

LATRICIA HARDMAN

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PROFESSIONAL EXPERIENCE

Democratic Party of Georgia Senate Runoff

November - January 2021

Deputy Organizing Director

- Directed the Coordinated field program in the Atlanta Metropolitan areas which consisted of Dekalb, Henry and Clayton County, and managed a team of 6 Regional Organizing Directors and 56 Field Organizers within a short timeline.
- Worked to transition the team from being fully remote to implementing strategies and systems to run a successful safe in person socially distancing canvassing program.
- Coordinated with the Regional Organizing Directors, to set daily benchmarks and goals for the organizers to hit the weekly metrics, but to also recruit and build a strong volunteer program within four weeks.
- Met with the Regional Organizing Directors daily to discuss priorities and provide updates on the programmatic changes, and to help identify areas where the team needed to improve as a super region. In order for the regions to scale up as quickly as possible before the Get Out to Vote Phase of the campaign.

North Carolina Coordinated Campaign, Triangle Region

August - November 2020

Deputy Organizing Director

- Directed the Coordinated field program in the Triangle Region, and managed a team of 5 Regional Organizing Directors and 41 Field Organizers; led the efforts to adapt to integrated digital organizing programs across the regions, at the height of a global pandemic, resulting in completing 34,000 action shifts, and contacting 4 million voters
- Increased turnout by 49 percentage points across 8 counties, including 3 of the largest metropolitan areas in the state, improving upon 2016 margins
- Coached a team of Regional Organizing Directors around problem solving and workshopping organizers' performance, and helped overcome management and performance challenges.
- Organized one on one meetings with the regional's weekly to discuss metrics, and work through plans to improve on different areas the region was struggling with, but also encouraging the regional's to push beyond the bare minimum and dig deeper when trying to reach voters in such an unparalleled way.
- Helped the Organizing Director set various programmatic structures and improve or adjust existing structures to help with the overall growth of the program.
- Coordinated with other departments within the campaign to help build creative lists and systems for the organizing team.

Michigan Organizing Together 2020, Genesee County, MI

March - June 2020

Regional Organizer Director

- Directed the field program for Genesee County, managed a team of 4 field organizers; Organized creative virtual events via zoom and google hangout to recruit and train volunteers and increased the volunteer activity base.
- Coached a team of organizers daily on hard organizing skills such as: strengthening the hard ask, relational organizing, improving the volunteer experience, and helping them ask for everything they need when recruiting for volunteer events and building strong volunteer leadership teams.
- Met with each organizer one on one weekly to help identify solutions to the problems they were experiencing, but to also celebrate the improvement in areas where we saw growth in the metrics.
- Created a useful organizing dashboard for soft reports, progress to goal reports, and where important campaign documents and materials lived for easy and accessible use.
- Collaborated with local community organizations in Genesee County to help foster a strong volunteer infrastructure while also working to help amplify the work and coordination efforts of local community groups.
- Completed 1253 shifts and contacted 2582 voters in Genesee County

Kamala Harris For The People, Iowa City, IA

October-Dec. 2019

Field Organizer

- Organized and built up strong caucus leadership teams in four of the highest priority precincts in Iowa for Kamala Harris For The People Campaign.
- Recruited and trained 12 precinct leaders for caucus night, including prominent community members and local activists, and first-time caucus goers.
- Met with local activists in one on one meetings to garner support for Kamala Harris, but to also confirm caucus leadership support.
- Worked with the volunteer leadership teams to host small informational house party events within their community to help increase awareness about caucus night, and discuss Kamala Harris's agenda.
- Knocked over a total of 5100 doors and made over 2,500 calls for Kamala Harris.

Dan McCready for Congress, Laurinburg, NC

Mar-Sept. 2019

Regional Organizing Director

- Organized in three rural and suburban counties which consisted of Cumberland, Robeson, and Scotland.
- Met with the local Democratic Party Chairs in each county to learn more information about the county, the active auxiliary and community groups that the campaign could collaborate with, and to gain insight on which issues were important to constituents in each county.
- Attended weekly community neighborhood meetings to meet with the constituents and to serve as a liaison between the campaign and the constituents to talk further about where the Congressional Candidate stood on certain issues, and their plans for the Congressional District.
- Met with some of the leaders and students of the local colleges and institutions; student organizations to help increase awareness about the election and to increase the voter turnout of young voters for the special election.
- Directed the field program in Scotland County, and trained and managed local organizers.
- Met with local community leaders via one on one meetings, as a way to bridge the gap, and learn as much information about the county and learn more about the issues that the community cares about.
- Helped identify and gain local endorsements from the community for the Congressional Candidate.
- Worked very closely with the local Democratic Chapter in Scotland County to build a strong volunteer led

program to help increase the voter turnout rate in this county for the special election.

- Collaborated with the different constituency groups within these three counties such as the African American Community, Faith Leaders, Black Letter Greek Organizations, NAACP, and small businesses.
- Recruited and trained volunteers on voter contact and specific rural messaging.

Florida Democratic Party, Fort Pierce, FL

Apr- Nov 2018

Constituency Organizer (Lauren Baer DCCC Red to Blue Candidate for FL 18)

- Worked with the Field Director to develop a voter contact plan in the African American community, to help form effective relationships with the constituents and local leaders, and elected officials in the community.
- Collaborated with various constituency groups Such as: African American Community leaders, Faith Leaders, Greek Organizations, NAACP, college students, Union Organizations, and small businesses to get the groups involved with the campaign.
- Organized one on one meetings with the leaders of these organizations and faith organizations to help garner support and local endorsements for the congressional candidate.
- Hosted roundtables and town hall meetings with the Congressional Candidate to discuss the issues that the community valued the most with community leaders and elected officials.
- Worked very closely with the Congressional Candidate and attended several community events, meetings, and even Faith outreach events within the local community.
- Helped brief the candidate prior to any events and meetings on the important contacts and issues. To ensure the Congressional Candidate was prepared and was expected of the individuals attending the events.
- Served as a liaison between the Congressional Candidate and community, and was responsible for candidate introductions, collected business cards to follow-up.
- Collaborated with the constituency groups during the Get Out To Vote phase of the campaign to successfully increase the African American voter turnout in Saint Lucie County.
- Provided detailed daily reports on performance, and updates on specific issues in the county to the Field Director.

Additional Experience: *Field Organizer*

Florida Democratic Coordinated Campaign, Jacksonville, FL | June - Nov 2016

Terra Strategies Political Consultant Firm - Newport News, VA | Mobile, AL September-Dec. 2017

EDUCATION Bachelors of Arts, Magna Cum Laude, Political Science, Alabama State University,

Montgomery, AL *Alpha Kappa Mu National Honors Society *Pi Sigma Alpha National Political Science Honors Society *Alpha Kappa Alpha Sorority, Inc.

REFERENCES

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