

Sally Rohrer

207 N Brooks St. Madison, WI 53715 (414)882-0407, sallyarohrer@gmail.com

Resident of District 8 since 2015

Education

Master in Public Affairs Candidate | *University of Wisconsin-Madison*

- 1 of 8 students accepted into accelerated graduate program as an undergraduate student.
- Focus in economic policy. Relevant coursework includes State and Local Government Finance.

Bachelor of Arts in Economics and Political Science | *University of Wisconsin- Madison*

Danish Institute for Study Abroad- Copenhagen

Experience

Associated Students of Madison

Madison, WI

Shared Governance Program Assistant

August 2019- present

- Amplify student voice in University policy through appointing students to Shared Governance committees.
- Train students on effective methods of grassroots organizing and advocating for students.

Office of Congresswoman Gwen Moore

Washington, DC

Congressional Policy Intern

June 2019- August 2019

- Collaborated with the Tax Counsel to prepare briefs on State and Local Tax Deductions, piggyback loans, and the Raise the Wage Act for the Congresswoman to use in Congressional hearings.
- Prepared 40 detailed policy briefs and memos for legislative assistants.
- Addressed constituent concerns through crafting personalized response letters and phone communication.

Leadership Conference on Civil Rights Education Fund

Madison, WI

Voting Rights Fellow- All Voting is Local Campaign

Aug 2018- April 2019

- Investigated strategies for messaging to increase voter turnout and designed voting literature, including door hangers, postcards, billboards and wallet cards that reached thousands of Wisconsin voters.
- Facilitated and scheduled canvasses in Wisconsin's most disenfranchised voting wards.
- Managed 30 helpline volunteers, answering questions about voters facing extreme barriers to voting, arranging trainings and preparing helpline materials.
- Analyzed data and voter outreach effectiveness for a 30-page project report.

South Central Wisconsin Federation of Labor- AFL-CIO

Madison, WI

Young Worker Organizer

May 2018- Aug 2018

- Expanded the role and presence of millennials in Wisconsin unions by creating a Young Workers Council.
- Consulted 20 individual labor unions on strategies to engage and promote millennial workers, including educational outreach, mentorship programs, and evolving organizational structures.

Tony Evers for Wisconsin

Madison, WI

Campaign Intern

May 2018- July 2018

- Crafted 25 policy briefs that informed candidate Tony Evers on complex issues like child abuse in Wisconsin's licensed day cares and strategies for transferring funding from jails to mental health services
- Connected with up to 100 Wisconsin voters each week through phone banking to gain support.

Office of State Representative Chris Taylor

Madison, WI

Policy Intern

Jan 2018- May 2018

- Analyzed other states' legislation to compose policy research briefs which were used by the Representative to draft 10 different bills, including regulations for ghost guns and banning mandatory arbitration clauses.
- Communicated with at least 5 constituents weekly and responded to concerns through written letters.

Associated Students of Madison**Madison, WI***Legislative Affairs Committee Chair*

May 2016- May 2017

- Trained a team of 25 student lobbyists to advocate around higher education issues at the state and federal level.
- Organized over 20 successful events including statewide call- in days, testifying to legislative committees, and capitol sit- ins. Over 4,000 local citizens and students attended the largest political march.

Andrew Goodman Foundation**Madison, WI***Campus Vote Ambassador, Team Leader*

Jan 2016- May 2017

- Successfully lobbied University administration to issue voter ID cards to all incoming students without valid WI driver's licenses.
- Directed campus voter registration and early voting events, with 800 students attending the largest event.

Skills

Software: Microsoft Word, Excel (Intermediate), PowerPoint, Stata, Canva. Language: Spanish (3 semesters)

Dear Alder Shiva Bidar,

I write to apply to fill the District 8 Aldermanic position. I have been a resident of District 8 and a student at the University of Wisconsin-Madison for 4 years. Overall, I believe my experiences and education have equipped me with the skills and knowledge of the Madison community to accurately reflect the residents of District 8 during this interim session. From building a coalition of city alders and students to convince University administration to issue free voter ID to students to working for the South Central Federation of Labor to increase engagement with young workers, my time as a resident has been defined by my engagement and service to the Madison community. As a current student at the La Follette School of Public Affairs, I am pursuing my Masters in Public Affairs with an emphasis on economic policy. Through taking coursework in State and Local Government Public Finance, I learned and investigated the intricacies of local government tax revenue, budgeting, and expenditures with an emphasis on Wisconsin. Additionally, the extensive coursework in policy analysis, cost-benefit analysis and program evaluation has equipped me with critical policy skills that will enable me to effectively serve the residents of District 8 during the budget process.

I have experience representing constituents. As an intern for Representative Chris Taylor, I responded to concerns from the residents of Madison and represented the Rep. Taylor's voice and policy. I also communicated with the constituents of Milwaukee as an intern for Congresswoman Gwen Moore. As the Legislative Affairs Committee Chair for the Associated Students of Madison, I was elected by student council to represent students at the city, state and federal level and had to navigate accurately voicing the needs of the student body to legislators. I am well-equipped to amplify the voice of District 8 as the interim Alderwoman.

Because Avra was elected by the constituents of this district, my ultimate policy goal would be to accurately reflect Avra's platform, all of which I adamantly believe in. In particular, I would encourage sustainability initiatives in the budget, including the watershed studies and testing for PFAS recommended in the Mayor's budget. In addition to Avra's platform, I am interested in diminishing the barriers to voting in the City for Madison and ensuring a balanced budget through using taxpayer dollars in an efficient and effective way. Lastly, I will stand with the strong and vital labor movement in Madison by protecting workers' rights.

Overall, I am energized by the prospect of utilizing my skills and experiences to fill this position in a meaningful and effective way while representing the residents of District 8. I look forward to hearing from you regarding this position. I can be contacted at sallyrohrer@gmail.com or (414)882-0407.

Sincerely,

Sally Rohrer