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CF 312555

City of Seattle
Notice of Appointment

Name: ***Sarah Rich Johnson***		☒ **Executive Appointment** ☐ **Reappointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: *Ballard/Phinney Ridge*	**Zip Code:** *98117*	**Contact Phone No.:** *n/a*
Appointed to: Seattle Center Advisory Board		**Date of Appointment:** *September 1, 2012*
Authority (Ord., Res.): *Ordinance 121568*		**Term of Office** **From:** *Confirmation* **To:** *9/1/2013*

Background:

Sarah is a marketing and promotions specialist at The Seattle Times, where she manages Seattle Restaurant Week and develops other promotions, including events with Seattle Center partners like the Pacific Northwest Ballet, Key Arena and the Seattle Center Foundation. Previously, she developed and executed a marketing and recruitment plan for The Seattle Times that grew circulation of Newspapers In Education by more than 130 percent.

Sarah is a graduate of Oberlin College with a concentration in geology. She also holds a Masters in Teaching from Pace University and completed the Teach For America program, teaching high school earth science in the Bronx.

Sarah was part of the Imagine Curriculum Team that won the AKCHO Heritage Education Award in 2012 for curriculum it developed about Seattle Center and the 1962 World's Fair. She also received an NAA Award for curriculum development in 2010.

Authorizing Signature:	**Name and Title of Officer Making Appointments:** *Mayor Mike McGinn*

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CITY CLERK

Sarah C. Rich

EDUCATION

Pace University, New York, NY 2006-2008

M.S. Teaching, May 2008
G.P.A. 4.0

Oberlin College, Oberlin, OH 2002- 2006

B.A. Geology, May 2006
GPA: 3.62

EXPERIENCE

The Seattle Times, Seattle, WA 2008-Present

Marketing and Promotions Specialist

- Develop and implement promotions that provide results for advertising clients through sales and brand awareness and drive incremental revenue and audience engagement for The Seattle Times
- Coordinate dozens of events and promotions for clients including Seattle Theatre Group, Northwest Flower & Garden Show, 5th Avenue Theatre, Pacific Northwest Ballet and Pacific Science Center
- Manage the Seattle Restaurant Week promotion from end-to-end, coordinating with 150 restaurants and generating over 20,000 customers and more than $500,000 to local restaurants
- Work closely with advertising sales directors to maximize promotional advertising revenue and support the sales staff from idea generation to implementation and measurement

Newspapers In Education (NIE) Program and Outreach Specialist

- Developed and executed a marketing and recruitment plan that grew NIE circulation by more than 130% and strengthened educator involvement in the program
- Created outreach and recruitment key performance indicators and tracked and analyzed progress to determine the success of individual campaigns
- Established and maintained outreach and educational partnerships with community organizations, including NOAA, MOHAI, Pacific Northwest Ballet, Seattle Art Museum, Facing the Future, History Link, Puget Sound Off, Bartell Drugs and The Puyallup Fair
- Designed, evaluated, and implemented NIE curriculum and programs supporting over 800 educators and 35,000 students throughout Washington State, developing over 15 programs that were printed in The Seattle Times and 7 weekly lesson plans connecting to articles in the newspaper
- Wrote and managed "An Exploration of the Brain," the winner of the Newspaper Association of America's 2010 Young Reader Award
- Supervised a team of NIE contractors who wrote lesson plans and curriculum, determining strategy and providing feedback and guidance for content creation
- Designed workshops and professional development opportunities for teachers, giving out clock hours as an adjunct professor for Seattle Pacific University
- Represented The Seattle Times for public speaking engagements at teacher conferences, school district events, educator workshops and in area classrooms
- Built and maintained social media and email marketing platforms for NIE, interacting with hundreds of enrolled teachers and community partners weekly

Frederick Douglass Academy III, Bronx, NY 2006-2008

Teach For America Corps Member, Earth Science Teacher

- Participated in a national movement to end educational inequity
- Constructed and implemented Earth Science Curriculum for the entire school, delivering instruction to over 250 students from 9th and 10th grade
- Developed ambitious goals with students around achievement and content mastery, significantly raising the Earth Science Regents scores at the school from less than 10% to 60% of students passing
- Founded and directed a Science Olympiad club of fifteen students that went on to compete against over 40 New York schools

seattlecenter

Seattle Center Advisory Commission

May, 2012

15 members: Per Ordinances 91885 and 108936, appointed by Mayor, confirmed by City Council; **3-year** terms

1 member: *Get Engaged: City Boards and Commissions* program, appointed by Mayor, confirmed by City Council; **1-year** term

D		Member	Position / Background	Term Ends	Serving
6	F	Angela Robar	Vice Chair, Marketing	9-28-12	2nd term
6	F	Kathleen Joncas	Business, Non-profit	9-28-12	2nd term
0	**0**	**Vacant**	**Vacant**	**9-28-12**	**Vacant**
2	F	Trish Dziko	Business, Education, Tech	9-28-12	2nd term
0	**--**	**Vacant**	**Vacant**	**9-28-12**	**Vacant**
6	M	Bill Block	Chair/Cmte 2 End Homeless, Gov't, Legal	9-28-13	4rd term
2	F	Donna Moodie	Hospitality, Sales	9-28-13	2nd term
6	M	Jim Tune	Arts Non-Profit	9-28-13	2nd term
6	M	Mark Dederer	Bank/Finance	9-28-13	1st term
6	F	Regina Hall	Bank/Finance, Retired, Sales	9-28-13	3rd term
2	M	Andrew Lofton	Government	9-28-14	3rd term
6	M	Bob Kaplan	Technology	9-28-14	2nd term
1	F	Hollis Wong-Wear	Arts	9-28-14	1st term
6	F	Jan Levy	Non-profit	9-28-14	3rd term
6	F	Shannon Roach	Entertainment, Education, Non-profit	9-28-14	3rd term
6	**F**	**Sara Rich**	**(Get Engaged)**	**9-01-13**	**only**

Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other	(6) Caucasian
Mayor	5	8	2	4	1	3	0	0	0	9
Get Engaged	1	0	0	0	0	0	0	0	0	1
Total	*6*	*8*	*2*	*4*	*1*	*3*	*0*	*0*	*0*	*10*