

Biographical Resume - Susan M. Cotten

Neighborhood

Westmorland

Home Address: 568 Park Lane
Madison, WI 53711

Home Phone: (608) 231-2229
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Work

Nehemiah Center for Urban Leadership Development

655 W. Badger Rd.
Madison, WI 53713

Work Phone: (608) 257-2453 Ext. 242
Email: scotten@nehemiah.org

Education

Miami University, Oxford, Ohio - B.A. Zoology
UW-Madison Law School – J.D., cum laude

Civic Experience

I have been an active member of the Madison community since 1984. Below is a sketch of my civic involvement.

a. Westmorland Neighborhood Association

I served our neighborhood for several years as a “Block Captain” and oversaw all of the children’s games for one of our July 4th celebrations. I continue to volunteer for neighborhood activities.

b. SchoolWorks

As a founding member of this grassroots parent organization, I served on a number of MMSD committees and sought to increase participation by parents of color in District activities. During my tenure with SchoolWorks I hosted a weekly television show on Channel 10 where I interviewed a wide range of District staff to build openness and understanding between the community and the school district. During this time I moderated debates between school board candidates and engaged in legislative advocacy at the state level to promote better funding for schools.

c. Community Action Coalition – “It’s My Business” Board Member

As an active board member I collaborated with others in reviewing business plans and requests for loans. I assisted in linking new minority business owners with community resources which would support their success.

d. Presbyterian Student Center Foundation Board Member (Finance Chair)

As an active member of this board I participated in oversight activities and formulation of policies. As Chair of the Finance Committee I worked with our professional investment advisors to ensure funds were well managed in accordance with the board's guidelines. During my tenure on the board I led key efforts in partnership building and contributed to the development of a maintenance and sustainability plan for the facility.

e. MSCR – Learn to Ride a Bike Volunteer

I have greatly enjoyed participating as a volunteer in their program which offers young children an opportunity to learn to ride a two-wheel bike. These one-day events are held around the community and provide parents essential coaching in how to help their children learn to ride a two-wheel bikes.

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Core Competencies

Analytical thinker, adept at making complex ideas clear to a wide range of audiences

Skilled facilitator with the ability to lead multiple projects and create synergy

Tenacious and optimistic Certified Project Management professional (PMP)

Work History

Director of Community Relations & Development

8/15 to present

Nehemiah Center for Urban Leadership Development

Developing and implementing plans for community engagement which advance Nehemiah's strategic priorities. Conceptualizing, managing and organizing community events, meetings and other activities that connect Nehemiah to the broader Madison area community. Creating and managing fund development activities including donor stewardship and grant submissions.

Senior Director

2/13 – 8/13

Vida Business Solutions

Delivered professional services to for-profit and non-profit enterprises with a focus on (a) process improvement (b) curriculum development (c) communications and (d) marketing. Assisted clients with operational matters including creating new systems and procedures for onboarding employees.

- Coached business owners through development of change management plans
- Promoted conflict resolution process that overcame change resistance
- Conducted market analysis and business feasibility plans.
- Led groups and conducted presentations focused on building constructive relationships in a diverse workplace.

Operations Coordinator - Link

10/10 – 1/13

InterVarsity

Led major structural changes and improvements in multiple systems including revamping recruiting and hiring systems, developing promotional and recruiting materials and leading the development of a new website and social media strategy. Developed specialized curriculum and organized training programs. Served as a liaison within the organization and with international partners.

- Developed and led change management strategy in a matrix organization
- Coached Sponsor throughout development and implementation of the change process.
- Cultivated productive working relationships with wide range of internal and external stakeholders.

Project Director

5/09 -11/09

Community Foundation of Greater South Wood County

Directed the “Knight Community Information Challenge” project team; assessing the information needs (digital literacy and digital access) of all sectors of the community and researching opportunities for increasing civic engagement through increased access to relevant information. Managed project budget, facilitated a council of advisors and engaged community stakeholders.

- Developed and implemented project action plan
- Conducted risk analysis and root problem identification with project team.
- Conducted surveys, analyzed results and set outcome targets.
- Identified and implemented objective metrics for measuring project success.

Grant Development Manager

11/06 – 5/09

Mid-State Technical College

Led grant development teams in advancing the college’s mission. Created and implemented a process for qualifying funding opportunities and engaging cross-functional teams. Ensured compliance with federal regulations and private funders’ guidelines. Partnered with community in developing grant proposals. Provided technical assistance to grant managers. Responsible for oversight of more than 40 grants representing \$2.5 million dollars annually.

- Led college-wide process improvement planning to improve student outcomes.
- Analyzed current grant development process to identify gaps and “ABNA” (Achievable Benefits Not Achieved).
- Designed and implemented new grant development process.
- Created a customized decision support tool.
- Delivered face-to-face and online training programs to stakeholders.

Additional Professional Experience

AMERICAN OCCUPATIONAL THERAPY ASSOCIATION, Rockville, MD - Research Analyst & Liaison

COTTEN LAW OFFICE, Madison, WI – Managing Partner

GRADY MEMORIAL HOSPITAL, Delaware, OH - Director of Quality Assurance

MADISON AREA TECHNICAL COLLEGE, Madison, WI – Program Analyst, Grant Developer, Instructor

EDUCATION & CREDENTIALS

Bachelor of Arts, Zoology

Miami University, Oxford, Ohio

Juris Doctorate (cum laude)

University of Wisconsin, Madison

Project Management Professional (PMP)

Project Management Institute

Susan Cotten – Application for District #11 Alder - Requested Paragraphs

- 1. Reason for wanting to serve:** In my current work I've had the opportunity to learn more about city government and the issues we face as a community. I would like to invest my time and experience into helping Madison meet its current challenges and grow into a community where every person thrives. As a long-time resident of District 11 I am familiar with our area and want to participate in the planning and policy making that shape our neighborhoods. My experience bridges the business world and the nonprofit world and I think that experience would be valuable to the council. It may sound "old school" but I believe that it takes all of us, working together, to build a city we all can be proud of.
- 2. What I would want to accomplish:** As I have considered applying for this position my focus has not been on what I'd like to accomplish, but rather on understanding the needs of District 11 residents and how I might best represent our district. At this point in time I can say that my primary goal would be to serve as an effective council member, contributing to deliberations and work outside of council meetings. I would want to help residents in District 11 be equipped to understand any city development which would take place in our district and provide residents the opportunity for them to participate and provide input into decisions. I would strive to build strong channels of communication with all neighborhoods in the district and to increase collaboration in our community.
- 3. Statement of intent for Spring 2017 Elections:**

I have no intention of running in the Spring 2017 election to serve as District 11's Alderperson.