

**Laura E. Chowning**  
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## **Professional Experience**

**WellCare Health Plans, Lexington, KY**  
January 2020 – Present

**Community Engagement Partner** **February 2020 - Present**

- Cultivating relationships with community-based organizations, advocacy & civic/community leaders throughout the Bluegrass region in KY
- Researching social safety net providers in order to populate & update a database of regional social safety net programs & services
- Identifying creative gap-fill strategies & funding opportunities as dictated by available social safety net & public health statistics
- Establishing &/or plugging into regional community planning efforts to help identify creative community based gap-fill strategies using local knowledge of needs & resources in combination with community health & company data

**Prevent Child Abuse Kentucky, Lexington Kentucky**  
January 2008 – January 2020

**Manager of External Communications & Engagement** **April 2019 - January 2020**

- Oversaw implementation of agency communications plan
- Helped drive agency strategy & message development
- Oversaw facets of agency social media, website, marketing & branding strategy
- Managed content calendar for external email marketing & digital communication
- Oversaw all facets of the PCAK Partners in Prevention Network
- Developed year-round strategies for the national Pinwheels for Prevention campaign in KY
- Oversaw implementation of grant specific projects & timelines
- Oversaw implementation of PCAK's Child Abuse Prevention Month efforts, including project management, consulting with individuals & community-based organizations in their planning/implementation efforts, & evaluating annual state-led & community-based activities

- Provided consultation to communities & partner network regarding advocacy, community organizing, prevention programming & communication strategy
- Edited print & digital publications for a wide range of audiences to include toolkits, tip sheets, brochures, advertisements, flyers, annual reports, website content & other print/electronic publications
- Provided training & technical assistance around child abuse prevention communication strategy to statewide & community-based partners
- Managed in-office & event volunteers
- Worked as part of team to ensure successful delivery of annual conference (average 600+ attendees), awareness campaigns, fundraising & special events

### **Community Engagement Coordinator**

**January 2013 – April 2019**

- Oversaw direction of the PCAK Partners in Prevention Network
- Provided consultation to partner network regarding advocacy, community organizing, prevention programming & communication strategy
- Created, edited, posted, monitored & analyzed content across all social media & web-based sites
- Created & presented analytic reports based on social media & website data results
- Developed plan, coordinated efforts, monitored & evaluated annual state-led & community-based Child Abuse Prevention Month activities
- Oversaw implementation of grant specific projects & timelines
- Developed, designed & edited materials for a wide range of audiences to include toolkits, tip sheets, brochures, advertisements, flyers, annual reports, & other print & electronic publications
- Represented the agency at exhibits for health fairs, conferences & other community events
- Created & submitted grant reports & documentation
- Tracked & monitored all distributed PCAK resources
- Tracked media contacts & content publications
- Maintained & created agency's collection of digital content, to include graphics, photos, & videos
- Designed, implemented & maintained marketing plans, to include event & fundraising promotion
- Managed in-office & event volunteers
- Worked as part of team to ensure successful delivery of annual conference (average 600+ attendees), awareness campaigns, fundraising & special events

**Parent Education & Community Partner Coordinator**

**January 2008 – January 2013**

- Coordinated the administration of statewide self-help, parent education & support programs, including the development of the annual request for proposals (RFP), review process, allocation determinations, service provider subcontracts, training & technical assistance
- Oversaw all facets of the PCAK Partners in Prevention Network, to include developing, directing, monitoring, & evaluating statewide engagement strategies, in addition to maintaining appropriate databases. Helped lead & maintain growth strategies to more than double PCAK's partnerships & community engagement across KY
- Created & submitted grant reports & documentation
- Managed in-office & event volunteers
- Worked as part of team to ensure successful delivery of annual conference (average 600+ attendees), awareness campaigns, fundraising & special events

**Kentucky Cabinet for Health & Family Services, Frankfort, Kentucky**

May 2004 – December 2007

**Constituent Services Liaison & Administrative Coordinator for Faith-Based & Community Initiatives**

**May 2007 – December 2007**

- Point of contact for federal, executive & legislative representatives & their constituents regarding inquiries into Cabinet for Health & Family Services (CHFS) programs & policies
- Managed assignments of inquiries for each CHFS department & division contact to ensure timely & effective responses to constituents
- Coordinated CHFS faith-based & community programs via the Governor's Office for Faith-Based & Community Initiatives in effort to promote CHFS programs & community partnerships

**Administrative Executive Secretary to the Commissioner,  
Department for Community Based Services**

**May 2004 – May 2007**

- Provided administrative support & office management for Commissioner's Office staff (Commissioner, Deputy Commissioners, Staff Assistant, Program Directors, & Cabinet Child Welfare Researcher)
- Researched & responded to constituent inquiries
- Assisted with special projects as assigned

## **Association of Independent Kentucky Colleges & Universities 2004 Leadership & Policy Internship**

**College Intern  
2004**

**January 2004-April**

Senior spring semester internship. Office management duties working directly with senate leadership & their staff in work integral to the implementation of Kentucky's legislative process. Participated in public policy symposiums & academic seminars related to leadership, public policy, the legislative branch & budgeting, hosted by the Association of Independent Kentucky Colleges & Universities.

## **Education**

Master of Arts in Theological Studies, Liberty University Baptist Theological Seminary Online, Lynchburg, Virginia, May 2014

Master of Public Administration with Human Resource Management emphasis, Kentucky State University, Frankfort, Kentucky, May 2008

Bachelor of Social Work with Church Ministry emphasis, Campbellsville University, Campbellsville, Kentucky, May 2004

## **Recent & Upcoming Presentations**

### ***WellCare's Community Connections***

**October 4, 2023, with co-presenter Jarrod Roberts**

Kentucky Primary Care Association Conference, Lexington, KY

### ***Deaf, Hard of Hearing and Deaf-Blind – Are You Ready? – a Panel Discussion***

**September 22, 2023**

Kentucky Association of Community Health Workers Conference, Lexington, KY

Panel: Emily Kimbell, KY Commission on the Deaf and Hard of Hearing; Blake Campbell, KY Commission on the Deaf and Hard of Hearing; Anthony Adkins, Department for Behavioral Health, Developmental and Intellectual Disabilities; Howard Mann, Bluegrass Deaf Senior Citizens; Laura Chowning – Moderator, WellCare of Kentucky, Community Impact Council with the Deaf and Hard of Hearing

### ***WellCare's Redetermination Reminder and Next Steps***

Multiple Community Presentations throughout **2023 – Present**

### ***Community Connections: Partnering for Better Health Outcomes***

Multiple Community Presentations throughout Fall **2020 – Present**

***WellCare Works: Education, Training and Support – A Tool to Build a Better Future***

Multiple Webinar Presentations **2020 – Present**

***Child Abuse Prevention Month***

**January 24, 2020**, Webinar

Virtual Presentation for Prevent Child Abuse Kentucky Partners in Prevention Network, Online

***Working Together Towards Safe and Healthy Communities***

**December 5, 2019**, with co-presenter Nicky LeGood Young, WellCare

21<sup>st</sup> Annual Conference for Ending Sexual Assault and Domestic Violence, Lexington, KY

***Reinventing Our Messages: Promoting Action for the Prevention of Child Sexual Abuse***

**July 16, 2019**

Victory Over Violence Conference, Covington, KY

**April 2019**, Webinar

Virtual Presentation with co-presenter Lynn Davey, PhD, Davey Strategies