

Erin Spanier

Communications Director

Education

MFA, Goucher College of Fine Arts

MET, New School for Social Research of Education Theory

BA, Albright College of English and Political Science

Professional Experience

Center for Health and Research Transformation, Ann Arbor, MI (February 2020 – present)

Communication Director 2018 to present

- Develop strategic communications plans with clients and colleagues including SWOTs, primary and secondary audience analyses, goals for audience engagement, and tactics to achieve those goals.
- Manage \$175,000 in marketing and communications budgets to achieve objectives in a cost-effective manner while experimenting with promising new communications platforms.
- Manage and contribute to a broad range of writing, editing, photography, design, web development, social, advertising, and public relations efforts designed to achieve client objectives.
- Provide constructive, developmental editing and design support to CHRT's analysts, managers, fellows, and interns as they work to produce client reports, publications, blog posts, op-eds, presentations, and other deliverables.
- Track metrics and share learnings with colleagues and directors with the goal of understanding impact, refining communications plans, and meeting objectives; and
- Collaborate with reporters and communications counterparts across the University of Michigan and surrounding state to advance this work.

Editor for Gerald R. Ford School of Public Policy 2010 to 2018

- Supported the Office of Outreach and Communications with a variety of communication needs, including stories highlighting social science research.
- Supported the Office of the Dean's communication needs, as requested, including community messages, faculty award nominations, speeches, and more.
- Supported the Office of Development with annual fund letters, proposals, case statements, high-end stewardship pieces, and other needs.
- Liaised with the school's public relations representative at Michigan News, coordinated work flow and drafted and edited press releases as required.
- Served as editor of State & Hill, the school's magazine, generating story and theme leads in collaboration with colleagues across the school, interviewing faculty and alumni, writing feature articles about a wide



range of topics, hiring freelance writers, editing and proofreading content, working with designers and production staff, and maintaining budget and deadlines.

- Supported the Symposium on the Future of International Service, recognizing the 50th anniversary of the Peace Corps by developing and editing a commemorative monograph, *Charting the Future of International Service*.
- Developed an illustrated interactive timeline for the school's centennial and wrote the school's history for U-M's bicentennial encyclopedic survey.
- Served on the school's web site redesign task force, then wrote/ edited all web text for the new site; continued to feed and nurture a dozen story carousels for targeted audiences including students, alumni, policymakers, donors, and more.

Part-time lecturer at the Department of English, College of the Liberal Arts 2007 to 2009

- Taught "Introduction to Rhetoric and Composition" for first-year undergraduate students; "Scientific and Technical Communications" and "Writing for Business" for upper-level undergraduate students.
- Served as a Public Writing Initiative Fellow and later as co-coordinator of the initiative, working with upper-level writing classes to complete commissioned research and writing assignments for local non-profits.

Part-time writer-editor at the Strategic Communications Department 2005 to 2007

- Wrote monthly e-newsletter for Penn State Alumni Association volunteer leaders; rebranded that e-newsletter to reach tens of thousands of Penn State Alumni Association members.
- Edited brochures and descriptions of Alumni Association travel programs.
- Drafted and edited story teaser text, press releases, speeches, public service announcements, and other communication materials, as assigned.

Assistant Director of Membership Marketing at the Membership Department 2004 to 2005

- Wrote print and e-mail solicitations, membership materials, and promotional event materials; edited and proofread all other copy related to membership; and continuously tracked the effect of each marketing campaign to ascertain value.
- Led weekly inter-departmental team meetings for membership recruitment; chaired student membership team and implemented recommended activities.
- Designed, wrote and managed dozens of membership appeals and a \$300,000 recruitment budget
- Developed a broad-based biographical update appeal that netted more than 2,000 membership renewals and launched a campus-based student membership program that netted hundreds of new members in the first year alone.
- Redesigned the alumni association's renewal process to double retention rates among annual members.

Senior writer- editor Development Communications 1999 to 2004

- Began as writer-editor, promoted to senior writer-editor
- Wrote major gift proposals, brochures, marketing plans, speeches, development updates, campaign materials, and strategic development documents for Penn State's \$1.3 billion campaign.
- Supervised interns to create newsletters and other materials; taught an annual proposal writing course for development staff.

- Served on diversity task force, campaign closing committee, pipeline communications committee, Spiritual Center inauguration committee, and recognition societies communications committee—collaborating with colleagues to develop strategic marketing and communications plans for a wide range of initiatives.

Grant Writer/ Development Associate at Community FoodBank 1997 to 1999

- Wrote grant proposals, reports, and acknowledgements for projects and programs associated with the FoodBank's \$5.5 million campaign.
- Wrote direct mail pieces, volunteer newsletters, and articles for quarterly donor/friend newsletter.

Professional Affiliations

- Association of Health Care Journalists
- Sigma Tau Delta, English Honors Society