

Committee: **London Public Library**

Organization/Sector represented:

Name: **Rachel Ganzewinkel**

Occupation: **Communications Associate at London Health Sciences Centre**

Work experience: **I have worked within the non-profit world, beginning with my internship at King's University College at Western, and moved onto YFC London as Social Media Coordinator before becoming Communications Coordinator at Mission Services of London before becoming a Communications Associate at London Health Sciences Centre. I have experience writing and editing for digital and print publications, social media coordination and content creation, strategic planning, event coordination, digital design, media relations, website management, marketing for events such as fundraisers, and negotiating contracts. During my time in healthcare communications, I have extensive experience in crisis communications and communications planning.**

Education: **I have an Honours Specialization in English Language and Literature with a minor in Creative Writing from Western University, and a graduate certificate in Corporate Communications and Public Relations from Fanshawe College, as well as numerous professional development seminars, workshops, and webinars in best practice and trends for communications.**

Skills: **Writing, editing, strategic communications planning, critical thinking, and active listening are some of my soft and hard skillsets. I have volunteer experience working with vulnerable populations through my time of being a Support Line Volunteer at CMHA, and I myself have used a wide variety of library services in times of need as a student so I am aware of how vital those services are. Since I have personally benefited from the incredible services and resources available through the LPL, I can use my skill sets learned through my educational and professional experiences to help promote, sustain, and benefit the LPL.**

Interest reason: **I am interested in serving the LPL because I feel that libraries are the heart of any community and are one of the last inclusive spaces where people can gather without needing to purchase something, while having a multitude of free resources open for anyone to use. I am very passionate about equal access and opportunity to necessary resources, and truly believe that this access and opportunity only strengthens our community.**

Contributions: **I can bring my lived knowledge of what library resources are incredibly necessary, as well as my hard skills listed above in communications. I participated in a series of problem-solving workshops called Crucial Conversations that assists in learning those skills in speaking with people who you may be experiencing a conflict with, and how to reach an amicable agreement through calm and careful dialogue. I have found that to be an incredible resource in my personal and professional lives.**

Past contributions: **This would be my first experience on a Board, however, at Mission Services of London I created communications for the Board to consider about the contributions my department makes to the organization and I am aware of what information Boards are looking for. I have also had some experience reporting communications statistics on a monthly basis to the Board of Directors at LHSC. At YFC London, when I served as Social Media Coordinator, I was able to create a social media plan, created regular, engaging content, and helped with promotion of events as well as branding for the their programs, which resulted in positive feedback and growth on their social media networks.**

Interpersonal: **I am a current volunteer at the London Public Library as a mentor through the READ program and began this position in June 2021 I have had the privilege of working with a youth who is a newcomer and have been able to support his reading journey in the English language through topics of interest and word games of interest to them. I am also a current Support Line volunteer at CMHA – Thames Valley Addiction and Mental Health Services where I support community members from a variety of populations with mental health or interpersonal issues that they need support for. As a part of some of my volunteer work, I have also served as Reader for a local literary magazine and a part of my duties was reading submissions to the literary magazine and bringing my notes to weekly meetings where we discussed which works should be published in the journal. Each Reader rarely agreed 100%, but we all were civil, thoughtful, and shared our views while acknowledging the validity of other people's opinions. We always ultimately were happy with the agreed-upon decisions on which works to publish. As well, in my work**

**as Communications Coordinator at Mission Services of London, I often had to negotiate with all of the branches on which information from the branches would be published online and in appropriate newsletters. I would have to discuss how I, as a communicator, make certain decisions to front-line workers, fundraisers, administration staff, and finance - all individuals with different skills, abilities, and knowledge outside of communications. And after making decisions with my leader, I would talk with management, the Executive Director, and other leaders within the organization about certain communications decisions and how they were made. I would take feedback into account and work to improve communications as well as engage in polite discourse when individuals had questions. In my time at Mission Services of London, I would often engage in media relations, so I would engage regularly with individuals in media and try to educate them on the issues affecting those experiencing addiction, homelessness, and mental illness while talking about Mission Services of London's services, programs, and input on issues in London effecting those populations. In my current position at LHSC, I have experience of working with a team to create timely communications in crisis and ever-changing situations related to the pandemic response to ensure staff, physicians, volunteers, and the community are aware of the precautions that are being implemented for their safety.**

Interview interest: **Yes**