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**RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS  
COUNTY OF ESSEX**

**RESOLUTION NO.** \_\_\_\_\_ **AUTHORITY FOR RESOLUTION:** N.J.S.A. 40:41A-38(d)

**PROPOSED BY:** COUNTY EXECUTIVE **AUTHORITY FOR ACTION:** N.J.S.A. 40:41A-36(a)

**SUBJECT:**

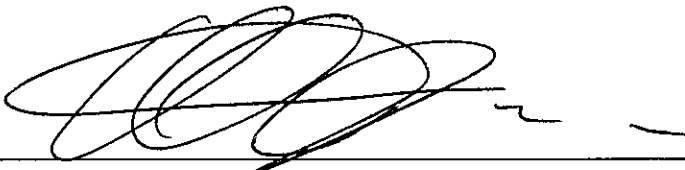
**ADVICE AND CONSENT – NOMINATION FOR THE APPOINTMENT OF ALANA BURMAN TO THE  
ESSEX COUNTY LESBIAN, GAY, BISEXUAL, TRANSGENDERED AND QUESTIONING ADVISORY  
BOARD**

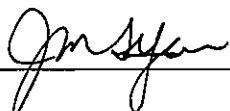
WHEREAS, Joseph N. DiVincenzo, Jr., Essex County Executive, offers the nomination of Alana Burman for appointment to the Essex County Lesbian, Gay, Bisexual, Transgendered and Questioning Advisory Board effective immediately to fill a term that will expire on March 1, 2025 now, therefore, be it.

**RESOLVED**, by the Board of County Commissioners of the County of Essex as follows:

1. That the Board, pursuant to N.J.S.A. 40:41A-38(d), hereby approves and gives its advice and consent to the appointment of Alana Burman to the Essex County Lesbian, Gay, Bisexual, Transgendered and Questioning Advisory Board effective immediately to fill a term that will expire on March 1, 2025.
2. That the Clerk of the Board shall forward one (1) certified copy of this resolution to the offices of the Chief of Staff, the County Administrator, Public Information, and Alana Burman.

I hereby, authorize the submission of the above named nominee to said board  
and term.

  
\_\_\_\_\_  
Joseph N. DiVincenzo, Jr. Essex County Executive

Approved as to form and legality  Date \_\_\_\_\_  
ESSEX COUNTY COUNSEL

RECORD OF VOTE (X=Vote N.V.=Abstention ABS=Absent)

Moved by Commissioner \_\_\_\_\_  
Second by Commissioner \_\_\_\_\_

Commissioner	Yes	No	N.V.	ABS	Commissioner	Yes	No	N.V.	ABS
Cooper					Mercado				
Gill					Pomares, V.P.				
Graham					Richardson, Pres.				
Johnson					Sebold				
Luciano									

It is hereby certified that the foregoing Resolution was ( ) adopted ( ) defeated ( ) tabled by roll call vote at a \_\_\_\_\_ meeting of the Board of County Commissioners of the County of Essex, New Jersey held on \_\_\_\_\_.

Is Publication Required ( ) Yes ( ) No

Date Published \_\_\_\_\_

\_\_\_\_\_  
Wayne L. Richardson, President

Advice and Consent – Alana Burman  
2/17/2023

## **Alana Burman**

### **Summary**

I am an experienced systems innovator and policy leader with over 10 years' experience in both the public and private sector in a variety of different field. My deep knowledge of domestic and international policy, community organizing, and strategic branding are a source of workplace pride and enthusiasm. Throughout my portfolio and career I have shown to be a strong navigator of bi-partisan political relationships and adept at developing authentic stakeholder engagement. Personal strengths are people-centered management, leading diverse teams, recruitment, writing and engagement. Over my most recent roles, my successes were due to my proven ability to design plans and solve organizational issues. Regardless of the setting, I am passionate about educational and social equity and empowering others to accomplish their dreams and goals.

### **Experience**

#### **Jewish Federation of Northern New Jersey**

*Director – Jewish Community Relations Committee*

May 2022 – Present

- Manage and develop state-wide political and government relationships to advance the committee's legislative agenda

#### **Anti-Defamation League**

*Assistant Regional Director NY/NJ*

October 2020 – May 2022

- Managing and developing relationships across civil rights, equity, and anti-bias stakeholders
- Coordinating and creating public and internal programming on anti-bias and equity focused initiatives
- Key contact state-wide for first response to bias incidences, government affairs, policy issues, and community engagement
- Managing a team of 3-6 individuals across the NY/NJ region on policy, community, and bias issues and initiatives
- Creating and delivering presentations, analysis, and programming around antibias, pro-Israel, and antisemitism

#### **Duane Morris Government Strategies**

*Assistant Director of Government Affairs*

July 2019 – October 2020

- Manage, develop, and facilitate relationships across local, state, and federal political and government channels
- Contribute weekly national policy analysis articles and infographics for external consumption and dissemination
- Develop a strong working relationships and partnership with business partners and work closely with them to publicize and create awareness for engagement activities focused around policy change or goals
- Provide coordination, research, analysis in support of strategy and advocacy team with a variety of internal and external stakeholders
- Represent clients, client policy, and legislative interests in stakeholder meetings, legislative hearings, and other spaces
- Strategically utilize and apply grassroots advocacy tools and tactics to engage multiple stakeholders and achieve key client and advocacy goals
- Lead development of strategic plan, briefings, and performance measures to achieve legislative policy goals

#### **Independent Consultant**

Dec 2018 - Aug 2019

##### **Prime Green Wellness, Inc**

*Government Relations Consultant*

- Led the drafting of policy and business strategy documents in support of the stakeholder, investor, and elected official engagement initiatives
- Manage relationships with external stakeholder to ensure timely and quality input, endorsement, and investment
- Monitor state and local policy and funding opportunities

##### **Real Estate Renaissance/Duggal Enterprises, LLC**

*Communications and Public Relations Director (Consultant)*

- Created and designed on brand marketing strategy, calendar, budget, accounts, and reporting for social media accounts to sell and solicit investors and promote community engagement
- Reviewed, revised, and created all organizational branding, messaging, and outreach strategy
- Responsible for op-eds and articles on business, investment, real estate, and management strategy
- Managed social media ad campaigns and created original copy and strategy
- Created streamlined information aggregate pathways, documents, and systems

#### **Board of Public Utilities**

Trenton, New Jersey

*Assistant Communications Director*

Apr 2018 - Dec 2018

- Managed social media, constituent relations, and weekly confidential communications report to the Governor's Office, addressing internal and external policy goals, outreach, and information dissemination of new and upcoming BPU, clean energy, and energy policies and regulations.
- Led communications material development based on established policies: including talking points, event logistic documents, social media drafts, op-eds, long form articles, policy documents, event plans, press releases, messages from the President, website updates, graphics, and media notices
- Constructed and designed monthly communications plan for policy initiatives for agency and department
- Energy Master Plan committee member for the Clean and Renewable Energy policy work group

**Trenton City Municipal Elections**

Trenton, New Jersey

*Campaign, Communications, and Political Director*

Feb 2018 - Apr 2018

**Office of the Mercer County Clerk**

Trenton, New Jersey

*Confidential Aide*

May 2017 - Feb 2018

- Designed and implemented procedures and policies, both internally and externally, including outreach regarding policy updates and changes
- Built and developed relationships between the Clerk and relevant constituencies and elected and government officials

**LBE Campaign Fellow at Murphy for Governor**

*Leadership for Educational Equity*

Jun 2016 - Nov 2017

- Collaborated with senior staff for event management and planning, union and policy outreach, endorsement solicitation, and fundraising

**Educators for Excellence**

New York, New York

*Outreach Director*

Aug 2016 - Apr 2017

- Engaged an educator based membership of over 200 teachers in events and actions based on educational policy topics, involving and training them in different forms of advocacy and policy discussion both internally and externally
- Managed teacher facing discussions on existing NYC DOE climate, regulations, and policies that led to the formation of new policy based actions, papers, and advocacy

**Foundation Collegiate Academy**

Trenton, New Jersey

*Classroom Teacher*

Aug 2015 - Jul 2016

**New Jersey Department of Education**

Trenton, New Jersey

*Senior Associate*

Jun 2015 - Jul 2015

**Rutgers University**

New Brunswick, New Jersey

*Part-time Lecturer, Tutor, and Instructor*

Aug 2013 - Jun 2015

**Eagleton Institutes of Politics**

Trenton, New Jersey

*New Jersey Office of Legislative Services Raimondo Fellow*

Jan 2015 - May 2015

**Teach for America**

Greenville, Mississippi

*Middle School English/Art Teacher*

May 2010 - Aug 2013

**Education**

Rutgers Graduate School of Education

Rutgers University-New Brunswick

Master's of Educational Psychology

Bachelor's of Fine Art

**Certifications**

Eagleton Institute of Government & Politics

Teach for America/NJ Teaching Certification

Registered NJ Government Affairs Agent