

WARD 2 CITY COUNCIL APPLICATION
CITY OF NORMAN

Please Print

Dismukes	Jeffrey	Alan
NAME (Last)	(First)	(Middle)

1310 Ann Arbor DR, 73069	[REDACTED]	[REDACTED]
ADDRESS (Number/Street/Zip Code)	(Home Phone)	(Work/Cell Phone)

NUMBER OF YEARS RESIDED IN NORMAN NUMBER OF YEARS RESIDED IN WARD 2?

E-MAIL ADDRESS Have you voted in previous municipal elections?

MUNICIPAL/CIVIC ACTIVITIES

EMPLOYER OCCUPATION

BUSINESS ADDRESS

(Number/Street) (City/State) (Zip Code) (Phone)

ADDITIONAL EMPLOYMENT, EXPERIENCE OR EDUCATIONAL INFORMATION YOU FEEL IS RELEVANT:

I have been with ODMHSAS for the past 19 years, and an instrumental part of behavioral health services in the state of Oklahoma. Prior to that, I spent my life creating a career in public service, beginning with the creation of grant funded programs in injury prevention and health. I was with the USDOT-NHTSA for nearly eight years, responsible for state program oversight that included budget planning and oversight, development and implementation of policy, government relations and creation of community partnerships. Immediately prior to my current experience, and what brought me back to Oklahoma, was the creation and operation of a regional community policing institute that helped shape policy change and implement innovative training initiatives with the goal of redefining criminal justice practices. My work with special initiatives at the local, state and national levels, and accolades afforded as a result, would benefit the community.

EXPLAIN WHY YOU ARE INTERESTED IN SERVING AS COUNCILMEMBER FOR WARD 2: FEEL FREE TO ATTACH ADDITIONAL INFORMATION IF NEEDED.

I have been in public service all my life, and am quite proud of the accomplishments achieved on behalf of my fellow citizens. I am also fiercely proud of my community. Norman is a special place. I spent my college years here, met and married my wife here, and it is where we chose to raise our son. We moved from Norman in 1990, and almost instantly began the process of moving back. Certainly there has been a great deal of change over the years, for the most part very positive, but there are also threats to our continued progress. I look at the things that have risen to the forefront of public attention - the need for proactive social services, challenges with infrastructure, concerns about law enforcement practices, budget reform, community wellness, in addition to the need to advance cultural change and services to proactively address growing disparities among our population - and I realize that I want to be involved in helping to find solutions that work for all. There are concerns about a growing homeless population, mental illness and addiction, and the impact of these things on our community and quality of life. I've heard the various opinions, some with merit and others without a solid basis in fact. These are things with which I am uniquely qualified to address, and I want to be a resource regarding these issues so that we may create responses and change that deliver long term success. There is a divide regarding policing and a call for a new way of doing business. Again, this is something with which I am familiar. I believe my perspective can help initiate understanding and create opportunity to achieve balance involving public safety, shared awareness and implementation of innovative practices. There are also issues related to cultural diversity, something that is of special importance, not just for me, but I believe for the community as a whole. Norman is uniquely diverse among Oklahoma communities. This is something to be celebrated, and why it is so vitally important that we address cultural needs.

Do you have any direct or indirect financial or economic interest in any business or other undertaking (whether for profit or non profit) coming before City Council? No If yes, please explain.

**FILED IN THE OFFICE
OF THE CITY CLERK
ON 4-23-21**

Note: The City of Norman Charter requires applicants be registered voters in the City of Norman for six months and reside in Ward 2. All information submitted on this application is subject to the Open Records Act.

Return to: BRENDA HALL, CITY CLERK
201 WEST GRAY POST OFFICE BOX 370
NORMAN, OKLAHOMA 73070
FAX: 405-366-5389 PHONE: 405-366-5386

Before signing this document, verify that the content you are signing is correct.

Signature Date

Continued from form (interest in serving):

Finally, I am genuinely concerned about what appears to be a distrust of government and shrinking confidence in the practice and policies that help our society properly function. This is something that must be addressed. Communication must be open and honest. Procedures must be consistent and fair. It is beyond simple transparency. There needs to be a structured process to reestablish trust between the people and community leaders. This is not a problem with quick and concise answers, nor are the other issues previously mentioned. They present challenges that are complex and will take time to address. I want to be part of restoring faith in these processes. My background in communication and many years of experience in government procedure would be an asset.

In the end, my reasons can be boiled down to a quite simple response. I want to make a difference for my family, friends, neighbors, and fellow community residents. I want our community to prosper, and I want all to realize just how special our community is along with incredible future opportunity.

Jeffrey A. Dismukes

1310 Ann Arbor Drive, Norman, OK 73069 · [REDACTED] jeff.dismukes@sbcglobal.net

Objective

To apply for the position of executive director for NAMI Oklahoma and help lead an advancement of mental health advocacy efforts in Oklahoma.

Skills and Abilities

Advanced in knowledge and practice of communications, targeted communication techniques, social and planned change. A demonstrated background in program development, community engagement, government programs and operation, legislation, media management, outreach campaigns, fund raising and grant development, planning, data analysis, evaluation, budgeting and operational strategies.

Experience

2003 – Current *Director of Communications, Oklahoma Department of Mental Health and Substance Abuse Services*

Oversight and development of the key communications strategies both internally and public to establish ODMHSAS as the state authority for prevention, treatment and recovery of mental health and substance use issues. This includes earned and paid media messaging, creation and management of the department's social media and website efforts, development of public presentations, integral part of department budget planning and document creation, media contract management, program design, development of presentations and special reports, work with community groups and civic leadership, support to advocacy organizations, structure and direction of all outreach and message content, and direction of staff. **Key Accomplishments:** Creation of a proactive department messaging strategy that has resulted in an increased public dialogue and understanding of prevention, treatment and recovery along with stigma reduction and policy advancement. Reshaping of the public narrative regarding the disease process, evidence-based treatment and an expectation of wellness. Additionally, the overall creation of a department communications office, growing from a single position to a comprehensive staff of four full-time media specialists, establishment of a video production studio, and multiple media partnerships and contracted campaign services.

2000 – 2003 *Consulting*

Program development and grant support in the areas of law enforcement, domestic violence and mental health. **Key Accomplishments:** Securement of funding for educator training in drug recognition, and funding that

advanced the Oklahoma Mental Health Consumer Council's delivery of a regional consumer conference, participation in SAMHSA peer support and anti-stigma planning, and work to advance advocacy efforts in Oklahoma.

1997 – 2000 **Executive Director, *Oklahoma Regional Community Policing Institute***

Created the Oklahoma Regional Community Policing Institute in partnership with the US Department of Justice, Office of Community Oriented Policing. The institute was part of a national network established to advance principles of community policing through training, partnership and community development opportunities. Responsibilities included creation of an office structure, staffing, budgeting and financial oversight, creation and maintenance of a curriculum, development of a training structure, marketing, partnership building, grant writing and the pursuit of new funding opportunities, public speaking, informational activities involving Congressional offices, contract management, research, establishment of a media presence, coordination of activity with the USDOJ and others. **Key Accomplishments:** Implementation of advanced critical thinking and community engagement training into statewide law enforcement training curriculum, influence over academy training and recruitment expectations, advancement of criminal justice training related to domestic violence issues and creation of a peer reviewed journal that aided in research enhancements nationally.

1991 – 1997 **Regional Program Manager, *National Highway Traffic Safety Administration***

Responsible for the oversight of state activities related to the implementation of highway safety programs supported by federal funds. Worked directly with Governor's and designated representatives in assigned states to approve annual highway safety plans, provide training and technical support, initiate annual legislative initiatives impacting policy, support national initiatives to implement state level traffic safety laws, conduct management reviews, contract monitoring, financial oversight and maintain regional expertise in assigned areas such as emergency response, adult and youth impaired driving initiatives, pedestrian safety and injury prevention. **Key Accomplishments:** Passage of key state laws in Louisiana advancing occupant protection and closure of underage drinking legislative loopholes (both resulting in lives saved), creation of two award winning national campaigns with the national park system and injury prevention services, and improved regional understanding of emergency management and school transportation safety initiatives.

1990 – 1991 **Chief Planner/PIO, *Oklahoma Highway Safety Office***

Conducted planning activity in support of all programs, responsible for creation of the state's annual highway safety plan, managed media

inquiries and dissemination of information, and created awareness campaigns.

1988 – 1990 **Program Coordinator, Oklahoma Community Action Director's Association**
Managed a statewide program for the indigent and coordinated outreach

1985 – 1987 **Grant Writer and Coordinator, Educational Alternatives**
Coordinated efforts regarding youth peer mentoring and leadership development related to prevention of substance use injury, developed grant programs in injury prevention and worked on special projects.

Education

1995 **Master of Arts (Journalism and Mass Communication), University of Oklahoma**
An emphasis on planned change, social change and interpersonal communications

1987 **Bachelor of Fine Arts, University of Oklahoma**
Advertising and Public Relations
Joint degree with the OU School of Journalism

Recognition

Professional

- 2019 Advocacy Award (DBSA)
- 2019 ODMHSAS Synergy Award
- 2018 Professional of the Year (OCARTA)
- 2017 ODMHSAS Employee of the Year
- 2016 ODMHSAS Synergy Award
- 2013 Disaster Response Recognition
- 2013 ODMHSAS Synergy Award
- 2003 Advocacy Award (OMHCC)
- 1997 Sir Robert Peel Award, Policing
- 1997 Special Recognition (WHO)
- 1994 Secretary's Award for Valor (USDOT)
- 1993 Superior Achievement Award (NHTSA)

Media

- 2020 Addy (I Wish You Knew Campaign)
- 2019 Addy (Youth Now Campaign)
- 2019 (OK I'm Ready Campaign)
- 2019 (OK I'm Ready Website)
- 2016 Telly Award (Facts Campaign)
- 2012 Addy (Anti-Stigma Mental Health)
- 2012 Addy (Anti-Stigma Addiction)

References available upon request.