Joyce A. Tikalsky

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Resume available online at **https://tinyurl.com/joycet-resume**. References available upon request.

STOUGHTON VOLUNTEER LEADERSHIP

- **City of Stoughton:** Strong interest in Community Affairs/Public Policy, Public Safety, Public Works, and Finance Committees. In May 2020, wrote a plan and proposal to support changes to the payment schedule for 2020 special assessments. Served on a Communications Commission in 1995 to write the code for the first website for the City of Stoughton, in collaboration with Rodney Scheel.
- **Stoughton Area Senior Center:** Teach classes in computers and technology; set up smartphones, tablets, notebook and laptop computers; offer free private tech support and tutoring; assist with SASC technical support.
- **Eyes of Hope Stoughton**: EOHS board member. Developed a basic class in electronics for the Girl-2-Girl after-school program for teen girls.
- **Syttende Mai Committee:** Supplied a QR code for the Syttende Mai map URL and instructions for producing a QR code for the Main Street mural.
- Collaborate with Stoughton nonprofit groups to build social media systems and websites.

EMPLOYMENT HISTORY

- **Engineering External Relations, College of Engineering,** UW-Madison, Madison, WI, **Senior Information Processing Consultant/Webmaster, 2001-2015, engr.wisc.edu**
  Managed, created, and coded College of Engineering websites for instruction, research, and administration. Supervised graduate and undergraduate computer science students. Campus service: Instructional Technology Group, Web and IT Accessibility/Usability Coordinating Group, Co-chair 2014-2015. Sysadmin for Linux web servers at UW-Madison College of Engineering, 2001-2002.
- **Marketing Programs Manager and Webmaster** for **Universal Silencer**, a manufacturer of air filtration and noise reduction products
- **Marketing Communications Planner and Webmaster, promoted from Technical Documentation Coordinator,** for **Noran Instruments,** a manufacturer of hardware and software systems for electron microscopes and digital imaging. Budget and staffing responsibilities.
- **Technical Writer** for Heurikon, a manufacturer of custom printed circuit boards and custom system enclosures
- **Technical Publications Manager,** promoted from **Technical Writer,** for **Nicolet Audiodiagnostics,** a combined public/private R&D team that designed a digital hearing aid and hearing assessment system

EDUCATION

- **Master of Science**, Department of Computing and Informatics, Drexel University, 2006. Specialization: Management of Digital information. Coursework emphasized project design and coding.
- Undergraduate coursework in Electrical and Computer Engineering/Computer Science, UW-Madison, in programming, data structures, and digital circuit analysis and design
- **Bachelor of Arts**, Western Illinois University

INTERESTS

- Effective action plans for organizations
- Access to affordable internet services and devices
- Accessible information for everyone, including people with vision, hearing, motor, or cognitive disabilities
- Internet security and privacy
- Emerging technologies in devices and software applications for communications and internet

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Answers are available online at **https://tinyurl.com/joycet-interview**

INTERVIEW QUESTIONS

1. **Discuss your occupation, training, and education. What characteristics, qualifications, and experiences do you have that support your candidacy and potential for contribution as an Alderperson? (500 WORDS MAX)**

Occupation — As a volunteer, I develop ways to convert traditional processes to digital ones; build social media systems and websites; donate technical support and training; teach smartphones, computer skills, and basic electronics; and write tutorials and progress reports.

Soon after we moved to Stoughton, I worked at the *Stoughton Courier Hub*, Wisconsin Counties Association, Nicolet Audiodiagnostics, and Heurikon Corporation. When the internet reached Madison, I recognized the coding language for building websites; it was similar to a language I had used on a University of Illinois computer. After I built commercial websites, the City Council formed a Stoughton Communications Commission and appointed me to collaborate with Rodney Scheel and to write the code for the first City of Stoughton website.

At Noran Instruments, I built websites, managed technical documentation, and managed marketing and promotion for medical and technical products in international markets.

I specialize in internet products that are easily used by people with vision, hearing, cognitive, and motor disabilities. At UW-Madison, I collaborated with other webmasters and McBurney Disability Resource Center to ensure website accessibility.

Training — My profession required continual training in communications skills for technology and business topics. I worked on hardware and software testing, and human-computer interaction. Diversity training, which was required for all new employees at Universal Silencer in Stoughton, was invaluable.

Education — I have a Master of Science degree from the Department of Computing and Informatics at Drexel University. At the UW-Madison College of Engineering, I developed a new process for testing websites and web applications that I presented at a webmasters' conference at the University of Illinois.

Characteristics — I enjoy growing through challenges. I am self-motivating and enjoy in-depth research about issues, talking with neighbors and encouraging them to run for office, and building plans to support change. I learned from a Stoughton mentor to choose collaboration over isolated decision-making. I enjoy volunteering at the Stoughton Area Senior Center because the staff and volunteers support each other. I have a wide range of interests. I rely on the values of my father — integrity, courtesy, and independent learning.

Qualifications — National, state, county, and local developments have inspired me to track council and committee deliberations and share my ideas. My volunteer activity keeps me in contact with my fellow Stoughtonites.

Experiences — After a recent discussion with a worried neighbor about special assessment payments during the pandemic, I pursued information about alternatives. I followed work on the Finance Committee for reducing interest rates or extending payment terms. I contacted the League of Wisconsin Municipalities and Wisconsin City/County Management Association, and communicated with Brett Schumacher and Jamin Friedl. I wrote a plan and proposal and am continuing related research.

I'm also working on a plan related to public access to wifi and the internet in Stoughton. I pay close attention to events related to the Black Lives Matter movement. (479 WORDS)

2. **In your opinion, what are the most important current issues for the City of Stoughton? Please discuss one of these issues in detail and describe how you would lead a committee to a solution. (400 WORDS MAX)**

Pandemic — The city has adapted quickly to meet challenges from the pandemic. On the city's webpage for pandemic information, another possible resource to list is the Madison365 coronavirus map at **https://madison365.com/dane-county-coronavirus-map/**, which is adapted from a Wisconsin Department of Health Services map. The map tracks the number of cases and deaths in three census tracts in the Stoughton area.

We should continue adapting to new technologies to help. New ideas might emerge from the work already achieved by the City Council and city staff for outdoor dining, virtual meetings, a ballot drop box, and other projects.

I agree with council members who believe we can think our way through the pandemic. To respond to challenges for the Opera House, Stoughton might plan now to take advantage of the fact that everyone loves Wisconsin in the summer, even with face masks and social distancing. Besides the free Gazebo Musikk events, if famous artists could perform in ticketed concerts outdoors here, as a kind of Big Top Chautauqua of the South, an outdoor concession area open several hours before an event might bring in substantial revenue.

Promoting downtown offices for people who now work at home could also boost activity. Most coworking facilities offer a way for multiple individuals or businesses to share an office space for cost savings and convenience through the use of common infrastructure, such as rented desks and cubicles, equipment, utilities, and custodial services. Coworking services would be ideal for downtown offices above street-level retail businesses. Madison had one coworking facility in 2015 and now has 21. Specialized temporary businesses that can open quickly and operate for a short time as popups might be another possibility to study.

I would consult city departments, gather as much relevant research as possible and write a comprehensive draft plan for a committee to review and discuss. I would coordinate additional legal or expert opinion before finalizing a plan or resolution that could move forward to the City Council.

Reduction of carbon emissions — I support frequent public updates about goals, methods, and timelines for Stoughton to reduce its carbon footprint, and look forward to action plans this year.

Community diversity training — I'd like to learn more about the city's support for offering diversity training community-wide throughout the year, as part of new projects focusing on racial injustice and related issues. [394 WORDS]

3. **If there were an issue on the table that you agreed with, but your constituents disagreed with, how would you vote and why? (100 WORDS MAX)**

I expect to vote with my constituents on most issues; an alder serves as a representative, advocate, and voice. It is important to be certain, when I vote, that I have explained the issues to district citizens well and have collected adequate data about their wishes.

When other factors are not compelling or clear, elected officials are sometimes called upon to vote their conscience. I might be faced with a moral obligation to vote my conscience in order to follow a law or make an ethical choice to support the public good. (92 WORDS)

4. **Council meetings are the 2nd and 4th Tuesdays of the month and there are two standing committees you will be assigned to in addition to other meetings, correspondence, and information that will require your attention. Do you anticipate a problem in attending evening meetings or fulfilling other time commitments of an alderperson? (50 WORDS MAX)**

I have adequate time and a flexible schedule. I fill my days and would make adjustments to serve. As a volunteer, I focus on fulfilling commitments. This simple practice supports trust and teamwork, and is an important model for leadership roles. (41 WORDS)