

## Examples of Bev's work

The following pages included excerpted original work concerning communications strategy and direction. You are provided with information about assignments for a sample of my clients.

Attribution to the graphic designers is included. The PDFs are examples of designed pieces that I envisioned and supervised in addition to my planning and writing.

**N**ational nonprofit with significant tensions between staff and management

- Reviewed prior assessments of communications needs.
- Conducted confidential interviews with staff to diagnose the potential mismatch of goals and values. Excerpt from recommendations.

**U**niversity A seeks to build agreement on a positioning statement to use cross departmentally.

- Focus groups with department chairs, “champion” faculty members, staff and alumni.
- Synthesis of discussion was presented to department chairs, prior to presentation to the president.

**N**onprofit trade association faces imminent change in CEO; Board members at loggerheads about future direction.

- Annual report needed to be written and distributed in timely manner with emerging but not final consensus on key issues.

*Design: Carol Dirga Design*

**A**cademic center develops a view book to help strengthen relations.

- Audiences include donors and faculty members; the view book describes its purpose and mission.

[Tufts “Citizenship” view book, pp. 6-7]

*Design: Carol Dirga Design*

**S**trategic launch of an online portal on government innovation for large university.

- Communications planning accomplished concurrently with last phase of business redesign.
- Planned and implemented first-ever HTML email push.

*Design: MDB Communications*

**H**igh visibility conference for Boston Mayor’s Office on youth fitness and nutrition for inner-city professionals.

- Conference was held at local YWCA and Bev had responsibility for planning, marketing, day-of supervision.

*Design: Carol Dirga Design*

Harvard global disaster prevention conference April, 2006.

- Identified speakers and supported faculty advisory group's agenda development.
- Created Web site (in collaboration with IT) and promotion campaign. See [www.hsph.harvard.edu/disasters](http://www.hsph.harvard.edu/disasters).

University health services brochure

- This project included a complete rewrite of previous work and a new visibility effort for university health services.
- Copy had to be sensitive to relationships with supporting programs.
- It was delivered in 6 weeks.

*Design: Bright White Design*

**R**edesign of institute-wide environment, health, and safety services directly affecting 200 large research laboratories on campus, necessitating change in roles of key personnel, new accountability—

- Over two-year period, created extensive multimedia communications plan about process change and new rules.
- One component of strategic communications was a print newsletter.

*Design: Flanders and Associates*

**P**romotion effort for university-based Web-course-design services offered by Internet and Telecommunications Services (ITS)

- Copy writing involved understanding ITS's current level of visibility, interviewing faculty to understand its best features, and involving all staff in review.
- Project delivered in 6 weeks.

*Design: Sandy Farrier*

University academic center requests strategic plan to specifically expand in to other geographic markets.

- Facilitated a 10-month process of research, consensus-building, and writing of a plan.
- Culminated in presentation to president and vice presidents.