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222 East Nine Mile Rd., Ferndale, MI 48220  
248-546-2504      [fadl.org](http://fadl.org)

*Strengthening the community by  
providing access to materials  
and services that inform, enrich,  
entertain, and empower*

## **\*\*SPECIAL Library Board Meeting\*\***

### **PROPOSED AGENDA**

January 15, 2026 | 6:00 PM

- 1.** Call to order
- 2.** Roll call
- 3. Action Required:** Approval of agenda
- 4.** Public comment – *Total time not to exceed 30 minutes, 3 minutes per speaker*
- 5.** Candidate Interviews for Board vacancy – *Total time not to exceed 45 minutes, 15 minutes per candidate*
  - A.** Lauren Ridenour – *virtual interview via Zoom*
  - B.** Paul Beasley
  - C.** Denise Cote
- 6.** Board of Directors discussion of candidates
- 7. Action Required:** New board member appointment
- 8.** Announcements/comments from board members
- 9. Action Required:** Adjourn

Proposed minutes of this meeting will be available for public inspection at the Ferndale Area District Library, located at 222 East Nine Mile Road, Ferndale, eight (8) business days after the meeting. Approved minutes are available within five (5) business days after the meeting at which they are approved (in accordance with Open Meetings Act, Public Act 267.)

December 10, 2025

Dear Members of the Board,

I am writing to express my sincere interest in serving on the Board of Directors for Ferndale Area District Library. I have resided within the City of Ferndale since 2004 and over the past 20 years I have witnessed the expansive positive transformation of the library, the city and the community. Additionally, with more than 25 years of progressive leadership experience in higher education, including strategic planning, operational management, community partnerships, marketing & communications and data informed decision-making, I am eager to contribute these skills to the library which plays a vital role in promoting learning, access and community engagement.

In my current leadership roles at Wayne State University, including Assistant Dean and Interim Coordinator for Inclusive Excellence, I oversee academic operations, develop new academic programs, support student success initiatives, analyze institutional data and lead inclusive excellence efforts. These responsibilities have strengthened my ability to guide organizations through strategic planning, resource stewardship and complex decision-making, all key competencies for effective library board governance. My work on university-wide committees, including the Higher Learning Commission Quality Initiative Advisory Committee, further reflects my commitment to institutional quality and community-centered service.

My background also includes extensive teaching and curriculum development experience, which has deepened my commitment to accessible, high-quality education. I have taught graduate and undergraduate courses in financial management, marketing, strategic management, operations and facilities management, foundational management principles, and innovation & change leadership. In addition, I have served as a curriculum designer, developing accredited learning outcomes, assignments and rubrics aligned with national standards. This instructional experience showcases my dedication to fostering critical thinking, lifelong learning, and equitable access to knowledge that align closely with the strategic priorities of the FADL.

I currently serve as the treasurer of the Grand River Academy school board in Livonia, Michigan, and have previously held the positions of board president and vice president.

Over the past 10 years, my service on this public board has strengthened my commitment to public service, enhanced my support for teachers & students and deepened my dedication to the well-being of our community.

Prior to my time at Wayne State, my leadership as Director of Campus Operations & Strategic Partnerships at Davenport University allowed me to build strong community, government and organizational relationships. I managed multi-site operations, developed budgets, launched new campus initiatives, oversaw student services and collaborated with stakeholders across Michigan. This work strengthened my understanding of public service, operational excellence and community outreach, all of which I am eager to bring to the board.

My past and current involvement on boards, advisory committees and professional associations have prepared me to contribute thoughtfully to governance, policy review and long-term planning. I am motivated by a belief in the essential role libraries play in supporting literacy, digital access, cultural programming and equitable learning opportunities for all members of the community.

It would be an honor to support the Ferndale Area District Library as a member of the Board of Directors. I welcome the opportunity to bring my leadership experience, educational background, and commitment to community enrichment to this important role.

Thank you for your time and consideration. I look forward to the possibility of contributing to the continued success and growth of the library.

Sincerely,

A handwritten signature in black ink that reads "Paul Beasley". The signature is fluid and cursive, with a long, sweeping line extending from the "a" in "Paul" towards the end of the name.

Paul Beasley

# Paul Beasley

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## Professional Summary:

Higher education executive with over twenty years of increasing responsibility and success in higher education senior leadership, operational management, partnership development, marketing & communications, content delivery and course design. Mobilizing cross-functional collaboration efforts to drive organizational operations, while optimizing valuable resources to achieve both short and long-term institutional objectives. Highly effective and assessed curriculum and course content developer. Commitment to quality education and student success has led to success in each leadership institutional appointment. Responsible for developing and executing sound strategic priorities in addition to enrollment and operational budgets. Utilization of data to create strategies geared towards achieving departmental and institutional success. Maintaining the integrity of all student and university data & information, performing regular review of curriculum and programs in conjunction with establishing revenue and tuition projections.

## Professional Experience:

### **Wayne State University – Eugene Applebaum College of Pharmacy and Health Sciences**

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#### **Interim Coordinator for Inclusive Excellence Sciences**

November 2024 – Present

- Shape college-level DEI strategic plan through development and implementation of defined initiative and tactics
- Responsible for disaggregating demographic data and deployment of relevant information to internal stakeholders
- Executive sponsor of college Inclusive Excellence Committee and charges assigned by college dean
- Serve on university-level Higher Learning Committee Quality Initiative Advisory Committee. Topic: Data-Informed DEI Initiatives
- Develop education, support and guidance for student body supporting unity and inclusion through seminars, taking circles, published resources and professional mental health support
- Review program learning outcomes, course curriculum and syllabi to ensure curricular coherence exists

#### **Assistant Dean**

January 2023 – Present

- Research, development, market and implement new academic programs within the college – Bachelor of Science in Applied Health Sciences (2023), Law for Applied Health Sciences Minor (2024), Master of Health Administration (2025), Exercise and Sport Sciences for Applied Health Sciences Minor (2026)
- Collaborate with executive leadership, deans and vice presidents regionally to develop academic opportunities - current partnerships include Karmanos Cancer Center, John D. Dingell VA Medical Center and Henry Ford Health System, Macomb Community College, Henry Ford College and Schoolcraft College, Schoolcraft College, Michigan Chamber of Commerce, Detroit Regional Chamber of Commerce and Royal Oak Chamber of Commerce
- Increased total college enrollment by 2.8% (2024) compared to overall university enrollment increase of 1.1% (2024) through development, implementation and management of college enrollment management plan
- Build interprofessional partnerships among academic programs and colleges throughout the university. Current partners include, School of Business, College of Education, Honors College and College of Fine, Performing and Communications Arts
- Oversight of enrollment outreach, program & college support, student support and leadership of the Office of Student Affairs
- Developed college-level student success program and academic staff support position to assess student needs and implement various tactics to foster success resulting in 500+ web resource page views, 17 classroom presentation reaching 367 student, 84 scheduled individual student success appointment and 1000+ informal touchpoints during AY 2023-2024
- Direct and oversee 10 professional academic staff members responsible for supporting pre-professional health science and pharmacy student populations through coordination of admission files for 11 academic program admission committee chairpersons
- Cultivate a highly service-minded culture to provide excellent customer service, create clear communication, inspiration, and motivation within the Eugene Applebaum College of Pharmacy and Health Sciences
- Integrate processes that ensure consistency among overall university services to support current and prospective students
- Coordinate various activities within the college and other university units including Admissions, Alumni Relations, Career Services, Dean of Students, Development, Registrar, Financial Aid and University Advising
- Maintain and publish annual college-level annual student handbook and student web resources
- Support annual academic program accreditation site visits and creation of program self-study documentation

**Part-Time Graduate Faculty**

August 2025 – Present

- **Health Administration Operational Management (HA7030)** - *This course is designed to provide students with an in-depth understanding of the principles and practices involved in the operational management of healthcare organizations. The course emphasizes the integration of operational strategies within healthcare settings, focusing on improving efficiency, patient satisfaction, and cost-effectiveness. Topics include healthcare systems and processes, workflow optimization, resource management, risk management, patient safety, and compliance with healthcare regulations. The course also covers leadership in healthcare operations, strategic planning, and the role of healthcare administrators in driving continuous improvement and organizational change.*

**Davenport University**

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**Director of Campus Operations & Strategic Partnerships, Campus Director**

March 2014 – January 2023

- Strategic planning and KPI development in partnership with president's cabinet, senior officers and various institutional executive leaders and direct reports
- Develop & manage \$500,000 annual operating budget for Academics, Employee Relations Student Services and Student Life across three campuses
- Spearheaded and deployed internal and external communication strategies in support of college, campus and institutional goals
- Established and nurtured state-wide professional relationships among state legislators, chambers of commerce presidents, health care organizations executives and senior medical clinicians and various key stakeholders
- Responsible for operational effectiveness among Academic Services, Library Services Public Safety, Tutoring Services, Testing Services, Student Life, Customer Support, Student Employment and Facility Services, Student Services, Student Affairs
- Utilize industry trend and gap analysis data to develop financial projections to shape future institutional decisions
- Seek out University partners to offer credit/noncredit opportunities such as corporate training, dual enrollment, middle college and university centers
- Executive leader charged with planning and executing of five new satellite campuses locations throughout Southeast Michigan
- Project manager responsible for dissolving three underperforming campuses as approved by the Board of Directors
- Design & implement annual enrollment budget for multiple student segments within southeast Michigan
- Partner with facilities management to identify annual capital funds request to improve overall facility
- Create college-based strategic initiatives aligned with overall university enrollment and retention goals
- Lead local Retention and Persistence Committees responsible for data review and implementing new strategies
- Actively utilize historic data and current market analysis to develop overall opportunities for university advancement
- Management responsibilities for professional and support staff employees across three work sites
- Operate in software test platforms to ensure accuracy before deployment throughout the institution
- Actively engage in internal and external studies in an effort to identify new program offerings among colleges

**Director of Student Services**

July 2008 – March 2014

- Led daily operations of Academic Advising, Student Life, Student Affairs, Volunteer Center and Customer Service
- Develop, plan and execute multiple events throughout the academic year to support students and attract new applicants
- Exceeded enrollment targets for new and continuing students five years consecutively
- Responsible for developing and managing departmental annual operating budgets
- Disabilities Coordinator responsible for advising students on ADA accommodations and process appropriate paperwork
- Member of various committees responsible for reviewing current university policies and shaping change for improvements
- Supervised ten professional staff members among two campuses within southeast Michigan

<b>Assistant Director of Admissions</b>	June 2007 – July 2008
• Responsible for daily oversight of professional staff members assigned to multiple student recruitment segments	
• Created & monitored multiple reports utilized to track and monitor the success of individual and department goals	
• Trained new staff members in multiple areas including, Admissions, Advising, Financial Aid and Student Accounting	
• Led development & implementation team for the conversion to Banner student and staff modules	
• Served on a functional group responsible for developing and implementing new admission standards	
• Created a university-wide focused electronic presentations to be utilized with every lead that inquired about admission	
<b>Assistant Director of Financial Services</b>	June 2006 – June 2007
<b>Admissions Representative</b>	July 2005 – June 2006
<b>Financial Services Specialist</b>	March 2005 – July 2005
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<b>Davenport University – College of Health Professions &amp; Donald W. Maine College of Business</b>	
<b>Adjunct Graduate and Undergraduate Faculty</b>	July 2020 – Present
• <b>Financial Management for Health Care (HCMG750)</b> - <i>The focus of this graduate course is to provide a working knowledge of payment policies and reimbursement methodologies used in health care and how they vary by payment source (governmental, private, and capitated insurance). Methodologies used by facilities and practitioners will be applied and compared. Factors affecting payment will be discussed. Costing methodologies, revenue cycle management, purchasing strategies, budgeting, and variance analysis applied to health care are examined.</i>	
• <b>Management &amp; Marketing (BUSN520)</b> - <i>This graduate course is a study of the contemporary theories and concepts in marketing and management. Major areas of study in marketing include the environment in which the firm competes and how the firm uses market segmentation, product and service development, and pricing, distribution, and promotion strategies to maximize sales and profits. The study of management includes the manager's roles and responsibilities in performing the five universal functions of management, which are planning, organizing, staffing, leading, and controlling. The student also explores ethics and corporate responsibility and the framework for a systematic approach to marketing and management decision-making.</i>	
• <b>Strategic Management Capstone (MGMT 495)</b> - <i>In this course, emphasis will be placed on the strategic planning process through the analysis of business cases and the development of a major business project. This analysis includes a thorough review of industry and competitive conditions and situational analysis of the company, including financial trends and concluding with defendable recommendations for specific strategies that improve organizational performance and sustainability.</i>	
• <b>Sports Operations &amp; Facilities Management (SPMG364)</b> - <i>This course focuses on the fundamentals of operating a sport venue facility. Emphasis is placed on examining various quality management techniques and the development of performance measurements associated with venue and event operations. Project management skills are developed within the framework of sport venue and event planning, scheduling, and controlling. Operational topics are explored through both a qualitative and quantitative perspective.</i>	
• <b>Management Foundations (MGMT 211)</b> - <i>This course provides a foundation in basic management principles with special application and focus on the supervisory level of management. The four universal functions of management (planning, organizing, leading, and controlling) are explored. Students learn the theories and study their impact on the history of management practices. Proper case analysis process is also examined and applied through the discussion of various supervisory/managerial case situations.</i>	
• <b>Innovation &amp; Managing Change (MGMT 316)</b> - <i>This course provides an environment that stimulates individual creativity and encourages risk taking to solve organizational and community problems. Students integrate design thinking and change management processes to develop an idea from inspiration through implementation.</i>	
• <b>Sophomore-Level Sport Management Internship (SPMG 290)</b> - <i>This sophomore-level Sport Management Internship is intended to provide students interested in the field an introduction to the professional workplace through the integration of previous classroom instruction with new learning acquired through on-the-job work experience. The internship must focus as closely as possible on the student's major field and individual interest and provide work appropriate to a student exploring entry to the professional environment of Sport Management.</i>	
• <b>Junior-Level Sport Management Internship (SPMG390)</b> - <i>This bachelor-level Sport Management Internship is the integration of previous classroom instruction with new learning acquired through on-the-job work experience. The employment placement and total experience must be within the field of sport business management.</i>	

## Adjunct Curriculum Designer

September 2021 – May 2022

- **Sophomore-Level Sport Management Internship (SPMG 290)** - In compliance with The International Accreditation Council for Business Education (IACBE) and The Commission of Sport Management Accreditation (COSMA) developed learning outcomes, course objectives, individual & group assignments and grading rubrics.
- **Junior-Level Sport Management Internship (SPMG390)** - In compliance with The International Accreditation Council for Business Education (IACBE) and The Commission of Sport Management Accreditation (COSMA developed learning outcomes, course objectives, individual & group assignments and grading rubrics.
- **Sports Operations & Facilities Management (SPMG364)** - In compliance with The International Accreditation Council for Business Education (IACBE) developed learning outcomes, course objectives, individual & group assignments and grading rubrics.

**Ferris State University (Barnes & Noble College Division)****Marketing & Merchandise Manager / Operations Manager**

August 2000 – March 2004

- Partnered with athletic leadership to design team uniforms and off-field apparel among multiple sports & athletes
- Planned game day operations from conception to execution including setup and breakdown at various sporting events
- Traveled with various athletic teams throughout the region offering team merchandise to attending spectators
- Partnered with the Director of Athletics to promote and highlight team successes within featured retail merchandise
- Coordinated with the Office of Alumni Affairs to create and market tailored merchandise presented within their quarterly publication
- Met with multiple suppliers to design and produce a full collection of collegiate merchandise integrated throughout the university and community
- Developed loyalty programs geared towards customer retention through repeat purchases and event participation
- Managed annual multi-million open-to-buy budget for collegiate apparel and merchandise
- Responsible for inventory management throughout various departments and divisions within auxiliary unit operations
- Coordinated with vendors and contractors to address necessary improvements and corrections at various work sites
- Oversight of annual sales budget and cost analysis within multiple roles and various campus locations
- Responsible for recruiting, hiring and managing 20-30 employees annually among multiple campus locations

**Global/National/Regional Presentations:**

- Student Affairs Evolution: A Comprehensive Approach to Student Success Among Graduate and Professional Students. Porto, Portugal. 2025. NASPA: European Conference for Student Affairs and Services (accepted not presented)
- *Exploring LGBTQ Cultural Competencies: Discover Your Own Competencies while Collaborating to Transform into a Culturally Competent LGBTQ Advisor.* Toronto, Ontario. Canada. 2016. NACADA: The Global Community for Academic Advising.
- *A Presidential Look at Our Past, Present and Future.* Rochester, Michigan, United States. 2015. Michigan Academic Advising Association

**Professional Associations & Committees:**

## Committees:

## Eugene Applebaum College of Pharmacy and Health Sciences – Wayne State University

- Pharmacy Committee on Academic & Professional Progress – Member January 2023 – Present
- Pharmacy Division Faculty & Staff Committee – Member January 2023 – Present
- Pharmacy Leadership Team – Member January 2023 – Present
- Administration Communication Committee – Member January 2023 – Present
- Executive Council – Member January 2023 – Present
- EACPHS Board of Visitors Scholarship Committee – Member April 2024 – Present
- Inclusive Excellence Committee – Sponsor/Member September 2024 – Present

Wayne State University

- Higher Learning Commission – Quality Initiative Advisory Committee – Member September 2024 – Present
- Graduate School Council – Wayne State University – Member January 2023 – Present
- Associate/Assistant Dean Solutions Committee – Member January 2023 – Present
- Council of Undergraduate Administrators – Member January 2023 – Present
- College of Pharmacy and Health Sciences – Executive Council - Member January 2023 – Present
- College of Pharmacy and Health Sciences – Administrative Communications – Member January 2023 – Present
- College of Pharmacy and Health Sciences – Pharmacy Progression Committee – Member January 2023 – Present

Davenport University

- Data Integrity Reporting Team – Member July 2012 – January 2023
- University COVID-19 Task Force – Member February 2020 – January 2023
- Retention & Persistence Committee – Chair November 2011 – January 2023
- Davenport University President's Cabinet – Member March 2014 – March 2018
- Diversity, Equity and Inclusion Counsel – Member January 2016 – January 2018

Professional Associations:

- Michigan Academic Advising Association – Past President, Member October 2010 – Present
- National Academic Advising Association – Past State Liaison, Member October 2015 – Present
- Grand River Prep Academy – Treasurer, Past School Board President May 2014 – Present
- Michael Berry Carrer Center – Advisory Board Member May 2023 – Present
- Detroit Regional Chamber Health Care Talent Collaborative April 2025 – Present

Educational Background:

*Wayne State University – Detroit Michigan*

Doctor of Philosophy – Educational Leadership & Policy Studies

Date of entry: August 2026

*Harvard University – Cambridge, Massachusetts*

Professional Certificate – Confronting Racism in Higher Education, 2024

Graduate School of Education

*Davenport University – Warren, Michigan*

Master of Business Administration – Strategic Management, 2014

Internship – Michigan Senate – Senator Steve Bieda - 9<sup>th</sup> District

*Eastern Michigan University – Ypsilanti, Michigan*

Bachelor of Business Administration, 2000

Areas of concentration: management, human resources



December 10, 2025

Dear Members of the Ferndale Area District Library Board Selection Committee,

I am writing to express my enthusiastic support for Paul Beasley as a candidate for the Board of Directors of the Ferndale Area District Library. I have known Mr. Beasley for more than three years in my capacity as Associate Dean of Health Sciences within the Eugene Applebaum College of Pharmacy and Health Sciences at Wayne State University, and I have had the privilege of seeing firsthand the many qualities that make him especially well-suited to contribute meaningfully to your board and community.

Over the years, Paul has demonstrated a deep commitment to education and community building. In his role as Assistant Dean for Student Affairs within our college, he has demonstrated an exceptional ability to engage diverse groups, foster intellectual curiosity, and support both students and colleagues. His teaching history and curriculum development at Wayne State and Davenport University reflects not just subject-matter expertise but also a dedication to mentorship and lifelong learning.

In addition to his 25 years of administrative work within higher education, Mr. Beasley also serves as a leader on multiple boards and committees [Grand River Academy Board of Directors, WSU Graduate School Council, Michigan Academic Advising Association, Dean's Executive Committee, Oakland Community College Nursing Advisory Board], where he contributes strategic thinking, collaborative leadership and respect for institutional mission and community needs. In these roles, he demonstrates sound judgment, integrity and a passion for service. His current and previous board experience has given him insight into governance, stakeholder engagement and long-term planning skills that are invaluable.

Given his background in education, prior board or governance experience, demonstrated leadership & service and passionate commitment to literature and community enrichment, I believe Paul would be an outstanding addition to your Board of Directors. I recommend him without reservation. Should you wish to discuss his qualifications further, I would be happy to provide additional information. Please don't hesitate to contact me via email ([sara.maher@wayne.edu](mailto:sara.maher@wayne.edu)) or cell (734)624-6852.

Sincerely,

*Sara F. Maher*

Sara Maher, PT, PhD, DScPT, OMPT  
Associate Dean, Health Sciences  
Professor (clinical) Physical Therapy

December 10, 2025

Dear Erin Hooper, Ferndale Area District Library President,

I am writing to offer my wholehearted recommendation of Paul Beasley for a seat on the Board of Directors of the Ferndale Area District Library. I have known Paul for close to 40 years as a dear friend and fellow member of the community here in Ferndale and I have had the pleasure of witnessing both his love for the city and his deep commitment to education, literacy and civic engagement.

As an elementary school teacher, I recognize and value individuals who champion learning & community and Paul exemplifies both. He has shown a steadfast dedication to higher education, serving in multiple front-line positions throughout his tenure.

He believes, as I do, that the public library is more than just a building; it's a hub for community, a gateway to ideas and a place where people of all ages and walks of life can come together. His pride in Ferndale, amplified with his 20 years of residency within and his desire to see it flourish makes me confident he will serve on the library board with integrity, compassion and vision.

In conclusion, Paul combines a strong background in education, a sincere love of books, a lifelong devotion to Ferndale and a generous, community-minded spirit. I believe he would make an outstanding director for the library. I recommend him to you without reservation, and I would be happy to speak further if you have any questions.

Sincerely,

*Brooke Jones*

Brooke Jones  
GSRP Teacher  
Hamtramck Early Elementary

From the desk of

# Lauren Ridenour

January 1, 2026  
Ferndale Library Board of Directors  
222 E. Nine Mile  
Ferndale, MI

To the Ferndale Library Board,

My name is Lauren Ridenour, and I'm interested in the available position on the Ferndale Library Board. As a Ferndale resident, library patron, and member of the Friends of the Ferndale Library, I've seen the many ways the library is integral to our community, and it would be an honor to support that work. I personally love to use the library as that community hub - I'm meeting neighbors at Ferndale Project book clubs, taking advantage of the Library of Things on board game nights, and checking out new cookbooks when I host friends for dinner. It's rare to go a week without a trip by the FADL.

Currently, I work as a Senior Content Strategist for VML, a digital creative agency. I work across many internal and external teams, where my goal is finding the best solution for all parties and end-users. Communication is a key part of my work, with translating data findings, web best practices, and user needs across many different teams to create buy-in to the strategy and approach to the problem. My aim is to balance the client request along with the user needs and overall journey within our digital and physical channels.

Often, the work I do includes large scale projects with lots of moving parts. To ensure that people and tasks are properly accounted for, I've created project plans, outlines, and governance for maintenance and enhancements. I also volunteer with the Friends of the Ferndale Library. Recently, I led the Twelve Days of Giftmas event where we purchase items off the department wishlists. I worked with our library staff and in regards to the Friends budget, prioritizing high-need items along with balancing costs and appropriate representation across departments.

In this role, I would bring my communication, project management, planning, and organizational skills to the board. Please see my attached resume for more examples and descriptions of my experience along with my references.

Sincerely,

Lauren Ridenour

# LAUREN RIDENOUR

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## SUMMARY

With 10+ years experience in the digital field, I've worked across multiple industries which has given me a lot of varied experience. My current title is content strategist, but I've also held the title of UX writer, content designer, and program coordinator.

I'm project-driven and willing to take on different roles to get the job done. Often, I'm collaborating across different teams to get the full picture of the work. That could look like consulting with the data team to understand what digital channel the target audience is coming from, to talking to customer service to hear the voice of the customer, to meeting with and documenting business stakeholders requirements.

## EXPERIENCE

### **VML, Detroit, MI –**

#### **Senior Content Strategist**

JUNE 2021 - PRESENT

##### Client: Ford Motor Company

- For multi-channel campaigns on Ford.com, I worked across client and creative teams to define the content strategy for strategic campaign executions. I created a playbook for streamlining our sales campaign efforts and determining placements across the site.
- For Electric Vehicle owners, I led the work to build a supporting content page for a new 24/7 Live Support page. With interviews from stakeholders along with existing emails and supporting content, I created a page built to requirements for the new program launch.
- With a Retention focus on Owners, I built a cohesive strategy across new email, social, and web pages to target customers whose leases were ending.
- On Ford's commercial fleet vehicles and services, I led inventory for across 10+ bespoke sites to a single new commercial vehicle site while defining key messaging with related business areas. I created a competitive analysis that evaluated content topics, voice and tone, site usability, design components, and notable UI design.

##### Client: Colgate

- Redefined page content hierarchies that aligned the pages' content to user goals and simplified the user experience. Within the hierarchy, the standardization of CTA placements made it easier for users to take the next action and get deeper into the sales funnel.
- Overall, these changes increased the visibility of Colgate's solutions and promoted product exploration. This led to a 42% increase in Brand Page engagement, 56% increase in Increase in Product Page Buy Now CTA, and 13% increase in Homepage engagement.

##### Client: Lutron

- Using a custom automated tool based on performance, I created a plan for their primary site for keeping 327 pages, revising 341 pages, and retiring 211 pages. This became the basis of the team's focus, how we were going to approach the site redesign.

##### Client: LISTERINE

- Defined LISTERINE's professional B2B audience email editorial content strategy with research-based audience definition. I aligned applicable content topics to specific audience types and utilized existing articles and studies to quickly scale calendar publishing.

## **Collective Health, San Francisco, CA – Senior Content Designer**

JANUARY 2020 - JUNE 2021

- Content lead of the mobile app first launch of Collective Health's workforce reentry program for Covid-19, Collective Go. I defined content requirements and taxonomy, built first time user flows, and iterated with product designers to build flexible patterns. With rapidly updating vaccine content, I worked across clinical, client, and member-facing teams to source and fact-check content.
- Wrote personalized recommendations to guide members to better health outcomes with their benefits. Recommendations included refilling their blood pressure medications, how to maintain their asthma, and outreach about using urgent care vs. the ER.
- Built on-boarding communication email series as project and strategy lead, sent to over 200k members with high volume inquiry topics and key product features.

## **Rocket Mortgage, Detroit, MI – Senior Content Strategist**

APRIL 2016 - DECEMBER 2019

- Became an expert in voice and tone with a rebrand initiative for consumer facing channels. I led an enterprise-wide audit across end-to-end experience with 400+ communications – web pages, emails and notifications – to execute a new voice and tone for a consistent experience across channels.
- Ran point on an integrated, online mortgage assistance application for default users where the product reduced lengthy team member calls and increased 10% application rate. Alongside this work, I wrote a dedicated help center to encourage default users to apply for help.
- With the research & insights team, I refined prototypes and created optimization plans for input in a long-term product roadmap for the homepage. I tagged user feedback, reviewed recorded sessions, and mapped user paths to understand pain points to define product opportunities and KPIs.

## **Communications Coordinator OCTOBER 2014 - APRIL 2016**

- Led initiatives to centralize communication that was previously sent from individuals across business areas with a robust inventory and audit across channels. Documented requirements of each communication, detailed description of which audience it was sent to, rationale of why and how it was sent in the communications library.
- Worked with writers and designers to deliver comprehensive business area communication, totaling over 200 new and updated documents and emails while retiring over 60 out of date and redundant pieces of communication.
- Created a communication library that included documentation of legal requirements, communication channels and how the content was delivered.
- Revised and documented policies for knowledge management, while helping cross train team members with daily tasks.

## **EDUCATION**

### **Albion College, MI – English, Anthropology/Sociology**

AUGUST 2010 - MAY 2014

## **VOLUNTEERING + INTERESTS**

I regularly volunteer with The Friends of the Ferndale Library, The Cleanup Club, and Strong Towns Detroit.

On a regular weekend, you can find me hanging with my dog, spending time at thrift stores, biking the neighborhood, admiring local architecture, and backyard birding.

# REFERENCES

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## **Ed Burns**

Retired FADL Librarian, Former Friends of the Ferndale Library President

Relationship: Volunteer Contact

## **Scott Bragg**

Content and Design Strategist | Writer

Relationship: Previous Manager

Hi Erin! Thank you so much for reaching out and for the opportunity to say many wonderful things about Lauren Ridenhour.

I met Lauren about twelve years ago when we were coworkers at Quicken Loans. Our team worked in Marketing and Content Development and Lauren had a key role creating communication to customers who may be suffering from financial difficulties or as the result of natural disasters. Her high degree of empathy and ability to communicate with clarity and compassion won her trust from fellow coworkers and her work helped thousands of customers apply for disaster relief. Lauren had a reputation as someone you wanted to collaborate with on projects. She's an excellent problem solver, a good listener, and someone able to be radically candid when needed. She was also a dedicated member of our team book/short story club!

After Lauren left the company, we became friends. She's been a Ferndale resident for a decade and someone who cares about our community. I've often seen Lauren and her husband Larry walking the neighborhood with a white garbage bag picking up trash. I've appreciated her work and dedication to the Friends of Ferndale Library, especially recently when I brought my two kids to the Fall Festival and they enjoyed coloring at the table with Lauren and some of the other Friends.

I have no concerns and am really excited for the board to have someone as talented and caring as Lauren on the team. She's smart, has a great sense of humor, and truly cares about the library and our city.

Thanks again for a chance to tell you how wonderful Lauren is and express my confidence that she'll do a fantastic job in this role! If you have any other questions about Lauren, don't hesitate to email, call, or text.

Scott Bragg

Hi, Erin. I guess I've known Lauren for about a year. Though I'm not really sure. She started coming to Friends meetings when I was president. I stepped down when I left town this past summer, and needed people to take over some of the things I was doing. Lauren took over maintaining the website. She's actually doing a better job of it than I did. She also coordinated the Friends' 12 Days of Giftmas this year, which is a big project. (I'd done it the previous two years). She's enthusiastic and wants to contribute. I will gladly endorse her for the library board.

Best wishes,  
Ed Burns

# Denise Coté, Ph.D.

January 1, 2026

Ferndale Area District Library  
Board of Directors  
222 E. Nine Mile Rd.  
Ferndale, MI 48220

Dear Ms. Hooper and Members of the Board of Directors,

Happy New Year! Thank you for considering my application to fill the temporary vacancy on the FADL Board of Directors. Libraries have always been central to my professional and civic life, and I am eager to support the Ferndale Area District Library in its service to the community.

I bring 25 years of experience as an academic librarian at a public community college, along with a strong commitment to public education. I am especially interested in learning more about how public libraries are governed and funded, and I would welcome the opportunity to assist with the Library's upcoming millage renewal.

Locally, I currently serve as secretary of the FADL Friends group and as a member of the City of Ferndale's Board of Review. I have also held long-term leadership roles in professional and labor organizations, including six two-year terms as an officer and secretary of my NEA local at the College of DuPage in Glen Ellyn, Illinois. I am presently working as adjunct faculty in the Oakland Community College libraries.

Serving on the FADL Board would allow me to serve my community, learn more about public libraries, and help ensure that the Library continues to be a well-supported institution serving the residents of Ferndale.

I am including my CV for your review. Thank you again. I look forward to meeting you all.

Regards,



Denise Cote

# Denise Coté, Ph.D.

## SKILLS & EXPERTISE

- Teaching & Learning
- Higher Education
- Career & Technical Education
- Copyright for education
- Open Scholarship
- Research design
- Data analysis

## LEADERSHIP

- Open Education
- Curriculum Development
- Electronic Resources Management
- Library Technology & Systems
- Collaborative Project Management

## ED TECH

- Blackboard, Canvas, D2L, & Moodle
- Adobe Suite
- Articulate Rise 360
- TechSmith: Camtasia & Snagit
- Canva
- Springshare Suite
- Microsoft & Apple Products

## EDUCATION

### **Ph.D. Educational Technology, Northern Illinois University 2017**

Dissertation: Examining Community College Faculty Attitudes Toward Open Educational Resources: A Mixed Methods Study. [\[link\]](#)

### **Master's of Library and Information Sciences, Wayne State University, 1998.**

Graduated with honors.

### **Bachelor of Arts, English, University of Michigan-Dearborn, 1995**

Graduated Cum Laude.

### **Transfer Curriculum, Henry Ford [Community] College 1993**

National Honor Roll, 1993

## PROFESSIONAL EXPERIENCE

### **Adjunct Librarian**

#### **OAKLAND COMMUNITY COLLEGE LIBRARIES, AUGUST 2023-PRESENT**

Reference and collection development, Library Instruction, Springshare website development.

### **Content & Workflow Strategies Consultant**

#### **CLARIVATE, INC (PROQUEST), SEPTEMBER 2022-MAY 2023**

Train and support librarians in print & ebook collection development using Proquest products: LibCentral, Alma, Rialto, and Oasis. Assist librarians in the development of demand-driven acquisitions programs and approval plans. Provide support to the sales team in serving libraries.

# Denise Côté

## PROFESSIONAL EXPERIENCE

### **Professor & Reference Librarian**

#### **COLLEGE OF DUPAGE, AUGUST 1998-AUGUST 2022**

**Subject Specialist/Reference Librarian:** Provided teaching and learning support and the development of print and electronic collections for Career and Technical Education programs. Provided additional support to students in these programs to help meet their academic goals. Provided generalist reference services and consultations for the college community at the public reference desk. Worked with program faculty to develop research-focused curriculum and accreditation reports.

**Electronic Resources Coordinator:** Collection development and lifecycle management of all electronic materials licensed by the Library (100+ products). Managed access to electronic materials for all students via the library website & BlackBoard. Facilitated marketing, training materials, and in-person training for electronic resources for library staff and college community. Assisted Administration in budget oversight, negotiated content licenses, developed and analyzed usage reporting.

**Systems Manager:** Managed the library's instances of Alma, Voyager, and Innovative Interfaces LMS's. Coordinated two major system migrations. Trained library staff on the maintenance of the systems. Provided end-user training and support.

**Open Educational Resources Coordinator (2019-2022):** Co-Chaired OER Steering Committee with the Provost. Managed program budget, research studies, faculty grant projects and professional development. Developed college-wide policy and procedures around open textbooks and managed all affordability outreach efforts to students and the college community. Supported individual faculty in the development of undergraduate textbooks. Represented the College on state and national committees and organizations. Appointed to the State of Illinois Affordable Course Materials Taskforce by Governor Pritzker in January 2022 [Public Act 102-0122 (HB 0332, SB 0101)].

### **Graduate Research Assistant**

#### **NORTHERN ILLINOIS UNIVERSITY, 2015-2016**

GA to the Dean of the Curriculum & Instruction Program.

### **Graduate Research Assistant**

#### **WAYNE STATE UNIVERSITY LIBRARIES, 1996-1998**

GA to the Dean of WSU Libraries

### **Circulation Assistant (Full Time)**

#### **UNIVERSITY OF MICHIGAN DEARBORN MARDIGIAN LIBRARY 1995-1997**

Provided Circulation services to students and faculty. Managed the course reserves collection.

# Denise Coté

## TEACHING

### **Open Educational Resources for Librarians Certification**

Consortium of Academic & Research Libraries of Illinois, 2020-2021

### **Copyright for Faculty & Open Publishing for Faculty Courses**

College of DuPage, 2020-2022

### **Computers in Education**

Educational Technology Research, & Assessment (UG ETT 299)

Northern Illinois University, 2015-2016

### **Industrial Safety (OSHA)**

Manufacturing 2280/Construction Management 2280

College of DuPage, 2011-2016

### **Information Literacy**

Library Technology Assistant 1680

College of DuPage 2000-2002

## PEER REVIEWED PUBLICATIONS

Coté, D., Kraemer, B., Nahl, D., Ashford, R. (2012) Academic librarians in Second Life. *Journal of Library Innovation*. (3)1, 20-47.

Coté, D., Abbott, C., Woita, T., Yoon, S.W. (2010). Virtual worlds in education and training. *Midwest Journal of Educational Communications & Technology*. 4(2), 21-30.

Coté, D. (2001). The online college library: An exploration of library services to distance education students. *Community & Junior College Libraries*. 10(2), 61-77.

## COMMUNITY SERVICE

### **Friends of the Ferndale Public Library**

Board Secretary, 2024-

### **City of Ferndale Finance Department**

Board of Review Member, 2024-

### **City of Ferndale Elections**

Election Inspector, 2024-

# **Denise Coté**

## **REFERENCES**

### **Dr. Lisa Stock**

ASSOCIATE VP OF ACADEMIC AFFAIRS, COLLEGE OF  
DUPAGE

### **Ms. Jennifer McIntosh**

DEAN, COLLEGE OF DUPAGE LIBRARY

### **Ms. Stacey Charlebois-Nordan**

LIBRARIAN, OAKLAND COMMUNITY COLLEGE

### **Ms. Cynthia Lett**

SENIOR SALES ASSOCIATE, ACADEMIC MARKETS  
CLARIVATE, INC

I've had the pleasure of working as a colleague with Denise at our institution, Oakland Community College. Denise impressed me from the start with her ability to integrate library policies in her work with students, staff, and county residents. She brings a wealth of knowledge of how libraries operate to her work as a librarian committed to access for everyone who uses the library, plans to use the library, or has never used the library. I'm confident in her ability to help guide the Ferndale Public Library so that the library is a welcoming and inclusive space for the library users, the staff, and the residents of Ferndale.

I don't know if you need my bona fides for this; 31 years as a school, public, and academic librarian, now in a second career as an English instructor. I'm in my 16<sup>th</sup> year at OCC. I'm also the president of the Farmington Friends of the Library, the nonprofit 501c3 that funds programs for the Farmington Community Library.

Let me know if you need anything else.

Best,  
Stacy

Stacy Charlesbois-Nordan