

CURRICULUM VITAE

Name: Jodi Ray, MA

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EDUCATION

| Institution/Location | Years | Degree/Date | Field of Study |
|-----------------------------|-----------|-------------|--------------------|
| Florida State University | 1986-1990 | BA, 1990 | Creative writing |
| University of South Florida | 2000-2002 | MA 2002 | Mass Communication |

Additional graduate level training

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| University of North Florida | May 1997 | Course in Integrated Service Trainer of Trainers, |
| University of South Florida | June 1999 | Course in Health Message Design |

EXPERIENCE:

December 2003 to Present

UNIVERSITY OF SOUTH FLORIDA – THE LAWTON AND RHEA CHILES CENTER FOR HEALTHY MOTHERS AND BABIES, Tampa, Florida. *Project Director and Principal Investigator Florida Covering Kids and Families Project*. Administrative and programmatic oversight of multiple state and federal grants that include six large outreach & enrollment grants from Health & Human Services Centers for Medicare and Medicaid Services through the Children's Health Insurance Program Reauthorization Act (CHIPRA) & the Affordable Care Act (ACA) initiatives. Focused on ensuring eligible, uninsured individuals obtain coverage through Medicaid, state Children's Health Insurance Program (CHIP) or the Federal Marketplace. Responsibilities include all reporting to grantor, management of multi-sourced budget, on-going high level federal and statewide communication between and among agency partners and local community partners, policy development and analysis; development of a statewide coordinated marketing communication campaign activities such as press conferences and community events. Conduct community trainings and present as guest lecturer in multiple graduate level courses and for medical students; write and submit grants and articles for publication on best practices and lessons learned.

June 1998 to December 2003

UNIVERSITY OF SOUTH FLORIDA – THE LAWTON AND RHEA CHILES CENTER FOR HEALTHY MOTHERS AND BABIES, Tampa, Florida. *Research Coordinator Florida Covering Kids and Families Project, Florida Covering Kids Project and Florida Family Planning Contract*. Provide coordination and oversight of grant-related activities including: preparation of grant budgets and budget revisions for all local sites and statewide project for a \$3 million initiative ; management of statewide coalition; collect and analyze data; design of presentations; preparation of contracts; communication with funder preparation reports to state departments and national program offices; pitch to businesses ; develop and maintain a database; manage program research activities; coordination of multimedia projects. Responsibilities have also included the management of a statewide multi-media, ethnically diverse health message campaign including; oversee media buys and media placements; coordinate shooting, conception and distribution of a video loop tape; test health messages statewide, supervision of support staff.

1996 to May 1998

UNIVERSITY OF SOUTH FLORIDA - SHARED SERVICES NETWORK RESOURCE CENTER, (A Florida Department of Education Grant) Tampa, Florida. *Visiting Assistant in Education*. Developed multiple relational databases. Coordinate project trainings. Maintain statewide database for state agency. Developed and distributed training modules. Conducted presentations for statewide and national conferences. Designed print communication such as brochures, newsletters, conference materials, and handouts for statewide education. Coordinated and disseminated information to local community projects. Provided technical assistance to project sites and all other collaborative initiatives requesting assistance.

1995 to 1996

HILLSBOROUGH COUNTY PUBLIC SCHOOLS - SHARED SERVICES NETWORK

RESOURCE CENTER, Tampa, Florida. *Communications Consultant*. Coordinate materials and data. Develop and disseminate documentation on collaborative activities. Develop a database. Coordinate forums/workshops. Coordinated calendars for CEO Roundtable meetings and ad hoc work group/committees which require working with all local/county agencies and elected officials. Develop and edit reports for Department of Education and other county projects. Act as production assistant on three Shared Services Network videos. Assist in day-to-day maintenance of resource center.

AWARDS:

2011 HHS Award for Excellence in Children's Health Outreach & Enrollment

2005 Amerigroup Foundation Healthy Hero Award

2006 Tampa Bay Business Journal Health Care Hero Award

SKILLS:

Experience in grant writing, Institutional Review Board documentation preparation and research design; knowledge of local, state, and federal government and legislative processes and policies; extensive experience in organizing events and fundraising.

CIVIC/COMMUNITY LEADERSHIP:

- Steering Committee member of National Assistor Network Association
- Member of Florida Healthy Kids Grievance Committee
- Ad Hoc member of Florida Healthy Kids Board Marketing Committee
- Advisory Board member to National League of Cities' Institute for Your, Education, and Families *Cities Expanding Health Access to Children and Families*
- Executive Board member of the Seminole Heights Elementary School PTA 2009-2015
- Board member of the City/County Cable Advisory Committee 2002-2006
- Board member KidCare Coordinating Council
- Member of Florida Pediatric Association Network
- Member Children's Board of Hillsborough County Advocacy Committee
- Tampa Bay Health Care Collaborative Partner
- Past board member of Medical Resource Council
- Parent volunteer at Congregation Rodeph Sholom

Other activities include coordinating volunteer groups and events/activities for: Habitat for Humanity, Paint Your Heart Out Tampa, Adopt-A-Pond, Mayor's River Clean Up, Hillsborough County River Clean Up, March for Our Lives, Food Drive for the Children's Home, recycling projects, and political campaigns.

PRESENTATIONS AND PUBLICATIONS:

Ray, J., Detman, L., Chavez, M. Gillbertson, M. & Berumen, J. (2016). *Improving Data, Enhancing Enrollment: Florida Covering Kids & Families CHIPRA Data System*. Maternal and Child Health Journal. April 2016, Volume 20, Issue 4, pp 749-753

Ray, J. (2015) *The Nuts and Bolts of Enrollment Design, Implementation and Evaluation*. Families USA Health Action 2015. Washington, DC.

Ray, J. (2014) *Coverage in the Community: Exploring the Role of Navigators and Hospitals in Helping Patients Obtain Health Insurance*. Florida Hospitals Association statewide webinar:

"Ray, J. (2014) *Conducting Outreach and Enrollment to the Latino Community*. National Health Equity Coalition. National webinar

Ray, J. (2014). *Media Matters: Working with the Media to Get Health Coverage Messages Heard*. Families USA Assistor's Network. webinar

Ray, J. (2014) *Getting Florida Covered: Effective Strategies for Enrollment in the Health Insurance Marketplace*. Alliance for Health Consumer Assistance Congressional Briefing, Washington, D.C.

- Ray, J. (2014). *Connecting Florida's Uninsured to Coverage*. Maternal and Child Scholars Leadership Seminar. University of South Florida. Tampa, FL.
- Ray, J. (2014). *The Health Care Law and YOU!* Child Health. University of South Florida. Tampa, FL.
- Ray, J. (2014). *Getting Florida Covered: Effective Strategies for Enrollment in the Health Insurance Marketplace*. Presentation at Families USA Health Action 2014. Washington, DC.
- Ray, J. (2014) Florida Covering Kids & Families: Navigating ACA in Florida. MCH Class. University of South Florida. Tampa, FL.
- Ray, J. (2014). *Outreach and Enrollment Best Practices for Florida: Meeting the Uninsured Where They Are*. Presentation. Navigate PBC – 2nd Regional Symposium. Palm Beach, FL.
- Ray, J. (2014). *Referral Networks: Essential for Enrollment Success*. Presentation at Enroll America Conference – State of Enrollment: Getting America Covered. Washington, DC.
- Ray, J. (2013). *Navigating ACA in Florida. Presentation at Florida Rural Health Association Conference*. Orlando, FL.
- Ray, J. (2013). *Using Data to Develop an Effective Outreach Campaign and Measure Performance*. Presentation at National League of Cities Institute for Youth, Education & Families – Cities Expanding Access to Health Care for Children and Families Leadership Academy. Baltimore, MD
- Ray, J. (2013) *Best Practices in Outreach and Enrollment in Florida*. Presentation at 2013 Health Coverage Enrollment Summit. Orlando, FL
- Ray, J. (2013) Outreach to Military Families. Presentation at Navigate Palm Beach County. Palm Beach, FL
- Ray, J. (2013) *Best Practices in Outreach and Enrollment in Florida*. Presentation at Navigate Palm Beach County. Palm Beach, FL
- Ray, J. (2012) *Outreach Strategies in Rural Areas*. Presentation at Indiana School Health Conference. Indianapolis, IN.
- Ray, J. (2012) *Connecting Kids to Coverage*. Presentation at Annual National Black Child Development Institute Conference. Ft. Lauderdale, FL .
- Ray, J. (2012). *Medicaid Matters for Kids in Florida: Reducing Red Tape*. Congressional Medicaid Matters Panel. Washington, DC.
- Ray, J. (2012). *Connecting Kids to Coverage Through School Partnerships*. 2012 State Association of School Boards Spring Conference, Tampa , FL.
- Salinas, A., Detman, L., Ray, J., Salihu, H, & Sanchez, E. *Utility of Tele-Insurance for Increased Health Insurance Coverage of Children: The Case of Florida Covering Kids & Families*. Conference Paper 139st APHA Annual Meeting and Exposition 2011.
- Ray, J. (2009). *Communicating Your Results to Policy Makers*. Presentation at 15th Annual CDC Maternal and Child Health Epidemiology Annual Conference. Tampa, FL.
- Ray, J., White, M., Cannon, P., Bowen, C. & O'Rourke, K. (2007). *Implementing the Florida KidCare Open Enrollment Communications Campaign: A Formidable Challenge: Reducing the Numbers of Uninsured Children*. International Quarterly of Community Health Education
- Ray, J. (2006) *Galvanizing Communities to Connect Florida's Uninsured to Health Coverage*. Presentation at Society for Applied Anthropology 67th Annual Meeting, Tampa, FL.
- White, M. R., & Ray, J. A. (2004). Florida Covering Kids and Families and Florida KidCare: *Maintaining The Florida KidCare Statewide Communication Link.*, Poster. 2004 AcademyHealth Research Meeting, San Diego, CA.
- Ray, J. & Figg, M. (2003). Collaboration: It's All About Relationships. 2003 Summer Conference One Goal: Building *The Future Together "Putting Families and Children First."* Tampa, FL.
- Ray, J. & White, M. (2003). Florida KidCare: A Peer Match Program, Presentation, The Partners in Perinatal Health Sharing Solutions Conference University of South Florida's College of Public Health, Orlando, FL.
- Ray, J. (2002). *Framing in mainstream media: A narrative analysis of women in political power*. Master's Thesis. University of South Florida, Tampa, FL.
- Figg, M. & Ray, J. (2001). Covering Kids in Florida, Exhibit, National Covering Third Annual Meeting, Sponsored by The Robert Wood Johnson Foundation, Houston, TX.
- Newman, J.A, Blalock, J., Cummings, M. L. & Figg, M. (2001). *Peer match: Linking outreach abstract*, The 129th Annual Meeting of APHA, Atlanta, GA.

- Figg, M., Sherraden, S., Maes, K. I., Rybarczyk, C. M., & Newman, J. A. (2001). *Data driven targeting: A toolkit for Florida KidCare community outreach coordinators* abstract, Annual Meeting of APHA, Atlanta, GA.
- Figg, M. & Newman, J. (2000). Covering Kids in Florida, Exhibit, National Covering Second Annual Meeting, Sponsored by The Robert Wood Johnson Foundation, Nashville, TN.
- Figg, M., Gorzka, P & Newman, J. (2000) *Two Years Apart is Baby Smart*, Poster, Head Start's Fifth National Research Conference, Developmental and Contextual Transitions of Children and Families, Washington, D.C.
- Figg, M., Gorzka, P & Newman, J. (2000) *Two Years Apart is Baby Smart*, Poster, Public Health Week, University of South Florida College of Public Health.
- Figg, M., Gorzka, P. & Newman, J. (1999) *Two Years Apart is Baby Smart*, Poster, Florida Perinatal Association/Partners Sharing Solutions Conference, University of South Florida's College of Public Health, Orlando, FL.
- Hyde, J. & Newman, J. (1997). *Shared Services Network Resource Center: How the Resource Centers electronic data resource bank can help you in your collaborative activities*, Presentation, Building Bridges: Florida Department of Education Bureau of Instructional Support and Community Services, Palm Coast, FL.