

Jermaine Reed

Place of residency: City of Milwaukee

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PROFESSIONAL & COMMUNITY SERVICE PROFILE

Visionary Child Welfare and Family advocate experienced at leading Children and Family Care agencies leading up to 40 employees across multiple counties and cities in Southeastern Wisconsin. Demonstrated success providing services to over 7,000 children and families with elevated proficiency in implementing proactive and culturally inclusive policies and services; engaging the community and building consensus; communicating clearly with the media; and serving as a catalyst for change while driving foster care, family unification and adoptive transformation initiatives.

ADVOCACY KEY ACCOMPLISHMENTS

Panel Moderator and Advocate

SaintA's Forum on Race and Trauma

Moderated "Community Gathering on Race and Trauma" where there were over 1,400 local and national experts and professionals participated in learning about effective ways to heal the injuries caused by racism in child welfare.

Steering Committee Member

Fostering Futures

Partnered with industry leaders who shared a common vision to prevent and reduce childhood trauma while working to improve the health and well-being of Wisconsin's children and their families. Accomplishments:

- Contributed to educating the First Lady of Wisconsin about the foster care system and the prevalence of historical and ongoing trauma experienced by members and service providers in that in Wisconsin communities.
- Formed a pilot project in three representative Wisconsin communities to translate trauma-informed science into practice including Harambee and Menomonee.
- Developed and disseminated the Fostering Futures Blueprint to improve the health and care of children at risk for experiencing trauma/Adverse Childhood Experiences (ACE).
- Educated child welfare consumers and community stakeholders about ACE and trauma-informed care (TIC).
- Promoted bi-directional learning and evaluated pilot communities' experiences to integrate lessons learned into strategy.
- Conducted Impact Survey with pilot and comparison communities to establish baseline for project outcomes.
- Conducted shared learning sessions with partners from the pilot communities and members of the Policy Advisory Council.
 - Developed and launched broad educational campaign about ACE in the three pilot communities.

Co-Founder African Americans United for Inclusive Child Welfare Reform

Accomplishments:

- Conducted extensive research on the overrepresentation of African-American children.
- Issued a position paper identifying core issues affecting the child welfare system in Milwaukee County as well as solutions for making the system more culturally inclusive and community-based.
- Served as the coalition's public spokesperson on community-related child welfare issues with the media.
- Met with former DCF Secretary Reggie Bicha, and Administrator Cyrus Behroozi as well as Rep. Tamara Grigsby, Assembly Committee on Children and Families Chair, and Sen. Bob Jauch, Senate Committee on Children and Families and Workforce Development Chair, and Sen. Taylor about focused strategies on improving child welfare outcomes for children and families of color progressing the worst in Wisconsin's out-of-home care system.

Core Team Member/Workgroup Facilitator**Governor's Summit**

Accomplishments:

- Assisted Governor Jim Doyle and the Department of Children and Families efforts to plan and identify the goals of the 2009 governor's summit, "Building Bridges to Family Economic Success"
- Facilitated workgroup for "Family Support" focus area to build framework and identify ways to strengthen and support families.
 - ❖ Enhancing parents' ability to care for their children — Home visiting — Head Start — Parenting education
 - Improving access to resources and support services — Food security — Health and wellness
 - ❖ Reintegrating incarcerated parents — Pre-release prisoner assistance and family connection programs — Supported connections to the labor market — Post-release services and support
 - ❖ Engaging fathers in family life — Incentives for and assistance with meeting child support obligations — Fatherfocused resource delivery systems — Grass-roots efforts for fatherhood support.

PROFESSIONAL EMPLOYMENT HISTORY/KEY ACCOMPLISHMENT**Fresh Start Family Services**

Milwaukee, Wisconsin

September 2003 - Present

Fresh Start is one of Wisconsin's premier child placing agencies and shelter care facilities.

Executive Director *Leading 8 Treatment Foster Care Managers, 2 Shelter Care Facility managers and the FSFS Executive team.*
Reporting to the FSFS Board of Directors for 2.3M business.

- Partnered with the Wisconsin Department of Children & Families, the Div. of Milwaukee Child Protective Services (formerly BMCW), Wraparound Milwaukee, and other CBO's to create a culturally inclusive organization dedicated to improving child and family well-being.
- Leading a team of social service professionals through a culture and capability transformation in a dynamic business model that is enabling higher quality of service for children as well as their biological, adoptive and foster families during operational improvements.
- Facilitate the collaboration, partnering, training, and support of foster homes that provide a safe and nurturing environment for children in out-of-home placements.
- Directing the implementation of new consistent foot print wide general Employment Policies i.e. pay practices, leaves, progressive disciplinary standard, etc.
- Establishing public-private partnerships with a variety of child welfare-related institutions and national and local experts including the Div. of Milwaukee Child Protective Services, Wraparound Milwaukee, Children's Hospital, Department of Health and Human Services, SaintA, Milwaukee Police Department, Mayor's of Office of Violence Prevention, Child Trauma Academy, Milwaukee public and private Schools, Dr. Joy DeGruy, Dr. Jawaanza Kunjufu, Dr. Ramel Smith, Jane Elliott, and Dr. Ian Smith to provide needed foster care, mental health, educational, medical and AODA services to our clients.
- Recognized as one of the leading experts on Wisconsin's foster care system.
- Providing guidance in employee relations, staffing, organizational and program development, and strategic planning in order to ensure the organization is exceeding the needs of the community.
- Arranging and/or facilitating in-service trainings for clinical and other social services professionals.
- Developed, and currently piloting, strategic communication model that will ensure all FSFS employees are kept aware of local, state, and national child welfare issues and strategies.
- Verifying on regular basis that the licensure, certifications, and insurances for all clinical professionals.
- Organized and hosted the only child welfare conference in Wisconsin that focuses on the needs of Black and Brown children, youth and their families involved in the child welfare system, "Color of Child Welfare Conference" since August 2010 with 600 plus multi-disciplinary attendees per convening.

- Organized and hosted the first college and employment fair for youth in foster care that has now been duplicated.
- Organized the only community town hall meeting between DMCPs, Children's Hospital, SaintA and communities of color in 2017.
- Launched the only talk show on mainstream radio in the country that focused solely on the needs of foster and adoptive children and youth. Interviewed DPI Secretary Tony Evers to learn about partnership between DPI and DCF to help improve educational outcomes for children and youth in foster care.
- Driving an initiative to enhance FSFS by developing a comprehensive project plan to enhance/review Compensation & Benefits, Training and Development offerings, Communication effectiveness, Wellness participation, Employee R&R and organizational structure that will entice new talent and retain top talent.

Fresh Start Ujima House for Boys a Fresh Start Family Services Company Milwaukee, Wisconsin July 2016 - Present

Ujima House is an eight (8) bed, non-secure, facility licensed by the Department of Children and Families Services to serve boys between the ages of 12-17. This highly structured environment will provide residents with direct supervision and is staff secure.

Executive Director

Lead 12 Employees & 3 Direct Reports

- Developing, promoting, and implementing a comprehensive program for emotionally, mentally and medically fragile male youth between the ages of seven and seventeen who are on a CHIPS and/or JIPS order.
- Coordinating and attending therapeutic team meetings as well as individual and group therapy for residents.
- Introduced behavior management and crisis intervention techniques to help youth address emotional, psychological, and medical needs.
- Demonstrated practical knowledge of youth, teen, family, and community programming needs.
- Conceptualized and foresaw the implementation of dinners and conversations between "at-Promise" youth who are often referred to as "at-risk" and community leaders i.e. City Mayor, Chief of Police, Judges, Lawyers, Principals, elected officials, etc. to create an opportunity for positive dialogue and build healthy relationships.
- Engineered division compensation structure through job analysis.
- Spearheaded and Incorporated new processes to effectively administer Performance Management that created greater visibility to top talent, reduced attrition and provided a talent pool that was more prepared to meet clients' expectations.

Rise and Shine Morning Show

Milwaukee, Wisconsin

September 2016 - September 2018

Rise and Shine Morning Show was Milwaukee's most popular local urban morning talk show.

Urban Talk Show Host

Broadcast to 500,000 people interviewed over 200 community and national leaders.

- Successfully hosted the morning drive -time upbeat talk radio show at WNOV after the death of a local broadcasting legend.
- Expanded guests and audiences to include millennials, Latino, Whites, conservatives, liberals and independents to engage in meaningful balanced conversations and information sharing both locally and nationally.
- Improved radio station brand and scope by creating a comfortable platform for individuals to engage in contemporary and hard conversations i.e. religion, sexual abuse, child welfare, mental illness in communities of color, etc.
- Having gained public trust the show's host was often referred to as the "Voice" of Milwaukee's community,
- Rise and Shine Morning Show reached covered all of southeastern Wisconsin and parts of Illinois through radio

Interfaith Older Adult Programs

Milwaukee, Wisconsin

2001 - 2002

Interfaith Older Adult programs is provides life-changing services to Milwaukee-area seniors.

Senior Center Director

Lead 20 Employees 5 Direct Reports

Reported to the Executive Director

- Spearheaded and Incorporated new processes to effectively administer Performance Management that created greater visibility to top talent, reduced attrition and provided a talent pool that was more prepared to meet customers' expectations.
- Developing and enhancing relationships with the senior centers and their senior members.
- Overseeing programming and facilities for five multi-purpose senior centers including, educational and human service programming and activities.
- Supervising directly and indirectly a large network of staff and volunteers.
- Coordinating over 75 programs across senior centers to ensure program goals and objectives were met.
- Working with Milwaukee County Department of Aging Contract Monitor and related staff to operate centers within budget and contract requirements.
- Managing development of marketing strategies and promotional activities.

EDUCATION AND TRAINING

Bachelor of Science – Psychology

Upper Iowa University

1997 – 2001

Anxiety Disorders	Trauma Informed Care	How to Supervise Difficult People
Suicide Prevention	Oppositional Defiant Disorders	Addiction & People with Co-Existing Disabilities
Legal & Ethical Issues for Mental Health Practitioners	Wraparound Milwaukee Child & Family Team Process	Addressing the Disproportionality and Overrepresentation of Black Children in Child Welfare Crisis