

**EDUCATION**

*Aug 1991- May 1995 B.A. in Political Science, Summa Cum Laude, University of Oklahoma*  
*Jan 1999-May 2003 Ph.D. student in Political Science, University of Oklahoma*  
*Fields of Specialization: Public Administration, Public Policy, American Politics and Government (All doctoral courses completed.)*  
*May 2003- December 2003 Master of Public Administration, University of Oklahoma*  
*Concentrations: Public Management; Public Policy.*

**EMPLOYMENT**

*November 2016- Present Founder & Principal, Cross Sector Innovations, LLC, Oklahoma City, OK*  
Cross Sector serves as an intermediary facilitating innovative partnerships and resource investment for greater social impact. We also consult with individual public, private and nonprofit organizations to enhance their impact on social outcomes.

*August 2016- Present Adjunct Faculty, University of Science and Arts of Oklahoma, Chickasha, OK*  
Adjunct faculty for Nita R. Giles Public Policy Program.

*August 2013- November 2016 Chief Communications Officer, OK Health Care Authority, OKC, OK*  
Responsible for the direction, management and daily operations of the Communication Services division, and served as a member of executive leadership team. Over the course of my tenure, the division included the Office of Public Information, the Office of Data Governance and Analytics, Health Promotion and Community Relations, the Office of Creative Media and Design, Government Relations and Tribal Government Relations.

*January 2013- May 2013 Government Affairs Liaison, Oklahoma Health Care Authority, OKC, OK*  
(Special Detail by CEO) Represented the Oklahoma Health Care Authority (OHCA) in communication and policy discussion with members of the Oklahoma legislature (primarily Senate chamber) and legislative staff. Worked with governmental affairs staff to ensure effective communication of legislation, budget and political issues affecting OHCA to agency leadership, staff, board of directors, advisory boards and the public. Worked with agency subject matter experts to develop and draft proposed language for OHCA-related bills. Assisted OHCA staff with addressing constituent issues and communicating status to legislative staff and/or the appropriate Senator or Representative.

*April 2009-  
July 2013*

*Community Relations Manager/Program Coord., OK Health Care Authority, OKC, OK*

Primary responsibilities included: planning, development, implementation and measurement efforts, as well as day-to-day operations for select agency outreach initiatives; development and implementation of community/public relations/media efforts associated with agency needs/goals; facilitation of communication across internal workgroups/committees as well as between internal and external stakeholder groups; analysis of child health related policy and systems; development of grant/funding requests aligned with agency needs/goals; provision of technical assistance to Child Health Unit and OHCA staff in the areas of strategic planning, evaluation/performance measurement, grant writing, child health policies and systemic issues related to child health.

*Nov. 2005-  
April 2009*

*Director of Research and Planning, Smart Start Oklahoma, OKC, OK*

The Oklahoma Partnership for School Readiness/Smart Start Oklahoma is the state's early childhood initiative focused on facilitation of collaboration and coordination of early childhood systems, policies and programs. Responsibilities of position included strategic planning with public, private and nonprofit stakeholders; compiling and conducting relevant research; analyzing policy; tracking progress toward meeting strategic plan goals and benchmarks; evaluating the effectiveness of agency programs based on national best practices; researching and writing grants; and, conducting training and providing technical assistance to local Smart Start staff, board members and service providers.

*Oct. 2004-  
Nov. 2005*

*Program Manager, Retired Educators for Youth Agricultural Programs, OKC, OK*

Responsible for managing REYAP programmatic activities, assisting in the preparation of program budgets, and implementing tools and systems to improve program analysis, implementation, and evaluation. Contributed to the enhancement of communication systems, performance measurement and reporting, and accountability. Examples of accomplishments include: contractor manual, curriculum structure, numerous survey instruments, decision analysis tool and an outcome measurement system. Represented REYAP to external entities. Interviewed on OETA regarding the program and authored published news release.

## **PROFESSIONAL PAPERS AND PRESENTATIONS (Abbreviated List)**

### ***Presentations***

Franklin, Aimee and Edward Long. "The Challenge of Changing Federal Management Programs". Presented at the Annual Conference of the Association for Budgeting and Financial Management, October 2000, Kansas City, MO.

Long, Edward and Aimee Franklin. "Uniform Mandates for Bottom-up Implementation of GPRA: The Experience of Federal Agencies". Prepared for the National Conference of the American Society for Public Administration, March 23-26, 2002, Phoenix, AZ.

Long, Edward. "Immigrant Families and Early Education in Oklahoma: Challenges and Opportunities." Final Report submitted to the Center for Law and Social Policy in partial fulfillment of mini-grant requirements for *Breaking Down the Barriers* project. Results presented at the National Association for the Education of Young Children, November 2006, Atlanta, GA.

Long, Edward. "Improving the Delivery of Early Care and Education in Oklahoma: Collaboration Among Head Start, Prekindergarten and Child Care." Final report submitted to the Oklahoma Association of Community Action Agencies. Results co-presented with Susan Illgen (Smart Start Oklahoma), Kay Floyd (Head Start State Collaboration Office) and Peggy Byerly (Oklahoma State Department of Health) at the National Smart Start Conference, May 2009, Greensboro, NC.

Long, Ed. "Communicating Change" (Topic: Changes to Medicaid as a result of the Patient Protection and Affordable Care Act). Presented at the National Academy for State Health Policy Annual Conference, October 10, 2013, Seattle, Washington.

Long, Ed. Panel Chair and Discussant, "Transforming Health Care Delivery in Oklahoma". Oklahoma Political Science Association Annual Meeting, November 6, 2015, Edmond, Oklahoma.

Long, Ed. "Involving Families in Decision-Making." Virtual presentation at the Family Leadership Conference hosted by Family Voices, March 30, 2016, Rockville, Maryland.

Long, Ed. "Involving Families in Decision-Making." Presented at Learning Collaborative on Improving Quality and Access to care in Maternal and Child Health meeting convened by the National Conference of State Legislatures, Association of State and Territorial Health Officers, National Governors Association, Association of Maternal and Child Health Programs, American Academy of Pediatrics and the National Academy for State Health Policy, June 17, 2016, Westminster, Colorado.

Long, Ed. "Collective Impact: Changing How We Do Business on Behalf of Oklahomans." Oklahoma Turning Point Council Annual Conference and Policy Day, September 1, 2016, Norman, Oklahoma.

Long, Ed. "Collective Impact." Webinar presentation on behalf of the Oklahoma Center for Nonprofits, March 9, 2017.

Long, Ed. "Pay for Success Funding Model." Webinar presentation on behalf of the Oklahoma Center for Nonprofits, March 15, 2017.

Long, Ed. "Cross-Sector Collaboration." Workshop provided on behalf of the Oklahoma Center for Nonprofits, March 29, 2017.

Long, Ed. "Pay-for-Success: Funding Social Impact." Federal Reserve Bank of Kansas City-Oklahoma City Branch, Workforce Development Leader Roundtable, Oklahoma City, Oklahoma, March 30, 2017.

Long, Ed. "Pay-for-Success: Funding Social Impact." Sarkey's Foundation Southwest Leadership Conference, Norman, Oklahoma, November 14, 2017.

Long, Ed. "Collective Impact: Effectiveness and Efficiency in Complex Interventions." Sarkey's Foundation Southwest Leadership Conference, Norman, Oklahoma, November 14, 2017.

Long, Ed. "Collective Impact." Kirkpatrick Foundation's Save Lives, Unite Oklahoma, Oklahoma City, Oklahoma, April 30, 2018.

Long, Ed. "Cross-Sector Partnerships: More is Possible." Southwest Oklahoma Wellness Symposium, Altus, Oklahoma, June 21, 2018.

Long, Ed. "More is Possible. Expect It." Keynote Speaker, Southwest Oklahoma Wellness Symposium, Altus, Oklahoma, June 21, 2018.

#### ***Peer Reviewed Journal Articles***

Franklin, Aimee and Edward Long. 2003. The Challenge of Changing Federal Management Processes: Implementation Barriers Relating to Strategic Planning and the Results Act. *International Journal of Organization Theory and Behavior* 6 (4): 534-552.

Long, Edward and Aimee Franklin. 2004. The Paradox of GPRA Implementation: Top-Down Direction for Bottom-up Implementation. *Public Administration Review* 64 (3): 309-319.

#### ***Funded Research***

Tao, Jill and Edward Long. August 2000. "Statewide Seat Belt Survey: 2000." Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

Tao, Jill and Edward Long. August 2000. "Statewide Child Restraint Survey: 2000." Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

James, Thomas E. and Edward Long. August 2001. "Statewide Seat Belt Survey: 2001." Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

James, Thomas E. and Edward Long. August 2001. "Statewide Child Restraint Survey: 2001." Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

James, Thomas E., Edward Long, and Kathy Hall. April 2002. "Abstinence Until Marriage: The Oklahoma Experience." Program evaluation for the Oklahoma State Department of Health.

James, Thomas E. and Edward Long. August 2002. "Statewide Seat Belt Survey: 2002." Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

James, Thomas E., Kathy Hall, and Edward Long. August 2002. "Statewide Child Restraint Survey: 2002" Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

James, Thomas E., Edward Long and Kathy Hall. July 2002. "Fall 1999-Spring 2002: Annual Report [of the Oklahoma Abstinence-Only Program Evaluation]." Program evaluation conducted for the Oklahoma State Department of Health.

James, Thomas E. and Edward Long. August 2003. "Statewide Seat Belt Survey: 2003." Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

James, Thomas E., Kathy Hall, and Edward Long. August 2003. "Statewide Child Restraint Survey: 2003." Funded research conducted for the Oklahoma State Highway Safety Office in cooperation with the National Highway Traffic Safety Administration. The grant for this research was awarded to the University of Oklahoma Institute for Public Affairs.

Long, Edward. 2006. "Immigrant Families and Early Education in Oklahoma: Challenges and Opportunities."

Final Report submitted to the Center for Law and Social Policy in partial fulfillment of mini-grant requirements for *Breaking Down the Barriers* project.

Long, Edward. "Improving the Delivery of Early Care and Education in Oklahoma: Collaboration Among Head Start, Prekindergarten and Child Care." Final report submitted to the Oklahoma Association of Community Action Agencies.

### ***Smart Start Oklahoma Publications***

"Reporting the Status of Oklahoma's School Readiness." 2008.

"Issue Brief: School Readiness." 2008

"Improving Outcomes for Children and Families: A Profile of Home Visitation in Oklahoma." 2008.

### ***Reviews***

"Review of *Congress, The President, and the Politics of American Monetary Policy-Making*"  
Irwin L. Morris. American Political Science Association, Legislative Studies Section Newsletter, January 2001.

“Review of *Analyzing Policy: Choices, Conflicts and Practice*” by Michael C. Munger, American Political Science Association, Legislative Studies Section Newsletter, Fall 2001.

## **TEACHING EXPERIENCE**

*Jan. 2016-May 2016 Adjunct Faculty, University of Science and Arts of Oklahoma, Public Administration*

*Jan. 2000-May 2001 Graduate Teaching Associate, University of Oklahoma, American Politics and Government*

*October 2000 Gear-Up Program (O.U. Pre-Collegiate Programs), First Amendment and Free Speech*

*Fall 2001 Guest Lecturer: Senior Capstone Seminar in Public Administration and Public Policy*

*Fall 2002 Guest Lecturer: Human Resource Management (undergraduate)*

*Fall 2002 Guest Lecturer: Urban Politics (undergraduate)*

*Fall 2002 Guest Lecturer: Health Care Policy (undergraduate)*

*August-Dec 2002 Teaching Assistant, University of Oklahoma, online graduate-level Introduction to Public Administration*

## **PROFESSIONAL ORGANIZATIONS**

American Society for Public Administration, Former Member

*2009-Executive Council, Oklahoma Chapter of the American Society for Public Administration*

*2006-2008, President, Oklahoma Chapter of the American Society for Public Administration*

*July 2004-June 2005, Vice President, Oklahoma Chapter of the American Society for Public Administration*

*2004- Chair, Administrator of the Year Selection Committee, Oklahoma Chapter of the American Society for Public Administration*

*August 2003-June 2004, Secretary/Treasurer, Oklahoma Chapter of the American Society for Public Administration*

*July 2002-June 2004, Member of the Executive Council, Oklahoma Chapter of the American Society for Public Administration*

*Section Memberships: Public Performance and Management, Professional and Organizational Development, Public Management Practice*

American Evaluation Association, Former Member

## **KEY BOARD & COMMITTEE MEMBERSHIPS (ABBREVIATED LIST)**

### ***Current***

Governor’s Interagency Council on Homelessness

2019 Immediate Past Chair

2018 Chair

2017 Chair

2016 Vice-Chair

2016 Co-Chair, Health Committee

Oklahoma Center for Nonprofits  
Program Committee

Oklahoma City Community Foundation  
Central Oklahoma Wellness Alliance  
OCCF Wellness Committee-Strategic Planning Subcommittee  
UnitedHealth Group (Minneapolis, Minnesota)  
Special Healthcare Needs Advisory Council

### ***Previous***

Oklahoma Partnership for School Readiness (Smart Start Oklahoma)  
Board of Directors (designee for Oklahoma Health Care Authority)  
Chair, State Leadership Affinity Group  
Oklahoma Infant and Early Childhood Mental Health Strategic Planning Steering Committee  
Oklahoma Association for Infant Mental Health Board of Directors  
Oklahoma Head Start Collaboration Advisory Board  
Early Head Start Continuous Quality Improvement Committee, Sunbeam Family Services  
United Way of Central Oklahoma Research and Convening Committee  
Children's Oral Health Coalition  
Oklahoma Infant Alliance, Leadership Team  
Creative Oklahoma, Oklahoma Creative Communities Committee

### **Honors**

#### ***Academic***

Recipient of the John Halvor Leek Scholarship, University of Oklahoma. (2001 and 2002)  
Recipient of a University of Oklahoma Graduate Student Senate Conference Grant (2001 and 2002)  
Recipient of University of Oklahoma, Department of Political Science Conference Funding (2001 and 2002)  
Recipient of a 2002 American Society for Public Administration Student Conference Grant (1 of 5 awarded at the national level)  
Recipient of the University of Oklahoma, Department of Political Science Vardys Award. (2002)  
This award recognizes outstanding research by a graduate student in political science. It is awarded to the doctoral student authoring the best seminar paper for that academic year.

#### ***Professional***

*2011 Oklahoma Governor's Commendation.* SoonerEnroll, an outreach initiative for the Oklahoma Health Care Authority.  
*2011 Finalist for Champion of the Uninsured.* SoonerEnroll, an outreach initiative for the Oklahoma Health Care Authority, recognized by Champions of Health, an annual statewide event benefiting the Oklahoma Caring Foundation.  
*2011 Excellence in Children's Health Outreach and Enrollment* (1 of 10 nationwide). SoonerEnroll, outreach initiative, recognized as co-recipient by the Centers for Medicare & Medicaid Services at the National Children's Health Insurance Summit, Chicago, Illinois. Co-recipient: Oklahoma Health Care Authority's online enrollment initiative.  
*2014-2016.* Led division that won state and national awards for *Text4Baby* (national program) promotion and enrollment; tobacco cessation initiatives; and, health outreach/communication.  
*2015 Oklahoma Governor's Commendation.* Direct supervisor for team that developed and launched innovative initiative titled Digital Communication Strategies: Improving Health Outcomes for Oklahoma.

*2016 Partnership Award from the Center for Learning and Leadership, Center for Excellence in Developmental Disabilities, University of Oklahoma College of Medicine.*

*2017 TARC-Tulsa Special Achievement in Advocacy-Individual-Awarded for convening and coordinating public-private partnership for increasing customized employment opportunities for Oklahomans with an intellectual or developmental disability.*

*2018 IPS (Individual Placement and Support, Supported Employment Model) Champion-Awarded by the Oklahoma Department of Mental Health and Substance Abuse Services and Sponsored by the Oklahoma Rehabilitation Council for efforts related to competitive employment for individuals with serious mental illness or substance abuse issues.*