

SARA ESKRICH

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To: Madison Common Council Members
Attn: Common Council President, Alder Chris Schmidt
Date: April 16, 2014
Re: Common Council District Thirteen Alder Vacancy

Desire to Serve

As a member of the Madison Common Council, I would be forward-thinking leader and active representative of our citizens' voices. My passion for healthy local government and my proven track record as a community advocate and public policy expert will allow me to effectively put my skills to work with a community that I love.

Growing up in Verona, Wisconsin, my mother showcased civic engagement for me from a young age as she served on the school board and took me to knock on doors for local campaigns, which I continue to do regularly today.

My time working for the City Council in Boston, Massachusetts provided me with outstanding experience which would be an asset to the Madison Common Council. I worked for a courageous Council President who thought innovatively and adapted practices from other cities to make Boston an internationally leading city, a perspective that we can use in Madison to further enhance our community's quality of life. Madison is poised to step up its leadership as a progressive city, but we have serious challenges to face as well. I am ready and able to serve my neighbors and raise their voices while also encouraging a broader view on how we improve the city to be the best place to live for all residents.

I am actively involved in politics and policy-making at the federal, state, and local level. I have a passion for local government that goes above and beyond maintenance of basic services in order to innovate and improve the lives and well being of all residents. I have the experience and knowledge of what it takes to provide this kind of outstanding and strategic leadership with a diverse community. And I would bring a deep commitment to the opportunity to serve on the Common Council and help Madison move forward to create opportunities for success and well being of all its residents and stand out as an exceptional model for other cities.

After moving back and forth between Madison and Boston several times, our passion for Madison's diverse opportunities, character, and lifestyle led my fiancée and I to choose to settle and make our home in Madison. We have so many wonderful memories already, including when I completed Ironman Wisconsin here in 2008 and when we completed the Madison marathon together in 2013. Madison is a champion of healthy, active living, and I am proud to be a part of this community. We cherish this city and all it has to offer a young family like ours, and are dedicated to continuing to improve it.

Goals

Increasing Democratic Engagement

I am dedicated to serving my neighbors well. This would be the prime accomplishment for me – making sure that individuals in the District know that they have a trusted voice that will listen to their thoughts, take into account the best evidence, and transparently make decisions. I understand that this is not a simple undertaking, and have the skills to accomplish this critical accountability. To do this I would be sure to communicate through multiple channels, including: in-person at doors, during community events, and through both formal and informal listening sessions; online through email and social media; and in writing through neighborhood newsletters and mailings.

Racial Equity

The greater Madison community has one of the largest challenges in the nation with regard to racial disparities in outcomes between whites and people of color. My work at the Wisconsin Council on Children and Families, creators of the *Race to Equity* report, showed me the stark facts and numbers behind those outcomes. The numbers require a community-wide response, with everyone taking responsibility for our community shortcomings, and moves accountably to action. As you can see from my resume, I engage regularly in advocacy and education on racial equity solutions; I would use my role on the Council to continue accomplishing progressive dialogue and active change in this area.

Accountable Development

The alder for District Thirteen must balance demands for development and desires to maintain the residential quality of our neighborhoods. I have the skills and experience to work with the community to balance diverse neighborhood voices and ensure we proceed with forward-thinking development. Only with buy-in from the community can development be successful.

Spring 2015 Election

I would welcome the opportunity to serve on the Common Council and would not rule out running for the seat in the spring of 2015.

References

State Representative Chris Taylor
608.469.4618 (cell)

Wisconsin Council on Children and Families
Executive Director Ken Taylor
608.284.0580 x302
ktaylor@wccf.org

Former City Council President Michael P. Ross
mikerossboston@yahoo.com
617.699.2839 (cell)

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Professional Experience

University of Wisconsin Population Health Institute

Project Assistant – Health Policy, 9/12-Present

- Contributing to Institute health care reform work, including co-authoring reports and briefs for research and evaluation projects, and composing the monthly health care eNews.
- Technical assistant to Covering Kids and Families on health care reform implementation at the state and national level.

Wisconsin Council on Children and Families

Health Care Policy Analyst, Madison, WI, 4/11-8/13

- Researched, analyzed and advocated on all aspects of health care policy at federal and state levels, including Medicaid and health care reform.
- Outreached to media, legislators, and general public through presentations, interviews, and founding/leading coalition efforts.

Wisconsin Alliance for Women's Health

Health Care Reform Project Coordinator, Madison, WI, 1/11-8/13; Lead Intern, 1/09-5/09

- Coordinated health care reform implementation on behalf of organization: authoring resources, legislative testimony, regulatory comments, and press outreach.
- Supervised intern and graduate field practicum students.
- As lead intern: investigated and wrote grants to support organization and project development, organized a lobby day.

Boston City Council President Michael Ross

Policy Director, Boston, MA, 1/10-12/10

- Advised and managed all matters of policy for the Council President, including a difficult budget, labor arbitration, conscientious economic development, increasing recycling, reforming education, and innovatively combating homelessness.
- Managed the President's schedule and supported other office staff, including communications and constituent services.

Committee to Elect Michael Ross

Deputy Campaign Manager, Boston, MA, 8/09-12/09

- Organized voter identification efforts, coordinated volunteers, field efforts, and fundraising events.

US Representative Tammy Baldwin

Health Care Intern, Washington, DC, 6/09-8/09

- Worked with Health Care Legislative Assistant, attended and summarized health reform briefings.
- Performed administrative and constituent services, including office communications and Capitol tours.

Unitarian Universalist Association

Youth Ministry Associate, Boston, MA, 7/07-7/08

- Authored reports and promotional materials, consulted and communicated, and coordinated the work of implementing a new national vision of youth ministry for the denomination.

Education

University of Wisconsin-Madison

Masters of Public Health, Masters of Public Affairs Candidate
2012 to Present

Bachelor of Arts, 2009
Political Science; Gender and Women's Studies

Skills

Experience in policy creation and analysis.

Expertise in municipal, state, and national legislative process.

Excellent oral and written communication skills, including presenting to large crowds, executive officers, and media interviews.

Management and coalition building leadership on policy, political issue, and candidate campaigns.

Civic Experience

Wisconsin Democracy Campaign
Board Member
2011 to present

YWCA-Madison Racial Justice
Certificate, 2012; Volunteer, Ongoing

First Unitarian Society of Madison
Sex-Ed Curriculum Volunteer Teacher
2011-2012

Active Society Member
2003 to present

Allies for Racial Equity Conference
Kansas City, MO, 2009
Memphis, TN, 2008

MassAlliance
Campaign Managers Training
Boston, MA, 2008

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