

County Council of Howard County, Maryland

2021 Legislative Session

Legislative day # 15

RESOLUTION NO. 136 - 2021

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the appointment of Kellie Rowden-Racette, to the Commission for Transitioning Students with Disabilities.

Introduced and read first time on Sept 8, 2021.

By order Michelle Harrod
Michelle Harrod, Administrator to the County Council

Read for a second time and a public hearing held on Sept 20, 2021.

By order Michelle Harrod
Michelle Harrod, Administrator to the County Council

This Resolution was read the third time and was Adopted Adopted with amendments __, Failed __, Withdrawn __ by the County Council on October 4, 2021.

Certified by Michelle Harrod
Michelle Harrod, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. ~~Strike-out~~ indicates material deleted by amendment; Underlining indicates material added by amendment.

Kellie S. Rowden-Racette

A diverse communications professional and storyteller with more than 20 years of experience working with diverse organizations to deliver compelling narratives and effective messaging to their audiences. Extensive experience in social media, digital communications as well as publishing, writing and editing. Skills include WordPress, Sprout Social, Google Analytics and Adobe Creative Suite, and video editing.

Experience

Senior Public Affairs Specialist, Department of Homeland Security, Office of the Inspector General (January 2021- present)

- Developed and implemented a digital content strategy to reach internal and external audiences to better amplify the work of the IG's office. Created social media videos to help disseminate the impact of the office's work. The messages were some of the most successful social messaging over the course of one year.
- Create and publish a monthly internal digital newsletter to better inform our internal audiences of the reports and audits coming from our office.
- Serve as the communication liaison for the Pandemic Response Action Committee for DHS OIG. Facilitate information sharing between the committee and the Inspector General to help formulate best practices.

Social Media Manager, American Speech-Language Hearing Association (May 2014- January 2021)

- Managed Facebook, Twitter, LinkedIn, Instagram, and Pinterest accounts for an association with 200,000+ members.
- Developed and revised social media strategy every six months to reflect changes within the platforms and association's goals.
- Wrote and published posts, monitored engagement and analytics as well as responded to queries and managed communities on all social platforms.
- Worked closely with internal stakeholders to create effective social messages and advocacy campaigns to resonate with the association's increasingly diverse audience. Worked closely with digital content producers to create engaging and targeted messages.

- Developed and managed social content calendars for multiple stakeholders and audiences.
- Curated and produced content in a variety of formats, including graphics, stories and video for all platforms.
- Provided on-site promotion of association events and conferences on social media to increase engagement of current attendees and grow future attendance.
- Led 24 internal social media liaisons to deliver the association message using creative and best practices. Sent out weekly training tips, analytics and directives to ensure effective messaging.
- Spearheaded the creation of an external social influencer group to extend communication opportunities between the association and its members. Worked closely with group to further ASHA's social messaging.
- Created the association's Instagram account and grew it to an audience of 41,000+ in four years; increased Facebook audience by 150 percent over the past five years.
- Developed an association-wide workflow for social media message requests that ensures quality, consistency and adherence to the association's social media strategy and branding.

Print and Online Editor, The ASHA Leader (May 2009-2014)

Print editorial: Wrote and edited features, columns, and profiles for monthly magazine for members of the association. Coordinated with authors and internal subject matter experts for reviews and revisions. Attended and reported on annual ASHA Schools Conference and coordinated editorial packages for annual autism and school-based issues.

- Collaborated with internal departments and publication team members to redesign and launch an updated version of the ASHA Leader.
- Authored feature articles for magazine, delivering information on timely speech-language pathology and audiology-related topics for members.
- Created the "Limelight" column for the ASHA leader, highlighting the careers, ideas and accomplishments of ASHA members.

Online editorial: Edited and wrote online-only articles for the ASHA Leader Online; identified and coordinated with outside bloggers for association blog and edited their blog submissions. Posted blogs using WordPress.

- Worked with team to guide website redesign, creating a responsive design site to improve user experience on both desktop and mobile devices.
- Improved quality and consistency of online content and promoted crossover communication between print and online versions of ASHA Leader, contributing to a 70 percent increase in online traffic.
- Wrote and posted monthly social media messaging (Facebook, Twitter, Google+ and Pinterest) for ASHA Leader using Sprout Social.

Associate Editor, CMP Medica LLP [Aug. 2008 – May 2009]

- Wrote feature articles for monthly journal, Physicians Practice, addressing practice management needs for physicians and practice administrators.
- Created and edited a monthly e-newsletter for Physicians Practice's website and targeted online audiences. Updated web pages to ensure current content.
- Produced content and identified editorial opportunities for Physicians Practice's social media presence. Created and managed the Physicians Practice Twitter account.

Senior Editor, Military Officer Magazine [Feb. 2000-Nov. 2004]

- Launched the award-winning quarterly magazine, Today's Officer, targeting second-career military officers. Coordinated and oversaw editorial content, design and strategy. Today's Officer received an APEX award of excellence for new magazines and journals.
- Edited feature-length articles and monthly columns for Military Officer Magazine, and award-winning magazine aimed at retired officers of the seven uniformed services. Received an APEX award for feature writing.
- Commissioned freelance authors for feature articles for both publications. Worked with internal departments and membership base for information and interviews.

Education

M.S. Journalism, Boston University (January 2000)

B.S. Communications, University of Illinois (May 1991)

References available upon request.