



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Betsy McFeely		
Board/Commission Name: Labor Standards Advisory Commission		Position Title: Commissioner
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: 9/10/2018 2-6-20 AM	Term of Position: * 5/1/2017 5-1-19 AM to 4/30/2019 4-30-21 <input checked="" type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood:	Zip Code:	Contact Phone No.: [REDACTED]
Background: Betsy McFeely is currently the Director of Community Relations at Seattle Goodwill. In this role, she creates and implements community relations plans to raise Goodwill's profile in community and increase mission awareness. Before this, she worked in the Public Relations department for Goodwill, as the Director of Communications and as Assistant Director of Public Relations. She is also a member of the South Park Neighborhood Association, Rainier Chamber of Commerce, and is a volunteer at the Seattle Art Museum.		
Authorizing Signature (original signature): 		Appointing Signatory: Jenny A. Durkan Mayor of Seattle

FILED
 CITY OF SEATTLE
 18 SEP 10 AM 11:25
 CITY CLERK

*Term begin and end date is fixed and tied to the position and not the appointment date.

BETSY McFEELY

SUMMARY

- Diverse talents in the areas of community relations, communications, volunteer management, operations, special event planning, public relations, fundraising, sales, and marketing
- Proven skills in building and maintaining excellent customer relations
- Team player, creative, organized, and effective problem solver
- History of being promoted for performance and results

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

SEATTLE GOODWILL

November 1998 – present

Director of Community Relations

5/14 – present

Created and implemented community relations plan for newly created department with goals of raising Goodwill's profile in community, increase mission awareness and position us as a thought leader.

- Generate engagement to advance partnerships with Goodwill supporters.
- Develop relationships with elected officials at local, state and federal level. Secured \$25K grant for Burien Job Training Center as result of relationships developed with Mayor and City Council.
- Plan annual event to position Goodwill as thought leader and consultant on workforce issues.
- Represent Goodwill at a multitude of events, Chamber of Commerce meetings, and other forums.
- Connect the President & CEO with influencers in communities we serve for various purposes.
- Advise organization on advocacy issues and related activity when needed.
- Manage sponsorship program to enhance connectivity and maintain community presence.
- Co-hosted panel discussion with WTIA to explore ways to help underserved populations access jobs in tech industry.

Director of Public Relations-Director of Communications

11/02 – 5/14

Assistant Director of Public Relations

5/99 – 11/02

Developed and implemented internal and external communication plans to ensure name/brand recognition and mission awareness in community and among employees.

- Handled media relations inquiries, wrote and edited public relations materials and collateral and acted as agency spokesperson when needed.
 - Developed and implemented targeted media plan for community activity in opposition to site development project.
- Administered marketing/advertising plans to promote job training and education programs and store openings. Openings met financial goals and garnered media and community support.
- Organized special events including fundraisers and professional meetings. Gross revenues of several years surpassed budgeted goal by 25%. Successfully recruited, trained and managed 80 event volunteers; coordinated program, video production and other event logistics.
- Developed and managed communications budget of \$950,000. History of fiscal responsibility.
- Managed department of 6 fulltime and one part time staff members.

Volunteer and Community Relations Coordinator

11/98 – 5/99

Created and administered new agency volunteer program, developing program policies, designing forms and training manuals to producing a quarterly volunteer newsletter. Group volunteer participation increased 300% in first year.

- Ran department for 3 months when supervisor was on maternity leave.

MUSEUM OF SCIENCE, Boston, MA
Group Sales Associate and Contractor

July 1996 – August 1998

Managed group sales and adjunct projects to attract tour/senior market. Generated over \$300,000 in revenues during first year of program.

- Developed Pilot Program for Museum Dinner Series and coordinated plan among eight departments from ticketing to marketing.
- Created and implemented marketing program to increase sales and market share. Built relationships with tour operators and developed hotel and restaurant partnerships through attendance at conventions, providing exemplary customer service, and producing a quality product. Organized tour group visits and related activities. Recognized for excellent follow through skills.
- Initiated "Senior Topic Testing Day" to evaluate existing Museum programs and review senior accessibility issues.
- Created Volunteer Group Guide Program to train volunteer tour escorts for group visits.
- Acted as on site Event Coordinator for corporate and university events.

CATHOLIC CHARITIES, Boston, MA

January 1993 – June 1996

Project Director, Retired & Senior Volunteer Program

Administered national volunteer program involving 600 volunteers and 90 community agencies. In 1995, volunteers donated 87,500 hours or the equivalent of over 1 million dollars in services to non-profit agencies.

- Managed agency thrift store and 20 volunteer who ran store. Implemented changes resulting in 60% increase in revenues.
- Generated press releases resulting in increased press coverage.
- Developed and monitored annual budget.
- Supervised two staff members.

LESLEY COLLEGE, Boston, MA

December 1991 – July 1992

Alumni Relations Volunteer Consultant

Collaborated with the Director of Alumni Relations to develop a Volunteer Management Program for the Alumni Office.

PHOTOGRAPHIC RESOURCE CENTER, Boston, MA

January 1990 – November 1991

Director of Development

Directed all facets of fundraising including \$500,000 budget planning, special event planning, grant writing, and annual appeal.

- Successfully implemented major fundraising events and Annual Phonathon whose proceeds surpassed revenue projections.
- Wrote proposal resulting in \$50,000 grant, the largest single award in the Center's history.

VOLUNTEER AFFILIATIONS

- South Park Neighborhood Association – Board Member 2011-14
- Rainier Chamber of Commerce – Board Member 2001-14; President, Board of Directors, 2003-04
- Seattle Art Museum Volunteer

EDUCATION

Ohio Wesleyan University
BA – Double Major in Social Welfare, Human Development & Family Studies
President and Member: Delta Delta Delta Sorority

Delaware, OH

Labor Standards Advisory Commission

15 Members: Pursuant to *Ord. 124643*, all members subject to City Council confirmation, 2-year terms:

- 7 City Council-appointed
- 7 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
	F	2	1.	Commissioner	Elizabeth Ford	5/1/19	4/30/21	2	Mayor
2	M	NA	2.	Commissioner	Anthony Burnett	5/1/18	4/30/20	2	Mayor
			3.	Commissioner		5/1/19	4/30/21		Mayor
6	F	2	4.	Commissioner	Nicole Grant	5/1/18	4/30/20	2	Mayor
			5.	Commissioner		5/1/19	4/30/21		Mayor
6	M	2	6.	Commissioner	Andrew Beane	5/1/18	4/30/20	2	Mayor
	F	NA	7.	Commissioner	Betsy McFeely	5/1/19	4/30/21	1	Mayor
	U	NA	8.	Commissioner	Artie Nosrati	5/1/18	4/30/20	1	City Council
6	M	2	9.	Commissioner	Will Pittz	5/1/19	4/30/21	1	City Council
6	F	1	10.	Commissioner	Samantha Grad	5/1/18	4/30/20	1	City Council
6	F	3	11.	Commissioner	Gay Gilmore	5/1/19	4/30/21	1	City Council
6	F	2	12.	Commissioner	Mona Smith	5/1/18	4/30/20	2	City Council
6	F	2	13.	Commissioner	Marilyn Watkins	5/1/19	4/30/21	1	City Council
5	F	1	14.	Commissioner	Alia Abboud	5/1/18	4/30/20	2	City Council
1	F	2	15.	Commissioner	Janet Chung	5/1/19	4/30/21	2	Commission

SELF-IDENTIFIED DIVERSITY CHART

					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	3				1				2			
Council	1	6		1					1	5			
Other		1			1								
Total	2	7		1	1	1			1	7			

Key:

*D List the corresponding *Diversity Chart* number (1 through 9)

**G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.