City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: *Hailey Dickson*	

Board/Commission Name: *Community Technology Advisory Board*	**Position Title:** *Get Engaged Member*

☒ **Appointment** *OR* ☐ **Reappointment**	**City Council Confirmation required?** ☒ Yes ☐ No

Appointing Authority: ☐ City Council ☒ Mayor ☐ Other:	**Term of Position: *** 9/1/2024 **to** 8/31/2025 ☐ *Serving remaining term of a vacant position*

Residential Neighborhood: *West Seattle*	**Zip Code:** 98116	**Contact Phone No.*:* ▬▬▬

Background:

Hailey Dickson is a Social Impact Specialist at TikTok and is passionate about harnessing technology and digital storytelling for good. Hailey resides in West Seattle and earned her Bachelor's in Global Health and Master's in Human Rights Practice at the University of Arizona. She has conducted research on youth, technology and mental health as a Fulbright Scholar. As a Member of the Community Technology Advisory Board, Hailey hopes to elevate community voices, promote digital democracy, and advocate for digital wellbeing.

Authorizing Signature (original signature): *Bruce A. Harrell* **Date Signed (appointed):** 08/09/2024	**Appointing Signatory:** *Bruce A. Harrell* *Mayor of Seattle*

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

Hailey Dickson   Social Impact Manager

Passionate social impact manager with a Master's in Human Rights Practice, I have extensive experience in digital rights advocacy and developing inclusive digital education platforms. At UNICEF, I led initiatives to enhance digital child rights and wellbeing, establishing CSR impact policy standards across digital platforms. At Khan Academy, I developed AI ethics frameworks and spearheaded the localization of educational content into multiple languages to broaden access for refugees and underserved communities. Committed to leveraging digital tools for civic engagement and social justice, I advocate for integrating youth voices into technology governance and ensuring technological advances enrich our communities. With a deep connection to Seattle and a proven track record in policy, strategic communication, and ethical technology integration, I am eager to influence policy on the city's boards to reflect shared values of equity and inclusivity.

Core Competencies:

Policy Research & Advocacy	Stakeholder & Partner Engagement	Social Impact Strategy
Media Relations & PR	Campaign Development	Communications Strategy

Professional Experience

External Communications Manager ▪ Khan Academy   Nov 2022 – Jan 2024

- Led branding, PR and thought leadership initiatives, resulting in high profile national media coverage and top 10 most-watched TEDTalks of 2023
- Managed outreach and social impact strategies, reaching over 160 million worldwide users with free educational content.
- Established AI ethics policy frameworks, leading the organization towards responsible technology use in education.
- Led go-to-market strategy for Khanmigo, an AI education tool, maintaining 100% increase in MoM CAR for first 6 months, ranked as the #1 featured application on OpenAI's GPT store

Digital Marketing Manager ▪ Khan Academy   June 2021 – Nov 2022

- Developed digital campaigns, influencer and community engagement strategies to increase monthly active sessions by 200% YoY
- Deployed Youtube growth & content strategy leveraging search trends and SEO optimization that led to a 40% increase in content virality and 63% increase in watchtime, significantly enhancing our content pipeline
- Led annual social fundraising strategy, increasing philanthropic revenue from social channels by 92% YoY

Corporate Social Responsibility (CSR) Analyst - Digital Rights Policy ▪ UNICEF, South Asia   Sep 2020 – May 2021

- Conducted market research and analysis to inform the creation of digital child rights guidelines by UNICEF, to be adopted by key public and private sector partners in the ICT industry
- Crafted and distributed influential research briefs, shaping discussions among government, nonprofit, and industry leaders, resulting in increased advocacy for child rights protection.
- Created and deployed digital content, including blog and email campaigns, to raise awareness of development partnerships and position UNICEF as a thought leader in child rights within digital spaces.

Researcher-Producer ▪ BBC, UN SDG, Indian Ministry of Tourism   Aug 2019 – Aug 2020

- Orchestrated research and production of documentary films and multimedia projects, aligning content with emerging market trends and educational themes relevant to diverse audiences.
- Excelled in stakeholder engagement and communication across diverse cultural landscapes, reinforcing brand narratives and educational initiatives.
- Developed and executed comprehensive interview and participatory storytelling strategies, securing and analyzing qualitative data to inform content creation that resonates with diverse demographics.

Community Engagement Lead ▪ Yuvaa   Dec 2018 – Aug 2019

- Led platform launch and growth efforts via digital campaigns and events marketing, growing following to >500K.
- Developed dand executed a suite of community engagement programs in partnership with higher education institutions, including storytelling workshops and open-mic events, enhancing brand interaction and user-generated content.
- Led a cross-functional team in creating and executing content strategies informed by market research to drive content

engagement up by 200%

Fulbright Research Scholar ▪ **US Dept of State**   **May 2018 – Aug 2019**

- Conducted largest study to date on digital storytelling & youth mental health in India, reaching over 10,000 students across 100 universities.
- Collaborated with multi-industry partners, including Indian NGOs, media companies, MIT Media Lab, and Civicus, to align research strategy with community needs.
- Transformed complex data into compelling multimedia presentations for international forums, including the 2019 UN Goalkeepers conference

Education

MA Human Rights Practice ▪ **BS Biological Anthropology** ▪ **BA Global Health**   **University of Arizona**

Awards & certificates

PMM Certification	U of A Outstanding Senior Award	Critical Language Scholar (2015)
Stanford EA Fellow (2020)	Fulbright Scholar (2018)	
UN Goalkeepers Grantee (2019)	Boren Scholar (2016)	

Community Technology Advisory Board

10 Members: Pursuant to Ordinance 124736, all members subject to City Council confirmation, 2-year terms:

- 4   City Council- appointed
- 6   Mayor- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	7	1.	Member at Large	Omari Stringer	1/1/23	12/31/24	1	City Council
			2.	Member at Large		1/1/24	12/31/25	1	Mayor
2	NB	2	3.	Member at Large	Isabel J. Rodriguez	1/1/24	12/31/25	2	Mayor
			4.	Member at Large		1/1/23	12/31/24	1	City Council
2	F		5.	Education Member	Aishah Bomani	1/1/23	12/31/24	1	Mayor
6	F	1	6.	Get Engaged Member	Hailey Dickson	9/1/24	8/31/25	1	Mayor
			7.	Member at Large		1/1/24	12/31/25	1	City Council
6	M	7	8.	Member at Large	Coleman R. Entringer	1/1/24	12/31/25	2	Mayor
2	M		9.	Member at Large	Femi Adebayo	1/1/23	12/31/24	2	City Council
1	M	7	10.	Public Access Member	Phillip Meng	1/1/23	12/31/24	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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

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.