



# City of Concord, New Hampshire

## OFFICE OF THE MAYOR

**Byron O. Champlin**

TO: Members of City Council

FROM: Mayor Byron O. Champlin

DATE: March 10, 2025

RE: Appointment to the Steering Committee for Concord's Plan to End Homelessness

I propose the appointment of the following individual to the Steering Committee for Concord's Plan to End Homelessness.

- Danielle Barrick, Chief Communications Office, Granite Edvance, Concord.  
Danielle Barrick's resume is attached.

In accordance with Section 18 of the City Council Rules, this proposed appointment is being distributed to City Council as information in advance of formal action at the April 14, 2025 City Council meeting.

## Danielle Barrick

Concord, NH | [daniellebarrick@gmail.com](mailto:daniellebarrick@gmail.com)

*I'm a journalist-turned-communications professional with more than two decades of experience, including as a communications leader at a Fortune 25 company and at a national nonprofit.*

### **Chief Communications Officer, Granite Edvance (Concord, NH)**

*I was promoted to this role in February 2025*

### **Vice President, Communications & External Affairs, Granite Edvance (Concord, NH)**

*January 2021-February 2025*

- Oversee internal and external communications, marketing, and government relations for a national nonprofit financial services and college-access organization, based in NH
- Support the organization in honing its public service mission:
  - In 2024, Granite Edvance offered \$500,000 in scholarships to NH students, launched an \$80,000 student emergency aid fund with the Foundation for New Hampshire Community Colleges, launched a \$25,000 scholarship for nursing students through the Granite State P.A.R.T.N.E.R.S. program, and donated to food pantries at schools within in the University System of New Hampshire
- Led renaming/rebranding in 2023 (the organization was formerly the New Hampshire Higher Education Assistance Foundation (NHHEAF) Network)
  - Developed a new website; reinvented/rebranding materials; launched statewide awareness marketing campaign

### **Corporate Communications Director, Anthem, Inc. (now Elevance Health)**

*January 2018-December 2020*

- Led multi-channel internal communications for top executives at a 70,000-employee, \$90 billion healthcare company
- Oversaw quarterly "town hall" meetings for EVP, Government Business and presidents of Medicaid, Medicare, and National Accounts
- Deployed "culture transformation" throughout organization
- Supported the development of, and internal comms for a \$50 million, 5-year effort to address racial and health inequities in the communities we served

### **Communications Director, New Hampshire Insurance Department (Concord, NH)**

*February 2014-December 2017*

- Key advisor to state insurance commissioner, liaison to governor's office

- Led multi-million-dollar marketing project on health care transparency and statewide outreach for 2018 open enrollment via HealthcCare.gov
- Created crisis communications strategy, beginning with the Affordable Care Act in 2014
- Oversaw PR and marketing campaigns, including press and in-person outreach, marketing materials, graphics and video creation, social media, and advertising

**Associate Director of Marketing and Communications, UNH Franklin Pierce School of Law**  
2011-2014

- Oversaw PR and crisis strategy – led merger communications; advised administration on internal comms; shared the school’s stories via web and print; led website redesign

**The Concord Monitor (Concord, NH)**  
2003-2011

- During my eight years at New Hampshire’s capital city daily newspaper, I was promoted from news editor to a series of leadership positions, creating and overseeing a range of successful publications, including “The Concord Insider” and “Green Guide, a Handbook for Sustainable Living,” and ultimately leading the 12-person advertising department

**Copy Editor, Kalamazoo Gazette (Kalamazoo, MI)**  
2000-2003

## Education

**MBA with honors, University of New Hampshire, 2016**

**Bachelor of Arts in English (creative writing, journalism), Western Michigan University, 1999**

**Green Belt, Lean Process Improvement, State of New Hampshire, 2016**

**Leadership Greater Concord, Class of 2007**

## Community Engagement

**Member, Board of Directors, Friendly Kitchen, 2011-2014**

- After a fire devastated the soup kitchen in Concord in the spring of 2011, I helped lead a successful grassroots marketing effort to rebuild, aimed at maintaining the kitchen's public visibility and soliciting donations through social media and high-profile events.

**Member, Board of Directors, Five Rivers Conservation Trust, 2011-2012**