCAS COUNTY PUBLIC LIBRARY, Toledo, Ohio

*Manager, Kent Branch Library*

2018 to present

- Library Services – manage and maintain a strong and current collection, ensure cost effective, appropriate public programs, maintain high quality reference and reader's advisory services, address current and future technology needs and uses
- Staff and Property Management – direct daily activities, including personnel matters, reporting/statistics and training, and form goals and plans for the agency. Work closely with Facilities & Operations to maintain the physical department
- Leadership – set the service tone for the agency, foster teamwork and communication, guide new staff and builds consensus. Exemplify excellent public service and social skills.
- Outreach – drive innovation and opportunities to further connect the community to programming, services and collections. Lead community engagement on topics of interest including; historical, cultural, and current events, through community discussion forums, programming, and other library services.
- Professionalism – maintain current knowledge of profession and apply awareness to agency work. Maintain active membership in professional organizations, actively participate in committee work, and collaborate effectively with other Library agencies and administrators. Represent the Library in a positive, professional manner. Drive continuous improvement in accordance with industry trends/best practices.

UNIVERSITY OF TOLEDO, Toledo, Ohio

*Assistant Director, Business and Marketing*

2016 to 2018

- Serve as part of the Office of Recreational Services Leadership Team
- Responsible for all marketing/promotion, sponsorship and fundraising development
- Responsible for developing the marketing plan
- Responsible for securing all sponsorships opportunities for the department
- Direct supervision of Graduate Assistant of Marketing
- Hire, train, supervise, schedule discipline all Marketing student employees
- Responsible for development of fundraising opportunities for the department working with internal and external groups, businesses, alumni and individual donors
- Management and leadership of the Business and Marketing area of the department
- Assist with the management of the budget for the marketing and business services area
- Prepares the Business and Marketing Area Annual Report
- Process and follow up on all Marketing and Guest Services Specialist area student employee complaints and grievances

- Maintain weekly or bi-weekly meetings with direct reports (Graduate Assistant Personnel)
- Assist with the development of the Department's Annual Report
- Assist with determining all departments rental, membership, pro shop, sponsorship and special event registration cost
- Responsible for the management of the pro shop inventory and orders
- Responsible for management of all Department's Facilities Membership intake processes
- Direct Supervision of Graduate Assistant of Customer Service
- Hire, train, supervise, schedule, discipline Customer Service Specialist Student Employees
- Responsible for all Guest Service Processes including member communication and member database record keeping
- Serve as Departments contact and lead expert for Computer Software

**BOWLING GREEN STATE UNIVERSITY, Bowling Green, Ohio**

*Coordinator for Marketing, Communications, Recruitment and Promotions*

**2015 to 2016**

- Conceptualize, establish, implement and manage departmental image setting, marketing, communication, recruitment, retention, public relations and promotions goals, priorities and operational plans
- Act as the chief liaison to the offices of Admissions and Marketing and Communications for recruitment, image setting, marketing, public relations and promotions initiatives
- Engage and oversee the work of marketing firms/marketing consultants, market researchers, printers, graphic designers, web developers, photographers, and other services/vendors
- Oversee and collaborate on the development, production and editing of Residence Life publications and Residence Life sections/components of publications including but not limited to departmental brochures, newsletters, and web-site
- Oversee the production and editing, and determine use and distribution, of audiovisual materials and present public presentations
- Serve as the primary editor to Residence Life's web pages
- Oversee Residence Life's social media initiatives, maintaining and creating a comprehensive communication plan to promote strategic initiatives and engage students
- Frequent interaction with students to garner ideas, feedback, and assessment of marketing, communications, and recruitment initiatives, strategies and tactics
- Coordinate the development and use of displays and exhibits for marketing and promotional purposes, goods and services for special events
- Develop, direct and provide in-service information and public relations training to departmental staff
- Develop, propose and manage the budget for the Residence Life Marketing, Communications, Recruitment and Promotions area

**UNIVERSITY OF TOLEDO, Toledo, Ohio**

*Associate Director for Upward Bound*

**2015**

- Design, manage, acquire, produce, compile and analyze data (statistical, research, student)
- Produce quarterly program newsletters and annual academic year and summer program reports
- Assist with the organization of the academic year (September-June) and summer program (June-July)
- Supervise academic year (September-June) and summer (June-July) instructional staff
- Provide academic advising and assistance to students
- Develop relationships with university departments, the Toledo community and Toledo Public school systems

*Assistant Director for Residential Marketing and Communication*

**2011 to 2015**

- Member of the Office of Residence Life Senior Leadership team
- Plan, manage and develop marketing and communication plans for retention, recruitment and customer service
- Manage all mass communications and brand management through various new and traditional media outlets email, twitter, facebook, YouTube, e-newsletter, etc)
- Implement and facilitate all recruitment efforts for prospective students and conference guests
- Create and execute all presentations in relation to parent/student orientations and admissions
- Serve as marketing chair to a committee of professional staff members and students

- Act as a liaison to the Offices of Orientation, Admission and Alumni Relations
- Serve as an Office of Residence Life representative in various division committees at the University of Toledo
- Lead administrator of software upgrade from StarCom to final implementation of StarRez program
- Manage StarRez data entry and analysis, portal application configuration and residence hall process integration
- Utilize data analysis and reporting through the StarRez housing database for strategic planning

*Interim Community Director*

2012

- Supervise a staff of house managers, providing training, guidance, support, and direction
- Mentor and supervise a graduate assistant, providing direction specifically in the areas of advising and desk supervision and monitoring their academic progress
- Respond to crisis situations within the Village and while on a Greek Life duty rotation; follow up with individual student concerns
- Develop working relationships with the hall operations manager and custodial staff; follow-up with house managers and advisors on facility-related concerns
- Serve as a member of the Village Policy Committee
- Coordinate Village card access for alumni and non-resident members
- Monitor student payroll, supplies, and programming budget
- Maintain records of building occupancy, room changes, key inventory, and other administrative functions in conjunction with the graduate assistant
- Meet, interact with, and provide counsel for individual students throughout the Greek community
- Respond to student behavior – supporting appropriate behavior and addressing inappropriate behavior through established department and university procedures

**MORE MENTORING, Toledo, Ohio**

*Program Development Manager*

2007 to 2011

- Develop, manage and implement programming including public relations and marketing to support program goals
- Provide strategic planning for brand management through various new and traditional media outlets (twitter, facebook, website, etc)
- Manage and maximize partnerships with public and private institutions that have potential to substantially increase involvement in campaigns and overall effectiveness
- Build strong client-service orientation by growing meaningful relationships with potential mentors, community partners, and MORE Mentoring program staff
- Collaborate with Program Director to create open lines of communication and feedback, referral reporting and evaluation
- Identify targeted mentor recruitment opportunities such as volunteer fairs, networking events, expos and festivals
- Inspire excitement, involvement and support from diverse constituent groups

**OWENS-ILLINOIS, INC., Perrysburg, Ohio**

*Procurement Analyst*

2010

- Develop, track, and analyze procurement metrics
- Responsible for providing input and data analysis on requisition and payment processes
- Develop and track procurement KPI's/metrics including savings (EBIT & Cash), DPO, and inventories
- Provide input and data analysis on spend categories, payment terms, payment method, OPEX
- Calculate Natural Gas exposure by analyzing customer hedge requirements and tracking hedge positions impacts to OI
- Complete price lock requests and prepare price lock summary by customer
- Ensure availability of optimal reporting tools for management and user community to conduct analytical decision making
- Apply policies and processes to ensure that all sourcing activities comply with company and regulatory directives
- Contribute to the development and implementation of enterprise wide procurement processes and systems

*Claims Analyst*

2005 to 2010

- Jurisdictional administrator for west coast region products liability litigation
- Provided research and development for global settlement valuations of \$100,000 to \$2.0 million+
- Built and enhanced financial models for effective allocation of litigation budgets
- Developed Business Objects reports to quantify risk analysis for settlement forecasting
- Department appointed indemnity and disposition tool tracking manager
- Team member for national database pilot launch and web based development
- Appointed national lead trainer for implementation of global counsel database
- Key participant in Lean Six Sigma litigation management project

**LEONA GROUP, LLC, Toledo, Ohio**

*Primary Education Coordinator*

2004 to 2005

- Created letters, handbooks, and other publications to develop and update promotional literature about the program
- Prepared and maintained policies, procedures, attendance, accounting, and records of program
- Determined educational scope, program schedule and instructional methods for curriculum
- Regularly convened with parents about educational activities as well as student behaviors
- Monitored student progress and provided assistance in conflict resolution
- Provided direct instruction and care to children

**LAW OFFICES OF DOUGLAS BRISTOL, Chicago, Illinois**

*Immigration Paralegal*

2002 to 2004

- Functioned as liaison between client, attorney, Immigration and Naturalization Service and the Department of Labor
- Coordinated the daily schedule and duties of entire department
- Maintained follow-up system for timely filing of extensions, petitions, and applications
- Drafted and coordinated filing of applications and petitions with the INS and DOL
- Drafted letters and affidavits supporting applications and petitions
- Coordinated certification, translation, and evaluation of foreign documents

**MEMBERSHIPS AND ASSOCIATIONS**

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- **Links, Incorporated**  
Member, Past Recording Secretary, Past Services to Youth Facet Chair
- **Arts Commission Design Review**  
Board Member
- **Scott High School Community Hub**  
Board Member
- **Penta Career Center Advisory**  
Board Member
- **Northwestern University Alumni Admission Council**  
Member, Northwest Ohio Alumni Co-Director
- **Northwestern University Alumni Association**  
Member
- **Alpha Kappa Alpha Sorority, Incorporated**  
Member, Past Health Committee Chair, Past Social Justice Committee Co-Chair
- **Pickett Elementary School Community Hub**  
Past Board Member
- **Boys and Girls Club**  
Past Board Member