

**2019 Nominee**

**Susan Dunlap**

**Tampa**

**(Rollover Nomination from 2018)**

**Laurie Berlin**

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**From:** llennox@flahum.org  
**Sent:** Monday, August 27, 2018 8:01 PM  
**To:** llennox@flahum.org; lberlin@flahum.org; sseibert@flahum.org; dkelly@flahum.org; bbahr@flahum.org  
**Subject:** Board Nomination Form  
**Attachments:** 57905893\_FHC resume.docx; 57905894\_letter for Florida Humanities.docx; 57905895\_dunlap[28].pdf

**Nomination Information:**

Nomination type: I am nominating myself.

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**Recommendation Information:**

I would like to nominate the following individual for the Florida Humanities Council board:

Nominator Name:  
Nominator Preferred Email Address:

Nominee Name:  
Nominee Email:  
Nominee Contact Number:  
Contact Number Type:  
Nomination Comments/Remarks:

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**Candidate Information:**

If applicable, name of person that recommended I submit my nomination:

Name: Ms. Susan Dunlap  
Organizational affiliation, if applicable:  
Address: 12020 Northumberland Dr.  
Address, line 2:  
City: Tampa  
State: FL  
Postal Code: 33626

Preferred Email Address: susandunlap2600@gmail.com  
Contact Number: (859) 433-2420  
Contact Number Type: Cell Number  
Personal or Business Website: <https://www.linkedin.com/in/susanfeydunlap/>

Please write a brief summary highlighting your strengths and potential contributions to the Florida Humanities Board:

Consummate communicator  
Board of Humanities experience  
Fundraising experience  
Grant writing experience  
Passion for the mission

Please describe any experience you have had serving as a board member for any other organization. Indicate if you held any particular position on the board, or served on any board committee.

Kentucky Humanities Council - over back-to-back terms, served on multiple committees, including those reviewing mini-grants, the publishing of the Kentucky Humanities Magazine, fundraising and board development.

Resume:

[https://s3.amazonaws.com/files.formstack.com/uploads/2856014/57905893/434627109/57905893\\_fhc\\_resume.docx](https://s3.amazonaws.com/files.formstack.com/uploads/2856014/57905893/434627109/57905893_fhc_resume.docx)

Letter of Interest:

[https://s3.amazonaws.com/files.formstack.com/uploads/2856014/57905894/434627109/57905894\\_letter\\_for\\_florida\\_humanities.docx](https://s3.amazonaws.com/files.formstack.com/uploads/2856014/57905894/434627109/57905894_letter_for_florida_humanities.docx)

Support

Letters: [https://s3.amazonaws.com/files.formstack.com/uploads/2856014/57905895/434627109/57905895\\_dunlap28.pdf](https://s3.amazonaws.com/files.formstack.com/uploads/2856014/57905895/434627109/57905895_dunlap28.pdf)

## Laurie Berlin

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**From:** Keith Simmons  
**Sent:** Friday, August 9, 2019 11:04 AM  
**To:** Laurie Berlin  
**Cc:** Steve Seibert; Patricia Putman  
**Subject:** Susan Dunlap

Patricia and I just met with Susan Dunlap. She applied for the Board last year. She is still interested, and this email is intended to be her formal declaration of interest.

# SUSAN DUNLAP

| 12020 Northumberland Drive Tampa, FL 33626 |

| (859) 433-2420 | [susandunlap2600@gmail.com](mailto:susandunlap2600@gmail.com) |

## SUMMARY

Expert communicator with progressive responsibilities earned from effectively communicating on behalf of corporations and nonprofit organizations representing healthcare, health insurance and technology sectors. Experience devising measurable, results-yielding marketing communications strategies. Expertise includes value-focused consumer communications, business-to-business communications, internal/employee communications, executive communications and sales communications. Award-winning journalist published in nationally noted newspapers and magazines, including those with seven-figure circulations. Quick learner with ability to grasp, describe and translate complex information.

## EXPERIENCE

October 2017- Director of Communications and Social Media, WellCare Health Plans, Inc.

Present

Lead internal communications at Fortune 170 company serving over 4 million Medicare and Medicaid members. Work with corporate shared services and provide ancillary support to state markets. Manage a team of five, including one director and one manager. Results:

- Increased the number of internet stories and graphics by over 600 percent
- Launched morning news source with 56 percent median readership, over 75 percent of whom never miss a day of accessing the message
- Oversaw introduction of three new communication channels
- Editor and writer of annual strategy publication

October 2015- Director of Communications, *Mission Health, Asheville, North Carolina*

September 2017 Direct communications at Mission Health, the state's sixth-largest health system and the regions only not-for-profit, independent community hospital system governed and managed exclusively in western North Carolina. Responsible for internal communication to 12,000 employees. Externally, support service line-

focused marketing communications. This involves media outreach to representatives of an 18-county area. Also responsible for Command Center/Public Information Office (emergency communications). Results:

- Launched award-winning\* Our Mission employee magazine (<http://newsroom-mission.health.org/publication/category/employee-magazine/>)
- Introduced interactive Annual Report/Community Investment report ([http://newsroom.mission-health.org/wp-content/uploads/sites/4/2017/05/Mission-Annual-Report-Community-2017\\_V14.pdf](http://newsroom.mission-health.org/wp-content/uploads/sites/4/2017/05/Mission-Annual-Report-Community-2017_V14.pdf))
- Leading team responsible for producing award-winning\* podcast, a TED Talk™-like internal update; internal news bureau, communications support to executives at five regional hospitals.
- Over 220 earned media placements in 2016. (Estimated value: \$187,000).
- Selected to represent Mission Health in Leadership Asheville's Class of 2016-2017.

\*Recognition by Southeast Region chapter of The Society for Healthcare Strategy & Market Development (SHSMD), a personal membership group of the American Hospital Association.

March 2013-

Director of Communications, *Kentucky Health Cooperative, Louisville, Kentucky*

October 2015

Responsible for marketing and communications for a brand new company in a new category, health insurance cooperatives.

- Using qualitative and quantitative focus group data and identifying consumer segments, built Kentucky Health Cooperative's organizational brand, marketing communications and education and outreach initiatives in about 4.5 months. Result: Kentucky Health Cooperative captured and retained about 75% of the commercial business represented on the Kentucky Health Benefit Exchange, a Marketplace touted as a national model of success.
- Created health insurance literacy publication distributed statewide. The publication was the only one crafted by a Managed Care Organization endorsed by the Kentucky Health Benefit Exchange and the University of Kentucky Cooperative Extension Services and by the nonprofit advocacy group, Kentucky Voices for Health.
- Crafted Education and Outreach presentation shared in all 120 Kentucky counties. The Centers for Medicare & Medicaid Services recommended

that the presentation serve as the national model for all 23 health insurance CO-OPs operating at that time.

- Spokesperson to national and local media. Result: Positive coverage from CNN's broadcast, *The Wall Street Journal*, *The New York Times*, Bloomberg's website and *The Washington Post*.
- Oversaw social media and digital marketing solutions using platforms such as Facebook, LinkedIn, Twitter and Pinterest. Integrated outreach plan included SEO/SEM. Result: The CO-OP's Facebook page surpassed the state health insurance Marketplace's Facebook page in number of "Likes" and number of Facebook followers (around 50,000 built in one year).

## MEMBERSHIPS

- The National Press Club
- The Thoroughbred Club of America
- The Public Relations Society of America
- The Society for Healthcare Strategy and Marketing



# KENTUCKY HUMANITIES

June 11, 2018

Steve Seibert, Executive Director  
Florida Humanities Council  
599 Second Street South  
St. Petersburg, FL 33701

RE: Board Recommendation for Susan Dunlap

Dear Steve,

Susan Dunlap indicated that she would like to join the Florida Humanities Council as a board member and asked that I write a letter of support for her nomination. I gladly recommend Susan as a board member for the Florida Humanities Council.

This is an easy letter to write, as Susan was a very active board member for the Kentucky Humanities Council from 2009 through 2014. When she joined the board she was the owner of an insurance agency that focused on helping people eligible for Medicare sort through the maze of health care choices. She was a contributing columnist to the *Woodford Sun* and an adjunct instructor at Midway College, Eastern Kentucky University, and Kentucky Community & Technical College System. She was also a tutor to athletes at the University of Kentucky.

Shortly after joining the board we witnessed Susan falling in love, marrying a wonderful man, and then nursing him through a devastating life-ending cancer. Even with all of these life altering events, Susan remained a very loyal and active board member. The Kentucky Humanities Council was a priority in her list of activities.

Susan immediately saw her responsibility as a board member to support the Kentucky council financially. She suggested that we research investment opportunities by others that could be earmarked to benefit the council. She was the first board member to set up an annuity to benefit the council. She faithfully supported the council with an annual personal contribution and encouraged others to do so.

Susan was always in attendance at committee meetings and board meetings. She brought a cooperative and thoughtful attitude to these meetings. Whenever she said she was going to do something for the council, she always followed through.

Susan used her talent of editing and writing to assist our magazine editor. She made herself available to read our magazine prior to the publication suggesting any necessary changes and did so quickly and accurately. Even after leaving our board because her term expired, she continued to offer her editing services to the council.

Susan also served on most of our committees during her tenure including the development, planning & evaluation, and finance committees. She reviewed minigrants regularly and was one of the few board members that would submit her recommendations without having to be tracked down after the deadline.

If you are looking for a knowledgeable, active, and dedicated board member, Susan will serve you well.

Sincerely,

Kathleen Pool  
Associate Director

**Telling Kentucky's Story**



@KYHumanities

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kyhumanities.org