



# Sarah B. Odom, PhD

## Educational Consultant

[www.vannray.com](http://www.vannray.com)

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### Chief Executive Officer

Vann-Ray, LLC

August 2012 to Present (10 years)

- Lead student and educator motivational and educational consulting business in a nation-wide effort to provide students and educators with the support and motivation to move forward towards a 21st Century educational focus on college and careers.
- Lead students through motivational and educational techniques through written materials and online support.
- Lead teachers through motivational and educational techniques through professional learning opportunities, written materials and presentations, and online support. Evaluate programs for 21st Century with unbiased professional evaluation practices. Provide professional learning opportunities for teachers and administrators.

### Chief Academic Officer

Software Technology Inc.

(2009-2012)

- Managed the division of STIAchievement Services.
- Collaborated with administrators and teachers in making decisions to improve student performance.
- Led consultants in coaching business with school districts in multiple states.
- Designed new programs for STIAchievement Services.
- Conducted educational research for STIAchievement Services.
- Acted as a liaison between clients, coaches, and company.

## Relevant Skills & Specialization

- Educational Researcher
- Course Developer
- Assessment & Evaluation Specialist
- Instructional Designer
- Self Published Writer
- Speaker
- Curriculum and Instruction Specialist

## Sarah B. Odom, PhD

### Education History



Doctor of Philosophy  
Instructional Design  
January, 2004-July, 2006  
University of South Alabama, Mobile Alabama

Master's of Science  
Instructional Design, Performance Technology  
May, 2002- December, 2003  
University of South Alabama, Mobile Alabama

Bachelor's of Science  
Secondary Education, Science Composite  
August, 1993- December 1995  
University of South Alabama, Mobile Alabama



Master's of Arts  
Management and Leadership  
January 2009-May 2011  
Liberty University, Lynchburg Virginia

Master's of Education  
Teaching and Learning  
August 2006- December 2008  
Liberty University, Lynchburg, Virginia

### Lifetime Experience

Adjunct Instructor &  
Course Developer  
Univeristy of West Indies  
2019-2022

Director of Achievement Services  
Software Technology Inc.  
2007-2009

Assessment Specialist  
Software Technology Inc.  
2006-2007

School Improvement Specialist  
Choctaw County BOE  
2005-2006

Online Instructor  
ACCESS  
2006-2007

Science Teacher  
Mobile County Public Schools  
1996-2005

Upward Bound  
Science Instructor  
ASCC  
1996-2004

### Personal References

Several can be found on our website at  
www.vannray.com  
Others available upon request.

## Graduate Work Completed

Organizational Behavior  
Project Coordination  
Executive Leadership & Management  
Research & Development Project  
Managerial Informational Technology  
Program Research & Evaluation  
Strategic Marketing Management  
Research Project Seminar  
Managerial Finance  
Research Seminar  
Effective Executive Communication  
Research in Instructional Technology  
Legal Issues in Business  
Quantitative Methods I  
Corporate Responsibility  
Quantitative Methods II  
Non-Profit Management  
Alternative Instructional Models  
Entrepreneurship  
Advanced Measurement & Evaluation  
International Business  
Research - Dissertation  
Research & Evaluation  
Directed Study & Research  
Instructional Design  
Program Research & Evaluation  
Performance Systems Technology  
Advanced Instructional Design  
Needs Assessment  
Qualitative Research in Education  
Training Interventions  
School Law  
School Administration  
Foundations of Exceptionality  
Curriculum Development  
Curriculum Fundamentals  
Advanced Educational Psychology  
Educational Search and Assessment  
Foundations of Educational Research  
Professional Dev. in Middle Grades  
Teaching Natural and Social Sciences  
Foundations of Education

## Goals and Personal Vision

1. Provide the best consulting advice to my clients in all situations.
2. Provide expert evaluation services to those clients who need them.
3. Continue writing books for children that will inspire them to love reading and learning in all subjects.
4. Continue teaching graduate level courses in informational technology, instructional design and development, and teaching and learning.
5. Become part of the educational community who seeks answers that are causing students to struggle.
6. Continue personal and professional research in various areas of learning challenges, such as autism, dyslexia, and ADD/ADHD.

## Business Owner



Vann-Ray, LLC is an educational consulting business where we provide resources and services to our schools. Our website is located at [www.vannray.com](http://www.vannray.com)



Odom Ministries, Inc is a ministry S-Corp designed to provide books, resources, workshops, and other services to those who would like to be encouraged and learn more about their daily devotional life. [www.odomministries.org](http://www.odomministries.org)

## Publications

### Childrens' Books

A Boy Named Sawyur  
Adventures in the Egg Plant  
Adventures in the Egg Plant Coloring Book  
Barry Needs a Dentist  
Captain Clemens and the Golden Treasure  
Clemens Goes Camping  
Clemens Goes to the Aquarium  
Clemens Goes to the Moon  
Clemens Meets Santa  
Clemens, Rusty, & Tomato Juice  
Cowboy Clemens Rides Again  
Emmitt's Arrival  
I'm Growing Up, Mimsy! Don't Cry!  
Jumping Jupiter  
Little Baby Brother  
Mimsy Loves Me  
Mimsy Meets My Bunny, Mr. Whittle  
Mimsy, Play with Me!  
Mimsy's Bible Mystery Tales  
Mimsy's Cow Pasture  
Mimsy's Tales of Giants, Lions & Whales  
My Very Special Friend  
Peanut Butter & Jelly  
Play Ball  
TaeKwonDo Brothers  
Think I'll Go Fishin'  
Woody & Friends: Tale of the Soggy Sandwich  
Woody & Friends: Tale of the Soggy Sandwich  
Coloring Book  
Xantu Learns to Read

## Publications

### Educational Books

21 Things You Need to Know about Career  
Readiness & Workbook  
21 Things You Need to Know about Testing &  
Workbook  
First Grade Reading Quizzes  
Kindergarten Reading Quizzes  
My Backyard Red-Headed Woodpeckers  
My Backyard Redbirds  
Second Grade Reading Quizzes  
Spring Shenanigans  
STREAMSing with Maracas

## Publications

### Ministry Books

Daddy's Dreams: Raising Kids  
Daughter of God: Called by Name  
David's Life & Psalms  
For His Purpose  
Going Deep for Family: Putting Down Roots  
I Touched the Water! It Was so Clean!  
Jesus' Ministry  
Journey into My Wilderness  
Journey of the Soul  
Journey to Rebuild  
Journey toward the Great Commission  
Married to the Preacher  
Memories of Friends, Family & Love  
My 21 Day Journey to Develop a Habit of Fitness &  
Exercise  
My Friends & Me  
My Life - God's Canvas  
My Status - His Message  
Sunday School: Patriarchs & Matriarchs of the Bible  
Sunday School: Fruit of the Spirit  
Sunday School: Kids of the Kingdom  
To Maddie with Love  
Warrior Princess of God: Books 1, 2, & 3  
When the Lights Go Out  
Who is Jesus: Student & Teacher Edition

## Conference Publications

Odom, S.B. (2012). Rigorous Curriculum Design. Presentations in Illinois, Missouri, and Alabama schools.

Odom, S.B. (2012). Does Common Core bring common ground? Presentation at STI's Common Core Institute in Indianapolis, Indiana.

Odom, S.B. (2011). Does Common Core bring common ground? Presentation at New Jersey's Charter School Convention in Trenton, NJ.

Odom, S.B. (2010). Using data to create formative assessments: Ready, Set, Go! Presentation in Indianapolis, IN and Ann Arbor, MI.

Odom, S.B. (2010). Building a Powerful Learning Community: Ready, Set, Go! Presentation at the Southern Illinois Technology Showcase.

Odom, S.B. (2010). Building a Powerful Learning Community: Ready, Set, Go! Presentation accepted for ASCD 2010, San Antonio, TX.

Odom, S.B., Litchfield, B.C., Ouimette, J. (2008). Guidelines for implementing a formative assessment program through a web-based testing format. Presentation accepted and published for 6th International Conference on Education and Information Systems, Technologies and Applications (EISTA 2008), Orlando, FL.

Odom, S.B. (2007). Using data to improve instruction. Presentation accepted for the Alabama Educational Technology Conference (AETC), Birmingham, AL.

Odom, S.B. (2007). Foundations for Success. Presentation accepted for the Alabama Educational Technology Conference (AETC), Birmingham, AL.

Odom, S.B. (2005). Developing self-regulated learning skills in middle school students in a web-enhanced course. Study presented at the Southeastern Conference in Instructional Design & Technology- Challenges of eLearning & IDT, Mobile, AL.

Odom, S.B. (2005). Using Blackboard to supplement the middle school classroom. Paper accepted for the Alabama Educational Technology Conference (AETC), Birmingham, AL.

Odom, S. B. (2005). Meeting State requirements for BBSST. Presentation given for educators and administrators of Mobile County explaining the importance and necessity of meeting the mandates of Lee vs. Macon in all schools across the county.

Odom, S.B., Dickson, R. (2003). BBSST at Lott Middle School. Presentation given at the Mega Conference in Mobile, AL on procedures used for compliance with Lee vs. Macon.

## Professional Development & Workshop Presentations

Vann-Ray, LLC: ALSDE 21st Century Evaluation. 21st Century Conference, 2020, 2018, 2017

Vann-Ray, LLC: Baldwin County ELA Teachers. Workshop Presentation, 2020

Vann-Ray, LLC: Vann Ray (Presentation for potential partners), Aug, 2017

Vann-Ray, LLC: Formative Assessments (Consulting Workshop for WCBE), Aug, 2017

Vann-Ray, LLC: Goal-setting for Students (Consulting Workshop for WCBE), Aug, 2017

Vann-Ray, LLC: Who Moved My Cheese (Consulting Workshop in AL), Aug, 2013

Vann-Ray, LLC: Where Are We Now (Consulting Workshop in IL) July, 2013

Vann-Ray, LLC: Rigorous Curriculum Design (Consulting Workshops in MO and AL), July and Aug. 2013.

Vann-Ray, LLC: ACT PREP Workshops for Students (Workshops in AL public and private schools). Dec. 2012 and March 2013.

STIAchievement Services: Rigorous Curriculum Design (Consulting workshops in IL, MO, & OK) June & July 2012.

STIAchievement Services: Does Common Core bring common ground (Consulting workshops in IL and MO) 2011

STIAchievement Services: Converge 20/20 (Coaching workshop in Mobile, AL) July, 2011.

STIAchievement Services: MIDAS (Coaching workshop in Mobile, AL) July, 2011.

STIAchievement Services: Curriculum pacing and building formative assessments, MO, May, 2010.

STIAchievement Services: Ready! Set! Go! (Consulting training at STI in Mobile, AL) March, 2010.

STIAchievement Services: Opening School with Pacing and Testing (Coaching Workshop in Berwyn, IL) August, 2009.

STIAchievement Services: Curriculum Pacing Missouri, 2009.

STIAchievement Services: Consultant Training Mobile, Alabama. August, 2008.

STIAchievement Services: Formative Assessments (Coaching Workshop in Tallapoosa County, AL) August, 2007.

Analysis Reporting (Regional Training Sessions for Alabama) May, 2007.

Running with the Numbers (Regional Training Sessions for Alabama) May, 2007.

Regional Training Sessions: Formative Assessments (Regional Training Sessions for Alabama) May, 2007.

A STIAssessment presentation on: A District Plan (Consultation Jefferson Co, Alabama) March, 2007.

A Focus on Student Achievement: Ensuring A Successful Roll-out of STI Assessment (OK, MO, IN) 2007, 2006

90/90/90 Model for Education (Choctaw County Schools) September-October, 2006.

ARMT and SAT-10 Longitudinal Data (Choctaw County Schools) September-October, 2006.

Choctaw County ARMT AMO District Comparisons (Board of Education) August, 2006.

Building Teams and Committees within Schools (Choctaw County High School) March 13, 2006.

Helping Parents understand the ARMT/SAT10 (Choctaw County High School, Southern Choctaw High School) March, 2006.

School Improvement Plan Review (Choctaw County High School) February 7, 2006.

Blue Ribbon School 2007 (Southern Choctaw High School) January 3, 2006.