

Curriculum Vitae
Martha Elizabeth Alexander

404-498-3964 (work); 404-219-0953 (home)
mea3@cdc.gov mealex8@yahoo.com

Education

Ph.D., Educational Psychology, Georgia State University
M.P.H., Health Administration/Education, Emory University
M.A., Speech-Language Pathology, University of Tennessee-Knoxville
B.A., Special Education: Speech and Hearing, University of Kentucky

Professional Experience

1995 - Present **Centers for Disease Control and Prevention, Atlanta, GA**

2015 – Present **Lead, Instructional Design Team**, Education and Training Services Branch, Division of Scientific Education and Professional Development, Center on Surveillance, Epidemiology, and Laboratory Services (CSELS)

- Lead a team of instructional designers, a multimedia specialist, and a technical writer who provides CDC-wide services in developing public health learning products (primarily online learning), conducting training on instructional design, and providing instructional design consultation.
- Plan, organize, assign, and monitor individual assignments and group projects.

2010-Present **Workforce and Career Development Specialist**, National Center on Birth Defects and Developmental Disabilities (NCBDDD)

- Provided cross-center coordination of workforce and career development activities.
- Designed and conducted workforce needs assessments and analyze findings. Based on findings plan, implement, and evaluate a comprehensive workforce development program for the Center including training, professional development, diversity, awards & recognition program, development of materials.
- Coordinated the Employee Viewpoint Survey for the center and apply findings to develop the EVS Action Plan. Manage the implementation of the plan.
- Provided consultation to senior leadership and management personnel on center-wide workforce issues such as setting priorities, establishing goals, developing and evaluating strategies.
- Communicated workforce information to employees through a variety of written and oral communication methods such as Workforce Wednesday Notes, a weekly e-newsletter, town hall presentations, and seminars.
- Reviewed and analyzed public health education and training to advise employees on professional development opportunities. Consult with employees on development of individual professional development plans including training, educational opportunities, mentoring, and informal learning.
- Developed workforce guidelines and processes.
- Developed and facilitated the NCBDDD Diversity Council, NCBDDD Awards & Recognition Workgroup, and the Employee Engagement Workgroup.
- From May to October 2014, developed workforce and career development office in the Center for Surveillance, Epidemiology, and Laboratory Services (1/2 time basis with NCBDDD). Developed and facilitated the CSELS Diversity Council, CSELS Awards & Recognition Workgroup, and the CSELS Employee Engagement Workgroup. Established workforce development guidelines.

- From October 2014 to April 2015, served as public health administrator with CDC Training for Healthcare Workers Going to Ebola Treatment Units in Africa Team in CDC's Emergency Operations Center as part of the Ebola Response. I was responsible for team and training staffing.

2003-2010 Health Education Specialist, NCBDDD

Deputy Associate Director for Communication Science (June 2006-2010)

Acting Deputy Director, Behavioral Science and Health Education Team
(October 2004 – June 2006)

Health Education Specialist for Fetal Alcohol Syndrome Prevention Team,
(2003-2004)

Deputy Associate Director for Communication Science (ADCS) and Acting Deputy (Job Series: Health Education Specialist)

- Oversaw day to day activities of the Health Communication Science Office (HCSO) that included the following services provided to NCBDDD: health communication services, internet and intranet web, writing/editing, graphics, media relations, and health communication services.
- Served as NCBDDD liaison to CDC.gov Web Council.
- Developed communication science training seminars.
- Assisted in management, leadership and workforce planning for the HCSO.
- Advised staff about professional development for their Individual Development Plans.
- Ensured that communication and education theories were applied in products and services.
- Planned, managed, and executed budget, personnel, procurement funding mechanisms such as contracts and cooperative agreements. ; served as project officer
- Served as Acting ADCS in absence of ADCS including a 120-day detail from July 2009 through September 2009.
- Analyzed social media during H1N1 response in CDC's Emergency Operations Center.

Health Education Specialist, Fetal Alcohol Syndrome (FAS) Prevention Team

- Served as technical monitor for FAS Regional Training Centers for Medical and Allied Health Education and Practice.
- Applied education and communication theories and methods to develop educational plans, design curricula and materials for medical and allied health professionals regarding FAS.
- Provided technical assistance and consultation to leadership and medical, allied health, public health professionals on the development of educational materials and programs.

1998-2002 Health Education Specialist, Epidemiology Program Office

- Planned, designed, implemented and evaluated training courses and training materials for faculty and international participants in Field Epidemiology Training Programs, Public Health Schools Without Walls, Epidemic Intelligence Service (EIS), Public Health Prevention Service and other training programs.
- Provided technical assistance and consultation with to leadership and other public health professionals in the development of training courses and activities.
- Developed operational handbook for training programs.

1997-1998 Public Health Analyst, National Center for Infectious Diseases, Hematologic Diseases

- Provided technical health education and communication assistance to community level hematologic groups and to committees of the national association.

1995- 1997 Training Specialist, National Center for Infectious Diseases, Division of Bacterial and Mycotic Diseases, (80% IPA, while an Emory employee)

- Planned, designed, and evaluated training workshops and materials for state health departments conducting surveillance of Drug-Resistant *Streptococcus pneumoniae*.
- Consulted with state epidemiologists and laboratory personnel to assist in the implementation of a Council of State and Territorial Epidemiologists (CSTE) policy.
- Detailed to Division of Global Migration and Quarantine to assist in update of the CDC Health Information for International Travel.

1985–1991; 1992-1997 Emory University, Atlanta, GA

1992-1997 Senior Associate Faculty, Department of Behavioral Sciences and Health Education, School of Public Health

- Taught Principles of Curriculum and Instruction in Health Education, a required course for health education for students in MPH program.
- Served on Continuing Education Committee for Health Education.
- Served as instructional designer on CDC/ATSDR-funded grants (Qualitative and Quantitative Evaluation Skills for Lead Poisoning Prevention Educators; Building Better Programs Through Evaluation (Co-P.I., conference grant; Techniques for Setting Community Public Health Priorities Computer-Based Training; Introduction to Public Health Leaders Instructor’s Guide
- Planned, organized, coordinated, and managed training activities developed materials.

1987-1991 Director of Student Affairs, School of Public Health

- Supervised and administered all aspects of student affairs for MPH students.
- Planned and coordinated the orientation of new students.
- Served as resource person for faculty or adjunct faculty regarding student affairs.
- Served as Secretary of the School Curriculum Committee.
- Assisted in the design of course evaluation policy and implementation of the policy.

1985-1987 Coordinator, Users Network, Health Risk Appraisal Program (HRA), The Carter Center of Emory University (Other positions held were Communications Coordinator, and HRA Resource Center Coordinator).

- Provided health education and communication technical assistance, consultation, administrative, and organizational support to a network of HRA software (“Healthier People”) including federal, local, state government agencies, hospitals, and NGOs.
- Designed, organized, provided and evaluated instructional and training sessions.
- Facilitated the design of the Centers for Disease Control/Carter Center HRA.
- Coordinated activities of the national field test of the HRA.
- Planned, organized, and administered initial HRA Resource Center.

1980 – 1985, 1991-1992 Speech-Language Pathology Experience

- Provided diagnostic and therapeutic speech-language pathology services to adults and children in hospitals, home health, nursing homes, K-12 schools, and clinics.
- Provided technical assistance; developed training sessions and educational for patients, family, health professionals, and community members.
- Places of employment: NovaCare, Inc., Atlanta, GA; Fort Sanders Regional Medical Center, Knoxville, TN; Douglas County Board of Education, Douglasville, GA; Northern Kentucky Easter Seal Center, Covington, KY; Gracewood State School and Hospital, Augusta, GA

Graduate Level Teaching Experience

1994 – Present Rollins School of Public Health, Emory University - Instructor

- *Principles of Curriculum and Instruction in Health Education* (BSHE 522), required course for health education students in the MPH Program, 1994-2011 (25 semesters).
- *Integrated Communication Strategies* (BSHE 523), online course for graduate students enrolled in the Career Master of Public Health Program, 2001-2005 (5 semesters).
- Served on 14 theses and as instructor for eight independent studies for MPH students. All were related to development of curricula and instruction and analysis, design, development, and evaluation of public health education materials and training programs.
- Although not currently teaching continue to serve as a Visiting Instructor.

Selected Presentations and Facilitations

Alexander, M.E. (2015). Effective Techniques for Training Adult Learners. Field Epidemiology Training Program (FETP) Orientation for FETP Resident Advisors. CDC, Atlanta, GA.

Alexander, M.E. (2015). Delivery Techniques to Engage Adult Learners. Field Epidemiology Training Program (FETP) Retreat. CDC, Atlanta, GA.

Alexander, M.E. (2012). Facilitator. The Public Health Workforce Summit: Modernizing the Workforce for the Public's Health. CDC, Atlanta, GA.

Alexander, M.E. (2012). Facilitator. The Public Health Workforce, Practice Priorities, and CDC's Role: A Conversation with Academia, CDC, Washington, DC.

Alexander, M.E. (2011). Facilitator. The Public Health Workforce, Health Reform and CDC's Roles

Alexander, ME (2009-2011). Guest Lecturer. Physician Assistant Program, School of Medicine, Emory University. *Developing Patient Education Materials* in Health Promotion Disease Prevention course (PA 621).

Taylor, M., **Alexander, M.E.** (2010). *Social Marketing for Maternal and Child Health: Identifying and Understanding Your Target Audience*. Workshop at the Association of Maternal and Child Health Programs Annual Conference, Washington, D.C.

Alexander, M.E., Commander, N., Greenberg, D. (2010). *Using the Four-Questions Technique to Enhance Critical Thinking in Online Discussions*. Oral presentation at the Eastern Evaluation Research Association Conference, Savannah, GA.

Nalty, L, Peacock, G., **Alexander, M.E.** (2009). *Facilitating Earlier Identification of Autism Spectrum Disorders: Role of Speech-Language Pathologists*. Oral Presentation at American Speech-Language Hearing Association Annual Conference, New Orleans, LA.

Alexander, M.E., Mann, T., Riddle, I. (2009). *Health Literacy: Overcoming Barriers and Discovering Opportunities*. Workshop at the Association of University Centers on Disabilities (AUCD) Annual Conference, Washington, DC

Alexander, M.E. (2009). *Using the Four-Questions Technique to Enhance Critical Thinking in Online Discussions*. Oral Presentation at the Georgia State University College of Education's Doctoral Fellows Symposium, Atlanta, GA.

Alexander M.E., Mann, T., Galatas, K. (2009). *Webinar: Health Marketing and Communication Part 1 and Part II*, Association of University Centers on Disabilities, Atlanta, GA.

Alexander M.E (2007). *Autism: What Every Otolaryngologist Needs to Know*, Combined Otolaryngology Spring Meeting, San Diego.

Alexander M.E (1999 - 2004). *Adult Education and Facilitating Groups*, Train the Trainers Course. EIS.

Alexander M.E (2003). *Communicating Health and Acting as a Resource Person*, CHES Review Course, CDC Corporate University.

- Alexander M.E** (2002). *Developing Innovative Educational Materials and Courses*, TB Education and Training Network 2nd Annual Meeting and Workshop: Reaching Key Audiences through Innovative TB Education and Training Methods, Atlanta, GA.
- Alexander M.E** (2001). *Curriculum Development and Instructional Design*, Fetal Alcohol Syndrome Awareness and Education Project Grantees Meeting, National Center on Birth Defects and Developmental Disabilities, CDC.
- Alexander M.E** (2001). *Adult Education and Facilitating Groups*, Train the Trainers Course for the Brazil Data for Decision Making Training, CDC.
- Alexander M.E.**, Zahniser, S.C., Danielson, J.S. (2000). *A Tool for Teaching Adult Education Principles to Public Health Content Workers*, American Public Health Association Annual Meeting, Boston.
- Danielson, J.S., **Alexander, M.E.**, Jarvis, D., Zahniser, S.C. (2000). *Identifying Training Needs in the Public Health Workforce*. American Public Health Association Annual Meeting, Boston.
- Alexander M.E.** (2000). *Adult Education and Facilitating Groups*, Train the Trainers Course for Morocco Data for Decision Making Training. CDC.
- Alexander M.E.** (2000, 1999, 1998, 1997, 1996). *Acting as a Resource Person in Health Education*, Review Session Certification Examination for Health Education Specialists, Rollins School of Public Health, Emory University.
- Alexander M.E** (1998). *Building Health Education Curricula & Designing Instruction*, The Emory Summer Institute for Health Promotion and Education, Rollins School of Public Health, Emory University.
- Alexander M.E.** (1997). *A Case Study for Developing and Delivering a Satellite Videoconference: Strategies and Skills Learned*, National Conference on Health Education and Health Promotion.
- Alexander M.E** (1997). *The Use of Satellite Videoconference in Health Education*, Guest Lecturer, Rollins School of Public Health, Emory University.
- Alexander M.E** (1997). *Curriculum Workshop*. Regional Training Center, Emory University.
- Alexander M.E** (1997). *Training Techniques and Strategies*, Guest lecturer, University of Georgia, Health Education course, Athens, GA.
- Alexander M.E** (1996). *Use of Public Health Laboratory Information System (PHLIS)*, Software training workshop for Massachusetts Department of Public Health.
- Alexander M.E.** (1996). *Use of Public Health Laboratory Information System (PHLIS)*, Software training workshop for Ohio Department of Public Health.
- Alexander M.E.** (1996). *Principles of Adult Education*, Train the Trainers Workshop, The Arthritis Foundation, Atlanta, GA.
- Alexander M.E.** Miner, K. (1996), *Dealing with the Distance in Distance Education - Report on a Curriculum Based Training Module and Adapting Techniques and Methodologies to Different Audiences*, Conference on Distance Learning in Public Health, Houston, TX.
- Alexander M.E** (1996). *Use of Public Health Laboratory Information System (PHLIS)* training workshops in New Jersey and University of Texas Health Sciences Center, San Antonio.
- Alexander M.E,** Miner, K. (1995). *The Partnering of Health Educators and Epidemiologists in Curriculum Development*, Roundtable Presentation, APHA, San Diego, CA.

Workshop/Conference Planning

- Health Literacy – Overcoming Barriers and Discovering Opportunities* (2009), Workshop at Association of University Centers on Disabilities (AUCD) Annual Conference.
- Health Marketing and Communication I & II*, Webinars (2009). AUCD.
- Focus on Moms Workshop* (2009), one of a series of workshops focusing on how key audiences use technology to learn and make decisions about health. CDC.
- University of Zimbabwe MPH Program (2002) Faculty Workshop: Curriculum and Instructional Design Review*. Zimbabwe.
- Applied Epidemiology and Disease Surveillance Workshop* (1999). CDC. Jordan.

Program Planning, Implementation, and Evaluation (1999). Public Health Prevention Service, CDC.
Surveillance and Scientific Communications (1998-1999). EIS Program, CDC.
Satellite Videoconference: Recognition and Management of Drug-Resistant Streptococcus pneumoniae: Challenges for the Health Care System (1996). CDC.
The 1st, 2nd, 3rd and 4th Annual Emory Institutes for Health Promotion and Education (1993 – 1996). Rollins School of Public Health, Emory University.
Introduction to Career Planning, Rollins School of Public Health, Emory University, 1994-1995.

Publications

Alexander, M.E., Commander, N., Greenberg, D., & Ward, T. (2010). Using the four-questions technique to enhance critical thinking in online discussions. *Journal of Online Learning and Teaching*, 6(1). Available online: <http://jolt.merlot.org/>

Boyle, C., **Alexander, M. E.** (2005). Public health research at the CDC: Implications for communication sciences and disorders. *Journal of Communication Disorders*, 38(4), 263-270.

Sharpe, T., **Alexander, M. E.**, Hutcherson, J., Floyd, R.L., Brimacombe, M., Levine, R., Mengel, M., Stuber, M. (2004). Physician and Allied Health Professionals' Training and Fetal Alcohol Syndrome. *Journal of Women's Health*, 13(2), 133-139.

Brachman, P., Miner, K., **Alexander, M.E.**, Paul, T., Eberhart, L. *Introduction to Surveillance Instructor's Guide*, 1996.

CDC. Assessment of National Reporting of Drug-Resistant *Streptococcus pneumoniae* B United States, 1995-1996 (1996). *MMWR*, 45, 947-949.

Cetron, M. Butler, J., Jernigan, D., **Alexander, M.E.**, Breiman, R., Roush, P., *Manual for the Surveillance of Vaccine Preventable Diseases*, December 1996.

Alexander, M.E. *HIV/AIDS 101: A Workshop for Family Planning Providers*. A curriculum developed for Emory University's Regional Training Center for Family Planning, 1995.

Alexander, M.E., Program Guide, *Healthier People*, 1988.

Awards

Individual Awards

- Outstanding Alumni Leadership Award, Rollins, School of Public Health, Emory University, 2015.
- Adjunct Faculty Teaching and Mentoring Award. Rollins School of Public Health, Emory University, 2008.
- Professor of the Year, Rollins School of Public Health Student Government, Emory University, 2003.
- Sarah Mazelis Award for Outstanding Professional Practice, Public Health Education and Promotion Section, American Public Health Association, 1997.

Group Awards

- CSELS Honor Award: Director's Award for Innovation for the eLearning Institute (ELI)
- Ebola Response Award: Excellence in Program Delivery (Preparing Hospitals in the U.S. and West Africa for Ebola), 2014.
- CDC/ATSDR Honor Award: Excellence in Workforce Wellness (Member of NCBDDD team that received the award; wrote the nomination), 2013.
- Hermes Creative Award: Platinum Group Award for NCBDDD Annual Report, 2010.
- Hermes Creative Award: Platinum Group Award for NCBDDD Website, 2010.
- MarCom Platinum Group Award for NCBDDD Web Redesign, 2009.
- Excellence in Innovation Group Award for NCBDDD Health Communication Science Office, CDC/NCHM Director's Award
- Georgia Public Relations Society of America Certificate of Excellence for NCBDDD Website, 2009. □ Coordinating Center for Health Information and Service Director's Award for H1N1 Response Efforts, 2009.

- HHS Secretary’s Award for Learn the Signs. Act Early. National Awareness Campaign. HHS Honor Awards, 2006.
- CDC and ATDSR Honor Award for Learn the Signs. Act Early. National Awareness Campaign, 2005.

Certifications

- Master Certified Health Education Specialist (MCHES)
- Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)

Dissertation Title: *Critical Thinking in Public Health: The Relationship Between Critical Thinking Skills Used by Practitioners and Critical Thinking Skills Taught by Instructors*

Professional Service: Since 2010, I have served as a Site Visitor for the Council on Education for Public Health (CEPH). In this role, I serve as peer evaluator on site visits of public health schools/programs seeking, accreditation/reaccreditation. I conduct interviews, gather other data, and write reports as part of a 3-5 person team and have served as team chair three times.