



Janine M. Hron

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Qualifications

Experienced community and human services leader dedicated to advancing well-being and opportunity for all people. Particular expertise in strategic positioning, start-up, marketing & communications, and executive direction of nonprofit organizations. Trustworthy and ethical with a demonstrated record of aligning public and private, cross-sector systems to achieve highest quality stakeholder outcomes.

- Strategic Business Planning
- Marketing and Communications
- Management and Growth
- Fundraising
- Public Affairs/Advocacy
- Nonprofit Governance

Professional Experience

Center for Public Partnerships and Research University of Kansas - Lawrence, KS ***Research Programs Director/Associate Director***

Unique and innovative, multi-disciplinary organization expert in research and evaluation, data science projects, and public-private systems innovation work focused on optimizing the well-being of children, youth, and families.

Providing executive-level leadership for strategic direction, organizational and business development, marketing and communications, and social innovation projects.

- Led implementation of a unique, combined summer education and economic stimulation program (Sunflower Summer) funded by ESSER Covid-19 relief dollars, stimulating 71,228 total student and family visits to 71 museum and educational venues, generating \$780,421 in ticket sales in six weeks.
- Provided start-up implementation for year-one of a social innovations program (Kansas Future Fellows), initiating a state-wide ambassadors network proficient in strategic advancement of public-private solutions to community-based challenges affecting children, youth, and families.







Hron & Partners, LLC - Leawood, KS – *Principal* (May 2018-March 2021)


Business advisor providing management and governance consultation, strategic planning, systems collaboration supports, and subject matter expertise to advance organizational and social impact initiatives. Principal investigator/evaluator/performance monitor

- Expanded resources for growth and innovative solutions to community challenges, such as developing regional and national marketing plans to support CDC HIV-Prevention objectives, facilitating statewide distribution of technology resources to low-income families, and advocating for development and funding of high-quality remote learning programs designed for diverse community settings and needs.
- Strengthened leadership proficiencies within the Kansas City region nonprofit sector, expanding needs awareness and resources, while leading to change such as expanded urban core access to high quality child care and education and improved health-care access for low-income individuals and families.
- Advanced the Kansas statewide goal for informed and equitable access to seamless, comprehensive early childhood supports and services.

Crittenton Children's Center/Saint Luke's Health System, Kansas City, MO *Chief Executive Officer* (June 2008-May 2018)

Premier regional psychiatric care provider of comprehensive treatment and social service programs for children, adolescents and their families (397 full and part-time employees / \$85 million annual gross revenue).

- Assured stability and growth through the 2008 financial crisis and subsequent economic downturn by engaging Board and staff to create an aggressive strategic plan. Results included invigorating staff development initiatives, substantial rate increases for inpatient services, five new revenue-generating programs, and national recognition for innovation and quality.
- Ensured dependable, safe and evidence-based medical treatment by creating a fully integrated and employed 11-person multi-specialty group practice dedicated to Crittenton patient care.
- Collaborated with local and national funders to create the *Trauma Smart* model which effectively mitigates the current and long-term effects of exposure to traumatic events such as violence, sudden caregiver loss, and/or alcohol & drug use. The model engages children, teachers and parents to strengthen patterns of resilience and create cultures of trust. Extended into tribal communities, NYC and Detroit Head Start sites, as well as rural and urban applications across Missouri and in 8 states.
- Advanced clinical program development and new ventures by establishing collaborative and sustained relationships with 16 philanthropic foundations (local, regional and national), yielding more than \$18.6 million funding over nine years.

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- Successful in three public funding bids resulting in more than \$30.3 million multi-year revenue and doubling of the service scope in community-based programs including intensive in-home care, outpatient treatment and foster care and adoption services.
 - Consistently maintained exceptional employee and customer engagement scores measured regularly; also advanced equity for all clients year after year, by maintaining Best In Class/Best Overall Performance by the Institute for Diversity in Health Management and Leader status using the Healthcare Equity Index.

Spofford, Kansas City, MO, *President & CEO* (July 2003-May 2008)

Social welfare agency providing therapeutic and educational services for children and families struggling with situational social abuses and/or chronic and severe emotional disturbance (\$5.6 million annual budget).

Provided executive leadership for all operational functions as well as activities of the governing and foundation boards. Achieved 140% increase in annual philanthropic contributions in first two years with ongoing steady growth. Earned top industry advocacy awards for collaboration with the Kansas City Star in a 4-day, front-page series on the needs of children with severe emotional disturbance (*Mending Marcus*).

Union Station Kansas City, Kansas City, MO, *Vice President, Marketing & Attraction Development* (2000-June 2003)

The nation's second largest passenger train station renovated and reopened in 1999 for use as a regional business, entertainment and transportation hub (\$19.6 million total revenue).

Increased earned income from 27% to 54% of total revenue (2002-03). Led team of local leaders and national attraction consultants to improve Science City and exhibit content, merchandising strategies, wayfinding, and customer experience. Participated with board and senior leadership to study original business strategy weaknesses and initiate the shifts toward increased diversification of steady and balanced revenue streams.

Prime Media, Overland Park, KS, *Executive Vice President* (1995-2000)

Marketing communications company predominantly serving organizations in health care and finance industries.

Top ten award winner in the 1997 *INC. Magazine* Marketing Master's Awards for design and implementation of "*Time to Feel Good*" multi-channel strategy, creating accessible health programs and yielding high-value community relationships and client positioning.



Saint Luke's Health System, Kansas City, MO Vice President, Marketing (1990-1995)

Saint Luke's Hospital 463-bed quaternary care institution founded in 1882, and developed into Saint Luke's Health System in November, 1991 (\$468 million revenue).

Executive accountable for all facets of public and internal stakeholder relationships through the strategic business shift from hospital to health system structure; maintained position as top consumer preference, while achieving 120% annual patient volume increase in targeted service lines and 3% increase in consumer recognition for quality each year for 4 years. (Crittenton became a subsidiary of SLH in 1991.)

Education

Webster University, Kansas City, MO M.A. Marketing

University of Wisconsin-Eau Claire, Eau Claire, WI, Bachelor of Arts & Sciences, Music Therapy

Affiliations & Recent Community Involvement

UMKC Bloch School of Management (May 2018-Present)

Senior Fellow, Midwest Center for Nonprofit Leadership

Center for Health Care Strategies Health Policy Resource Center (January 2016-April 2018)

National Collaborative to Advance Trauma-Informed Care

National Crittenton Foundation (September 2010-May 2018)

Legislative Advocate and Agency Representative

Missouri Coalition of Children's Agencies (June 2008-December 2017)

Board of Directors

White House National Dialogue on Mental Health-KC (June 2013-March 2017)

Mayoral Appointee, Committee Member

Missouri Trauma Roundtable (May 2012-May 2018)

Founding Committee Partner

Blue Valley School District (September 2006-May 2011)



Human Relations Advisory Board

