



Chartered 1708

Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

AP-38-23

August 28, 2023

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Heritage Commission Appointment

Pending your approval, I would like to appoint Mr. Eric Elston to the Heritage Commission. Mr. Elston is an Anne Arundel County Resident and this appointment will fill an at-large vacancy on this commission.

Eric Elston
Po box 5014
Annapolis, MD 21403

Mr. Elston's term will expire on 6/30/2026. A copy of his resume is attached.

Thank You.

GB/hrr

Reviewed by: <u>Economic Matters Committee</u>	
<input type="checkbox"/> Favorable	<input type="checkbox"/> Unfavorable
_____	<u>12/6</u>
Committee Chair	Date

Application Form

Profile

Eric E Elston
First Name Middle Initial Last Name

eric@coremanagementgroup.com
Email Address

PO Box 5014
Home Address

Annapolis MD 21403
City State Postal Code

Are you a resident of the City of Annapolis?

Yes No

What ward do you live in? *

At Large

Home: (202) 409-0745
Primary Phone Alternate Phone

Which Boards would you like to apply for?

Heritage Commission: Submitted

Interests & Experiences

Are you an employee of the City of Annapolis?

Yes No

Do you do business with the City of Annapolis?

Yes No

Are you currently serving on any city boards or commissions?

Yes No

Work experience (titles and duties)

Telegraph Creative, 2021 – Present Director of Diversity & Development • Develop comprehensive diversity and inclusion strategies for marketing, aligned with business objectives. Integrate diversity into

campaigns and initiatives. • Collaborate with leadership, marketing teams, and departments to ensure diversity is considered throughout the marketing process. Build strong relationships to promote a culture of diversity and inclusion. • Create inclusive and culturally sensitive campaigns, providing guidance on messaging, imagery, and media channels to ensure effective diversity and inclusion representation. • Conduct research to understand diverse target audiences and their needs, preferences, and cultural nuances. Inform marketing strategies that resonate with diverse communities. • Collaborate with HR to develop recruitment strategies for diverse talent. Provide input on hiring practices, onboarding, and career development to promote diversity and inclusion. • Develop and deliver training programs on diversity, equity, and inclusion for marketing teams and agency staff. Foster continuous learning and enhance diversity awareness. • Establish metrics to measure the effectiveness of diversity efforts in marketing campaigns. Prepare reports on progress and impact for the leadership team. • Stay informed about diversity and inclusion trends in marketing. Represent the agency at conferences and events to share knowledge and demonstrate commitment to diversity. PRINCE GEORGES COUNTY PUBLIC SCHOOLS, Upper Marlboro, MD Crisis Intervention Resource Teacher-Frederick Douglass High School 2017 - Present Currently delivering quality support to enable the prompt resolution of student behavioral conflicts. Provide guidance to students with behavioral issues and contribute to the development of alternative intervention strategies. • Provide social skills and self-regulation instruction for at-risk students, offering follow-up support services. • Serve as a resource for school personnel, increasing their knowledge and sensitivity in crisis response for middle or high school students. • Consult with administrators, teachers, and parents to implement effective behavior management strategies. • Provide direct technical assistance to staff members dealing with unresolved conflicts with students. • Assist school teams in developing intervention strategies for students with challenging behaviors. • Provide conflict resolution interventions. • Assist in developing and implementing Functional Behavior Assessments and Behavior Intervention Plans. • Support the design, implementation, and monitoring of behavior management plans. • Train staff members on relevant discipline procedures, de-escalation techniques, defensive strategies, and safe physical restraint methods. • Deliver training on positive behavior management strategies, techniques, interventions, and resources for all school staff. • Conduct initial and refresher training on the Nonviolent Crisis Intervention program for school personnel. • Maintain records, follow required procedures, and submit state and district-wide data for Coordinated Early Intervening Services reporting. ANNE ARUNDEL COUNTY PUBLIC SCHOOLS, Annapolis, MD Signature Program Facilitator-Annapolis High School, 2007-2017 2007 - 2017 Maintained responsibility for the development and execution of Anne Arundel County's Signature Programs. Consistently engaged with parent groups, businesses, community groups, and students regarding the programs. Collaboratively implemented school improvement initiatives. Attended planning meetings with Signature Program Facilitators. Developed key community relationships. • Leveraged leadership abilities to provide strategic vision, program structure, and policies for various key initiatives. • Initiated a community stakeholder team of leaders charged with enhancing the school's learning community. • Architected and continuously modified a strategic plan for the Magnet program. • Acted as a point of contact for local, state, and national network initiatives, as well as a liaison with community stakeholders across multiple industries to facilitate internship opportunities for students. • Led the development of Signature-related interdisciplinary instructional strategies. • Delivered quality support with strategic financial management activities, including annual budget development, financial planning, cash flow, and financial reporting for a 25k budget. • Collaborated with cross-functional departments and management staff for comprehensive financial management. • Coordinated activities to raise funds or otherwise solicit monetary donations/other gifts. May design and produce promotional materials; raised awareness of the organization's work, goals, and financial needs. • Successfully secured over 100k in volunteer hours from community, business partners and local organizations. • Recruited, interviewed, and selected influencers for Board positions; facilitated Board meeting and developed strategic planning and goals. • Supervised and mentored a staff of 15 teachers of a specialized program, while serving as a link between teachers and the school board and school-based administration. • Served as a mentor and specialist to other program facilitators and experts in the Change Engineering curriculum. ANNE ARUNDEL COUNTY PUBLIC SCHOOLS, Annapolis, MD 2001-2007 Business Education Teacher-Annapolis High School • Established learning objectives consistent with student needs, curriculum framework, and knowledge of human growth and development. • Established clear goals and objectives related to the School Improvement Plan. • Plan and prepare lessons, assignments, and instructional materials. • Prepare, administer and facilitate evaluations and assessments, and record results. Select and use appropriate instructional strategies including, but not limited to, lectures, group discussions, demonstrations, modeling and multi-media teaching aids to present subject matter to students. • Maintain order and discipline in the

· classroom conducive to effective learning.

Educational background (certificates, diplomas, degrees, seminars, etc.)

Doctor of Education: Organizational Leadership | Creighton University Master of Education: Administration and Supervision | John Hopkins University Master of Science: Management Information System (Database Analyst Certificate) | Bowie State University Bachelor of Science in Business Administration (Concentration: Management Information) | Bowie State University PROFESSIONAL CERTIFICATIONS Maryland State Business Education Teacher Certificate - (Classroom Business Teacher 2001-2006) Maryland State Administrator I Certificate - Johns Hopkins University Database Administrator Graduate Certificate | Bowie State University

Other experience (volunteer experience, memberships, etc.)

MEMBERSHIPS & ASSOCIATIONS Board Member - Leadership Anne Arundel; Annapolis & Anne Arundel Scholarship Trust Board; Wiley H. Bates Legacy Center Board Member, Anne Arundel County Library Diversity Board; and Maryland Performing and Arts Center Board Educational Consultant for Diversity and Inclusion (Richmond Public Schools and Caroline County Public Schools) AWARDS & RECOGNITION CFF- Top 40 under 40 Business Executive Award Executive Producer – Documentary – Educational Divide: The Story of East Side High Producer – Blue's Freestyle – Jay-Z (4:44 Album) Guest Lecturer: Howard University, University of Mississippi, Delta State University, Bowie State University, American University Oral History Community Collaboration: Maryland State Archives – Wiley H. Bates Legacy Center Oral History East Side High Project – Delta State University, Cleveland, Mississippi

Why are you interested in serving on a board or commission?

I am excited to express my interest in becoming a member of the Annapolis Heritage Commission. My dedication to preserving and promoting our city's historical and cultural legacy, coupled with my strong commitment to community engagement, makes me a passionate candidate for this role. Below, I outline the reasons why I want to be part of the Annapolis Heritage Commission: 1. Preserving Our Legacy: Annapolis boasts a rich and diverse history that is integral to its identity. As a member of the Heritage Commission, I am eager to contribute to the preservation and safeguarding of our city's historical sites, artifacts, and stories. By actively participating in decisions regarding conservation and restoration efforts, I aim to ensure that future generations can experience and learn from our heritage. 2. Connecting Communities: The heritage of a city has the power to bridge gaps between different generations, cultures, and backgrounds. I am enthusiastic about fostering connections within our community by facilitating events, educational programs, and outreach initiatives that celebrate our shared past. Through these efforts, I envision a more united and cohesive Annapolis. 3. Promoting Education: Education is a cornerstone of heritage preservation. By serving on the commission, I aim to develop and support initiatives that enhance public understanding of our history. This includes creating educational materials, organizing guided tours, and collaborating with local schools to integrate our heritage into curricula. A well-informed community is better equipped to appreciate and protect our heritage. 4. Influencing Policy and Planning: Membership on the Heritage Commission presents an opportunity to contribute to decision-making processes that impact the future of our city. I am eager to engage in discussions about zoning, development, and conservation policies that take our heritage into account. By advocating for responsible urban planning, we can strike a balance between growth and preservation. 5. Economic and Cultural Growth: Heritage preservation has the potential to drive economic growth and cultural development. I believe that my involvement on the commission can help identify opportunities to leverage our heritage for tourism, small business support, and cultural events. This synergy between heritage and economic interests can result in a thriving and vibrant Annapolis. 6. A Sense of Pride: A strong sense of pride in one's community is built upon a deep appreciation for its history. By contributing to the commission, I aspire to instill a heightened sense of local pride within our residents. When people understand and feel connected to their heritage, they are more likely to actively engage in its preservation and promotion. 7. Collaboration and Innovation: I am excited to collaborate with fellow commission members, historians, local organizations, and residents to explore innovative ways to showcase our heritage. Whether through digital platforms, interactive exhibits, or immersive experiences, I am committed to finding creative avenues that engage diverse audiences and make our heritage relevant to contemporary life. In summary, my desire to be a part of the Annapolis Heritage Commission is rooted in my passion for preserving our city's history, fostering community connections, and driving educational and economic growth. I am dedicated to contributing my skills, enthusiasm, and commitment to the commission's mission of safeguarding our heritage for present and future generations.

[Dr_eric-elston-Resume_2023_History_Commission.pdf](#)

Upload a Resume

References

Dr. Omekongo Dibinga Professor, American University Omekongo@Omekongo.com Dr. Sammye Miller Department of History Chair (Emeritus), Bowie State SMiller@BowieState.edu Corey Lewis Assistant State Archivist, Maryland State Archives Corey.Lewis@Maryland.gov

Demographics

Ethnicity

African American

Gender

Male

Sexual Orientation

Straight/Heterosexual

09/26/1977

Date of Birth

Dr. Eric Elston

P.O. Box 5014 Annapolis, 21403 | 202.409.0745
linkedin.com/in/eric-elston-8481215|EricElston@gmail.com

Educational/Community Leader/Storyteller/Executive Producer

Accomplished, goal-oriented professional with a comprehensive education management background within academic environments. Demonstrated leadership abilities in overseeing key programs and building motivated teams. Adept at redesigning existing processes and resolving conflicts. Excellent communication skills, with expertise in cultivating stakeholder relationships and training personnel. Consistently acknowledged for exemplary performance; earned multiple promotions throughout career. Passionate about community development and creating programs that capture legacy and storytelling to educate the next generation. Executive producer of documentaries focusing on race, culture, and education in the 21st Century, furthering the commitment to fostering understanding and social change.

Program Administration
Process Redesign
Change Management

Community Development
Data-Driven Decision Making
Staff Training & Development

Diversity and Inclusion
Conflict Resolution
Stakeholder Relations

PROFESSIONAL EXPERIENCE

Telegraph Creative, Birmingham, Alabama

2021 – Present

Director of Diversity & Development

- Develop comprehensive diversity and inclusion strategies for marketing, aligned with business objectives. Integrate diversity into campaigns and initiatives.
- Collaborate with leadership, marketing teams, and departments to ensure diversity is considered throughout the marketing process. Build strong relationships to promote a culture of diversity and inclusion.
- Create inclusive and culturally sensitive campaigns, providing guidance on messaging, imagery, and media channels to ensure effective diversity and inclusion representation.
- Conduct research to understand diverse target audiences and their needs, preferences, and cultural nuances. Inform marketing strategies that resonate with diverse communities.
- Collaborate with HR to develop recruitment strategies for diverse talent. Provide input on hiring practices, onboarding, and career development to promote diversity and inclusion.
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- Stay informed about diversity and inclusion trends in marketing. Represent the agency at conferences and events to share knowledge and demonstrate commitment to diversity.

PRINCE GEORGES COUNTY PUBLIC SCHOOLS, Upper Marlboro, MD

2017 - Present

Crisis Intervention Resource Teacher-Frederick Douglass High School

Currently delivering quality support to enable the prompt resolution of student behavioral conflicts. Provide guidance to students with behavioral issues and contribute to the development of alternative intervention strategies.

- Provide social skills and self-regulation instruction for at-risk students, offering follow-up support services.
- Serve as a resource for school personnel, increasing their knowledge and sensitivity in crisis response for middle or high school students.

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- Consult with administrators, teachers, and parents to implement effective behavior management strategies.
- Provide direct technical assistance to staff members dealing with unresolved conflicts with students.
- Assist school teams in developing intervention strategies for students with challenging behaviors.
- Provide conflict resolution interventions.
- Assist in developing and implementing Functional Behavior Assessments and Behavior Intervention Plans.
- Support the design, implementation, and monitoring of behavior management plans.
- Train staff members on relevant discipline procedures, de-escalation techniques, defensive strategies, and safe physical restraint methods.
- Deliver training on positive behavior management strategies, techniques, interventions, and resources for all school staff.
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- Maintain records, follow required procedures, and submit state and district-wide data for Coordinated Early Intervening Services reporting.

ANNE ARUNDEL COUNTY PUBLIC SCHOOLS, Annapolis, MD

2007 - 2017

Signature Program Facilitator-Annapolis High School, 2007-2017

Maintained responsibility for the development and execution of Anne Arundel County's Signature Programs. Consistently engaged with parent groups, businesses, community groups, and students regarding the programs. Collaboratively implemented school improvement initiatives. Attended planning meetings with Signature Program Facilitators. Developed key community relationships.

- Leveraged leadership abilities to provide strategic vision, program structure, and policies for various key initiatives.
- Initiated a community stakeholder team of leaders charged with enhancing the school's learning community.
- Architected and continuously modified a strategic plan for the Magnet program.
- Acted as a point of contact for local, state, and national network initiatives, as well as a liaison with community stakeholders across multiple industries to facilitate internship opportunities for students.
- Led the development of Signature-related interdisciplinary instructional strategies.
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- Served as a mentor and specialist to other program facilitators and experts in the Change Engineering curriculum.

ANNE ARUNDEL COUNTY PUBLIC SCHOOLS, Annapolis, MD

2001-2007

Business Education Teacher-Annapolis High School

- Established learning objectives consistent with student needs, curriculum framework, and knowledge of human growth and development.
- Established clear goals and objectives related to the School Improvement Plan.

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 - Maintain order and discipline in the classroom conducive to effective learning.
-

EDUCATION

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Board Member, Anne Arundel County Library Diversity Board; and Maryland Performing and Arts Center Board

Educational Consultant for Diversity and Inclusion (Richmond Public Schools and Caroline County Public Schools)

AWARDS & RECOGNITION

CFF- Top 40 under 40 Business Executive Award

Executive Producer – Documentary – Educational Divide: The Story of East Side High

Producer – Blue’s Freestyle – Jay-Z (4:44 Album)

Guest Lecturer: Howard University, University of Mississippi, Delta State University, Bowie State University, American University

Oral History Community Collaboration: Maryland State Archives – Wiley H. Bates Legacy Center

Oral History East Side High Project – Delta State University, Cleveland, Mississippi

PROFESSIONAL REFERENCES

Dr. Omekongo Dibinga	Professor, American University	Omekongo@Omekongo.com
Dr. Sammye Miller	Department of History Chair (Emeritus), Bowie State	SMiller@BowieState.edu
Corey Lewis	Assistant State Archivist, Maryland State Archives	Corey.Lewis@Maryland.gov