

2013 OCT -3 PM 2: 24

Letter of Nomination

October 15, 2013

The Honorable City Council  
One City Hall Plaza, Second Floor  
Oakland, CA 94612

Dear President Kernighan and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby appoints the following person as a member of the following Board or Commission, subject to the City Council's confirmation:

**BUDGET ADVISORY COMMITTEE**

Nikole Collins-Puri, District 3 Representative to serve a term beginning May 25, 2013 and ending May 24, 2015, filling the seat previously held by David Eaves.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan  
Mayor

NIKOLE COLLINS-PURI

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Dear Ms. Farmer and Councilwoman Gibson McElhaney:

I am honored to be considered for the Budget Advisory Committee for the City of Oakland. My 13 years of leadership and policy experience includes work for the City of Carson and City of Oakland in California, College Board, AT&T, and as a National Urban Fellow. I have seasoned my skills and effectiveness as a collaborative leader with the ability to analyze public policy and cultivate strategic relationships within the education, government and business sectors. In my current role at the Women's Foundation of California, I provide oversight and direction for our Women's Policy Institute where we have trained over 250 women leaders across the State of California. Our Fellows learn how to create and influence policies that improve the economic security of low-income women and their families. This year, we are broadening our curriculum by stretching the program for an additional eight months to include budget advocacy training within the state budget cycle. This will allow our Fellows to advocate for their policies if they are not successful in the legislative cycle and learn about the budget process through experiential learning.

I am excited to bring the following experiences to the Budget Advisory Committee:

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| <b><i>Policy Analysis</i></b>                          | Conducted an inventory, evaluated and analyzed state redevelopment programs and provided policy recommendations for NJ Future, a Smart Growth Agency. The policy brief was utilized to inform the Governor of New Jersey on approaches to maintain redevelopment incentives and meet budget obligations. |
| <b><i>Collaboration &amp; Community Engagement</i></b> | Partnered with financial institutions and non-profit agencies to support low-income families and at risk homeowners. Educated the community on citywide affordable housing projects and foreclosure prevention resources. Recruited volunteers for citywide mortgage adjustment events.                  |
| <b><i>Budget Management</i></b>                        | During my tenure at AT&T, I coordinated the budget process across multiple departments and supported the VP of Finance with the divisions' \$19B operating budget.   |

Thank you for the opportunity to be considered for one of the three vacancies in the Budget Advisory Committee. I am eager to serve the City of Oakland and committed to the responsibilities of this potential appointment.

Thank you for your time and consideration.

Sincerely,

*Nikole Collins-Puri*

# NIKOLE COLLINS-PURI

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## WORK EXPERIENCE

Women's Foundation of California, San Francisco, CA

July 2013- Present

Director of Program

Responsible for the Foundation's program portfolio. Creates and provides program oversight, hires and trains staff, raises funds, external face to key stakeholders and ensures compliance with state and federal guidelines for grant making policies.

New Community Partners, LLC

Ongoing

Owner/Chief Executive Officer

Consulting firm dedicated to strengthening communities by helping organizations develop, implement and sustain strategies; improve efficiencies and cultivate strategic relationships that will advance organization mission and maximize social impact. *Clients include: Alternatives in Action, Open a Door Foundation, Julie Abrams, and Roots Health Innovation Center.*

College Board, New York, NY

2011 -2012

Director of Outreach, Advocacy & Policy Center

Led outreach efforts for key advocacy and policy projects to position Center as go-to organization for innovative research, tools, strategies and policies for education transformation.

- Cultivated critical relationships with non-profit organizations, school districts and government agencies to improve achievement outcomes for underserved students.
- Established, analyzed and improved overall performance of e-marketing tools (67% year-over-year website traffic improvement).
- Represented the College Board at various state and federal briefings on education reform.

City of Carson, California

2009-2010

Special Assistant for City Manager and Economic Development General Manager

An externship component of National Urban Fellows program.

- Implemented federally funded programs to improve social and economic prosperity of residents (e.g. Making Home Affordable Program, Neighborhood Stabilization Program and Community Block Grant Program).
- Identified, prepared and submitted grant proposals for City programs (e.g. Healthy Communities).
- Supervised external consultant and identified \$1.6M of general fund savings and new revenues.

AT&T Incorporated, New Jersey

2001-2009

Promoted four times by improving AT&T's diversity, philanthropic and business goals.

Diversity and Inclusion Director: Designed, trained, implemented, evaluated and scaled programs to improve the diversity of the workforce, increase supplier diversity, and promote an inclusive culture for all employees.

- Improved AT&T's ranking in Diversity Inc.'s Top 50 Companies for Diversity (#2).

Events Senior Program Manager: Managed \$3M budget, led strategic customer facing projects and leadership events across enterprise organization (Pebble Beach Golf Tournament).

- Fundraised over \$5.2M for AT&T's largest nonprofit partners, American Cancer Society and United Way. Increased enterprise sales by 35%.

Senior Operations Manager for the President's Office: Ran day-to-day operations for Enterprise Sales organization and improved sales team productivity by 50% with customer relationship management tools.

- Supported VP of Finance with \$19B operating budget.
- Supervised Asia Pacific enterprise sales team and streamlined account processes (Hong Kong based).

E-Marketing and Customer Service Manager: Managed Digital Subscriber Line acquisition and retention programs.

- Increased online billing customers to 2M subscribers; 95% improvement within 12 months.
- Supervised India call center (35 reps). Reduced trouble ticket issues by 25% and retained 97% of DSL customer base.

# NIKOLE COLLINS-PURI

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U.S. White House, Office of Public Liaison, Washington D.C. 2000  
Public Liaison Coordinator

## EDUCATION

NJ Real Estate Project Feasibility Certification (recognized by AICP) 2010

Baruch College City University of New York, New York, NY 2010  
MPA (Honors - 3.8 GPA)

Awards: National Urban Fellow, Pi Alpha Alpha Public Administration National Honor Society

University of South Florida, Tampa, FL 2001  
BA Political Science (Magna Cum Laude)

Awards: 2012 Outstanding Young Alumnus award recipient, Most Outstanding Senior, inducted in USF Hall of Fame, President of Student Government Senate and President of Delta Sigma Theta Sorority Inc., 3-Time All-Conference USA in Track & Field.

## PROFESSIONAL AWARDS:

- 2009 Women In Technology Rising Star Award
- 2007 AT&T Service Excellence Award
- 2005 AT&T Business Sales Leaders Council
- 2001 AT&T Emerging Leaders Program

## PUBLICATIONS:

- No One Path: Perspectives on Leadership from a Decade of Women in Technology  
Nikole is highlighted among 50 women in the technology industry who share their insights on what makes a good leader, their most difficult challenges, what advice they would give to aspiring women leaders, and the legacy they'd like to leave behind. Whether from industry or government, with a large corporation or head of her own business, each woman has forged a unique path to leadership strengthened through mentorship and networking.

## COMMUNITY LEADERSHIP

- San Francisco Education Fund – Board of Directors
- 2013 Martin Luther King Jr. Celebration (Yerba Buena Center in San Francisco) – Reception Event Manager
- Delta Sigma Theta Sorority Inc. Berkeley Bay Area Alumnae Chapter
- City of Perth Amboy – Zoning Board (Appointed)
- Boys & Girls Club Perth Amboy, NJ – Board of Directors
- Board of Education, Perth Amboy, NJ – Candidate for Election

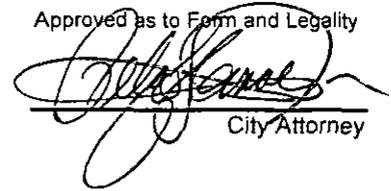
## VOLUNTEER WORK & PERSONAL INTERESTS

- Mentor – UC Berkeley Student Athlete
- Student Program for Academic and Athletic Transitioning (SPAAT), Oakland
- Motivational Speaker
- Athletic: Tennis and Crossfit
- Interests: Dancing, great food, hanging out with my girlfriends
- Passion: Ensuring all individuals have the resources, support, and economic stability to achieve their dreams and reach their full potential.

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

13 OCT -3 PM 2:47

Approved as to Form and Legality



City Attorney

OAKLAND CITY COUNCIL  
Resolution No. \_\_\_\_\_ C.M.S.

**RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF  
NIKOLE COLLINS-PURI TO THE BUDGET ADVISORY COMMITTEE**

**WHEREAS**, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

**WHEREAS**, Resolution No. 74826 C.M.S., adopted March 2, 1999, creates the Budget Advisory Committee to provide fiscal management in an advisory capacity to the City Council; and

**WHEREAS**, the Budget Advisory Committee consists of 15 members, one (1) apiece recommended by each of the eight City Councilmembers, one (1) appointed by the Mayor to act as Chairperson, three (3) appointed by the Mayor from a list of 12 recommendations from the Chamber of Commerce, two (2) recommended by the Chairperson of the Finance and Management Committee, and one (1) recommended by the Chairperson of the Community and Economic Committee, each serving no more than two consecutive two-year terms and each subject to the approval of the City Council; and

**WHEREAS**, the Honorable Mayor Jean Quan has appointed Nikole Collins-Puri on the recommendation of Councilmember Gibson McElhaney to serve a two-year term on the Budget Advisory Committee subject to confirmation by the City Council; now therefore be it

**RESOLVED**, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Nikole Collins-Puri to the Budget Advisory Committee to serve a two year term beginning May 25, 2013 and ending May 24, 2015, filling the seat previously held by Damon Eaves.

**IN COUNCIL, OAKLAND, CALIFORNIA,  
PASSED BY THE FOLLOWING VOTE:**

**AYES – BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN , REID, SCHAAF, AND  
PRESIDENT KERNIGHAN**

**NOES –  
ABSTENTIONS-  
ABSENT-**

**ATTEST:**

\_\_\_\_\_  
**LATONDA SIMMONS**