

Office Use Only:

Council District: 22 *New Appointment* X *Reappointment* *Attendance Record:*

Library Board of Trustees Commission

The Library Board of Trustees meets at 12:00 Noon on the 4th Monday of each month at the Main Library- 25 Heritage Green Plaza, Greenville.

Name: Daniel Threlfall

Occupation: Local Business Owner

Highest

Degree Earned: Two master's degrees

Year of

Graduation: 2005 (undergraduate)

Linked In

Profile: <https://www.linkedin.com/in/danielthrelfall>

Employer: Self employed

School

Attended: Bob Jones University

Field of

Study: Humanities

Social

Media Profile: <https://www.instagram.com/danielthrelfall/>

Profile: <https://www.facebook.com/danieljthrelfall/>

Military Experience:

I have no military experience.

Certifications:

My journey into library services began during my college years when I worked at a library, where I underwent two semesters of in-depth training for the library job. Although I did not earn formal certification for the training, this experience not only deepened my understanding of library operations and broadened my awareness of the operational and civic demands of a library.

Regarding certifications, I have obtained a range of professional certifications that are directly relevant to my career in digital marketing and SEO (Search Engine Optimization). These certifications include Google Ads Certified, HubSpot Inbound Certified, Moz certified. These certifications have equipped me with in-depth knowledge and expertise in the field of digital marketing, including strategies for online visibility, content optimization, and data analytics.

Furthermore, my educational background is rooted in the humanities, with an undergraduate degree in the field. I have also pursued two master's degrees, further enriching my analytical and research skills.

While these certifications and academic qualifications may not be directly related to library management, they underscore my commitment to lifelong learning, adaptability, and my ability to analyze and synthesize information effectively. I believe that this multifaceted skill set, combined with my practical experience in library services, can contribute significantly to the Library Board of Trustees Commission, particularly in areas such as data-driven decision-making, digital resource management, and outreach strategies to enhance library services.

Civic Organizations / Other Affiliations:

I am actively engaged in several civic and cultural organizations that reflect my commitment to community enrichment and education. As a dedicated member of the Metropolitan Arts Council of Greenville, I participate in fostering the arts and cultural development within our region.

Moreover, I am a supporter of local heritage preservation and education. Financially, I contribute to both the Upcountry History Museum and the Greenville County Museum of Art, recognizing their pivotal roles in preserving our community's history and promoting the arts.

Furthermore, I am deeply involved in the advancement of our educational institutions. I actively contribute to both Stone Academy and League Academy, two schools within our community which my children attend. As a testament to my dedication, I hold membership and sponsorship roles within the Parent-Teacher Association (PTA) for both schools, leveraging my skills and passion to enhance the educational experience for our children.

These affiliations reflect my unwavering commitment to the betterment of our community and its cultural, historical, and educational aspects. I believe that serving on the library board is another meaningful way for me to contribute to our community's growth and enrichment.

Volunteer Experience (Please List & Describe):

Pro Bono Marketing for Local Businesses: Contributed pro bono marketing services to support local businesses, aiding in their growth and success within the community.

Pro Bono Social Media Marketing: Utilized expertise in social media marketing to enhance the online presence and visibility of local businesses and the Greenville Young Professionals organization.

Participation in Cultural and Community Parades: Actively involved in various cultural and community parades and festivals held downtown, playing a role in their organization and success, and contributing to the preservation of the cultural vibrancy of the community.

Community Garden Initiatives: Participated in local community garden projects, fostering sustainable urban agriculture and promoting healthy living within our community.

Highway Trash Pick-up Efforts: Demonstrated commitment to environmental stewardship through active participation in trash pick-up initiatives, ensuring the cleanliness and organization of our community.

Mentoring and Tutoring: Volunteered as a mentor or tutor for local students, providing valuable guidance and educational support to enhance their academic achievements.

Wilds Christian Camp and Conference Center: Volunteered time and skills to maintain the pristine condition of the Wilds Christian Camp and Conference Center, contributing to a positive experience for its visitors.

Camp Spearhead: Engaged in volunteer work at Camp Spearhead, further reinforcing dedication to community service and fostering connections with individuals from diverse backgrounds.

Food Bank Assistance: Contributed to food bank initiatives, helping to combat food insecurity and the unhoused in our community by sorting, packing, and distributing essential supplies to those in need. Locations include the Triune Mercy Center, the Salvation Army, and Miracle Hill Rescue Mission.

Senior Citizen Outreach: Engaged in outreach programs for senior citizens, providing companionship and assistance to promote the well-being and social connection of our older community members.

My interest in serving on the Library Board of Trustees Commission:

My interest in serving on the Library Board of Trustees Commission is deeply rooted in my personal history and lifelong connection to our community. While I was born in South Korea, I've spent a significant part of my life here, witnessing the growth and transformation of our community, especially in education and culture.

Fond childhood memories of library trips with my siblings and father to the library, then located at today's Children's Museum (TCMU), ignited my love for reading and learning. These experiences instilled in me the belief that libraries are vital hubs for community engagement and personal development.

This tradition lives on as each of my four children obtained their first library card at the Greenville Library. Even today, at ages 8, 11, 13, and 15, we frequently walk to the library to explore stacks, check out books, and read periodicals. I've witnessed how a well-resourced, accessible library system nurtures a love for reading and learning in children, shaping them into informed, engaged citizens.

My diverse background, including international experiences and a steadfast commitment to our community, has reinforced my appreciation for libraries' role in education, inclusivity, and fostering a sense of belonging. As a local business owner, I've recognized the increasing need and opportunity for community involvement.

With past experience in a private educational institution's library, I gained insights into the challenges libraries face while strengthening my belief in their crucial role in providing knowledge and resources to all community members.

As a citizen with means and skills, I feel a responsibility to actively participate in our community's growth. Serving on the Library Board of Trustees Commission aligns with my commitment to giving back. I aspire to contribute to the library's role as a cornerstone of our community, where my children and others can explore, learn, and grow.

Describe your understanding of the position for which you are applying:

As a prospective member of the Library Board of Trustees, I understand that this position entails overseeing the management of the Greenville County Library System. This includes responsibilities such as employing a qualified chief librarian, managing library staff, acquiring materials, handling property matters, and accepting donations. Additionally, I understand that my prospective role on the board will involve budgeting, reporting, and adhering to relevant regulations and policies. I understand that board trustees collaborate with other entities to enhance library services and may seek financial aid from various sources. I am fully aware of the importance of these duties and am committed to contributing my skills and dedication to the effective operation and continued improvement of our library system.

Describe your strengths or skills that would positively contribute to the Library Board of Trustees Commission:

My background is marked by a range of business, personal, and cultural experiences that I believe would be valuable contributions to the Library Board of Trustees.

First, my history of community leadership roles demonstrates my ability to collaborate effectively with diverse stakeholders and drive positive change. As a former Chief Marketing Officer (CMO) for both local and international businesses, I've honed my strategic planning, management, and problem-solving skills, which I can apply to enhance the library system. In my role, I wrote extensively about business and marketing, and have bylines and articles in Forbes, Inc., HuffPo, Washington Post, and various industry journals

Furthermore, as a local service business owner, I have gained a deep understanding of the challenges and opportunities facing businesses within our community. This perspective allows me to approach library management with a pragmatic and results-oriented mindset.

Being a father of four children has strengthened my commitment to education and community involvement. My active engagement in the public school system reflects my dedication to fostering educational excellence and community cohesion.

Moreover, my financial contributions to local arts initiatives underscore my passion for cultural enrichment and my belief in the transformative power of the arts. These experiences collectively equip me with the ability to empathize with diverse community needs, think strategically, and make informed decisions.

In summary, my community leadership, CMO experience, local business ownership, role as a parent, involvement in the public school system, and support for the arts all contribute to a well-rounded skill set and a genuine commitment to improving our community. I am enthusiastic about the opportunity to apply these strengths to the Library Board of Trustees, helping to ensure that our library system continues to thrive and serve as a valuable resource for all residents.

My community topics of concern that relate to the Library Board of Trustees Commission:

As someone deeply invested in our community, several topics of concern that directly relate to the Library Board of Trustees Commission have caught my attention. These include:

Digital Divide: Bridging the digital divide by expanding access to technology, high-speed internet, and digital literacy programs. This is particularly relevant in today's increasingly digital world, where access to online resources is crucial for education and information.

Community Engagement: Fostering a sense of community within our libraries by organizing events, programs, and initiatives that cater to the varied interests and needs of our residents. Encouraging active engagement with the library as a vibrant hub of learning and culture.

Children and Youth Services: Ensuring that our library system provides enriching and educational resources for children and young adults. This includes promoting early literacy, supporting school programs, and offering mentorship opportunities.

Cultural Diversity: Recognizing and celebrating the cultural diversity of our community by offering a wide range of materials, resources, and programs that reflect the interests and backgrounds of our residents.

Collaboration and Partnerships: Exploring opportunities to collaborate with other community organizations and agencies to expand the reach and impact of library services.

Financial Sustainability: Ensuring the long-term financial sustainability of the library system by effectively managing budgets and seeking alternative funding sources, such as grants and partnerships.

Do you currently hold an elected or appointed office or commission?

Yes No

If yes, please list:

Have you previously held an elected or appointed office or commission?

Yes No

If yes, please list:

Have you ever been fined for an ethics violation?

- Yes No

If yes, please explain:

Have you ever been convicted of a crime other than a minor traffic violation?

- Yes No

If yes, please give details:

Are you currently, or have ever been, a part or party to any litigation with or against Greenville County?

- Yes No

If yes, please give details:

Would you be willing to submit to a criminal background check and/or credit check?

- Yes No

Are you aware of the meeting schedule and time commitment for the Library Board of Trustees Commission

- Yes No

Have you attended a meeting of the Library Board of Trustees Commission

- Yes No

Are you aware of the County's attendance policy as it relates to County boards and commissions?

- Yes No

Are you aware this is not a compensated position?

- Yes No

It is the policy of Greenville County to require disclosure of any personal or financial interest that may be influenced by decisions of the Committee, Board or Commission for which any citizen applies for membership.

Do you or a member of your immediate family provide goods and/or services to this board?

Yes No

Do you or a member of your immediate family benefit from the action of this board?

Yes No

Does your employer provide goods and/or services to this board?

Yes No

Does your employer receive direct services from this board?

Yes No

Does your employer financially benefit from the actions of this board?

Yes No

By signing your name and turning in your application, you agree to and attest to the following:

All information contained in this application is true and accurate to the best of my knowledge.

I understand it is my responsibility to insure my application is submitted within the application period and that it has been received by the Clerk to Council's office.

I have read the Greenville County Board and Commission Policy and I understand the rules of conduct for the position for which I am applying.

I understand my lack of attendance for three (3) consecutive meetings or 25% of all regular scheduled meetings within a 12-month period may result in my removal from the board.

I understand that I serve at the pleasure of County Council and all appointments are subject to the Ethics, Government Accountability, and Campaign Reform Act, S.C. Code Ann. Section 8-13-100 et. seq. Any member appointed to a board or commission whose action is inconsistent or may be perceived to be inconsistent with the spirit or intent of the Act, may be subject for removal.

I understand that information provided in this application may be subject to South Carolina Freedom of Information disclosure.

Applicant Signature:

Date:

Applicants are encouraged to notify their representing Council Member of their interest to be considered for a desired board seat.