

FOIA Marker

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Presidential Personnel, White House Office of

Bullock, Katja - Appointee Files - Senior Executive Service/Schedule C

Stack:	Row:	Sect.:	Shelf:	Pos.:	FRC ID:	Location or Hollinger ID:	NARA Number:	OA Number:
W	13	15	2	3	4552	17487	7088	7179

Folder Title:

Gitsham, Denise

Withdrawn/Redacted Material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	04/01/2004	P6/b6;
002	Resume	Denise Grace Gitsham [page 1]	1	04/01/2004	P6/b6;
003	Form	PPO Non-Career Appointment Form	1	11/14/2001	P6/b6;
004	Resume	Denise Gitsham	1	09/07/2001	P6/b6;
005	Resume	Denise Gitsham - Political Resume	1	N.D.	P6/b6;

COLLECTION TITLE:

Presidential Personnel, White House Office of

SERIES:

Bullock, Katja - Appointee Files - Senior Executive Service/Schedule C

FOLDER TITLE:

Gitsham, Denise

FRC ID:

4552

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]
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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.

APR 6 2004

PPO AD AB

DATE RECEIVED BY OPA: _____

DATE DUE TO PPO: _____

POTUS Mtg. Date (if applicable): _____

HOME/VOTING ADDRESS: _____

NAME: Gitsham, Denise

Austin, TX

POTENTIAL AGENCY/POSITION: DOJ/Associate Director, OIPL

PAS PA SES SKC B/C

GS-12

PERMANENT TEMPORARY

REC 1: Leonard, BC2K

POSITION OF REC 1: _____

REC 2: _____

POSITION OF REC 2: _____

POLITICAL CHECK:

NA VOTE CHECK 00g

NA FEC

CONFIRM RECOMMENDER

B/C STATE LEADERSHIP

Notes

Previously Approved at DOJ-9/5/02

Title Change

Community Relations → Intergov
same salary

Talked to: _____

Position: _____

Approve (Y/N): _____

Notes: _____

Talked to: _____

Position: _____

Approve (Y/N): _____

Notes: _____

APPROVE

DENY

Angela Flood (BCH)
OFFICE OF POLITICAL AFFAIRS

W
RANK

4/8/04
DATE

Name, Last	First	Middle	Title	Occupation
GITSHAM	DENISE	Grace		Political Appointee

Position Sought	Position	Firm / Agency
Schedule C, DOJ	Assistant to the Attorney General for Scheduling and Advance 2002- Present	U.S. Department of Justice

Notables

- **In 2002, *Newsday* (New York) Reported Gitsham's Comments On Eric Hothan Who Was Chosen To Be A White House Fellow.** "We try to take the agency's top choice and match it with the Fellow's top choice [of assignments]," said Denise Gitsham, a spokeswoman for the Fellows program. Hothan's area of concentration in the Office of Management and Budget will be homeland security, according to Gitsham.
- **In 2002, *The Sun Sentinel* (Ft. Lauderdale, FL) Reported Gitsham's Comments On James Muro Who Was Competing To Be A White House Fellow.** "He is such a unique candidate," Denise Gitsham, spokeswoman for the White House Fellows program, said of Muro.

Flags

- No flags found.

PPO A.D. EH DATE RECEIVED BY OPA: _____ DATE DUE TO PPO: _____ POTUS Mtg. Date (if applicable) N/A

NAME: Denise Gitzham HOME/VOTING ADDRESS: _____

POTENTIAL AGENCY/POSITION: DOJ / Spec Asst - Community Relations
 PAS PA SES SKC B/C PERMANENT TEMPORARY

REC 1: BCZK POSITION OF REC 1: _____

REC 2: Leonard POSITION OF REC 2: _____

POLITICAL CHECK: _____

- VOTE CHECK
- N/A FEC
- CONFIRM RECOMMENDER
- B/C STATE LEADERSHIP

Notes elk + Leonard had conversation

Talked to: _____ Position: _____ Approve (Y/N): _____
Notes: _____

Talked to: _____ Position: _____ Approve (Y/N): _____
Notes: _____

APPROVE DENY

[Signature]
OFFICE OF POLITICAL AFFAIRS

W
RANK

9/5/02
DATE

1 - Known to OPA
2 - Unknown to OPA - full political check completed
3 - Unknown to OPA - abbreviated political check
4 - unknown to OPA - no political check completed because _____

Withdrawal Marker

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2016-0058-F

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DENISE GRACE GITSHAM

(b)(6)

Experience

- September 2002-Present** **UNITED STATES DEPARTMENT OF JUSTICE** **Washington, D.C.**
Assistant to the Attorney General for Scheduling and Advance
- Maintain and update the Attorney General's daily schedule.
 - Coordinate details of the Attorney General's domestic trips, speaking engagements, and media events with internal (DOJ) and external federal, state and local components.
- Special Assistant to the Director of the Community Relations Service (CRS)*
- Represent the Director in meetings with federal, state and local governmental and law enforcement leaders.
 - Write and deliver speeches on CRS services at conferences hosted by national minority and law enforcement organizations.
 - Serve as the Congressional liaison representing CRS before the appropriations and judiciary committees of the U.S. House and Senate.
 - Advise the Director in formulating CRS program initiatives and policies.
 - Assist in the management of ten regional offices, four field offices and Headquarters personnel.
- White House Initiative on Asian Americans and Pacific Islanders*
- Serve as the DOJ Coordinating Committee Member representing former Assistant Attorney General Viet Dinh at interagency working group meetings.
 - Assist the DOJ in its efforts to accomplish the goals outlined in Executive Order 13216, aimed at improving the quality of Asian American and Pacific Islanders' lives.
- February 2001-September 2003** **THE EXECUTIVE OFFICE OF THE PRESIDENT** **Washington, D.C.**
Public Relations Coordinator & Spokeswoman, The White House Fellows Program
- Created and implemented a strategic public relations plan that heightened awareness and elevated the national stature of the White House Fellows Program.
 - Authored White House press releases, Fellowship publications, and quarterly newsletters.
 - Acted as the Fellowship's spokeswoman at press conferences and in response to media inquiries.
 - Participated in policy roundtable discussions with national political, governmental, academic, and business leaders.
- Senior Caseworker, Office of Agency Liaison*
- Acted as a liaison between the White House and Federal agencies in answering requests for help directed to the President and First Lady by constituents facing financial, physical, and emotional hardships.
- December 2000-January 2001** **PRESIDENTIAL INAUGURAL COMMITTEE** **Washington, D.C.**
Director, Hispanic Public Liaison Office
- Devised and implemented a Hispanic public relations campaign for Inaugural festivities.
 - Served as the Committee's primary contact for 300+ A-list Hispanic invitees.
- August 1999-December 2000** **BUSH-CHENEY 2000, INC.** **Austin, TX**
Florida Recount Staff
- Coordinated logistical support for rallies and on-site operations in Miami-Dade County.
 - Trained GOP volunteers to count ballots in preparation for the second Florida Recount.
- Hispanic Coalitions Coordinator, Office of Political Affairs*
- Developed and managed a national Latino grassroots campaign that earned then-Governor Bush 39% of the Latino vote.
 - Developed bilingual direct mail pieces soliciting the Latino vote.
 - Recruited, trained, and mobilized state Hispanic chairmen/women in 28 states.
 - Organized President-elect Bush's first official meeting with 35 of the nation's most influential Hispanic leaders.

GS-11/3

Intern and Assistant to Karl Rove

- Authored campaign updates for and conducted fundraising activities among A-list constituents, including IT executives, educators, and social conservatives.
- Performed administrative duties for and acted as a confidential assistant to Karl Rove.

June 1998-
August 1998

THE LAW OFFICES OF DEAN R. BROYLES & PETER D. LEPISCOPO San Diego, CA
Legal Assistant

- Conducted extensive legal research.
- Managed office filing systems and computer databases.

October 1997 -
November 1997

BRITISH EMBASSY Beijing, PRC
Commerce Associate

- Authored a detailed status report on sources of foreign direct investment in China.
- Accompanied the Embassy's delegations to meetings with Chinese trade representatives at the Ministry of Foreign Trade and Economic Cooperation (MOFTEC).

January 1997 &
January 1998

SOLANO COUNTY OFFICE OF EDUCATION Fairfield, CA
Researcher/Consultant

- Assessed Solano County's public school system and authored a comprehensive report for the County Superintendent that proposed solutions to district funding challenges.
- Updated the same report a year later, which the Solano County Office of Education published and distributed to local businesses, educators and elected officials.

Education

1995-1999

BOWDOIN COLLEGE Brunswick, ME

- B.A. in Government & Legal Studies, Minor in American History
- Sarah & James Bowdoin Scholar for academic achievement
- Freshman Class President and Student Government Committee Member
- Founding member of the Young Alumni Leadership Program

Fall 1997

UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS Beijing, PRC

- Coursework in Chinese Language, Culture, History and Economics

Summer 1997

FUDAN UNIVERSITY Shanghai, PRC

- Enrolled in advanced Chinese language courses conducted in Mandarin.

Spring 1997

WELLESLEY COLLEGE Wellesley, MA

- Coursework in Economics, Political Science and Chinese Studies.
- Member of the Wellesley Widows traveling a cappella group
- Member of Campus Crusade for Christ

Volunteer & Community Activities

September 2003-present

Math and English tutor for the Maya Angelou Public Charter School, an inner-city high school serving 70 African-American students. Washington, D.C.

September 2002-December 2003

Member of a volunteer-staffed subcommittee of the U.S. DOJ's Civil Rights Division, the National Origins Working Group, which conducts outreach to immigrant communities on fair housing, voting rights, and other legal matters. Washington, D.C.

March 2001-June 2002

Community Bible study leader for Frontline, a young adult ministry of McLean Bible Church. McLean, VA

June-August 1996

Vacaville, CA

Summer school teacher's aide for severely mentally and physically handicapped students.

Skills and Interests

- Fluent in Mandarin Chinese
- California Music Teacher's Association certified classical pianist
- Jazz singer
- Avid runner/road racer, San Diego Rock 'n' Roll Marathon finisher



OFFICE OF THE ATTORNEY GENERAL

TO

FAX Number 202 - 456-6615

Name: Amanda Becker

Telephone Number: 202-456-7103

Organization: _____

Building, Room Number, etc. _____

Number of Pages Transmitted (including cover sheet)

FROM

FAX Number: 202-616-7290

Name: Sujean Lee

Telephone Number: 202-514-5611 Date: _____

Building, Room Number, etc. MAIN JUSTICE

COMMENTS

(NOTE: If the receiver did not receive the correct number of pages, please call the transmitter and request retransmission.)

Request for Schedule C Appointing Authority

Agency Name: DEPARTMENT OF JUSTICE

Print Date: APR-01-2004

POC: SHERRY A. MAHONEY

Phone: (202) 514-6794

Fax: (202) 514-0673

Request No.: DJ040100

Type: APPOINTMENT

Position: REGULAR C

Candidate: DENISE GITSHAM

Grade/Step: GS12/1

Salary: \$60638

Position No.: DJGS00304 **Title:** ASSOCIATE DIRECTOR

Series: 00301

Desc: MISCELLANEOUS ADMINISTRATION AND PROGRAM

Date PD certified as Schedule C per 5 CFR 213.3301(a): APR-01-2004

Organization ID: 20500

Org. Name: OFFICE OF INTERGOVERNMENTAL AND PUBLIC LIAISON

Supervisor No.: DJES01163

Supv. Title: DIRECTOR

Supervisor Name: VACANT

Supv. Position Type: NONCAREER

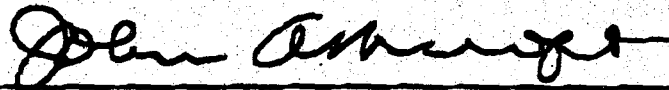
GEO Location: WASHINGTON

Schedule C Certification Statement

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

Department/ Agency Head or Designee: ATTORNEY GENERAL

Signature:



Date Signed:

4/2/04

Agency White House Liaison

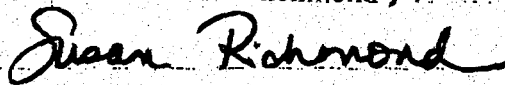
Name:

Susan M. Richmond, Acting

Phone:

(202) 514-2927

Signature:



Date Signed:

4/2/04

OPM USE ONLY

Approved

Disapproved

Returned without Action

OPM W/H Liaison:

Date Signed:

OPM Approving Official:

Chief of Staff, OPM

Date Signed:

FAX: 202-606-3603

ATTENTION: David Guilford, Room 6500

Source: Office of Personnel Management

Report 1019, Version 1.0 August 2002

POSITION DESCRIPTION (Please Read Instructions on the Back)

2. Reason for Submission <input checked="" type="checkbox"/> Redescription <input type="checkbox"/> Reestablishment Explanation (Show any position replaced)		3. Service <input checked="" type="checkbox"/> Hdqtrs. <input type="checkbox"/> Field		4. Employing Office Location Washington, DC		5. Duty Station Washington, DC		1. Agency Position No.	
				7. Fair Labor Standards Act <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt		8. Financial Statements Required <input type="checkbox"/> Executive Personnel Financial Disclosure <input type="checkbox"/> Employment and Financial Interests		6. OPM Certification No. DJGS00303	
		10. Position Status <input type="checkbox"/> Competitive <input checked="" type="checkbox"/> Excepted (Specify in Remarks) SES (Gen.) <input type="checkbox"/> SES (CR)		11. Position is: <input type="checkbox"/> Supervisory <input type="checkbox"/> Managerial <input checked="" type="checkbox"/> Neither		12. Sensitivity 1-Non Sensitive <input type="checkbox"/> 2-Noncritical Sensitive <input type="checkbox"/> 3-Critical Sensitive <input type="checkbox"/> 4-Special Sensitive <input type="checkbox"/>		9. Subject to IA Action <input type="checkbox"/> Yes <input type="checkbox"/> No	
								13. Competitive Level Code	
								14. Agency Use	

15. Classified/Graded by	Official Title of Position	Pay Plan	Occupational Code	Grade	Initials	Date
a. U.S. Office of Personnel Management						
b. Department, Agency or Establishment	Associate Director	GS	301	12		
c. Second Level Review						
d. First Level Review						
e. Recommended by Supervisor or Initiating Office						

16. Organizational Title of Position (if different from official title)

17. Name of Employee (if vacant, specify)
Denise Gitsham

18. Department, Agency, or Establishment
Department of Justice

a. First Subdivision
Office of Intergovernmental and Public Liaison

b. Second Subdivision

c. Third Subdivision

d. Fourth Subdivision

e. Fifth Subdivision

19. Employee Review--This is an accurate description of the major duties and responsibilities of my position.

Signature of Employee (optional)

20. Supervisory Certification. I certify that this is an accurate statement of the major duties and responsibilities of this position and its organizational relationships, and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds, and that false or misleading statements may constitute violations of such statutes or their implementing regulations.

a. Typed Name and Title of Immediate Supervisor
Greg Harris
Acting Director

b. Typed Name and Title of Higher-Level Supervisor or Manager (optional)

Signature _____ Date _____

Signature _____ Date _____

21. Classification/Job Grading Certification. I certify that this position has been classified/graded as required by Title 5, U.S. Code, in conformance with standards published by the U.S. Office of Personnel Management or, if no published standards apply directly, consistently with the most applicable published standards.

22. Position Classification Standards Used in Classifying/Grading Position

Information for Employees. The standards, and information on their application, are available in the personnel office. The classification of the position may be reviewed and corrected by the agency or the U.S. Office of Personnel Management. Information on classification/job grading appeals, and complaints on exemption from FLSA, is available from the personnel office or the U.S. Office of Personnel Management.

Typed Name and Title of Official Taking Action
Valerie M. Willis, Assistant Director
Leadership Effectiveness Group

Signature _____ Date _____

23. Position Review	Initials	Date	Initials	Date	Initials	Date	Initials	Date	Initials	Date
a. Employee (optional)										
b. Supervisor										
c. Classifier										

24. Remarks
Schedule C

ASSOCIATE DIRECTOR
GS-301-12
DJGS00304

INTRODUCTION:

The incumbent serves as Associate Director to the Director, Office of Intergovernmental and Public Liaison (OIPL). The OIPL staff manages and coordinates the Department of Justice's (DOJ) efforts to inform and engage state and local government, law enforcement, and many other groups and organizations, acting as their liaison with DOJ. OIPL ensures that the Department's policies and positions on a variety of complex issues are clearly communicated to these groups as well as making certain that the state and local perspective is taken into account as DOJ policies and programs are discussed and implemented.

The OIPL prepares briefings and speeches for the Attorney General and other senior DOJ officials. OIPL also handles the Department's compliance with the Executive Order on Federalism (No.13132), which requires regulatory policies to consider any state and local impact.

The proposed incumbent of the position requested for Schedule C exception will not be able to adequately perform assigned duties without being privy to the political, personal, and management philosophies of the Director. A confidential relationship of a Schedule C nature is imperative since the incumbent will speak for the Director and as such, will be expected to reflect his/her philosophies in conversations with leading figures of the government, business, and other groups. The incumbent will also be obliged to present the views of the Director in correspondence and other communications with agency managers and program officials.

DUTIES AND RESPONSIBILITIES:

Responsible for a wide variety of special and confidential assignments relating to policy and program issues. These assignments require contact with senior officials in the Department, the White House, Congress, other Federal agencies, state and local governments, law enforcement, and many other groups and organizations.

Responsible for staff work on current intergovernmental issues. Facilitates meetings and conducts briefings. Develops reports and ensures that the issues on are track.

Assists the Director with policy decisions. Contacts various officials within and outside the Department regarding the

Page 2

Office's policies and positions on intergovernmental matters.

Prepares Departmental replies to correspondence relating to intergovernmental matters.

Represents the Director on Department-wide working groups and task forces involving assigned responsibilities.

Performs other duties as assigned.

CONTROLS OVER WORK:

Under the general supervision of the Director, the Associate Director is expected to exercise discretion in performing assignments in accordance with established policies, or policies expressed by the Director. Work is reviewed for completeness, for adequacy of accomplishment, and for soundness of recommendations.

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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) (OPM use only)
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 <u>Robert Grady</u> 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

DENISE GITSHAM

Address: (b)(6)
 Telephone: (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.