

## Serena Chapman, M.A.

Research Associate, Pacific Research and Evaluation, LLC

Serena@Pacific-Research.org

### Education

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| 2018 | M.A.: Evaluation & Positive Organizational Psychology<br>Claremont Graduate University, Claremont, California |
| 2015 | B.A.: Psychology<br>Adelphi University, Garden City, NY   |

### Professional Experience

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#### 10/22-Present    **Research Associate**

Pacific Research & Evaluation, LLC, Portland, Oregon

- Managing evaluation projects
- Developing and monitoring data collection tools and procedures
- Writing evaluation reports, evaluation plans, and evaluation proposals
- Designing dynamic infographics and presenting key findings to make research findings accessible
- Locating and contacting recipients of services, providers of services, and other stakeholders to facilitate data collection, including scheduling and conducting interviews, focus groups, and written surveys
- Conducting statistical analysis using Excel and SPSS and qualitative analysis using DeDoose

#### 01/22 – 10/22    **Full-Time Independent Evaluation Consultant**

Serena Chapman Endeavors LLC, Queens, New York

- Provided project management and evaluation services focused in the education and nonprofit fields
- Specializing in qualitative research methods; design protocols, conduct interviews, focus groups, and observations, code and analyze qualitative data, and summarize procedures and findings
- Specializing in information design; create beautiful and engaging data visualizations and materials of all kinds including but not limited to: reports, presentations, summaries, infographics, publications, and websites
- Served as Project Manager for the grant writing process and contributor to proposal development for the Regional Learning Collaborative
- Served as Project Manager and Lead in the development of the Pipeline Advising System (PAS) online prototype to be implemented throughout Pomona Unified School District (PUSD) for the Regional Learning Collaborative
- Served as Operations Lead and Evaluator for Capacity to Impact, Inc. to support the 3-year evaluation of the BLOOM Alliance
- Clients Included: The Regional Learning Collaborative (RLC), Capacity to Impact, Inc. (CTI), Center for Evaluation and Research (CERE) at the University of Mississippi, and Intention 2 Impact (I2I)

#### 03/21 – 01/22    **Project Coordinator II**

Icahn School of Medicine at Mount Sinai, New York, New York

- Drafted, reviewed, coordinated, and managed approval and signature process of faculty offer letters for full-time and part-time faculty at all Mount Sinai Hospitals
- Managed scheduling and administrative oversight of leadership search initiatives
- Oversaw administration and meeting management of the Faculty Council and Executive Committee
- Gathered data from Departments, Institutes, and Centers for all reports and data requests

- Provided administrative support to the Dean of Faculty Affairs and Administration
- Provided support in reviewing wRVU, quality, and other metrics based on faculty employment agreements

**09/19 – 03/21 Program Coordinator**

University of Washington, Seattle, Washington

- Supported all operational aspects for the Master of Science in Information Management (MSIM) program and track workflow associated with quarterly tasks and events
- Coordinated entire course registration process for 800+ students, serve as POC for student questions, perform data entry and maintenance of student records
- Documented student progress using UW student databases (CRM software & Power BI) and used to collect and prepare data for the creation of visually engaging reports and presentations
- Created and administered online surveys, developed and updated spreadsheets, analyzed survey data, created reports, and communicated findings to academic advisors, chair, dean, and program committee for strategic development
- Assisted with community building initiatives through student outreach and event planning
- Moderated student listservs, responded to emails via the Request Tracker (RT) system, and maintained content on the Information School website and student resource portals (Canvas)

**06/18 – 02/19 Research & Evaluation Assistant**

Magnolia Consulting, LLC, Charlottesville, Virginia

- Assisted with evaluating a wide variety of education programs focused on providing educational support to underserved youth, post-secondary workforce development programs aimed at providing adults with employable skills, STEM programs focused on engaging youth in current environmental problems, and teacher training programs focused on preparing teachers to appropriately address issues of equity and diversity within the classroom
- Cleaned, maintained, and merged small to large (5,000+ cases) databases using Excel and SPSS; kept detailed methodological logs, prepared databases for higher level modeling and propensity score matching, and conducted basic statistical analyses
- Collaborated with the Nebraska Department of Education to develop a needs assessment tool for low performing schools to evaluate their needs and develop improvement plans based on best practices
- Developed an automated Excel form of the needs assessment tool for Nebraska school leaders that provides an immediate summary of results and includes effective data visualizations that are easily interpretable for all audiences
- Developed graphs, charts, and infographic displays designed for all audiences including clients and the general public using advanced data visualization skills

**01/17 – 06/18 Evaluation Associate**

Claremont Evaluation Center: EDEVAL Lab, Claremont, California

- Led an evaluation for a college readiness program serving minority youth in Orange County, CA
- Supervised 2 team members, paced project timeline, developed surveys, developed focus group protocol, ran focus groups, created power-point decks, presented evaluation reports to board members, scheduled and led meetings, created meeting agendas, and wrote final report
- Cleaned data files for analysis, conducted statistical analyses including multiple regression, dependent t-tests, and confirmatory factor analysis using SPSS and R software, created summaries of results
- Led evaluation capacity building workshops with program administrators, involving the creation of their program logic model and process indicators matrix
- Developed performance measurement tools, including a psycho-social learning survey, an engagement checklist, and academic check-in worksheet for continual qualitative and quantitative data collection
- Presented evaluation process and findings at the 2017 American Evaluation Association conference in DC
- Developed a data collection plan, maintained/cleaned a large administrative database in partnership with a high school district and various 2 and 4-year colleges
- Developed and conducted surveys, analyzed data, created reports involving advanced data visualization
- Presented findings to stakeholders at the bi-annual RLC convening which hosted district administrators from Pomona Unified School District and various 2 and 4-year higher education institutions

### **06/17 – 06/18 Independent Consulting, Evaluation & Reporting**

Potential Project International, Fully Remote Company

- Assisted with ongoing evaluation of corporate-based mindfulness trainings for a range of companies, including Fortune-500 and Fortune-100 companies
- Designed infographic summary report templates used companywide to display training results to clients
- Analyzed small data sets for ongoing training sessions and developed visual representations of findings to accurately demonstrate training results in client-facing reports
- Assisted with the development of surveys on mindfulness and compassionate leadership featured on the Harvard Business Review website

### **08/17 – 12/17 Graduate Teaching Assistant: Research Methods**

Claremont Graduate University, Claremont, California

- Assisted a professor with graduate level course on Research Methods
- Led a 2-hour lab session involving discussions and presentations, provided feedback to students regarding assignments, and provided support for students new to graduate school
- Led in-class activities, prepared and conducted review sessions, graded papers, presentations, and exams

### **01/14 – 12/15 Writing Tutor**

Adelphi University, Garden City, New York

- Tutored 100+ undergraduate and graduate students one on one, via 45 minute in-person sessions
- Assisted with writing mechanics, grammar, organization, APA, MLA, and Chicago formatting, flow of argument, outlining, and brainstorming
- Conducted small group workshops on APA format, proper citations, and creating reference pages for research papers

## **Presentations**

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Sabarre, N., Chapman, S., & Doll, K., (2018, November). [The Rise and Grind of Women in the Field of Evaluation](#). Presented at the American Evaluation Association Conference in Cleveland, OH.

Zargarpour, N. Freund, M. Postlewaite, E. & Chapman, S. (2017, November). [Evaluating Psychosocial & Socio-Emotional Development for College Attainment in Low Income Populations](#). Presented at the American Evaluation Association Conference in Washington, D.C.

Chapman, Serena (2016, January). [Autonomy and the Bigger Picture: Motivation and Cognition in Romantic Relationships](#). Presented at the Society for Personality and Social Psychology Conference in San Diego, CA

## **Certifications & Trainings**

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**11/17 Infographic Design Training**, Magnolia Consulting, American Evaluation Association Conference

**02/21 Functional Medicine Health Coaching Certification**, Functional Medicine Coaching Academy, March 2020-February 2021

## **Professional Affiliations**

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American Evaluation Association (AEA)

Psi Chi: International Honor Society in Psychology

International Positive Psychology Association (IPPA)

Functional Medicine Coaching Academy (FMCA)

## **Honors & Awards**

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Dean's Award for Outstanding Academic Achievement, Adelphi University, May 2016  
Honors for Academic Achievement in Psychology, Adelphi University, May 2016