



HCBS STRATEGIES, INC.

Improving Home and Community Based Systems
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KRISTY W. MICHAEL

Associate
HCBS Strategies, Inc.

SKILLS PROFILE

Kristy Michael, an Associate at HCBS Strategies, has extensive project management, product development, marketing, and grant writing experience. Prior to joining HCBS Strategies, she managed the development and implementation of projects for non-profit organizations and a knowledge management software company. She has a Bachelor of Science degree from Bucknell University. Her experience overseeing projects from initial conception, execution and launch enable her to navigate easily through the often difficult issues that arise during the development process. She was responsible for training clients on new software releases, collecting and interpreting their feedback into new releases, as well as the management of software updates and creation of training manuals. As a Development Specialist Ms. Michael has re-vamped non-profit development departments to include best practice standards and the use of information technology by which to organize and manage fundraising programs, the restructuring of annual campaigns, capital campaigns, grant support, membership, major gifts, and planned giving to afford them the ability to meet their annual budget expectations. She has worked with board of directors to analyze annual budgets and prepare fiscal budgetary spending reports. As an Associate for HCBS Strategies, Ms. Michael has been involved in projects for the District of Columbia, State of Minnesota, and the State of Illinois. She has written policies and procedures for a systems change grant that provides transition services to dual diagnosed adults and foster care youth, as well as various marketing materials for that project to include brochure, website text and various other tools to be used in house for the processing and management of those transition services. She has participated in analysis of district service systems and focus groups gathered to discuss those systems for youth transition out of foster care. She has done statistical data analysis, database creation, research and literature review as well as policy analysis. In addition, she has contributed to the development of multiple comprehensive assessment tools.

EDUCATION

Bucknell University Lewisburg, PA
Bachelor of Science in Secondary Education and English

1999

EMPLOYMENT HISTORY

Associate, HCBS Strategies Inc. Baltimore, MD

2006-Present

- Participated in projects for the District of Columbia, State of Minnesota, and the State of Illinois
- Written policies and procedures for a systems change grant that provides transition services to dual diagnosed adults and foster care youth
- Created marketing materials for systems change grant to include brochure, website text and various other tools to be used in house for the processing and management of transition services
- Participated in focus groups gathered to discuss district service systems for youth transition out of foster care
- Performed statistical data analysis, database creation, research and literature review as well as policy analysis for various projects
- Created policy and procedure manuals for several Pennsylvania Centers for Independent Living and FE/A entities
- Contributed to the development of multiple comprehensive assessment tools.
- Currently developing a set of quality management tools for a PA Fiscal Management Provider

Development Specialist, National Civil War Museum Harrisburg, PA

2005-2006

- Grant writing
- Obtained grant, major gift, planned giving and sponsorship dollars for special projects, operational funds, etc. for the organization
- Responsible for management and maintenance of organizations membership base
- Responsible and met goal to raise over one half of organizations operating budget
- Launched ANTHEM- official magazine of The National Civil War Museum
- Editor in Chief of ANTHEM

Shortly after arriving both CEO and Marketing Department were dismissed from the organization and obtained the following additional duties:

- Ran marketing initiatives for museum including creation of adds, billboards, press releases and other marketing materials
- Managed media requests with local and national media outlets
- Served as main contact for the Museum for public and media inquires and well as for the Board of Directors
- Worked with board of directors to analyze annual budgets and prepare fiscal budgetary impact spending reports.

Sponsorship Manager, Whitaker Center for Science and the Arts Harrisburg, PA

2002-2005

- Obtained Corporate Sponsorships for various programming initiatives
- Developed new sales strategies, proposal templates, fulfillment reports, applied industry standards to valuing benefits offered to sponsors etc.
- Managed all details of sponsorships such as prospecting, negotiating, contracts, execution of benefits, and fulfillment reports.
- Designed marketing pieces and content for sponsorship proposals.
- Managed marketing initiatives with local and national media outlets
- Obtained one quarter of organizations annual operating budget – meeting or exceeded projected goals for all three years.

Release Manager, KnowledgePlanet Inc. Mechanicsburg, PA

1999-2002

- Worked within Marketing Communications to develop sales and internal support materials such as training manuals.
- Supported a field sales organization through customer visits and product training presentations and training materials.
- Served as a primary point of contact with customer communication channels regarding user acceptance testing and focus groups for product.
- Designed, developed and utilized a database to monitor and maintain client feedback, recommendations and potential bugs in the software
- Used available market research to determine product needs as it related to the product development strategy.
- Participated in activities including competitive analysis, environmental analysis, market research, market segmentation, and business case development.
- Developed and recommended a product strategy that met present and future customer needs.
- Created automated survey materials to gain insight into clients needs and wants for the product.
- Managed production activities from initial conception and introduction through the growth and maturity phases to meet sales/revenue objectives.
- Authored and maintained the product plans and release strategy.
- Worked with Sales, Engineering, Customer Support, Product Management and Marketing to identify product issues and opportunities and seek resolution.

TECHNICAL SKILLS

Experience in Business Process Analysis, Regulation and Policy Analysis, Grant and Proposal Writing. Knowledge of various survey, graphic design, website design, project management, and database design software suites. Including the following:

- Microsoft Office: Excel, Access, PowerPoint, InfoPath, Microsoft Project, Microsoft Visio
- Adobe Photoshop, Adobe In Design, Adobe Design, Adobe Dreamweaver, Flash

