

**VICKI BANKSTON**  
7140 East Pass, Madison, WI 53719  
(608) 848-1916  
vickibankston@tds.net

---

September 1, 2008

**Common Council President**  
**Ald. Tim Bruer**  
Room 417, City-County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Dear Ald. Tim Bruer:

I am interested in applying for the open aldermanic position in District 7 which was vacated by Ald. Zach Brandon. This letter includes information regarding my interests and the value I can add to the Madison City Council. I have a wealth of public service experience in Madison as well as other cities in which I have lived. As my resume indicates, I am serving on the Madison Development Corporation Board of Directors and Dane County Equal Opportunity Commission. These organizations allow me to participate in decision making processes regarding:

- Affordable Housing
- Small Business Development
- The Criminal Justice Audit

I have a keen interest in:

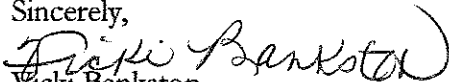
- Economic Development
- Job Development
- Education
- Health and Human Needs
- Environmental Protection

Some of my strengths are:

- Recommending and implementing organizational changes to streamline the business while improving customer service
- Implementing continuous process improvement
- Demonstrating strong leadership, communication and interpersonal skills

I have not considered running for the alderperson position in the Spring 2009 election. I hope to have an opportunity to meet with you.

Sincerely,

  
Vicki Bankston

# VICKI L. BANKSTON

7140 East Pass, Madison, WI 53719

(608) 848-1916

vickibankston@tds.net

## PROFESSIONAL PROFILE

---

**Masters Degreed**, manager of Systems development and Technical Quality Management, with more than 10 years of large-scale global engagement experience in systems/solution delivery, managing multiple project teams, and instituting process improvements for organizations such as TDS Telecom and Household International (HSBC). Proven effective in creating strategic partnerships with various business development units that led to innovative solutions and delivered sustainable results. Natural ability to train, coach, and satisfy internal customers. Able to travel and handle multiple projects.

## DEMONSTRATED PROFESSIONAL ACHIEVEMENTS

---

### Planning and Consulting

- Facilitated planning sessions of the Dane County Equal Opportunity Commission, and established three major objectives in support of inclusion and diversity.
- As a member of the Corporate Measurements Team, monitored key performance metrics that drove the bonus program. Held primary responsibility for developing and assuring IT metrics were met and supported company direction. Consistently exceeded targets.
- Wrote the survey, established the metrics and partnered with the marketing department annually over a four-year period to measure company-wide employee satisfaction with tools and services provided by Information Systems. Evaluated and published results for senior leaders. Managed resolution plans.
- Governed project life cycle methodology to establish repeatable processes and managed adherence to quarterly Sarbanes-Oxley (SOX) 404 controls, consistently achieving positive results. Trained project leaders to facilitate the process.

### Interpersonal / Written Communication and Persuasion

- Influenced organizational changes. Provided collaborative advice, recommendations, assistance, and planning related to business and operational effectiveness.
- Enabled business partnering strategies between diverse departments and created forums for identifying similar processes, risks, resolving conflict and understanding all positions.
- Conducted post implementation reviews for key stakeholders from all departments. Identified, documented and communicated results, challenges, and opportunities. Facilitated communication between business units to solve problems.
- Initiated and conducted research to determine operational issues and root causes. Recommended action plans to improve service levels and operating costs.
- Wrote a reference guide on the Iterative Development Approach that provided the structure that enabled project teams to be more responsive and flexible when satisfying business requests.

### Training

- Developed and implemented a corporate ethics course for the Human Resources Department. Wrote facilitator's and participants' guides.
- Selected to facilitate company-wide training: Improving Personal Effectiveness.
- Coordinated identification of education needs and delivery of IT specific training. Created and implemented series of methodology classes for corporation.
- Implemented and enforced department-wide *7-Habits for Highly Effective People* program.
- Designed and implemented a train-the-trainer program.

### Team Building / Group Facilitation

- Co-facilitated cross-disciplinary teams representing all levels of the organization, to analyze project requirements, developing a common understanding and language for processes and expected outcomes.
- Created team to evaluate and approve enhancements to methodology used for building and maintaining applications and systems that supported strategic business objectives.
- Created project managers' teams to prepare for quarterly SOX testing & compliance presentations. Conducted assessments and evaluations. Made recommendations for on-going improvements.

(608) 848-1916

**EXPERIENCE**

---

**Freelance Technical and Educational Consulting, Madison, WI** 2007 - Current

- Enhancing and testing proprietary courseware to include appropriate systems development life cycle components.
- Facilitating training sessions: 8-Habits of Highly Effective People for a public service organization.
- Facilitating strategic planning sessions and community town hall meetings for the EOC.
- Evaluating and editing graduate school materials for individuals pursuing a Master's Degree in Education with emphasis on teaching "at risk" youth.

TDS TELECOM, Madison, WI 1998 – 2006  
 Diversified Fortune 500 telecommunications company providing wireless, telephone and broadband services in 36 states.

**Quality Manager, Information Technology (IT)**

Collaborated with Vice Presidents, Directors, and CIO of various business units to provide a consulting model that supported the organization's continuous improvement plans. Developed and implemented standardized processes, concentrating on enhanced service delivery, adherence to federal requirements, and staff development.

- Formalized and implemented IT Operations Board for Directors and CIO. Created objectives and structure for the organization. Designed a roadmap for on-going enhancements. Facilitated all meetings.
- Facilitated the key performance metrics program that consistently exceeded Corporate Level I targets.
- Instituted a monitoring and reporting program that resulted in improved annual project success rates.
- Successfully bridged methodology gaps between data center and IT applications departments related to change management practices and terminology. Enhancements were documented and implemented.

HOUSEHOLD INTNL / HOUSEHOLD CREDIT SERVICES, Salinas, CA 1993 - 1997  
 HSBC - North America is one of the nation's leading providers of consumer loans and credit cards with more than \$50 billion in assets.

**Manager, Operations, Development and Communications (1995 – 1997)**

Established and automated systems reporting department with a team of analysts that measured system performance for operational departments: Customer Service, Correspondence, Fraud, Card Issuance, Statement and Response Processing, Credit and Partner Relationships.

**Manager, Service / System Quality (1993 – 1995)**

Managed team of unit managers and analysts responsible for monitoring quality and efficiency of processes. Initiated and conducted research to determine operational issues and root causes. Recommended action plans to improve service levels and reduced operating costs by 10% per year.

HOUSEHOLD INTNL/HOUSEHOLD MGMT. PROGRAM, Prospect Heights., IL 1989 - 1993

**Manager, Architecture/Standards**

Completed fast-track rotational management program. Conceptualized and implemented programs in human resources and operations.  
 Single-handedly managed systems development methodology process with a restricted budget that required the recruitment and leadership of a diversified cross-departmental team. Successfully introduced a variety of new online tools and upgraded 350 workstations without system interruption.

**EDUCATION**

---

**Master of Education**, University of Louisville, Louisville, Kentucky  
**Bachelor of Arts**, Morehead State University, Morehead, Kentucky

(608) 848-1916

PROFESSIONAL DEVELOPMENT:

Project Management – University of Michigan

Project Leadership – University of Wisconsin

High Impact Presentations – Dale Carnegie

**COMMUNITY LEADERSHIP**

---

Madison Development Corporation Board of Directors

Dane County Equal Opportunity Commission

Woodbury Village Condominium Association Board

Recording Secretary of Madison Alumnae Chapter Delta Sigma Theta Sorority Inc. – focus on Educational Development, Political/International Awareness & Involvement, Economic Development & Technology

Voter registration and education throughout the state of Wisconsin