

January 9, 2024

To Whom It May Concern,

I would like to formally apply to fill the vacancy for the Common Council District 19 seat.

I am interested in serving in the vacant alder position as a way to give back further to the city that I have called home for more than three decades. I have over thirty years of experience working in the Madison community, and over the course of my career, I have built strong relationships with a wide variety of organizations and individuals that have led to successful outcomes. As a former at-large Commissioner on Madison's Urban Design Commission and Landmark Commission, I have an understanding and familiarity with the city and its processes. This also allowed me the opportunity to get to know some Madison city staff and alders. I would be excited to work with staff and other alders to address the need for housing (including affordable housing) and smart equitable solutions as Madison deals with the growth in population, to work collaboratively to find community-based answers to crime and violence here, to protect our beautiful lakes, and to continue to improve transportation.

My experiences serving on Madison commissions, and my employment roles, have provided me opportunities to hone many skills needed for this position. I have worked extensively in the planning and oversight of community and patient/family centered programs, initiated and participated in numerous improvement efforts, presented in a wide range of public forums, and coordinated a variety of diverse initiatives to improve and enhance the experience of community members, patients, families, and visitors. Over the course of my career, I have developed my communication and administration skills which have allowed me to succeed in a complex work and civic environment. I also have significant experience utilizing databases for record keeping and analysis along with creating and overseeing budgets for various programs.

I look forward to the opportunity for new challenges and successes through this position. I would not, at this point, plan to run for the alder position in the Spring 2025 election. My interest lies in stepping up to assist my district upon Alder Slack's resignation. I am confident that my skills and expertise would serve me well in this role. Thank you for your consideration.

Sincerely,
Michael J. Rosenblum

Michael Rosenblum

53705,

PROFILE Passionate and experienced administrator with a proven track record of productivity and efficiency. Adept at managing day-to-day operations to ensure positive staff & volunteer morale. Outstanding connector of stakeholders with similar goals. Strong advocate of cross-functional teamwork.

EMPLOYMENT HISTORY

Dec 2021 - present Senior Director of Family Experience, RMHC-Madison Madison, WI

- Direct and oversee staff at the Ronald McDonald House and Ronald McDonald Family Room at SSM Health St. Mary's Hospital-Madison
- Manage and develop program budgets
- Represent RMHC-Madison to guests, hospital partners, public and policymakers

Mar 2020 — Jul 2021 COVID Emergency Response, UW Health Madison, WI

- Managed patient and visitor screening at University Hospital and American Family Children's Hospital, a 24/7 operation with a team of 10 supervisors and 60+ screeners. 2,500 patients and visitors screened per day. Established training program for screeners at all UW Health facilities.
- Developed and implemented employee screening process over the course of a weekend in order to ensure the health and safety of all entering UW Health facilities. Managed employee screening at University Hospital and American Family Children's Hospital. 7,000 people screened per day.
- Planned for opening and staffing of vaccine clinics.
- Member of Community Development Strategy Team that coordinated donations. Secured mass quantity PPE donations from around the world. Created new streams of PPE production with dozens of manufacturers across the state. Set up PPE donation site to collect items from local community.

Dec 2005 — Jul 2021 Volunteer Services Manager, UW Health Madison, WI

- Directed the operations, program development, financial and personnel activities for the Volunteer Services Department. Volunteers provided an average of 80,000 volunteer hours per year at UW Health. This equates to \$1.8 million of labor equivalence.
- Managed five-member department, over 100 supervisors of volunteer roles, and 1200 volunteers.
- Evaluated all volunteer programs to assure that they reflected the needs of the organization and utilized volunteers effectively.
- Ensured that all volunteers received general orientation, safety, infection control and HIPAA training, health screening, criminal background checks and other training as needed prior to their start.
- Lead monthly general orientations for an average of 125 prospective volunteers.
- Coordinated compliance efforts with Human Resources, Employee Health Services, Infection Control, Legal, and Risk Management departments.
- Developed and implemented new, creative/innovative volunteer programs and activities to assist staff, patients and visitors and help ensure patient and family centered care.
- Retained and recognized volunteers. Planned and hosted four volunteer recognition events annually for up to 300+ guests along with ongoing appreciation efforts throughout the year.

Jun 1999 — Jan 2006 Director of Community Outreach, Jewish Federation of Madison Madison, WI

- Developed and implemented cultural programming and community events and observances.
- Developed and continued positive relations with other minority communities.
- Developed and continued positive interfaith community relations.
- Developed and oversaw program budgets.
- Coordinated development and supervised staff at the Irwin A. and Robert D. Goodman Jewish

Community Campus, a 154 acre site that is the home of Camp Shalom and the Goodman Pool, an AIA Wisconsin Design Award winning project.

Jun 1993 — Jun 1999 Volunteer/Group Coordinator, Jewish Social Services Madison, WI

- Recruited, trained, placed, supervised and recognized over 600 volunteers in a variety of programs.
- Organized and oversaw ESL tutors and conversation partners for resettled immigrants.
- Provided assistance with immigration issues and documents.
- Coordinated weekly nutrition site for senior adults.
- Coordinated holiday outreach and other special programs.

EDUCATION

Sep 1989 — May 1992 J.D., Washington University School of Law St. Louis, MO

- Fisse Scholarship
- Tuition Remission Scholarship
- Student Bar Association, Elected Representative (1989 – 1992)

Sep 1985 — May 1989 B.A. History, University of Texas at Austin Austin, TX

- National Merit Scholarship
- Awarded Dean's List Honors
- Liberal Arts Student Council, Elected Representative (1986 – 1989)

COMMUNITY LEADERSHIP

Jul 2015 — Jul 2018 City of Madison Urban Design Commission Madison, WI • At-Large Commissioner

Sep 2003 — Jun 2015 City of Madison Landmarks Commission Madison, WI • At-Large Commissioner

Dec 2001 — May 2008 Madison Area Urban Ministry Madison, WI

- Board Member, December 2001 – May 2008
- Vice President, December 2003 – May 2008

Mar 2001 — Dec 2001 Dane County Latino Workers Project Madison, WI • Member of Fact-Finding Delegation

Jun 1993 — Present Dane County Administrators of Volunteer Services Madison, WI

- Member, June 1993 – present
- Board Member, January 1994 – June 1999
- Vice President, January 1996 – January 1997
- President, January 1997 – January 1998

Jun 1992 — Present Spring Harbor Neighborhood Association Madison, WI

- Member, June 1992 – present
- Board Member, April 1994 – April 1999
- Vice President, April 1995 – April 1996
- President, April 1996 – April 1998