

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Appointment – Library Board of Trustees	
FROM: City Clerk’s Office	MEETING DATE: 3/4/2024
PUBLIC HEARING: n/a	ADVERTISED DATE/BY: n/a
ATTACHMENTS: Applications	

PURPOSE: To confirm the appointments of Cynthia Hall and Joanna Crews to the Library Board of Trustees.

BACKGROUND: Mayor Jefferson is recommending the appointment of Joanna Crews, term effective immediately and will expire on October 31, 2024, and Council Member McKiver is recommending the appointment of Cynthia Hall term effective immediately and expire on October 31, 2026, to the Library Board of Trustees.

BUDGET IMPACT: none

RECOMMENDATION/ACTION REQUESTED: City Council is requested to confirm the appointment of Joanna Crews, term effective immediately and expire on October 31, 2024, and Cynthia Hall term effective immediately and expire on October 31, 2026, to the Library Board of Trustees.



Profile

Joanna

First Name

Crews

Last Name

jcrews@alumni.unc.edu

Email Address

1117 Burton Avenue

Street Address

Suite or Apt

High Point

City

NC

State

27262

Postal Code

Mobile: (919) 906-2029

Primary Phone

Alternate Phone

Retired

Employer

Which Boards would you like to apply for?

Library Board of Trustees: Submitted

Ward you reside in?

Ward 3

Interests & Experiences

Please list any work, volunteer, and/or educational experience that you would like us to consider in the review of your application.

I have spent my adult life working in customer service and community engagement. I worked in real estate as a paralegal, a residential broker, a manager, and a new-hire trainer. Volunteering, I served as a PTA President, a Sunday school teacher, a literacy coach, and a union rep for The Association of Flight Attendants. I have traveled to fifty-one countries across five continents and recently spent two years as a TESOL instructor in Asia. I've enjoyed all the people I have met through books and travel, and consider libraries to be magical. Even so, they need maintenance and care to function and flourish. I would love the opportunity to take part and give support to the High Point Public Library as a trustee.

[RESUME_JCREWS_COPYWRITER_01052023.docx.pdf](#)

Upload a Resume

Have you participated in Leadership High Point? Yes No

If yes, please list the year in which you participated in Leadership High Point:

Gender *

Female

Joanna Crews



High Point, NC

919.906.2029 ✦ jcrews@alumni.unc.edu

<https://www.linkedin.com/in/joannacrews>

✦ COPYWRITER ✦ E-LEARNING PROFESSIONAL ✦

Providing copywriting services for Corporate Social Responsibility (CSR) divisions. I create branded content and cause-related marketing materials, communicating company objectives with clarity.

CORE COMPETENCIES

- | | | |
|---------------------------|--------------------------|------------------------|
| ▪ SEO keyword integration | ▪ White Papers | ▪ Web Content |
| ▪ UX Writing | ▪ Curriculum Development | ▪ Book blurbs |
| ▪ Business Writing | ▪ Workbooks | ▪ Product Descriptions |

PROFESSIONAL EXPERIENCE

Copywriter at Quick Copywrites.com ✦ Chapel Hill, NC

- Created ad copy and other online content, primarily for local CSR departments and microbusinesses.
- Curated content for online resource vaults.
- Produced and edited ongoing alumni magazine content, including feature interviews and profiles of corporate leaders and social influencers.
- Assisted with microbusiness branding content.

Wall Street English International ✦ Beijing, China

Curriculum Development

- Facilitated positive relationships between the foreign language instructors and the local administrators
- Created unique lesson plans for students who were high-ranking officials and corporate heads.
- Designed and presented educational materials to department leadership.
- Assisted instructors with technical difficulties and content challenges.

The Quick Notary (TQN) ✦ Chapel Hill, NC

The Quick Notary ✦ Richmond, VA

Owner, Title Closer, Notary Trainer

- Developed/Implemented strategic marketing initiatives to grow customer base and market share that captured 30% market share of the Greater Richmond-Petersburg area within eleven months.
- Provided customer support conducting mortgage refinance closings on location in the customer's homes.
- Used problem-solving skills to create a mobile notary curriculum for Udemy online learning platform
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EDUCATION

Fort Hays State University, Fort Hays, KS

Master of Liberal Studies: The eLearning Professional

Charter Oak State College, New Britain, CT

Bachelor of Arts: Literature and Psychology

North Carolina State University, Raleigh, NC

Paralegal Certification

Profile

Cynthia

First Name

Hall

Last Name

cynthiahall9@gmail.com

Email Address

512 Manor Dr

Street Address

Suite or Apt

High Point

City

NC

State

27260

Postal Code

Home: (336) 847-2448

Primary Phone

Alternate Phone

UCLA - Retired

Employer

Which Boards would you like to apply for?

Library Board of Trustees: Submitted

Ward you reside in?

1

Interests & Experiences

Please list any work, volunteer, and/or educational experience that you would like us to consider in the review of your application.

Reading Connections (Adult Literacy Program) High Point, NC Tutor, 2020 and 2012 – 2018; Volunteer Tutor of the Year, AY 2013-2014 Table Captain for Annual Breakfast "Friend-Raiser" 2020 and 2018 High Point Human Relations Commission Subcommittees Social Justice Subcommittee, 2022 to present Interfaith Subcommittee, 2022 to present and 2012 - 2016 Avid Reader and participant in several book groups Career Counselor and Counseling Supervisor, 1976 - 1978; 1982 - 2011 (see resume for details) Federal Employee, 1968 - 1976 and 1978 - 1982 MA in Education and BA in Sociology

[Cynthia_Hall_resume_2023.docx](#)

Upload a Resume

Have you participated in Leadership High Point?

 Yes No

If yes, please list the year in which you participated in Leadership High Point:

Gender *

Female

Cynthia R. Hall
512 Manor Drive, High Point, NC 27260
Mobile phone: (336) 847-2448

Email address: cynthiahall9@gmail.com

SUMMARY OF QUALIFICATIONS

Community Service
Multicultural Communication and Consultation
Management and Supervision
Motivation, Encouragement, Support and Team Building
Classroom Instruction, Workshop Presentation and Group Facilitation
Career Planning and Counseling
Avid Reader and Participant in Several Community Book Groups

COMMUNITY SERVICE

Reading Connections (Adult Literacy Program) High Point, NC
Tutor, 2020 and 2012 – 2018; Volunteer Tutor of the Year, AY 2013-2014
Table Captain for Annual Breakfast “Friend-Raiser” 2020 and 2018
High Point Human Relations Commission Subcommittees
Social Justice Subcommittee, 2022 to present
Interfaith Subcommittee, 2022 to present and 2012 - 2016
Institute Tutor (for Spiritual Education and Community Building), 1999 to present
Member of Administrative Body of the Baha’is of High Point, 2011 to present

CAREER COUNSELING EXPERIENCE

Career Center, University of California, Los Angeles, 1996 – 2011 [RETIRED]
Career Center, California State Polytechnic University, Pomona, 1987 – 1996
Career Center, California State University, Northridge, 1986 – 1987
Career Planning and Placement Office, Scripps College, Claremont, CA, 1982 – 1986
Career Center, Williams College, Williamstown, MA, 1976 – 1978

RELATED EXPERIENCE IN WASHINGTON, DC

U. S. Department of Housing and Urban Development, 1978 – 1982
U. S. Departments of Commerce and Labor, Washington, DC, 1968 – 1976

EDUCATION AND TRAINING

North Carolina Community Colleges, Student Achievement in Reading (STAR) TRAINING,
2012 – for Reading Connections program

California State Polytechnic University, Pomona
Master of Arts in Education with emphasis on Educational Technology, 1992

Morgan State University, Baltimore, MD
Bachelor of Arts in Sociology, 1968
Transferred from Smith College, Northampton, MA