

FOIA Marker

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Presidential Personnel, White House Office of

Bullock, Katja - Agency Files - Candidates

Stack:	Row:	Sect.:	Shelf:	Pos.:	FRC ID:	Location or Hollinger ID:	NARA Number:	OA Number:
W	13	15	9	2	4941	17876	7702	7803

Folder Title:

Gitsham, Denise [Folder 3]

Withdrawn/Redacted Material

The George W. Bush Library

DOCUMENT NO.	FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
001	Form	PPO Non-Career Appointment Form	1	11/14/2001	P6/b6;
002	Resume	Denise Gitsham	1	09/07/2001	P6/b6;
003	Resume	Denise Gitsham - Political Resume	1	N.D.	P6/b6;
004	Resume	Denise Gitsham	1	09/07/2001	P6/b6;

COLLECTION TITLE:

Presidential Personnel, White House Office of

SERIES:

Bullock, Katja - Agency Files - Candidates

FOLDER TITLE:

Gitsham, Denise [Folder 3]

FRC ID:

4941

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

Deed of Gift Restrictions

- A. Closed by Executive Order 13526 governing access to national security information.
- B. Closed by statute or by the agency which originated the document.
- C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Records Not Subject to FOIA

Court Sealed - The document is withheld under a court seal and is not subject to the Freedom of Information Act.

GITSHAN, DENISE.

BK
MHE
12/03/01

NAME: GITSHAM, DENISE

A.D. BH

^{Permanent}
POTENTIAL POSITION AS9-SC Outreach Coordinator

AGENCY: White House Fellows

RECOMMENDED BY: _____

DATE RECEIVED BY OPA: _____

DATE DUE TO PPO: _____

PREVIOUS POLITICAL POSITIONS:

B/C STATE LEADERSHIP

GOP STATE CHAIR:

BUSH ACTIVITY:
EOP STAFF
BC2K

RNC CM/CW:

COALITION SIGN-OFF (If relevant)

OTHER:


OFFICE OF POLITICAL AFFAIRS

W
RANKING

10/4/01
DATE

Name, Last	First	Middle	Title	Occupation
GITSHAM	DENISE			White House Staff

Position Sought	Position	Firm / Agency
Schedule C, WHF	Senior Caseworker February 2001 - Present	Executive Office of the President, Office of Agency Liaison

Notables
- No public record.

Flags
- No flags found.

ME IS
Finally online
-DH

—
Please
Expedite

The WHF's
would like
Denisc to
EOD 12/17/01.

Withdrawal Marker

The George W. Bush Library

FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
Form	PPO Non-Career Appointment Form	1	11/14/2001	P6/b6;

**This marker identifies the original location of the withdrawn item listed above.
For a complete list of items withdrawn from this folder, see the
Withdrawal/Redaction Sheet at the front of the folder.**

COLLECTION:

Presidential Personnel, White House Office of

SERIES:

Bullock, Katja - Agency Files - Candidates

FOLDER TITLE:

Gitsham, Denise [Folder 3]

FRC ID:

4941

OA Num.:

7803

NARA Num.:

7702

FOIA ID and Segment:

2016-0058-F

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DENISE GITSHAM

Address: [REDACTED] (b)(6)
 Telephone: [REDACTED] (b)(6) E-mail: denise_g_gitsham@who.eop.gov

Work Experience

- February 2001- Present** **EXECUTIVE OFFICE OF THE PRESIDENT** *Washington, DC*
 Office of Agency Liaison Senior Caseworker: Acting liaison between constituents and federal/state agencies on behalf of the President and First Lady.
- December 2000- January 2001** **PRESIDENTIAL INAUGURAL COMMITTEE** *Washington, DC*
 Hispanic Public Liaison: Developed and implemented a comprehensive Hispanic public relations/media strategy for Inaugural week. Maintained communications with and allotted ticket requests for A-list invitees. Introduced cultural themes and coordinated top Latino talent for sanctioned Inaugural events.
- August 1999 - December 2000** **BUSH-CHENEY 2000, INC.** *Austin, TX*
 Hispanic Coalitions Coordinator & Executive Assistant to Warren W. Tichenor: Assisted in the development of a national grassroots Latino outreach effort, which earned Governor Bush a record 38% of the Latino vote. Maintained daily email correspondence with national Hispanic leaders. Assisted in the implementation and leadership training of Latino Steering Committees in twenty-eight states. Coordinated surrogate participation in strategic Hispanic events nationwide. Drafted and edited press releases.
- Intern to Karl Rove/Strategy Department: Assisted in the recruitment of High Tech National Steering Committee Members, Educators, and Social Conservatives for Bush. Planned and coordinated a High Tech fundraiser accommodating 200 attendees. Authored weekly campaign updates to High Tech executives.
- 1997-1998** **SOLANO COUNTY OFFICE OF EDUCATION** *Fairfield, CA*
 Researcher: Assessed Solano County's public school system for the County Superintendent. Proposed solutions for raising standardized testing scores, lowering drop out rates, and maximizing district educational funds. Authored a twenty-five page report titled "The State of Education in Solano County."
- Fall 1997** **BRITISH EMBASSY, COMMERCE DEPARTMENT** *Beijing, PRC*
 Commercial Officer/PR liaison: Researched sources of foreign direct investment into China, and international recipients of Chinese outward investment. Authored a detailed investment status report. Drafted exploratory questionnaires targeting potential Chinese investors. Accompanied the Secretary of Commerce in representing Britain before MOFTEC and the China-Britain Trade Group.

Education

- 1995-1999** **BOWDOIN COLLEGE** *Brunswick, ME*
 Bachelor of Arts in Government and Legal Studies
- Spring 1997** **WELLESLEY COLLEGE** *Wellesley, MA*
 Coursework in Econometrics/Statistics, Political Science, and Chinese
- Fall 1997** **UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS** *Beijing, PRC*
 Coursework in Chinese Language, History, and Economic Development

Skills

Language: Fluent in Mandarin Chinese, proficient in reading/writing of characters.
 Computer: Microsoft Word, WordPerfect, Excel.

Denise Gitsham – Political Resume

Bush for President, Inc. & Bush-Cheney 2000

Austin, Texas - August 1999 through December 2000

Intern, Strategy Department: August 1999 through April 2000

Administrative intern to Karl Rove, coalition building amongst various business sectors.

Staff, Political Department: May 2000 through December 2000

Executive Assistant to Warren W. Tichenor.

Hispanic Coalitions Coordinator. Worked with political field staff to develop and implement a national Hispanic grassroots and media strategy in target states.

Florida Recounts: November 2000 through December 2000

Operations staff in Miami-Dade and Port St. Lucie.

Presidential Inaugural Committee: December 2001 through January 2001

Hispanic Public Liaison to A-list invitees.

Executive Office of the President: February 2001 to present

Senior Caseworker, Office of Agency Liaison.

Salary History:

Bush-Cheney 2000 - (b)(6)

PIC - (b)(6)

EOP - \$29,000

President's Commission on White House Fellowships
Outreach Coordinator
GS-301-9

The incumbent supports the Director on all aspects of the White House Fellows outreach, recruitment, and public relations efforts. The incumbent assists in the design and implementation of a targeted strategy for outreach and public relations. The incumbent also is expected to function as a team member with other staff to carry out, as necessary, the other functions of the Commission office including selection, placement, and management of each fellowship class.

In this capacity, the incumbent serves in a confidential role and is involved in issues of direct concern to the Director. In order to serve the Director effectively, a close and confidential relationship must exist. The incumbent is expected to reflect his/her supervisor's philosophies in communications with leading figures of the government, business and other groups.

MAJOR DUTIES AND RESPONSIBILITIES

Outreach and Recruitment

Review and assess results of past outreach efforts.

Review and make recommendations on all current marketing materials such as brochures, videos, power point presentation, and web site. Make recommendations on new marketing materials.
Draft all marketing materials.

In consultation with the Director and other sources, identify all outreach resources available to the program.

Compile the target lists and contact information for all appropriate constituencies.

In consultation with the Director, develop and implement a strategic marketing plan to publicize the fellowship opportunity to appropriate constituencies. The plan must identify all of the key constituencies along with the tools and methods of communicating to those constituencies.
Work with outside marketing consultants, as necessary.

Assist the Director with speaking engagements with various organizations across the nation to recruit applicants.

Work with the Associate Director to coordinate the publication of the quarterly newsletter, including writing, editing, and assigning articles.

Develop and oversee a budget for the outreach effort.

Coordinate outreach strategy with the timing of the fellowship's selection process so that the program receives maximum exposure during the four months prior to the February 1 application deadline.

Publicity

In consultation with the Director, develop and implement a public relations plan aimed at raising the national stature of the program. Work with outside public relations consultants, as necessary.

In consultation with the Director, develop and disseminate, both nationally and locally, press releases announcing selection of finalists and Fellows and other activities that raise the national awareness of the program.

Identify opportunities for national and local media. Assist in the implementation of such opportunities.

Develop and manage the public relations budget.

Factor 1: Knowledge Required by the Position

Knowledge of the White House Fellowship program, mission, history and procedures.

Knowledge of the Executive Order and legislation governing the program.

Ability to communicate effectively both orally and in writing.

Ability to analyze and evaluate data from numerous sources for presentation and consideration by the Director in making policy and program decisions.

Knowledge of marketing and public relations techniques, tools and resources.

Knowledge of media relations and media training techniques.

Factor 2: Supervisory Controls

Incumbent reports to the Director. In the Director's absence, the incumbent reports to the Associate Director. The Director provides assignments in terms of overall objectives and priorities. The incumbent independently plans and carries out assignments, keeping, as appropriate, the Director informed of the progress. Consults with the Director on matters concerning potentially controversial issues. Incumbent is evaluated based on effectiveness in meeting requirements, expected results, and success in meeting program goals.

Factor 3: Guidelines

Guidelines are limited to organization and administrative procedures, as well as governing regulations. Incumbent must use judgment, as duties relate to issues where guidelines are broadly stated and precedent sometimes is lacking. Incumbent must exercise initiative in the application of policies and in the development of program recommendations.

Factor 4: Complexity

Issues and programs entrusted to the incumbent are reasonably defined but require the use of tact, sound judgment, and program and administrative skills. Communication with Fellows, Commissioners and prominent officials in government and outside requires a firm understanding of the Director's policies and viewpoints, and such policies must clearly be reflected in oral and written communications.

Factor 5: Scope and Effect

The incumbent's responsibilities encompass a wide range of activities. Incumbent must ensure effective representation of the Director's positions on issues, and is often responsible for relaying instructions on sensitive matters to key officials. Incumbent must also attain a high level of trust and confidence from the Director in order to fully carry out duties and responsibilities.

Factor 6: Personal Contacts

Contacts are with Commission staff, White House Fellows, Commissioners, Alumni, Administration officials, Members of Congress, military leaders, industry leaders, media representatives, and members of the public.

Factor 7: Purpose of Contacts

Incumbent often represents the Director on sensitive issues and programs. Serves as the Director's liaison to different constituencies. Incumbent is required to brief the Director on events or projects and always is expected to represent the Director's point of view on all aspects of the program.

Factor 8: Physical Demands

Work is usually sedentary although significant travel by various forms of transportation is required. Incumbent should be prepared to engage in all activities expected of the Fellows.

Factor 9: Work Environment

Work is primarily performed in an office setting.

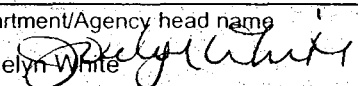
Request for Schedule C Appointment Authority

Part A - Agency Information

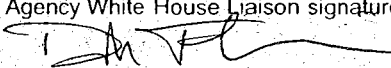
1. Agency name President's Commission on White House Fellowships		2. Date of request (mm,dd,yyyy) 10/23/2001	3. Date received at OPM (mm,dd,yyyy) <i>(OPM use only)</i>
4. Agency point of contact Teresa Floyd	Telephone number (202) 606-2309	FAX number (202) 606-1732	E-mail txfloyd@opm.gov
5. U.S. Office of Personnel Management Washington Service Center 1900 E Street NW, Room 2469 Washington, DC 20415-9930 Attention Robert Grady FAX number: (202)606-3603		6. Reason(s) for submission: <input type="checkbox"/> New authority <input checked="" type="checkbox"/> Reestablishment of authority <input type="checkbox"/> Upgrade or downgrade from _____ to _____ <input type="checkbox"/> Change in title <input type="checkbox"/> Change in immediate supervisor <input type="checkbox"/> Change in organizational location or name <input type="checkbox"/> Notice of entry on duty <input type="checkbox"/> Notice of position vacated <input type="checkbox"/> Notice of TTC appointment <input type="checkbox"/> Effective date of action, EOD, vacate or amendment _____	
7. Position title Outreach Coordinator		8. Pay plan, series, grade or salary GS-301-9	
9. Position number (OPM assigned) PCWHF 0003		10. Duty station (city and state code) Washington, DC	
11. Name of candidate Denise Gitsham		12. Position description certification (Official's type of appointment) <input type="checkbox"/> PAS <input type="checkbox"/> PA <input checked="" type="checkbox"/> SES - General	
13a. Supervisor's title Executive Director			
13b. Appointment type <input type="checkbox"/> PAS <input type="checkbox"/> PA <input type="checkbox"/> SES - General <input checked="" type="checkbox"/> Schedule C - provide grade → GS-15			

Certification Statement

I certify the position above, that we request the Office of Personnel Management to except from the competitive service because of its confidential or policy-determining character, was not created solely or primarily in order to detail the employee to the White House.

14. Department/Agency head name Jocelyn White 	15. Department/Agency head signature (or designee)	16. Date signed 10/24/01
--	--	-----------------------------

Part B - Agency White House Liaison

1. Agency White House Liaison name Douglas G. Fehrer	2. Telephone number (202) 606-1000
3. Agency White House Liaison signature 	4. Date signed 10/25/01

Part C - OPM Use Only

1. Your request for a Schedule C exception, reestablishment or amendment is:

Approved Disapproved Returned without action

2. If this action is approved, the Department/Agency's number of Schedule C positions will

Increase Decrease Remain the same

3. OPM White House Liaison signature	4. Date signed
5. Signature of OPM approving official	6. Title of OPM approving official Chief of Staff, OPM
	7. Date signed

Brad —
Here is her resume
White House Fellows
we want to pay her
36k. Let me know
if you need anything
else also we can
we call her? Release

*Staff Sec. did not
Plan for Disparaging
comment in interview here*

DENISE GITSHAM

6-5483

*u 2003
LSATS next
Saturday*

Address: [redacted] (b)(6)
Telephone: [redacted] (b)(6) E-mail: denise_g_gitsham@who.eop.gov

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Coursework in Chinese Language, History, and Economic Development

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