

**Mary Beth Hernandez**  
UNC-Chapel Hill School of Social Work  
325 Pittsboro St.  
CB #3550  
Chapel Hill, NC 27599  
Email: marybethATemail.unc.edu

## **EXPERIENCE**

September 2000-  
September 2004  
March 2005-present

**Assistant/Associate Dean for Advancement**, School of Social Work, University of North Carolina at Chapel Hill.

- Lead and manage comprehensive advancement program, including major gift, annual, corporate and foundation fundraising, planned giving, external communications and alumni relations for school and Jordan Institute for Families and develop strategies to ensure that School meets \$14 million Carolina First campaign goal. Exceeded campaign goal by 51%, raising a total of \$21,110,701.
- Closed largest gift (\$2 million) in school's history.
- Developed and executed strategic integrated marketing plan for school, resulting in increased visibility and media coverage of faculty research and student activities.
- Serve as staff contact for school's Board of Advisors and Alumni Council and as executive director of School of Social Work Foundation. Recruit and train fundraising volunteers and board members.
- Led efforts to redesign school newsletter and other external communications. Improvements were recognized with Award of Merit from Council for the Advancement and Support of Education.
- Teach classes in non-profit fundraising/marketing and grant writing to social work students and alumni.
- Serve on scholarship committee, faculty senate and dean's administrative team.
- Supervise staff, and develop operating plans, strategies and budgets for external relations activities.
- Write and edit case statements, image ads, fundraising letters, press releases, newsletters, grant proposals and other communications.
- Plan and organize special events, including board meetings, funders' site visits, fundraising and stewardship events.

September 2004-  
March 2005

**Associate Director of Corporate and Foundation Relations for Health Affairs**, University of North Carolina at Chapel Hill.

- Served as Chancellor's liaison to University's corporate and foundation funders and managed a comprehensive portfolio of

current and prospective funders with a major gift capacity of \$100,000 or more.

- Developed cultivation and solicitation strategies for selected corporations and foundations to ensure that giving to the University is maximized.
- Worked with faculty members in Health Affairs to identify corporate and foundation funding opportunities that matched their research interests.
- Drafted proposals, letters of intent and other communications to funders. Organized site visits and other special events as necessary.

August 1998-  
September 2000

**Director of Advancement**, Carolina Environmental Program, University of North Carolina at Chapel Hill.

- Developed, implemented and managed comprehensive fundraising, legislative relations and communications initiatives to increase visibility of and support for new academic program as first advancement director.
- Supervised staff, and developed operating procedures, personnel plans and budgets for advancement activities.
- Raised over \$500,000 in gifts, grants, pledges and deferred gifts without alumni base or previous giving to program.
- Developed and executed strategic external and internal communications plans, including web site design and implementation, high-visibility special events, regular contacts with media, and image ads.
- Recruited sixteen influential alumni from the U.S and abroad to serve on advisory board. Developed fundraising training program for board members. Organized and managed board subcommittees.
- Initiated annual giving program and developed strategies for acquiring and retaining donors.
- Developed and executed strategy to increase program's visibility among key legislators.
- Planned and drafted fundraising plan, case statement and other materials in preparation for University's \$2 billion campaign.

October 1995-  
September 1998

**Manager of Communications**, Blue Cross and Blue Shield of North Carolina, Durham, NC.

- Provided communications consultation, advice and strategic planning to support corporate objectives.
- Wrote, edited and produced newsletters, magazines, brochures, letters, press releases, speeches for senior executives, annual reports, videos and other strategic communications to internal and external audiences.

- Managed communication efforts, developed strategy and served on company's executive team for Y2K project.
- Planned and organized corporate special events, including groundbreaking and dedication of new corporate headquarters.
- Recipient of three outstanding employee awards.

April 1993-  
October 1995

**Assistant Director, Development**, School of Education and Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill.

- Developed and managed annual fund program, including direct mail, corporate campaigns, and personal solicitations, and formulated strategic plans to increase support, resulting in 30% increase in annual giving.
- Drafted fundraising-related communications, including press releases, ads, fact brochures, speeches, grant proposals, videos and case statements.
- Planned and organized local and regional special events and trained volunteers to assist with fundraising/PR efforts.

March 1990-  
April 1993

**Editor**, Marketing Communications, Glaxo Wellcome, Research Triangle Park, NC.

- Edited advertising and clinical material to ensure accuracy of content and compliance with marketing objectives and federal regulations.
- Wrote articles for in-house publications.
- Trained and supervised contracted proofreaders.

July 1989-  
February 1990

**Press and Legislative Assistant**, Congressman Bart Gordon, Washington, DC.

- Drafted press releases and speeches on issues of local and national concern; planned and organized media events.
- Tracked and responded to requests from constituents and served as senior researcher of health, senior citizens' and children's issues.

## **EDUCATION**

1986-1988

University of North Carolina at Chapel Hill, Chapel Hill, NC  
Master of Arts in English

1982-1986

Davidson College, Davidson, NC  
Bachelor of Arts in English, *Cum Laude*  
Second Concentration: Political Science

**Honors:** Phi Beta Kappa; Samuel Henry Bell Honor Scholar; North Carolina Fellow (honored for outstanding leadership, initiative, and community service); maintained "H"

average (clear excellence) in master's program, Davidson College Alumni Distinguished Service Award, 2011.

#### **Professional Awards**

Blue Cross Blue Shield Association Best Practices Award (for 1997 Annual Report)  
Blue Cross Blue Shield Association Honor Award for Excellence in Communications  
(for "Go for the Gold" employee recognition program)  
Public Relations Society of America Award (for Blue Cross Blue Shield employee  
newsletter)  
Special Merit Award from Council for the Advancement and Support of Education for  
Most Improved Newsletter, 2004

#### **Professional Development Courses**

Blue Cross and Blue Shield of North Carolina Management Development Training  
Courses in managed care, health care delivery systems, health insurance basics,  
underwriting and health care marketing through Blue Cross and Blue Shield of North  
Carolina's Sales and Marketing Education Program  
Professional seminars in grant writing, internal, external and crisis communications,  
planned giving and major gift fundraising  
Graduate, BRIDGES Academic Leadership Program for Women, 2003

#### **Community and Professional Involvement**

Board of Directors, UNC-Chapel Hill Association for Women Faculty and Professionals,  
1999-2006 (President, 2002-2003)  
Board of Directors, The Community Backyard, 2005-present  
Board of Directors, UNC-Chapel Hill Women's Center, 2002-2004  
Board of Directors, Orange County Communities in Schools, 1997-1999  
Board of Directors, Orange County Rape Crisis Center, 1995-1997  
Community Educator, Orange County Rape Crisis Center, 1992-1997  
Member, Council for the Advancement and Support of Education, 1993-present  
Special Advisor and Pro-Bono Consultant, Orange County Mental Health Association,  
2006-present  
Planning Committee, UNC-Chapel Hill Sexual Trafficking Conference, 2006-2008  
Davidson College Alumni Chapter President, 2007-present  
Davidson College Class Secretary, 2000-present

#### **Selected Classes, Lectures, Publications and Presentations**

Marketing and Fundraising for Nonprofits (co-taught with Dr. Walter Farrell), Spring  
2001  
Development 101 (guest lecturer in master's-level Social Work class), Fall 2002 & 2003  
"Running a Small Development Shop," UNC-Chapel Hill Development Officers'  
Retreat, June 2004 & 2005  
Corporate and Foundation Fundraising (guest lecturer in Social Work class), November  
2005  
"Building an Effective Development Program" (presentation to Project Compassion  
Board of Directors), December 2005

“Board Basics: Motivating Your Board to Achieve Fundraising Success” (Presentation at the Council on Social Work Education Annual Program Meeting), February 2006  
*CCCC Biography of Composition and Rhetoric*, 1988, edited by Erika Lindemann and Mary Beth Harding (maiden name), Carbondale, IL: Conference on College Composition and Communications and Southern Illinois University Press.

**References and Writing Samples Available On Request.**