

Curriculum Vitae for Alice Ray

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Alice Ray combines scholarship, artistic achievement and community leadership to promote positive youth development and prevent social injury by and against children.

MAJOR AWARDS

Leadership

Outstanding Community Leadership, University of Washington Business School (2004)
Rising Star Award, National Association of Women Business Owners, Bay Area (2002)
Health Educator of the Year, Comprehensive Health Education Foundation (1987)
Presidential Letter of Commendation, Child Safety Leadership (1986)
Distinguished Public Service; Child Safety Leadership, Assoc. of Federal Investigators (1986)
Humanitarian Award Nominee, LA Commission on Assaults Against Women (1985)

Media Development

29 National awards for self-directed multimedia software to promote social emotional learning (1999-2006)

Electronic School “Best Bet”
Healthy People 2000 Technology Games “Best of Show”
Technology & Learning “Award of Excellence” (2)
Children’s Software All Star Software” (10)
“*Summit Creative Award*”
Software Information Industry Association “Codie” finalist (9)
International Association of Audio Visual Communicators (IAAVC) “CINDY”
National Educational Media Network “Apple Award” (2)
Bologna New Media Prize,” Citation of Excellence”
Electronic School Magazine, “Power User Best Bet”

12 National film and video awards for work to prevent youth violence and exploitation (1985-1995) *Yes, You Can Say No, Choices, Caught in the Crossfire; 12th Christmas.*

Cindy Golden Apple (2), Cine Golden Eagle, American Film Festival, Emerald City “Best in Class,” Chicago International Film Festival (2), Northwest Film Festival, National Educational Media Festival (3), San Francisco Film Festival, Golden Gate Award, Black Filmmakers Hall of Fame

8 Regional Emmys (1987-1991)

Children’s programming (5)
Public service announcements (3)

SELECTED RECENT PUBLICATIONS

Book

From Multidisciplinary Theory to Multimedia SEL Interventions: The Conceptual Underpinnings of Ripple Effects Whole Spectrum Intervention Theory. 2009: 339 pp. ripple Effects. San Francisco, CA.

Published Articles and Peer Reviewed Papers Presented at Professional Conferences

Ray, A., (2010) *Expert System Theory, "The Common Sense (and Common Decency) Problem," and Scaling Social Emotional Learning*. Paper presented at 2010 Annual Conference of the American Educational Research Association (AERA).

Patterson, V., Ray, A., *Contextual Sensitivity and Personal Trauma: CBT for SEL Enables Crossing Domains in Discipline Settings*. Paper presented at 2010 Annual Conference of the American Educational Research Association (AERA).

Ray, A., & Berg, S. (2010). *Factors in compliance rates with self-regulated use of Ripple Effects computer based intervention for social-emotional learning*. Paper presented at 2010 Annual Conference of the American Educational Research Association (AERA).

Koffman, S., Ray, A., Berg, S., Covington, L., Albarran, N., Vasquez, M. (2009). Impact of a Comprehensive whole Child Intervention and Prevention Program among Youths at Risk of Gang Involvement and Other Forms of Delinquency. *Children & Schools. A Journal of the National Association of Social Workers, Vol. 31, #4, pp 239-246.*

Koffman, S., Ray, A., Albarran, N., & Vasquez, M. (2008) *Impact of Computer-Based, Psycho-Social Training on Depression, Among Youth At Risk for Gang Involvement and Other Forms of Delinquency*. Ripple Effects, Inc., SF.

Ray, A. Patterson, V., & Berg, S. (2008) *Impact of a District-wide Individualized, Computerized, Positive Behavioral Intervention on Discipline Referrals, In-School Suspensions and Out of School Suspensions*. Ripple Effects Inc.

Ray, A., Berg, S. (2008). *Adaptation and Fidelity with a computerized SEL training program for primary, secondary and tertiary interventions across 50 real world settings*. Ripple Effects, Inc., San Francisco.

Ray, A. Patterson, V., Berg, S. (2009). *What Are They Looking For? Risk Factors That Students Privately Address on the Computer in Discipline Settings*. Ripple Effects, Inc., San Francisco.

Perry, S.M., Bass, K, Ray, A. & Berg, S. (2008) *Potential and Limitations of Ripple Effects Self-Regulated, Computerized, Social-Emotional Training to Improve Outcomes Among Students Behind Grade Level in an Unsafe and Chaotic School*. Rockman et al., San Francisco.

Bass, K, Perry, S.M., Ray, A. & Berg, S. (2008). *Impact of a Self-Regulated, Computerized, Social-Emotional Learning Intervention on Disengaged and Delinquent Students at a Continuation High School*. Rockman et al., San Francisco.

Perry, S.M., Bass, K, Ray, A. & Berg, S. (2008). *Impact of Ripple Effects Computer-Based, Social-Emotional Learning Intervention on School Outcomes Among Rural Early Adolescents*. Rockman et al., San Francisco.

Bass, K, Perry, S.M., Ray, A. & Berg, S. (2008). *Impact of Self-Regulated Use Of Computer-Based Social-Emotional Learning On Rural Adolescents At Risk For Alcohol Abuse*. Rockman et al., San Francisco.

Perry, S.M., Bass, K, Ray, A. & Berg, S. (2008). *Impact of a Computerized Social-Emotional Learning Intervention on African American and Latino Students When Implemented In Lieu Of Academic Instruction: A Randomized Controlled Trial*. Rockman et al., San Francisco.

Bass, K, Perry, S.M., Ray, A. & Berg, S. (2008). *Impact of a Computer-Based, Social-Emotional Intervention on Outcomes Among Latino Students When Adult Monitors of the Student Training Are Non-professionals: A Randomized Controlled Trial*. Rockman et al., San Francisco.

Perry, S.M., Bass, K, Ray, A. & Berg, S. (2008) *Impact of a computer-based social-emotional learning intervention on objective school outcomes among diverse adolescents: A summary analyses of six randomized controlled trials*. Expanded from poster presentation at 2007 Annual Meeting of the Society for Prevention Research

Ray, A. (1999). *Impact on passivity-assertiveness-aggression of short-term, computer-based, skill building in assertiveness: A pilot study*. Expanded from poster presentation at 1999 CDC/DASH National Leadership Conference to Strengthen HIV/AIDS Education and Coordinated School Health Programs.

Ray, A. (2008). *Unexpected findings on the impact of computerized social-emotional learning: Implications for research and practice*. Paper presented at 2008 Annual Conference of the American Educational Research Association (AERA).

Published software

Relate/Ripple Effects for Teens 1.0, 2.0, 3.0; 1998, 2002, 2005 Skill building and problem solving software for adolescents. Approx. 5000 screens. Designer, Content Director, Lead Writer.

Relate/Ripple Effects for Kids 1.0, 2.0; 1999, 2004 Skill building and problem solving software for children 7-10. Approx. 2000 screens. Designer, Content Director, Writer/writing supervisor

Teaching Coach 1.0, 2.0, 2002, 2004 Skill building, assessment and problem solving software for teachers. 3-credit graduate course at LIU; 1000 screens Product Design, Content Dr., Lead Writer.

Preventing Hate, Promoting Respect, 2004 Tool for targeted intervention with bias-crime perpetrators, and to promote tolerance among adolescents. Approx. 1500 screens. Product design, Content Director, Lead Writer. Produced with Partners Against Hate collaborative.

Bring it On, 2003-04 Substance abuse prevention, assessment and intervention software for adolescents. Approx. 2000 screens. Product design, Content Director, Lead Writer

Right Now, 2001, 2002. Post-traumatic Stress prevention, assessment and intervention software for adolescents. Approx. 800 screens Product Design, Content Director, Lead Writer.

Business Coach, 2001 Skill building and problem solving software for Managers. Approx. 500 screens. Product Design, Content Director, Lead Writer.

Cyber Savvy, 2001. Internet safety training for adolescents. Approx. 500 screens. Product design, Content Director, Lead Writer. *Software and Education Industry Awards*.

Learning Styles Profiler, 2000. Assessment tool and coaching for educators. Approx. 100 screens. Product Design, Content Director, Lead Writer. *Multiple Software and Education Industry Awards*.

Film and Video

Caught in the Crossfire. One hour made for TV movie, written in collaboration with diverse teens from San Francisco's neighborhoods. Writer, Director, Producer. (Six national awards)

Thirteenth Christmas, 1 hour video, modeling personal initiative and service to others as alternative to cultural expectations during the holidays. Writer, Co-producer. (Four Emmy nominations, one Emmy award.) 1989.

Choices, 1 hour film, teaching decision making skills to prevent youth entrance into prostitution. Co-writer, Executive Producer. (5 Emmy awards, 4 additional national awards) 1987.

Yes You Can Say "No", 17 minute video teaching assertiveness skills to prevention child sexual exploitation. Executive Producer. (Emmy award, 3 additional national awards) 1986.

Public Service Announcements (Television)

Every childhood deserves a childhood, don't have sex with kids, Writer, Executive Producer, 1986 (3 Emmy awards)

Be a sport, not a bully, don't hurt the people you love. Writer, Executive Producer, (Emmy award) 1987

ACCREDITED WORKSHOPS ON TECHNOLOGY AND SOCIAL LEARNING

What Technology Can - and Can't - Do to Promote Social-Emotional Learning
Columbia University, May, 2000

Using Emerging Technology to Bring Best Practices to the Grassroots
National Network of Violence Prevention Practitioners (NNVPP) Summit '99, July, 1999

Using Emerging Technology to Promote Tolerance
National Hate Crime Prevention Organization, EDC, May, 1999

Using Technology to Help Students Build Emotional Strength and Maturity
California Middle Grades Partnership, January, 1999

Efficacy of New Computer-Based Modes of Delivering Health and Prevention Training to Adolescents
CDC/DASH National Leadership Conference to Strengthen HIV/AIDS Education and Coordinated School Health Programs, August, 1999

Technology and Social-Emotional Learning in the School
Nexus Emotional Intelligence Conference, September, 1999

TEACHING EXPERIENCE

Guest Lecturer

"Using persuasive technology to change adolescent behavior" Stanford University, Feb. 2003 (Graduate Seminar, Educational Technology, BJ Fogg, Instructor); Same topic also web cast for Human-Computer Interaction Seminar, Stanford University, March 2003.

"Using skill-building, computer programs to address youth violence" Georgetown University, Fall, 2002. (Graduate Psychology seminar, Alan Lippman, Ph.D. Instructor)

"Using film and video to build social skills and change behavior, California Academy of Arts and Crafts, Oakland, CA Fall, 1996. (Film Editing class.)

"The conceptual basis of a violence prevention curriculum" (The origin of *Second Step*), University of New Hampshire. Oct. 1986. (Family Violence, Ph.D. seminar. David Finklehor, Ph.D. and Murray Strauss, Ph.D., instructors.)

Adjunct Faculty

"A unified theory for cross-cultural analysis." Antioch University. Seattle, WA. Spring 1990. (Cross disciplinary class for graduate students in counseling and psychology).

EDUCATION

- Graduate: Executive MBA; University of Washington, 1987
- Spanish Studies: Cemenauac, Cuernavaca, Mexico. 1982
- Undergraduate
UCLA, 1970-72; Anthropology, Honor's Program, Dean's List,
UCLA nominee for Danforth Fellowship, Academic Scholarships:
Promising Junior in Social Science, Promising Senior in Social Science
Gonzaga University, 1967-69: Honors Program, Honors scholarships, Dean's list

WORK EXPERIENCE

Co-founder, President and CEO, Ripple Effects, San Francisco (1998-present)

- Chief executive for company whose mission is to use computer technology to prevent violence/social injury and promote academic achievement and pro-social behavior in children
- Designed and provided 5000+ pages of content for multi-award winning software products
- Led successful efforts to have software sold into more than 500 school districts in 50 states
- President Clinton Appointee to Academic Advisory Council of National Campaign Against Youth Violence; Appointed to Prevention Advisory Committee of National Center for Missing and Exploited Youth

Owner and Principal, AR Consulting, Seattle and San Francisco (1986 to 1998)

- Consulted to more than 100 non-profits on "Making good works good business"
- Turn around Interim ED to three non-profits
- Wrote and produced two award winning 16 mm movies; directed one
- Designed nationally acclaimed multi-media exhibit (*Newsweek*, *Dateline NBC*, *ABC*)

Executive Director, Committee for Children, Seattle, WA. (4/83 - 10/88)

- In collaboration with like-minded agencies, led successful efforts to get child abuse prevention materials (*Talking about Touching*) into 25% of country's school districts within three years
- Conceived and supervised development of ground breaking, clinically validated, violence prevention curriculum (*Second Step*) now in more than 100,000 classrooms across the country
- Executive produced award winning, child sexual abuse prevention video (*Yes You Can Say No*)
- Represented the agency to local, regional and national media, (*USA Today*, *Hour Magazine*, *Life Magazine*), featured speaker in 15 states and 5 countries
- Authored a book on social theory & management practice in preventing child exploitation
- Co-wrote and Executive Produced 1 hour docudrama on runaway youth; received triple normal audience rating for public affairs programming (11.2 points; *Choices*); five Emmys