

Questionnaire for Nomination to the Tremont West Development Corporation Board of Directors

Name: Barbara Andelman Phone: _____ Cell: 216.469.8541

Work Address: 1801 Euclid Avenue, Cleveland OH 44115

Home Address: 2098 W. 10th Street, Cleveland OH 44113

Email: barbara.andelman@gmail.com

1. Please describe your involvement with the Tremont West Development Corporation or other Tremont clubs and activities during the last 5 years:

As soon as we moved into Tremont, I started attending the North of Tremont block club meetings. I've volunteered in the gardening/clean-up activities at Lincoln Park and have enjoyed the many festivals and events. When I heard about the 2024 Tremont Storefront Incubator Program at a Block club meeting, I took the initiative to share and post the opportunity through my connections. And I stay connected with neighbors through the *Tremont Friends and Neighbors* and the *Tremont-Buy Nothing/Things for Free* Facebook pages.

- 2: Please describe any involvement that you have had with charitable organizations during the last 5 years:

I'm very active as a Citizen Diplomat through the Cleveland Council on World Affairs, welcoming international visitors to Cleveland and our Tremont neighborhood. Also, prior to my current position, I was Vice President of Workforce Development at The Centers for Families and Children. I also served on the Board of Neighborhood Housing Services (see #3 below).

- 3: Please describe any other memberships on boards or committees that you have had during the last 5 years (such as non-profit organizations, professional associations or city or county government):

I served on the Board of the Oberlin Center for the Arts. I was also on the board of Neighborhood Housing Services and was chair of the board during its eventual merger with Cleveland Housing Network (CHN). I also serve on the advisory committee of USCRI-Cleveland (US Committee on Refugees and Immigrants).

- 4: Please describe the skills and areas of expertise that you would bring to the Board of Directors of the Tremont West Development Corporation.:

I approach my board work from the perspective of someone who has served both as the executive director of an organization as well as a member of multiple boards. I'm pragmatic and outcome driven, focused on achieving the desired outcomes of the organization, thinking strategically while being realistic about available resources. I've been involved in the strategic planning process multiple times and enjoy working collaboratively and creatively to move an organization forward and having a vision for what would could be achieved. I've served on a wide range of board committees, often drawing on my legal background. I understand the importance of supporting the work of the staff, and most of all, I bring a passion about Tremont, its historic past and current important role in the City of Cleveland.

- 5: Please state why you are interested in serving on the Board of Directors for the Tremont West Development Corporation:

First and foremost, I love living in Tremont and would be honored to have the opportunity to be an official ambassador. I would like to work collaboratively to address challenges and opportunities to ensure that it continues to be a vibrant and thriving neighborhood, with a respect for the wide range of viewpoints represented by the residents and businesses.

Membership on the TWDC Board of Directors requires a substantial commitment of time and energy. Members of the Board typically serve on one or more committees, which meet monthly, as well as the Board of Directors meeting, which also meets monthly. Typically, Board Members spend between 5 -10 hours per month on TWDC

matters. Please indicate the number of hours per month that you will be available as a member of the Board of Directors: 15 hours

Please send this application, along with a current résumé and a short (not more than 75 words) statement that contains the information you most wish voters to consider to: twdcboard@gmail.com.

BARBARA ANDELMAN

216.469.8541

[linkedin.com/in/barbara-andelman-06b30615](https://www.linkedin.com/in/barbara-andelman-06b30615)

barbara.andelman@gmail.com

Experience

ASSISTANT DEAN FOR JD ADMISSIONS, *Cleveland State University College of Law*, Cleveland OH, 2019 - present

Revamped the law school's admissions operations, updating the operations, communications and processes to align with institutional priorities. Help define and articulate the school's value proposition. Helped launch one of the Country's first JD online programs. In four years:

- Achieved a 45% increase in JD 1L applications, with a corresponding increase in selectivity from 48% to 36%;
- Redesigned all marketing, messaging and communications to more effectively convey the strengths and stand-out features of our educational program;
- Increased out-of-state enrollment from 14% to 28%;
- Achieved an increase in entering class credentials while at the same time increasing class size and reducing the average scholarship award;
- Successfully migrated operations from ACES to Unite; currently a beta test site in transition from Microsoft Dynamics Out Bound Marketing to Real Time Marketing.

VICE PRESIDENT OF WORKFORCE, *The Centers for Families and Children*, Cleveland OH 2018 - 2019

A leading social services organization, offering coordinated integrated health care, early learning and workforce development services to help clients overcome barriers and achieve a better future.

Responsibilities: To lead the strategic direction and implementation of the organizations workforce development and employer support programs, addressing employers' needs from job readiness through retention and post-employment support.

- Refined The Centers' strategic direction in workforce / workplace while leveraging organizational assets and community relationships while growing opportunities.
- Oversaw program and direct service delivery for The Centers' workforce and workplace services.
- Managed the financial outcomes of each program, utilizing data to assess outcomes and inform decision-making.
- Supported development team efforts to identify funding sources with a focus on sustainability and diversifying resources.
- Managed internal resources and services to remove client barriers to success.

DIRECTOR, CAREER & CLINICAL PLACEMENT PROGRAMS AND SYSTEMS, *Center for Health Affairs*, Cleveland OH, 2017

One of the nation's oldest and largest hospital trade associations.

Responsibilities: Recruited by leadership team to develop and implement software start-up designed to grow skilled regional workforce while addressing workforce challenges for key regional industries. Report to Senior VP.

- Championed development and design of an innovative workforce development tool and resource design.
- Identified and nurtured target markets and for product launch, leveraging and effectively managing a select team.
- Implemented business development plan that articulated value proposition and increased productive leads by 76%.
- Led high-level business networking, enlisting active program participation in target key markets that include health care, construction, IT, and engineering.

CHIEF OPERATING OFFICER, *Spangenberg Shibley & Liber LLP*, Cleveland OH, 2013 – 2017

Premier plaintiff's law firm with national reputation for sophisticated legal representation in complex cases.

Responsibilities: As senior member of Leadership Team and its first-ever COO, enhanced organizational vision and visibility, oversaw marketing/communications, coordinated HR functions, and managed all day-to-day operations. Reported to Managing Partner.

- Enhanced firm's reputation and visibility, including first-ever series of professional educational programs for colleagues; increased peer-to-peer client referrals and heightened brand recognition.
- Led rebranding and communications efforts and redirected marketing expenditures to maximize ROI, resulting in 10% increase in potential client inquiries.
- Managed budgets, expenditures, and vendor contracts and selection, resulting in 10% decrease in operational overhead and increased value of vendor services.
- Executed restructuring of staff recruitment, training, and onboarding, improving competencies and quality-controlled processes and protocols.

EXECUTIVE DIRECTOR, *National Association of Consumer Bankruptcy Attorneys*, Worked remotely, Cleveland OH 2007 – 2013.

A 4,500-member national trade association founded to educate and support member attorneys.

Responsibilities: Led organization in its mission to provide outstanding educational programming and services for national membership of attorneys. Instituted policies, procedures, and assessments to ensure alignment with mission. Managed \$2.5MM annual operational budget. Reported to Board of Directors.

- Built association brand by leveraging marketing, public relations, and external communications; efforts increased membership and “buzz” about better organizational value and benefits to members.
- Increased revenue and reduced costs by introducing innovations in operations, assessments and reporting, and marketing.
- Redesigned and executed more relevant educational events and restructured vendor and sponsor relationships, significantly increasing attendance and new revenue sources.

ASSOCIATE DEAN OF STUDENT SERVICES, ENROLLMENT MANAGEMENT, AND SPECIAL PROJECTS,

Case Western Reserve University School of Law, Cleveland OH, 2000-2007

Nationally ranked private law school offering J.D. and post-J.D. programs to diverse, international student body.

Responsibilities: Promoted to spearhead new consolidated Student Services department. Managed \$3.5MM annual scholarship budget. As member of senior management team, assumed leadership responsibility for institutional and student services. Strategic focus on student experience from first moment of contact with institution through graduation. Reported to Dean.

- Designed and executed comprehensive strategic plan for recruitment, selection, retention, and servicing of a highly credentialed and diverse student body, positively impacting critical outcomes including selectivity, diversity, rankings, national profile, top-tier ranking, and alumni engagement.
- Led marketing, PR, and communications with external constituencies, enhancing visibility, brand, and recognition.
- Introduced technological advancements in admissions, improving outreach and mission-critical outcomes.
- Pioneered and implemented comprehensive student services program, increasing incoming transfer net revenue, reducing attrition and revenue lost from transferring students, while improving student morale.
- Launched school’s multicultural recruitment initiative, including development of strategic relationships with undergraduate advisors at key feeder schools and development of specialized events.
- Developed a program that successfully increased administrative support for student organization.
- Successfully met strategic enrollment goals by crafting statistical model that allowed “real time” tracking.

Other Relevant Experience:

ATTORNEY, *Benesch Friedlander Coplan & Aronoff*, Cleveland OH

Handled client matters ranging from real estate transactions to litigation.

LEGISLATIVE AIDE, *Ohio Legislature*, Columbus OH

Education

The Ohio State University Moritz College of Law: Juris Doctor

John J. Adams Memorial Award for leadership and contribution

Denis B. Eastman Memorial Award for leadership and overall contribution to the *Law Journal*

John R. Moats Memorial Award for outstanding contribution to the school

Executive Editor, *Ohio State Law Journal*

Founder and Chairperson, Student Funded Fellowship

Cornell University: B.A. with Distinction, German Area Studies

Honors: Dean's List, Alpha Lambda Delta Honor Society

International study: Ludwig Maximilian Universität: Munich, Germany

Activities

Citizen Diplomat, Cleveland Council on World Affairs, host for international visitors

Member of Advisory Committee, U.S. Committee on Refugees and Immigrants

Chair of the Board, Secretary, Neighborhood Housing Services of Greater Cleveland

Member of the Board, Oberlin Center for the Arts

Member, American Heart Association, STEM Goes Red for Girls Vision and Steering Committee

Mentor for second year participants, Teach for America Encore Program