



**Town of Arlington
Office of the Town Manager**

**Sanford Pooler
Town Manager**

**730 Massachusetts Avenue
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MEMORANDUM

DATE: September 20, 2022

TO: Board Members

SUBJECT: Appointment to the LGBTQIA+ Rainbow Commission

This memo is to request the Board's approval of my appointment of Paloma Cotton-Herman, Arlington, MA, as a member on the LGBTQIA+ Rainbow Commission, with a term expiration date of 06/30/2025.

A handwritten signature in cursive script, reading "Sanford Pooler".

Town Manager

Paloma Nunes Cotton-Herman

| Arlington, MA | paloma.herman@gmail.com |

People-focused leader with 15 years of experience in education and consulting, with a passion for building mission- and human-centered organizational culture, managing complex projects, facilitating workshops and strengthening cross-functional collaborative practices. Lifelong learner with a commitment to applying a diversity, equity and inclusion lens to all practices.

Relevant Work Experience

EXPLO (Norwood, MA), 2015 - 2022

Engagement Manager, EXPLO Elevate

EXPLO Elevate is a startup within a 50-year-old pioneering education non-profit out of MIT, providing consulting, research, and professional development to a range of independent K-12 schools nationally.

- As the founding Engagement Manager, I crafted the strategy to generate and scale strong relationships with leaders from over 100 schools, including: onboarding and introduction to our services, lead generation initiatives, use of customer analytics to guide new offerings
- Serve as team project manager: oversee operations, measure impact of workshops delivered, and maintain cross-functional partnerships
- Major driver of culture and internal learning as a key player in creating and delivering org-wide professional development, co-founded and co-facilitate Antiracism Group (within DEI committee) and Community Committee
- Previously held positions: Curriculum Manager (2015-2016); Director of Teaching and Learning, (2016-2019), where I designed curriculum, curated research, and managed operations

The San Francisco School (San Francisco, CA), 2007 - 2015

Director of Admission & High School Guidance

The San Francisco School is a Preschool - 8th grade independent school, known for its commitment to social justice and diversity. Student acceptance rates are among the most competitive in the city.

- Designed and drove strategic recruitment and enrollment management process for 1000 prospective families, including: open houses, tours, student assessments, and family onboarding
- Grounded recruitment strategy in data to ensure diversity of student body and growing enrollment, including effectively managing a 40% increase in middle school applications
- Previously held positions: Admissions Coordinator and Spanish Teacher (2007-2010); Co-Director of Admission (2010-2013)

Education

Brown University, Providence, RI | A.B., Education Studies

Università di Bologna, Bologna, Italy, one semester

Additional Information

- Languages: proficient in Spanish, Portuguese, Italian
- Interests: letterpress card and snail mail enthusiast, basketball (coach/spectator), avid weeknight chef

OFFICE OF THE SELECT BOARD

LENARD T. DIGGINS, CHAIR
DIANE M. MAHON, VICE CHAIR
JOHN V. HURD
STEPHEN W. DECOURCEY
ERIC D. HELMUTH



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TOWN OF ARLINGTON
MASSACHUSETTS 02476-4908

September 21, 2022

Paloma Cotton-Herman
Arlington, MA 02476
Paloma.herman@gmail.com

Re: Appointment: LGBTQIA+ Rainbow Commission

Dear Ms. Paloma:

As a matter of the standard appointment procedure, the Select Board requests that you attend a virtual meeting of the Select Board conducted by remote participation, on Wednesday, September 28 at 7:15 p.m.

It is a requirement of the Select Board that you join this virtual meeting. This will give the Board an opportunity to meet and discuss matters with you about the area of activity in which you will be involved.

Information which includes the link to the meeting will be available at the bottom of the Select Board Agenda as well as on the Town Calendar when the meeting is posted Monday, September 26th by 4:00 p.m.

Please contact this office by e-mail, lcosta@town.arlington.ma.us, if you have any questions.

Thank you.

Very truly yours,
SELECT BOARD

A handwritten signature in cursive script, reading "Marie A. Krepelka".

Marie A. Krepelka
Board Administrator