
Profile**Which Boards would you like to apply for?**

Board of Adjustment: Submitted
Council on Fitness and Health: Submitted
Human Services Board: Submitted
Open Space and Parks Advisory Committee: Submitted

Please select your first Board preference: *

☒ Board of Adjustment

Please select your second Board preference: *

☒ Human Services Board

Please select your third Board preference: *

☒ Population Health Task Force

Please select your fourth Board preference: *

☒ None Selected

Please select your fifth Board preference: *

☒ None Selected

Please select your sixth Board preference: *

☒ None Selected

Sheree

First Name

L

Middle Initial

Vodicka

Last Name

1205 Greystone Park Drive

Street Address

Suite or Apt

Raleigh

City

NC

State

27615

Postal Code

What district do you live in?

☒ District 7

Home: (919) 601-0303

Primary Phone

Home: (919) 582-9315

Alternate Phone

shereevodicka@gmail.com

Email Address

YMCA of the Triangle Area

Employer

Chief Executive Officer, NC
Alliance of YMCAs

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I want to give back to my community in civil service.

Work Experience

Chief Executive Officer ~ NC Alliance of YMCAs~ YMCA of the Triangle Area~ Inc.~ Raleigh~ NC; May 2013 to present Ç Successfully led a two-year~ Robert Wood Johnson Foundation funded childhood obesity prevention initiative called Statewide Pioneering He...

Volunteer Experience

Wake County Council on Fitness and Health Recycling Block Leader NC Dietetic Association - President Raleigh District Dietetic Association - President Dietitians in Business & Communications - Education Chair...

Education

Certificate in Nonprofit Management~ Duke University~ September 2014. Master of Arts in Mass Communication~ May 2001 University of North Carolina at Chapel Hill~ School of Journalism and Mass Communication~ Chapel Hill~ NC; public relations and h...

Comments

Very well versed in the health aspects of planning and design of communities through continuing education offered by the Centers for Disease Control and other national organizations....

[VODICKASHEREEFemale06-27-1963_Sheree_Vodicka_Resume_2015.doc](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Current Wake County Volunteer

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners which are found at the link below.

<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

Sherée Thaxton Vodicka, MA, RDN, LDN

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1205 Greystone Park Dr.
Raleigh, NC
919.601.0303

Key Qualifications

- Registered Dietitian with more than 24 years experience in health promotion, disease prevention
- Master's Degree in Mass Communication with emphasis in public relations and health communication
- 9 years experience in public health, specializing in policy, systems and environment change for obesity prevention
- Excellent written and verbal skills with the ability to adapt messaging to diverse audiences
- Experience building state and local-level coalitions; former President of a professional association
- Outgoing, ambitious and inspirational leader who gets things done by tailoring approaches to people and situations

Relevant Experience

Executive Director, NC Alliance of YMCAs, YMCA of the Triangle Area, Inc., Raleigh, NC; May 2013 to present

- Successfully led a two-year, Robert Wood Johnson Foundation funded childhood obesity prevention initiative called Statewide Pioneering Healthier Communities, which resulted in two state-level public policy changes that will potentially impact hundreds of thousands of families by increasing their access to places to be physically active.
- Built the capacity of the NC's YMCA leaders to advocate on behalf of public policy that supports the YMCA Mission and Cause.
- Effectively managed the aforementioned RWJF grant, exceeding grant deliverables in a viable and financially sound manner.
- Built and enhanced collaborations among other statewide organizations by creating a state-level leadership team, made up of members from a variety of organizations and state agencies.
- Developed, managed, and monitored the NC Alliance of YMCAs operating budget, exceeding budget targets and creating a five-year pro-forma budget for Alliance sustainability.
- Effectively planned, executed and evaluated meetings such as the Alliance Annual Meeting and State Advocacy Days.
- Directed all public relations, marketing and social media efforts for the NC Alliance of YMCAs.
- Prepared statistical, analytical and narrative reports regarding programs and operations of the Alliance.
- Wrote grants, raising more than \$410K in funding to support sustainability and advocacy work.

Director, Advocates for Health in Action/Community Health Specialist, WakeMed Health & Hospitals, Raleigh, NC; April 2012 to May 2013.

- Lead 60-plus member coalition to achieve its stated mission and meet funded grant objectives that support policy, systems and environment change for obesity prevention in Wake County.
- Manage a \$175,000 annual operating budget and .85 FTE Project Coordinator.
- Manage three grants, meeting established deliverables within or below budget. Secured an additional \$62K in funding from the US Department of Agriculture for local farmers' markets.
- Build and enhance partnerships and collaborations with local policy makers and between organizations to catalyze community change.
- Implement AHA's Communications Plan by writing, public speaking, and engaging regularly in blogging and social media, exceeding plan objectives for awareness of AHA and its mission.

- Led Executive Committee through a Strategic Planning process.

Communications Manager, Physical Activity and Nutrition Branch, NC Division of Public Health, Department of Health and Human Services, Raleigh, NC; February 2004 to March 2012.

- Managed \$2.2 million budget, two ad agency contracts, four staff communications specialists and one administrative assistant to achieve program objectives.
- Planned, implemented and continuously evaluated a comprehensive, integrated marketing communications plan for CDC-funded statewide obesity prevention program achieving greater awareness and successfully changing the way the media covers the obesity issue.
- Monitored and tracked news media and social media using tools such as Google Alerts, RSS feeds.
- Conducted consumer market research and oversaw development of social marketing interventions for a variety of target audiences, achieving established objectives.
- Served as co-author and lead editor of four CDC grant applications, resulting in nearly \$10 million in awards to the Branch for obesity prevention over a six year period.
- Wrote press releases, filmed and edited video and pitched story ideas to journalists, working through the Public Affairs office to build relationships with the media.
- Served as lead for the Branch in Strategic Planning, conducting environmental scans, facilitating planning and maintaining updates to the plan annually. Co-authored the Branch's sustainability plan.
- Managed the content and maintenance of six Web sites; monitored usage using Google Analytics; collaborated with Web master to optimize search engine results.

Program Coordinator/Nutrition Communicator, Southeast United Dairy Industry Association, Inc., Raleigh, NC, 2001 – 2004

- Planned and implemented cost-effective dairy marketing and nutrition programs in support of the industry marketing plan in two major media markets in North Carolina. Consistently met or achieved annual print, broadcast and public relations strategy goals.
- Established and maintained relationships with media and other key thought leaders and third-party spokespersons in assigned markets, and successfully implemented twice-yearly media tour.
- Built NC Action for Healthy Kids state team from the ground up, recruiting partners, facilitating formation of an effective team, and leading the organization's initial planning and growth.
- Maintained level of knowledge of dairy industry issues, information and trends related to marketing plan implementation that could affect dairy product perception and consumption.

Other Work Experience

Community Relations Coordinator, Department of University Relations, University of North Carolina at Chapel Hill, Chapel Hill, NC, 2000 – 2001 (part-time as graduate student)

Production Coordinator and Staff Writer *The Triangle Lifestyle Magazine*, Raleigh, NC, 2000 (part time as graduate student)

Research Associate, Department of Health Promotion and Disease Prevention, University of North Carolina at Chapel Hill, Chapel Hill, NC, 1999 (part time as graduate student)

Cardiac Rehab Dietitian, Raleigh Community Hospital, Raleigh, NC 1999 (part-time)

Sales Representative, Norwest (Wells Fargo) Mortgage, Raleigh, NC, 1998 – 1999

Fitness Co-Director and Nutritionist, North Ridge Country Club, Raleigh, NC, 1993 – 1997

Patient Services Manager, Marriott Corporation, Durham, NC, 1992 – 1993

Senior Dietitian, The Ohio State University Hospitals, Columbus, OH, 1990 – 1992

Clinical Dietitian, Venice Hospital, Venice, FL, 1988 – 1990

Education

Certificate in Nonprofit Management, September 2014.

Duke University Continuing Studies Nonprofit Management Certificate Program.

Master of Arts in Mass Communication, May 2001

University of North Carolina at Chapel Hill, School of Journalism & Mass Communication, Chapel Hill, NC; public relations and health communication focus. Park Scholar 2000 – 2001.

Managerial leadership, marketing and adult education graduate work, September 1990 – May 1991

The Ohio State University, College of Allied Medical Professions, Columbus, OH

Bachelor of Science in Dietetics with High Distinction, May 1988

University of Kentucky, College of Human Environmental Sciences, Lexington, KY

Recent Honors

Member of the Year, North Carolina Dietetic Association, 2005

Professional Memberships and Leadership

American Dietetic Association member since 1988

North Carolina Dietetic Association, **President** 2008-2009; Communications Chair 2009-2010

Raleigh District Dietetic Association Board of Directors, 1995-2008; **President** 1999-2000

Dietitians in Business and Communications Dietetics Practice Group member since 2004; Education Chair 2012-13; Education Co-Chair 2011-2012.

Nutrition Entrepreneurs Dietetics Practice Group member since 2007

Additional Skills

- **Basic documentary filmmaking;** 2011 graduate of **Multimedia Bootcamp**, UNC Chapel Hill School of Journalism and Mass Communication.
- **Focus group facilitation and qualitative analysis.** 2006 graduate of Social Marketing Field School, University of South Florida.
- **Proficient** with MS Office (Word, Power Point, Excel) and Mac OS & software; experience with HTML, Final Cut Pro, Flash; social media savvy.

Credentials

Registered Dietitian Nutritionist by the American Dietetic Association Commission on Dietetic Registration

Licensed Dietitian/Nutritionist by the State of North Carolina Board of Dietetics and Nutrition

References

1. *Sig Hutchinson, President, Sig Hutchinson Communications, LLC. 919-325-3815. sig@sighutchinson.com*
2. *Cathy Thomas, M.Ed., Branch Head, Physical Activity and Nutrition Branch, NC Division of Public Health. 919-707-5216. Cathy.thomas@ddhs.nc.gov*
3. *Dr. David Gardner, Executive Director, NC Center for Health and Wellness at UNC Asheville. 828-258-7710. dgardner@unca.edu*
4. *Janice Sommers, Clinical Assistant Professor, UNC at Chapel Hill. 919-966-3374. Janice_sommers@unc.edu.*
5. *Andi Curtis, Manager, Government Affairs, WakeMed Health & Hospitals. 919-350-7590. acurtis@wakemed.org*