



CITY OF PALO ALTO OFFICE OF THE CITY CLERK

June 5, 2017

The Honorable City Council
Palo Alto, California

Interviews of Candidates for the Library Advisory Commission

On Tuesday, April 11, 2017, City Council selected the following applicants to interview for the Library Advisory Commission (LAC). The City Council will be scheduled to vote to appoint candidates for the LAC on June 12, 2017.

The three LAC applicants to be interviewed are as follows: 10 minute interviews

1. Murphy, Amy LAC 6:00 PM
2. Wilson, Brigham LAC 6:10 PM

Doug Hagan (Incumbent) is not available to participate in the interview process but continues to be eligible for appointment to the LAC.

Library Advisory Commission

2.24.010 Membership.

There is created a library advisory commission composed of five members who shall be appointed by and shall serve at the pleasure of the city council, but who shall not be councilmembers, officers or employees of the city of Palo Alto. Each member of the commission shall have a demonstrated interest in public library matters. All members of the commission shall at all times be residents of Palo Alto. All members of the commission shall take an oath of office before commencing their service on the commission.

(Ord. 5190 § 1, 2013; Ord. 4529 § 2 (part), 1998)

There are three open terms ending May 31, 2020 on the Library Advisory Commission.

Copies of all applications are attached. Some applications may be redacted at the request of the applicant. A full set of non-redacted applications will be provided to Council Members directly.

ATTACHMENTS:

- Attachment A: LAC - Murphy, Amy (PDF)
- Attachment B: LAC - Wilson, Brigham (PDF)
- Attachment C: LAC - Hagan, Doug (PDF)

Department Head: Beth Minor, City Clerk

Application Deadline: **April 4, 2017 at 4:30 pm**

Personal Information – Note: The LAC regularly meets the fourth Thursday of the every other month at 7:00 p.m.

Name: Amy B. Murphy

Address: 2146 Louis Road; Palo Alto, CA 94303

Cell Phone: 617-308-3162

☒ Home / ☐ Office Phone: 650-665-7549

E-mail: amybmurphy@gmail.com

Are you a Palo Alto Resident? ☒ **Yes** ☐ **No**

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

☐ **Yes** ☒ **No**

Are you available and committed to complete the term applied for? ☒ **Yes** ☐ **No**

California state law and the City's Conflict of Interest Code [LINK](#) require appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ **Yes** ☒ **No**

Excluding your principal residence, do or your spouse you own real property in Palo Alto? ☐ **Yes** ☐ **No**

How did you learn about this vacancy?

☐ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: NextDoor.com

List relevant education, training, experience, certificates of training, licenses, or professional registration:

-MBA, Georgetown University McDonough School of Business

-FINRA Series 7

-Chartered Retirement Planning Counselor (CRPC)

Employment

Present or Last Employer: WoolWinders Yarn Shop

Occupation: Owner/Principal

Describe your involvement in community activities, volunteer and civic organizations:

Reading Tutor with Reading Partners at Taft Elementary School in Redwood City. I tutor a 3rd grade girl using the Reading Partners prescribed methodology, which includes tutor read-aloud, letter sounds, vocabulary review, fluency and comprehension.

1. What is it about the Library Advisory Commission that is compatible with your experience and of specific interest to you, and why?

As a lifelong library lover and reader, I am excited to apply to be a Library Advisory Commissioner. I currently volunteer with Reading Partners and have previously tutored with an organization aimed at adult literacy. I strongly believe that reading and education are keys to success and our libraries serve as a valuable resource in our community to achieve that success.

Professionally, I have an MBA and spent 8 years in marketing at an investment management firm. I spent the last 2 years owning and running a yarn shop on the east coast. My business background combined with my entrepreneurial spirit make me a great fit for the Library Advisory Commission as it looks to achieve the goals outlined in the strategic plan.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archived from the Midpen Media Center:

An issue that recently came before the Commission that sparked my interest is the SimplyE program. This program simplifies the process of browsing and selecting e-books by removing the need to visit specific apps associated with specific publishers to read books.

I currently read both e-books and hard copy books that I've checked out of the various city libraries. The current e-book process is confusing and sometimes frustrating. To start reading, you have to remember which app your book is in and any associated passwords for that app. Browsing can also be complicated unless you start at the library's main catalog.

I would love to see the Palo Alto City Library's adoption of this app accelerated.

3. If appointed, what specific goals would you like to see the Library Advisory Commission achieve, and why? How would you suggest accomplishing this?

There are two specific goals I would like the Palo Alto City Library to achieve with help from the Library Advisory Commission:

1. Library cards for all kids in the Palo Alto Unified School District.
2. Building the Library's social media presence.

With respect to #1 above, we can partner with the schools to determine the best way to issue cards to all students. We want kids to grow up seeing the library as a valuable resource in the community for books, programs and other resources. Making sure all kids have access throughout their early years will encourage their use of the library throughout their lifetime.

The library has great social media content (Book Face Friday!), however the audience is small. I would like to grow the social media reach so that more of our community can be aware of the great library resources. There are many ways to grow social media audiences (contests, visibility at public events, etc.) and I would want to work with the library marketing staff to see where we could be more effective.

- 4. Library Advisory Commission Members work with the document listed below. Are there any areas of this plan which you feel are more relevant/valued by the community? Why? As a potential Commissioner, is there any area which should be examined for inclusion in the future?**

Library Strategic Plan 2015-2017 [LINK](#)

The Palo Alto City Library Strategic Plan is a solid document that succinctly communicates a solid vision for the library over the next few years. The renovations are particularly exciting and will help our libraries remain relevant in the future.

In particular, and given recent political events, Goal C - Facilitate civic participation and effective community engagement - is a critical function that our libraries can effectively serve. Now more than ever, community members want to engage with and improve their communities and many are looking for resources to educate themselves on how to do that. Our libraries and librarians are excellent starting points for reference materials as well as communal gathering spaces to work on iss

Consent to Publish Personal Information on the City of Palo Alto Website

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**This consent form will not be redacted and will be attached
to the Application and posted to the City’s website.**

The full code can be read here: [LINK](#)

Read the code, and check only ONE option below:

☒ I give permission for the City of Palo Alto to post to the City’s website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

OR

☐ I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City’s website. I am providing the following alternate information and request that they use the following contact information instead.

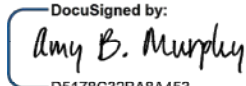
Address: _____

Cell Phone: _____

____ Home / ____ Office Phone: _____

E-mail: _____

The phone number / address can be non-public and different than the address collected on page one.

DocuSigned by:

Signature: _____ Date: 3/23/2017

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box ☒ and click “Attach” to upload your document(s).



AMY B. MURPHY2146 Louis Road, Palo Alto, CA 94303 | (617) 308-3162 | amybmurphy@gmail.com**PROFILE****MARKETING EXECUTIVE****Strategy & Program Development • Strategic Thought Leadership • Customer Experience Design**

Strategic, pioneering marketing executive with entrepreneurial zest and 10 years of marketing and strategy experience in CRM-driven industry. Record of success spearheading end-to-end channel strategies that build strong brands, optimize customer engagement, enhance competitive distinction, and drive revenue and performance. Exceptional team-leadership capabilities.

Known as an energetic force for developing new ideas, discovering untapped possibilities, and leading change. Creative and conceptual with an eye for emerging trends and exceptional ability to solve for solutions in white space areas.

CORE COMPETENCIES INCLUDE

- | | | |
|-------------------------------------|---------------------------------------|----------------------------------|
| ▪ Strategy & Execution | ▪ Product & Brand Strategy | ▪ Customer Relations |
| ▪ Lifecycle Marketing | ▪ Project Management | ▪ Research & Analysis |
| ▪ Digital & Social Media | ▪ Partner Management | ▪ Team Leadership |
| ▪ Marketing Campaigns | ▪ Resource Integration | ▪ CRM Systems |

PROFESSIONAL EXPERIENCE**WOOLWINDERS YARN SHOP****Rockville, MD, 2014 – 2016****Owner & Principal (6/2014 – 9/2016)**

Transformed specialty shop from a stagnant local brick-and-mortar business into a thriving online-offline retailer via creative marketing programs, partnerships, events, and community engagement. **Spearheaded the marketing, eCommerce, and retail strategies that resulted in growth from \$300K to \$320K with nationwide presence and distribution.**

Direct all business functions, including marketing, merchandising, human resources, business operations, finance, and digital channels. Manage 12 employees and consultants (marketing specialist, web developer, designer, photographer, and branding specialist).

- **Launched robust eCommerce business in 3 months and realized immediate 5% increase in revenue** via online sales, e-gift certificates, and online class registration. Built website, creating content and assets hands on, utilizing digital media and tools. Developed new capabilities and cost structure, including inventory management and online fulfillment process.
- **Drove community development and engagement**, generating 10% increase in revenue by introducing new promotional events and networking to secure in-store appearance by in-demand designers and instructors.
- **Raised brand awareness and visibility with target audience**, leveraging social media (Facebook, Instagram) and knitting social network (Ravelry.com) with nearly no additional advertising spend.
- **Streamlined and digitized processes** and developed new systems, gaining efficiencies, saving 4 working days/month.

T. ROWE PRICE, INC. (NASDAQ:TROW)**Owings Mills, MD, 2006 – 2014****Vice President, Senior Manager, Segment Solutions (11/2013 – 7/2014)**

Spearheaded targeted engagement strategies for 5 high-priority investor segments across 2 business units (BU) as change agent driving holistic communication strategy (including segment research/analytics and Web content strategy). Leveraged expertise in both BUs to influence vertically and horizontally despite ambiguity. Own the entire end-to-end engagement model for investor segments (investor needs, portfolio of services, touch points, experience). **Staff:** 3 direct reports. **Budget:** \$16M annual promotions.

Assets: \$300B; 3 million investors. **Partnering:** operations, marketing groups, agencies, research vendors.

- **From idea to launch (in 2 months), spearheaded outbound 1:1 retirement consultation program** with projected **\$260M** incremental revenue annually. With no additional budget requests, drove **proactive customer engagement** by repurposing existing inbound resources and creating targeted direct mail/email campaigns.
- **Handpicked to co-lead development of 5-year strategic plan** hailed as crucial to efficiencies and profits of newly formed BU. Articulated priorities, budgets, and direction toward customer interactive digital personalization strategies.
- **Increased investor retention 2 points by re-launching outbound call activity**, working with phone groups. Identified that 52% of variability in retention was attributed to high inbound call volume shutting down outbound calls.
- **Created client acquisition marketing strategy** that replenished customer base with new customers through IRA season promotional development across print, digital, and direct mail — 8,900 new customers and **\$237M** in sales.

Vice President, Senior Manager, Affiliated Client Acquisition & Product Mgt. — T. Rowe Price, Inc.
(6/2012 – 11/2013)

Selected to galvanize the necessary creativity and drive to increase acquisition of investors from affiliated BU. Identified high-priority target investors in market of 2 million and developed end-to-end experiences. Evangelized strategy, business model, and programs at

the senior level. Maintained high performance and provided team with development opportunities. **Staff:** 3 direct reports. **Budget:** \$5M annual promotions. **Partnering:** operations, BU marketing groups, IT, branding agency.

- **In 6 months, launched successful 1:1 retirement consultations.** Generated **\$44M** in incremental sales in 18 months. Developed sophisticated reporting that provided program success metrics at individual investor and B2B levels.
- **Improved retention of dollars 2% (\$180M) by developing lead management program** (outbound sales) that effectively targeted \$9B annual rollover opportunity (45,000 investors annually), gauged investor interest, and routed leads.
- **Led cross-impact team to develop new product** that offered select participants a broader relationship with T. Rowe Price, effectively maximizing the value of a highly targeted segmentation and acquisition strategy; applied across 2 BUs.

Vice President, Senior Manager, Pre-Retiree Strategist — T. Rowe Price, Inc. (1/2011 – 6/2012)

Drove strategy to bring digital experiences to life in test-and-learn, rapid-cycle, MVP environment for newly formed group targeting high-priority segment in Retail division. Fully accountable for end-to-end experience (segmentation, strategy, communications, promotions, results analysis). **Staff:** 2 direct reports. **Budget:** \$6M marketing and technology development. **Assets:** \$50B representing 50% of Retail customer base. **Partnering:** operations, marketing, IT, external agencies, consultants.

- **Led segmentation and needs/gap analyses** to inform digital marketing and channel strategies to build enduring customer relationships and offset the competition. Developed business case and identified customer clusters in mutual fund market.
- **Developed and launched multi-channel direct response communications** with test-and-learn measurement plan to engage vulnerable pre-retiree customers. Resulted in **53% increase in engagement**.
- **Directed internal team in partnering with innovative design firm IDEO** to conceptualize and co-create new digital product offering (**cloud-based digital guidance suite**), leveraging rapid customer feedback to optimize marketing mix.

Assistant Vice President, Lead Marketing Manager, Customer Development & Management Department (1/2008 – 1/2011)

Lead Marketing Manager — T. Rowe Price, Inc. (7/2007 – 1/2008)

Developed digital capabilities targeting existing customers to grow engagement, customer lifetime value, and revenue. Managed customer communications and partnered with agencies to bring experiences to life. **Staff:** 2 direct reports. **Budget:** \$2M promotions; \$3M digital. **Partnering:** operations, marketing groups, IT, external agencies, consultants.

- **Strategized and built digital messaging capabilities and platform targeting engaged customers** in the customer account site, effectively driving deeper customer conversations and transforming a purely functional site into a robust customer communication channel. Drove **22% increase in engagement** and **182% increase in net flows**.
- **Handpicked to lead highly visible redesign of customer account site using lean/agile methodologies.** In 2 months, completed strategy and design; in 4 months, completed re-launch. Greatly improved site functionality.
- **Redesigned email communications** and created template that accommodated various campaigns. Opened up channel with new email address management system in compliance with CAN-SPAM.
- **Created firm-wide MBA intern recruiting program**, which became a key selling point for recruiting top marketing talent. Partnered with senior executives and HR to build program, secure full-time positions, and create robust intern experiences.

MBA Intern, Customer Development & Management Department — T. Rowe Price, Inc. (5/2006 – 8/2006)

Quickly learned investment management business priorities, capabilities, and customers. In 12 weeks, synthesized key information and developed compelling strategic recommendation.

- **Developed effective communications strategy for asset consolidation campaigns.**
- **Provided insights for customer experience and business process improvements** — many were approved and launched.

Prior experience as Litigation Paralegal/Supervisor at various law firms. (2001 – 2005)

EDUCATION & CERTIFICATION

Master of Business Administration (MBA), Marketing concentration, Georgetown University, 2007

Bachelor of Arts (BA), Boston University, 2001

Chartered Retirement Planning Counselor (CRPC) ▪ FINRA Series 7

Technical Skills Include: Microsoft Office (Word, Excel, PowerPoint, Outlook) ▪ PC/Mac ▪ Windows ▪ iOS ▪ Firefox ▪ Safari ▪ IE ▪ Google Analytics Individual Qualification (GAIQ) ▪ Google AdWords ▪ Facebook Ads Manager ▪ Social Media Platforms (Twitter, Instagram, Facebook, Snapchat)

Application Deadline: **April 4, 2017 at 4:30 pm**

Personal Information – Note: The LAC regularly meets the fourth Thursday of the every other month at 7:00 p.m.

Name: Brigham Wilson

Address: 440 Webster St. Palo Alto, 94301

Cell Phone: 763-350-3591

☒ Home / ☐ Office Phone: 7633503591

E-mail: brighamwilson@gmail.com

Are you a Palo Alto Resident? ☒ **Yes** ☐ **No**

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

☐ **Yes** ☒ **No**

Are you available and committed to complete the term applied for? ☒ **Yes** ☐ **No**

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Excluding your principal residence, do or your spouse you own real property in Palo Alto? ☐ **Yes** ☒ **No**

How did you learn about this vacancy?

☒ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

MBA from MIT Sloan

MS in Computer Science

BS in Mathematics and Economics

Employment

Present or Last Employer: Google

Occupation: Project and Process Manager

Describe your involvement in community activities, volunteer and civic organizations:

I teach a weekly ESL class to Latino immigrant parents.

I am attending the Spring session of Basic Citizen Police Academy.

I am a volunteer teacher at the local congregation of the Church of Jesus Christ of Latter-day Saints

1. What is it about the Library Advisory Commission that is compatible with your experience and of specific interest to you, and why?

I am an avid library user. I always have 15-30 books and other media checked out. I am grateful for the convenient locations, long hours, and wide selection available at our local libraries

Being on the commission will be an opportunity for me to help give back to an organization that has given so much to me. I want to apply my business strategy and technical training to helping the commission best use its limited resources to serve our local community.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archived from the Midpen Media Center:

The next strategic plan (2018-2021). My previous and current work focuses on measuring success - figuring out how teams and organizations should set goals and calculate metrics in order to accomplish their missions. I've studied the 2015-2017 Strategic Plan and would like to help the subcommittee to work on the next one.

3. If appointed, what specific goals would you like to see the Library Advisory Commission achieve, and why? How would you suggest accomplishing this?

I would like to see greater collaboration between local tech companies and the strategic goals of the library. There seems to be significant overlap with many of the non-profit initiatives of google.org, where working together could lead to real progress. Especially to "create opportunities for community members to acquire the necessary skills to succeed in an increasingly digital world." I would accomplish this by:

- 1 - Identify peer regional programs that create such opportunities
- 2 - Identify and match LAC needs with private sector resources
- 3 - creating a partnership plan
- 4 - reaching out to my Google.org coworkers
- 5 - prioritizing 2-3 quick-win initiatives with a high return on investment

- 4. Library Advisory Commission Members work with the document listed below. Are there any areas of this plan which you feel are more relevant/valued by the community? Why? As a potential Commissioner, is there any area which should be examined for inclusion in the future?**

Library Strategic Plan 2015-2017 [LINK](#)

Our community values virtual customer experiences and, due to the companies in our area, is uniquely capable to leverage relationships in order to help our children, non-native English speakers, and others who are not so digitally saavy, to feel comfortable and successful in our modern economy.

For additional areas, I would recommend a greater focus on skills-building. Perhaps by creating or partnering with a maker-space nearby.

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Address: _____

Cell Phone: _____

____ Home / ____ Office Phone: _____

E-mail: _____

The phone number / address can be non-public and different than the address collected on page one.

DocuSigned by:

Signature: _____ Date: 4/2/2017

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Application Deadline: **April 4, 2017 at 4:30 pm**

Personal Information – *Note: The LAC regularly meets the fourth Thursday of the every other month at 7:00 p.m.*

Name: Doug Hagan

Address: [REDACTED]

Cell Phone: [REDACTED]

☒ Home / ☐ Office Phone: [REDACTED]

E-mail: [REDACTED]

Are you a Palo Alto Resident? ☒ **Yes** ☐ **No**

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

☐ **Yes** ☒ **No**

Are you available and committed to complete the term applied for? ☒ **Yes** ☐ **No**

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How did you learn about this vacancy?

☐ Community Group

☐ Daily Post

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☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: Current Commissioner

List relevant education, training, experience, certificates of training, licenses, or professional registration:

BA, Honors, Urban Studies, University of Pennsylvania

MBA, Entrepreneurial Management, The Wharton School, University of Pennsylvania

Employment

Present or Last Employer: Krytar, Inc.

Occupation: President, Krytar, Inc.

Describe your involvement in community activities, volunteer and civic organizations:

Commissioner, Palo Alto Library Advisory Commission

Board Member, Palo Alto Partners in Education (PiE)

Fellow, Leadership Palo Alto Class of 2014

Past Chair, Board of Directors, ZeroDivide; a foundation focused on creating social change in underserved communities.

In addition, I have served as a PTA volunteer at Addison School in the PAUSD, as well as a volunteer Coach for Soccer (AYSO) and Baseball (PALL). Through the Addison PTA I have received an introduction to the Developmental Assets framework for youth, and through coaching I have participated in seminars with the Positive Coaching Alliance for youth.

1. What is it about the Library Advisory Commission that is compatible with your experience and of specific interest to you, and why?

As a current Library Advisory Commissioner I have enjoyed serving our Libraries and patrons and I am interested in continuing to bring this experience in support of Palo Alto.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archived from the Midpen Media Center:

An issue that has come before the Commission that is of particular interest to me is around our Digital Collection, including eBooks and other online digital media and resources.

This is an important issue because our Digital Collection is one of our Libraries fastest growing areas both in the size of the collection and more importantly in usage.

This represents a significant opportunity to further the mission of our Libraries along with an important new way to reach and serve our patrons. This growth also represents a potential challenge to available Library resources as eBooks are delivered under a different revenue model by publishers.

I believe it is important for our Libraries to be well informed about this still evolving space, especially given our location in a tech center and close proximity to the knowledge and skills that are driving this developing space. In addition, it is important for our Libraries to be closely involved in PLA and other Library association efforts to work together to define the area of digital collections.

3. If appointed, what specific goals would you like to see the Library Advisory Commission achieve, and why? How would you suggest accomplishing this?

If re-appointed I would be interested in supporting the priorities City Council and the Library Advisory Commission are focused on achieving.

Some specific goals I would be interested in achieving are to see our Libraries Technology Plan reviewed and updated as needed to reflect the migration to the Sierra platform along with future opportunities.

In addition I would be interested in focusing on the Library Volunteer Program to build on the momentum and enthusiasm resulting from the opening/reopening of branch libraries.

I would also be interested in seeing our Libraries continue to grow our offering and participation levels in programs and activities of interest and value to the community such as the New Americans Program.

I also am interested in the opportunity for our Libraries to explore the growth in our foreign language collection.

- 4. Library Advisory Commission Members work with the document listed below. Are there any areas of this plan which you feel are more relevant/valued by the community? Why? As a potential Commissioner, is there any area which should be examined for inclusion in the future?**

Library Strategic Plan 2015-2017 [LINK](#)

I am familiar with the Library Strategic Plan having been involved as a Library Advisory Commission member in its development and adoption. I believe all the areas of the current plan are equally relevant and of value to the community. As part of the Commission's discussions about updating the plan for the future I believe it is critically important that the process focus on openness, inclusion and diversity so that patron and citizen voices are best reflected in the document.

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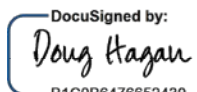
Address: 749 Seneca St Palo Alto CA 94301

Cell Phone: 650 326 2367

_____ Home / _____ Office Phone: _____

E-mail: doughagan@yahoo.com

The phone number / address can be non-public and different than the address collected on page one.

Signature:  B1C0B6476652430...

Date: 3/31/2017

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click "Attach" to upload your document(s).