

CITY OF HIGH POINT AGENDA ITEM



Title: Appointment – Human Relations Commission

From: City Clerk's Office

Meeting Date: March 21, 2022

Public Hearing: N/A

**Advertising Date /
Advertised By:** N/A

Attachments: Application/Resume
Royland "Rodd" Smith

PURPOSE:

To confirm the appointment of Rodd Smith to the Human Relations Commission.

BACKGROUND:

Mayor Pro Tem Monica Peters is requesting the appointment of Rodd Smith as her Ward 3 appointee on the Human Relations Commission. Mr. Smith will be filling the unexpired term of Shazia Iqbal who no longer wishes to serve. Mr. Smith's appointment will be effective immediately and will expire on November 1, 2022.

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTION REQUESTED:

Council is requested to confirm the appointment of Rodd Smith to the Human Relations Commission; appointment to be effective immediately and will expire November 1, 2022.

Profile

Royland "Rodd"

First Name

Smith

Last Name

roddsmith@live.com

Email Address

801 Hopewell St

Street Address

Suite or Apt

High Point

City

NC

State

27263

Postal Code

Mobile: (336) 862-5251

Primary Phone

Alternate Phone

United Way of Forsyth County

Employer

Which Boards would you like to apply for?

Human Relations Commission: Submitted

Ward you reside in?

3

Interests & Experiences

Please list any work, volunteer, and/or educational experience that you would like us to consider in the review of your application.

Rodd Smith is currently the director of Place Based Initiatives at United Way of Forsyth County and has been in this role for the past 3 years. In this capacity he serves alongside a resident-led council to curate an investment model that advances community informed solutions to address community identified issues. Immediately prior to joining United Way of Forsyth County, Mr. Smith was the Assistant Health Director / Director of Population Health in Mecklenburg County. Prior to his role in Mecklenburg County, for more than 15 years, Rodd served the people of Forsyth County at the Forsyth County Department of Public Health as the Director of Coalitions and Community Engagement and as the Director of the Forsyth County Infant Mortality Reduction Coalition. Mr. Smith's work history also includes foundational development of the nationally acclaimed Wise Guys program in Guilford County, a best practice male responsibility program and curriculum. Mr. Smith is a graduate with honors of the University of North Carolina at Greensboro with a Bachelor of Science in Public Health Education and a concentration in Community Engagement. Rodd is the proud and loving custodial uncle of his 14 year-old niece and dog dad to Rome, his 2 year old Cojack (Corgi and Jack Russel Terrier mix). This small family has called Springbrook Meadows in High Point's 3rd ward home for the past 13 years. Rodd is very active in his neighborhood association where he currently serves as the vice president.

[R_Smith_Resume.pdf](#)

Upload a Resume

Have you participated in Leadership High Point?

Yes No

If yes, please list the year in which you participated in Leadership High Point:

Gender

Male

Rodd SMITH

801 Hopewell Street
High Point, NC 27263

336-862-5251
roddsmith@live.com

Health and human service professional with a specific skill set designed to envision, organize and provide leadership for projects and people; research and advocate for the implementation of evidence based and data informed practices in the provision of services; and cultivate cross-sectoral and intentional partnerships to address and remediate community identified issues and concerns.

EXPERIENCE

November 2018 - present; Director - Place Based Initiatives

United Way of Forsyth County, Winston-Salem, NC

Provide leadership to agency's Place Based Initiative, to include managing the investment realized in,

- Developing and curating goals, indicators and outputs for United Way's community investments
- Convening and providing leadership to a resident / neighborhood based advisory council
- Convening and providing direction to a board committee
- Providing consultation, evaluative, and technical assistance to funded and potentially funded program partners to also include contractual partnerships
- Developing "story-telling" for the investment, the community served, funded partners for use in marketing and resource development activities
- Supervising the work of a Faith Based Engagement Coordinator

2018; Assistant Health Director; Population Health Division

Mecklenburg County Health Department, Charlotte, NC

- Provide leadership on the day-to-day operations of the Population Health Division
- Lead the Community Health Assessment process, engaging health department staff and community partners, to determine health priorities for the County.
- Collect and evaluate data to ensure consistency and excellence in public health services.
- Maintain and develop a culture of excellent customer service for Population Health, stakeholders including patients, clients and community partners.
- Engage with diverse stakeholders such as individual citizens, community groups, County Board of Commissioners, employees, regional, state and federal authorities to leverage County opportunities and mitigate challenges.
- Develop and maintain critical partnerships and advocacy with the community by engaging non-profit organizations, church and civil groups, advocates and health care organizations to prioritize health initiatives.
- Analyze and solve problems to meet organizational and regulatory standards.
- Create and apply performance metrics that objectively measure division performance against mission critical goals.
- Advocate for services of the agency to regulatory bodies and programmatic partners.
- Develop, manage, and coordinate a budget that consists of funds from multiple sources.
- Networks with peers in neighboring communities, the state and public to benchmark the organization, identify best practices and leverages resources.

2014-2018; Director - Coalitions and Community Engagement

Forsyth County Health Department, Winston-Salem, NC

- Lead the Coalitions and Community Engagement section and to facilitate a number of community-based health initiatives. The position includes planning, organizing, coordinating, implementation and evaluation of the Healthy Community Coalition, the Forsyth County Infant Mortality Reduction Coalition, and supervising the Healthy Community Store Network (a community group of small store owners and managers working to eliminate food insecurity), and the Forsyth County Tobacco Prevention Advisory Board.
- Provide strategic direction for the department's efforts related to tobacco-free environments, food access / food security, HIV testing and outreach, and maternal and child health.
- Coordinate the development and evaluation of Community Health Action Plans as mandated by the NC Dept of Health and Human Services.
- Manage reporting and acquisition of local and state program grants.
- Lead Quality Improvement Council and QI efforts for the department.

2002 - 2014; Health Education Supervisor - NC Baby Love Plus

Forsyth County Health Department, Winston Salem, NC

- Function as Supervisor of the day to day activities of a Community Health Advocate staff, Transportation Aide staff, and a Bilingual Maternal and Child Health Educator Assist alongside section and division staff in the recruitment, assessment, and selection of staff
- Evaluate staff performance
- Assess, modify and redirect staff outreach and community education assignments and areas of focus
- Monitor and provide for staff professional development
- Plan, develop, and submit budget requests, monitor program budget (\$250k)
- Provide presentations to immediate staff and local community agencies and groups in regards to the Healthy Start / Baby Love Plus program and its goal of improvement of maternal and child health, Forsyth County Department of Public Health services, and health and social service agencies in the community
- Mobilize community stakeholders to engage in collaborative efforts to improve maternal and infant health
- Serve as liaison to the Triad Healthy Start Baby Love Plus Regional Consortium

2001-2002; Public Health Education Specialist / Adolescent Pregnancy Prevention Coordinator

Montgomery County Health Department, Troy, NC

- Responsible for the management of State Adolescent Pregnancy Prevention Project grant (\$50k+)
- Coordinated and implemented "Teen Outreach Program" and "Healthful Living" curriculum in County schools.
- Oriented, trained, and supervised volunteers and interns
- Coordinated County "Great American Smokeout", "Let's Talk Month", and Public Health Month activities
- Grant writing and reporting

1998 - 2001; Male Responsibility Educator / Trainer - Wise Guys Program

Family Life Council of Greater Greensboro, Inc., Greensboro, NC

- Implemented Wise Guys curriculum in schools and community settings
- Coordinated the development of professional training focusing on program development and replication; trained professionals nationwide in program replication
- Grant writing and reporting, coordinated office and community fundraising efforts
- Authored “HIV / AIDS and other STDs” and “Abstinence and Contraception” chapters of “Wise Guys Level II” curriculum

EDUCATION

Public Health, Concentration in Community Health Education Bachelors of Science;

Honors - Summa Cum Laude

1993-1997 University of North Carolina at Greensboro