



Outlook

Updated 2024 statement of interest - Somerville Public Library Board of Trustees

From Sarah Pascarella [REDACTED]

Date Fri 4/12/2024 4:39 PM

To Cathy Piantigini <cpiantigini@somervillema.gov>

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Dear Ms. Piantigini and trustees of the Somerville Public Library,

My name is Sarah Pascarella; I'm writing to express my interest in serving as a Somerville Library trustee, as advertised on the city website.

The posting indicates that trustees "support the library through strategic planning, advocacy, public relations, and outreach efforts." Here are a few ways I can contribute:

- Strategic planning - I have 20+ years' professional experience managing editorial planning across diverse organizations, focusing on calendar management (evergreen and seasonal cycles), resource allocation, initiative prioritization, and overseeing the editorial process from brainstorm to post-publication promotion.
- Advocacy - Championing equity and education for all is a longstanding priority. With my volunteer work with Swing Blue Alliance, a local grassroots group, my team and I work to increase voter registration and expand access to the ballot. Professionally, I recently served a term as co-chair for my employer's internal Diversity, Equity, and Inclusion (DEI) committee, during which the organization launched a new Employee Resource Group focusing on neurodiversity.
- Public relations - In my editorial roles, I often work shoulder-to-shoulder with PR colleagues, and am comfortable identifying potential outlets and contacts to pitch, tailoring messaging to be amplified to appropriate audiences across digital and print channels, and measuring whether our efforts were successful.
- Outreach - In my full-time role, I closely work with our engagement teams focusing on email and social media to reach existing and new audiences. As a Swing Blue Alliance volunteer, I am responsible for planning and executing their outreach communications around mail campaign activities.

I am excited to adapt these skills - and collaborate with other community members - to further support the amazing work of the Somerville Public Library!

In closing, as viral sensation librarian Mychal Threats puts it, I'm a former library kid turned library grownup. There's no place quite so special as a library in nurturing and fostering connections both within individuals and across greater communities. As a Somerville resident of nearly 20 years, I am eager to give back and increase my role at the library from card holder to volunteer trustee!

Thank you for your consideration and I look forward to hearing back from you.

Best,

Sarah

[Redacted signature]