

CF B11104  
#10

**City of Seattle  
Notice of Appointment**

<b>Name:</b> <b>Roni Jean Ayalla</b>		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b> West Seattle	<b>Zip Code:</b> 98116	<b>Contact Phone No.:</b> (316) 300-9984
<b>Appointed to:</b> Citizen's Telecommunications and Technology Advisory Board		<b>Date of Appointment:</b> September 1, 2010
<b>Authority (Ord., Res.):</b> #114897 (Get Engaged Program)		<b>Term of Office:</b> <b>From: Confirmation</b> <b>To: 09/15/2011</b>
<b>Comments:</b>  New Appointment: Get Engaged Young Adult Position		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b> Mayor Mike McGinn

**Confirmed by the Following Vote at City Council**

<b>In Favor:</b>	<b>Against:</b>	<b>Date:</b>
<b>Attested by:</b>		<b>Title:</b>



# Roni Jean Ayalla

## PROFESSIONAL EXPERIENCE

### YMCA of Greater Seattle

Technology instructor

Feb. 2010 - present

Engage youth in various digital inclusion projects by

- creating and adapting curriculum in video and graphics, storytelling and media literacy
- connecting with groups and organizations to pursue mutually beneficial partnerships and widen our reach within the community
- recruiting and sustaining membership for an after school digital media club at Aki Kurose middle school
- creating and executing a digital media strategy for PugetSoundOff.org

### City of Seattle Upward Bound Program

Academic counselor

March 2010 - present

Lead tutor

Sept. 2008 - March 2010

Assist college bound minority students in their pursuit of higher education by

- coordinating and managing a team of five tutors in a program with 60 students
- filling a staffing void for a temporary counselor and handling a case load of 30 students in three schools
- acting as an academic advocate for students and connecting them with resources needed to fulfill their personal education goals
- developing curriculum and coordinating a six-week summer project for students to create and produce their own cooking show

### The Foundation for Early Learning, Seattle

Communication intern

Autumn quarter 2008

Assist Foundation communication efforts by

- maintaining content on EarlyLearning.org using Plone content management system
- contributing to Google AdWords campaign valued at \$10,000/month
- authoring and implementing Google AdWords campaigns in Spanish and English for GettingSchoolReady.org

### Communication Upward Bound Program at Wichita State University

Web production instructor

Summer 2008

Teach the basics of web design to at-risk high school students by

- creating curriculum that showed the importance of web standards and usability in a clear, practical manner
- acting as a role model to demonstrate the importance of technology in higher education and the workforce
- gathering and sorting media to be used in teaching

### University Relations at Wichita State University

Interactive marketing assistant

Sept. 2005 - May 2008

Assist the interactive marketing department by

- managing, organizing and archiving various media files
- creating copy, photographs, and video for various university web sites using Adobe Suite software
- testing and evaluating user experience on the web
- teaching and assisting users with the university's content management system

## Citizens' Telecommunications And Technology Advisory Board

June 2010

10 Commissioners who serve a two-year term:

- 6 appointed by the Mayor
- 4 appointed by the City Council
- 1 member via *Get Engaged: City Boards and Commissions* program, Appointed by Mayor, **1-year** term
  - 7 'At-Large' community representatives
  - 1 'Public Access' Representative
  - 1 'Education' Representative

All appointments are subject to City Council confirmation.

D	Name	Term Ends	Term Serving	Position	Appointed By
(6) F	<b>Fran Clifton (ex)</b>	January 1, 2011	2nd	At-Large	City Council
(6) M	<b>Ted Schmitt (E)</b>	January 1, 2011	1st	At-Large	City Council
(6) M	<b>Thomas Kee (ex)</b>	January 1, 2011	2nd	At-Large	City Council
(6) M	<b>William Pugh (R)</b>	January 1, 2012	2nd	At-Large	City Council
(6) M	<b>John Neuharth (E)</b>	January 1, 2011	2nd	At-Large	Mayor
(6) F	<b>Karen Manuel (E)</b>	January 1, 2011	1st	Public Access *	Mayor
(6) M	<b>Richard Huff (ex)</b>	January 1, 2011	2nd	At-Large	Mayor
(6) M	<b>Stuart Maxwell (E)</b>	January 1, 2011	1st	At-Large	Mayor
(6) M	<b>Jac DeHaan (R*)</b>	January 1, 2012	1st	Education**	Mayor
(3) F	<b>Roni Jean Ayalla</b>	September 2011	only	Get Engaged	Mayor

\* Karen Manuel currently serves At-Large. There is a pending request to move her to the Public Access position.

(ex) -expires at the end of the year; (E) -eligible for re-appointment; (R) - re-appointed this year

### Diversity

Appt. Authority	Men	Women	Vacant	Minority	(1)	(2)	(3)	(4)	(5)	(6)
					Asian-American	African-American	Hispanic	Native-American	Other	Caucasian
Mayor	4	1	0	0	0	0	0	0	0	5
Council	3	1	0	0	0	0	0	0	0	4
Get Engaged	0	1	0	1	0	0	1	0	0	0
<b>Total</b>	<b>7</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>9</b>



Michael McGinn  
Mayor, City of Seattle

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CITY OF SEATTLE

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CITY CLERK

**MEMORANDUM**

**DATE:** September 1, 2010

**TO:** The Honorable Richard Conlin  
President, Seattle City Council

**FROM:** Mayor Michael McGinn *MM*

**SUBJECT:** Mayoral Appointments to the Seattle Citizen's Telecommunications and Technology Advisory Board (Get Engaged)

The Citizen's Telecommunications and Technology Advisory Board consists of ten members: four appointed by the City Council, five appointed by the Mayor, and one Get Engaged member appointed by the Mayor. All appointments are subject to City Council confirmation. Attached to this memorandum is the current membership roster of the Citizen's Telecommunications and Technology Advisory Board.

Twelve individuals submitted applications to serve as the *Get Engaged* commissioner on the Seattle Citizen's Telecommunications and Technology Advisory Board. Applications and resumes were reviewed by staff at the Seattle Department of Information Technology and the Get Engaged program staff. Interviews were held with six selected candidates.

I am pleased to forward to the City Council an outstanding candidate for appointment to the Board:

<u>Name</u>	<u>Term Ends</u>	<u>Position</u>	<u>Succeeding</u>
<b>Roni Ayalla</b>	September 2011	Get Engaged Member	Daniel Carrillo Jr.

The appointment bio for the appointee is as follows:

**Roni Ayalla** is a candidate for a Masters in Digital Media Communications at the University of Washington. She is a technology instructor at the YMCA Metrocenter, a tutor and academic counselor with the Upward Bound Program, and a mentor for young women in the Girls First mentoring program. Roni lives in West Seattle and enjoys cooking, gardening and exploring the city.

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mike.mcgin@seattle.gov

The Honorable Richard Conlin

September 1, 2010

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Attachments

Copy: Nicole Schultz, Outreach Coordinator, Office of Electronic Communications  
David Keyes, Liaison, Citizen's Telecommunications and Technology Advisory Board  
Wayne Barnett, Executive Director, Ethics and Elections Commission  
Tania María Rosario, Boards and Commissions  
Sid Peterson, Get Engaged Program Coordinator, Metrocenter YMCA