

EDWARD WOODS III

◆ Grand Ledge, MI 48837 ◆

CAREER SUMMARY

- ◆ Seasoned, knowledgeable professional with 20+ years of experience in high-level communications and public relations leadership, departmental spokesperson, stakeholder management, writing, external and internal communications and outreach, strategic collaborations, media engagement in each Michigan media market, and diversity and inclusion. Brings a record of accomplishments in communications and outreach across the State of Michigan.

AREAS OF EXPERTISE

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|--------------------------------|-------------------------------|-----------------------|
| ◆ Public Information Campaigns | ◆ Messaging | ◆ Public Speaking |
| ◆ Media Coaching | ◆ Board Facilitation | ◆ Convener |
| ◆ Press Releases | ◆ Media Relations | ◆ Follow-up |
| ◆ Outreach and Engagement | ◆ Interpersonal Relationships | ◆ Contract Management |

SELECTED ACHIEVEMENTS

- ◆ Led and transformed the Office of Communications for the Michigan Department of Human Services (10,000 plus employees) and the Michigan Department of Management and Budget (500 plus employees) from being reactive to proactive.
- ◆ Facilitated the process to address civic engagement, social injustice, healthcare, opioid epidemic, budget, education, and identify legislative priorities for the annual Legislative and Public Policy conference for associations in working with Democrats, Independents, and Republicans.
- ◆ Transformed the Safety Patrol Picnic from a recognition event to a career education and recruitment event for student safeties in Mid-Michigan to address future labor shortages in safety.
- ◆ Served as a departmental or organizational spokesperson for more than 20 years.
- ◆ Recognized as a transparent, innovative, inspirational, and inclusive leader.

PROFESSIONAL EXPERIENCE

LANSING AREA SAFETY COUNCIL — Lansing, MI

Executive Director, 2018 – Present

- ◆ Increase awareness and brand of the Lansing Area Safety Council through developing and executing a communication plan, collaborating with communication consultants, promoting programs, forming partnerships to reduce traffic injuries and deaths because of drug overdoses, and addressing safety issues for vulnerable adults and children.
- ◆ Raise funds and generate sponsorships to cover costs of new (Safety Ambassador Program) and existing safety programs.
- ◆ Transform the board from a passive to an active and collaborative board through transparent reports, task forces, and engagement.
- ◆ Serve as the spokesperson for the organization.
- ◆ Increased attendance by 20 percent for the Safety Patrol Picnic in Mid-Michigan by adding an interactive and engaging career education that related core subjects taught in school to safety jobs.
- ◆ Conducted an organizational assessment that led to a Policies and Procedures manual, Personnel manual, Capital Improvement Plan, and cost reduction measures.

MICHIGAN ASSOCIATION OF SOCIETY EXECUTIVES — MI

Director of Learning and Leadership Experiences, 2012 – 2017

- ◆ Managed the professional development and networking opportunities through member engagement, which led to effective education and training programs to meet the needs of members.
- ◆ Raised stakeholder investment by 10 percent for annual conventions by implementing focus groups, recognition programs, and semi-annual stakeholder meetings. This saved registration \$340.
- ◆ Evaluated requests for proposal and negotiated contracts to maximize networking, development, and leadership for executives, professionals, and suppliers.
- ◆ Created efficiencies and opportunities for vendors to meet their targeted audiences.
- ◆ Developed solutions for civic engagement, structural racism, social injustice, education, opioid epidemic issues, and public policy, through the annual legislative and public policy conference.
- ◆ Increased sponsorship bundling program by 100 percent by revamping and improving processes.

MICHIGAN DEPARTMENT OF HUMAN SERVICES — Lansing, MI**Office of the Contact Center Director, 2008 – 2012**

- ◆ Analyzed current operations to implement efficiencies and improvements, obtaining between \$900k and \$1M in monthly departmental savings, and centralizing closeout of duplicative cases.
- ◆ Implemented employee recognition programs that facilitated employees to achieve 100 percent of their performance measures within one year.
- ◆ Coordinated with training department to document best practices for employee engagement and productivity, and development of a training manual.

Office of Communications Director, 2008 – 2012

- ◆ Led public policy campaigns raising awareness of services for vulnerable children, adults, and families, and branding the organization as responsible and effective.
- ◆ Reorganized the Office of Communications into a proactive office by aligning goals, coaching interpersonal relationships, establishing partnerships, and optimizing technology.
- ◆ Established and maintained positive professional relationships with each media market in Michigan, increasing effectiveness and efficiency through the use of social media and technology.
- ◆ Increased department's social media presence through Facebook, Twitter, Flickr, YouTube, Director's Blog, and the first state department in developing a mobile application.
- ◆ Served as departmental spokesperson and increased internal communications by 60%.

MICHIGAN DEPARTMENT OF MANAGEMENT AND BUDGET — Lansing, MI**Director of Communications, 2005 – 2008**

- ◆ Directed and led the Buy Michigan First statewide campaign. This led to Michigan businesses obtaining 98 percent of state contracts.
- ◆ Organized the state's first Public Purchasing Conference responding to the Affirmative Action Initiative to provide clarity for contracting with state government.
- ◆ Served as departmental spokesperson and increased internal communications by 31%.
- ◆ Created the first annual report highlighting departmental savings and initiatives.
- ◆ Presented communication workshops and provided coaching on communication skills.

MICHIGAN WORKS BERRIEN-CASS VAN BUREN — Benton Harbor, MI**Operations Manager, 1998 – 2005**

- ◆ Provided senior level leadership and direction for five One-Stop Centers in delivering customer friendly federal/state workforce development programs, including Veteran program through multiple grantees and partners.
- ◆ Collaborated with education and business stakeholders to highlight career awareness and emerging high wage paying jobs for secondary students.
- ◆ Advocated public policy initiatives to sustain workforce development programs at the executive and legislative levels to federal and state officials.
- ◆ Increased internal morale and external positioning through Customer Service Awards, events, internal communications, and monthly team-building activities.
- ◆ Served as organizational spokesperson and led the communications and public relations efforts.

AWARDS AND LEADERSHIP ACTIVITIES

- ◆ Platinum Diversity Award of Excellence, Michigan Department of Human Services
- ◆ Distinguished Service Award for Dedicated Service to Migrant and Seasonal Farmworkers
- ◆ California State Assembly for conscience and social justice
- ◆ MLK Inaugural Legacy of Leadership Award, Andrews University
- ◆ Executive Producer and Co-host (10 Years), weekly Southwest MI community affairs radio program
- ◆ Recognition for mentorship in Benton Harbor Area Schools, Lakeshore Public Schools, Lansing Public Schools, St. Joseph Public Schools and Junior Achievement.
- ◆ Trained mediator, facilitator, and strategic planner
- ◆ Outstanding Trustee Service Award, Lake Michigan College and Oakwood University
- ◆ Twin Cities (Benton Harbor-St. Joseph, MI) All-American Hall of Fame
- ◆ United States Congressional Resolution, service to Lansing Community College
- ◆ Fellow, Princeton Theological Seminary

EDUCATION

MASTER IN PUBLIC ADMINISTRATION

Western Michigan University, Kalamazoo, MI

BACHELOR OF ARTS

Oakwood University, Huntsville, AL

October 26, 2020

Dear Michigan Independent Citizens Redistricting Commission,

I appreciate the opportunity to apply for the Communications and Outreach Director position with the Michigan Independent Citizens Redistricting Commission.

As a public servant and volunteer, I work well with diverse teams in carrying out complex projects and issues with overlapping, competing, or evolving priorities. These complex projects include Buy Michigan First (increasing contracts with Michigan businesses), Public Purchasing Conference (impact of the Affirmative Action Initiative on public contracting), Poverty Summit (statewide conference to address poverty), Annual Conventions and Events (Michigan's association industry and national convention on conscience and justice), Safety Patrol Picnic (education and celebration event for student safeties), and the Everyone Counts, Everyone Matters (Census and voter education) conference theme during the midst of COVID-19.

My experience working at the local, regional, and state governments exposed me to political and social controversial topics and environments impacting communities of interest, public policy, public safety, assistance programs, child welfare, and passionate working environments. As a departmental spokesperson, this experience exposed me to various constituency-based media sources for diverse racial and ethnic communities and stakeholders across Michigan for more than 20 years.

In my various senior-level communication roles, I collaborated with staff and/or media consultants to run public information campaigns focusing on poverty, myths about poverty, how to do business with the State of Michigan, etc. This included partnering with stakeholders (community-based organizations, associations, local and civic leaders), identifying people impacted for testimonials, and securing media interviews and/or Editorial Board meetings in each media market in Michigan. Based on my positive relationships, it was not unusual for the press to call me on a slow news day for a story or provide background for an upcoming story.

I am familiar with the Open Meetings Act, Freedom of Information Act, and communities of interest as defined in Article VI, Section 13c in Michigan's Constitution.

It would be an honor to collaborate with the Michigan Independent Citizens Redistricting Commission to ensure integrity and inclusion in redistricting. If you have any questions or need additional information, please call me at [REDACTED]

Sincerely,

Edward Woods III

[REDACTED]
Grand Ledge, MI 48837

Cell: [REDACTED]

Email: [REDACTED]

SUPPLEMENTAL QUESTIONS

1. I possess 10 or more years of professional experiences in communications, public relations, and media relations.
2. My experience working at an executive level capacity includes Operations Manager for Michigan Works Berrien-Cass-Van Buren, Director of Communications for the Michigan Department of Management and Budget, Office of Communications Director for the Michigan Department of Human Services, Director of Learning and Leadership Experiences for Michigan Society of Association Executives, and the Executive Director for the Lansing Area Safety Council.

Through these diverse leadership and learning experiences, I recognized the benefits and necessity to build trust and engagement through interpersonal relationships. At the state, I made it my business to introduce myself and obtain feedback regarding the communications department. This led to better collaboration, availability, and department success.

In summary, I would describe my executive leadership experience as one that builds strong interpersonal relationships, collaborates to produce positive results, and then identifies specific contributions for the team's success.

3. As a collaborative and inclusive leader, my approach to communication strategy and development involves the following steps.
 - a. Understand and ensure clarity regarding the scope of work.
 - b. Brainstorm with my team or assemble an internal team regarding various approaches to the scope of work.
 - c. Identify traditional and nontraditional external stakeholders.
 - d. Form a diverse, inclusive, and engaging Task force for communication strategy and development.
 - e. Facilitate and follow-up in developing consensus for community strategy and development.
 - f. Execute the community strategy and development and adapt, if necessary, in consultation with the Task Force.
 - g. Assess and celebrate with the Task Force the successful communication strategy and development

I used this approach for communication strategy and development successfully for the statewide Buy Michigan First Campaign, statewide Poverty Summit, annual legislative and public policy conferences, and annual conventions/events.

In my current position, I am using this approach for the Safety Patrol Picnic and creating a YouTube channel for online learning and promotion of safety tips.

4. I possess 10 or more years of experience in developing strategic communications and outreach programs, including for diverse set of stakeholders and constituencies.
5. Through interpersonal relationships and networking, I continue to build diverse experiences with community level engagement, outreach, and education.

For the statewide Poverty Summit, I organized a statewide database based upon regions of community partners and individuals. This led to an electronic newsletter that focused on regions, regions knowing the community partners and individuals that were interested in addressing poverty, and continual engagement after the Poverty Summit.

Through my professional development experience, I know how to reach adult learners through education that includes two or more learning styles. Learning styles include visual, auditory, kinesthetic, and conceptual in creating training programs

In my present position, I am using the Safety Patrol Picnic as an outreach mechanism to identify past participants to assist as volunteers.