

DAVID KEYES

Experience

Founder, David Keyes Consulting

2014-Present

With extensive training in research methods and deep expertise in data visualization, I help organizations use high-quality data visualization to increase their impact.

Founder, R for the Rest of Us

2018-Present

Through online courses, custom trainings for organizations, and workshops, R for the Rest of Us helps people learn to use R, in order to efficiently analyze their data and effectively report their results.

Research Associate, MN Associates

2016-2018

I lead several evaluations of federal education-related grant programs across the United States.

Researcher, Oregon Community Foundation

2015-2016

Working with grantees across the state, I conducted evaluations on two of large-scale initiatives related to out-of-school time and arts education.

Visiting Faculty, Lewis and Clark College

2013-2014

Taught Introduction to Sociology, Quantitative Research Methods, Immigrant America, and Sports and Society courses.

Research Coordinator and Co-Instructor, Mexican Migration Field Research Program

2010-2013

Managed team of 30 researchers from U.S. and Mexico collecting data on wide range of topics. Taught quantitative and qualitative research methods, survey design, data analysis, and writing. Edited and wrote books, chapters and journal articles based on results.

Education

Ph.D., Anthropology, University of California San Diego

2015

Research focused on integration of Latino immigrants in the United States. Published widely on settlement, education, and community involvement of Mexican immigrants.

M.Ed., Early Childhood Education, Ohio State University

2005

B.A, Human Development and Social Relations, Earlham College

2002

NELDA REYES, M.A. ~ PRINCIPAL

Nelda Reyes, Principal at AB Cultural Drivers, is a bicultural, bilingual (Spanish and English) consultant and cultural advocate. In the last fifteen years Nelda has specialized in collaborating with foundations, developers, and experience builders to provide necessary insights in regard to audience identification and development, needs assessment, impact measurement, process and organizational evaluation.



Nelda is passionate to work with organizations and communities that are striving to achieve equity in their work, driving the development of her expertise working with and for traditionally marginalized communities based on gender, age, mental and physical capabilities, ethnicity, language, culture, sexual orientation, and other diverse situational and social identities.

She has collaborated with teams in the development and production of bilingual communication and education projects ranging from initiatives, exhibitions, audiovisuals, multimedia and face to face programs both in Mexico and the U.S.

As part of her research and evaluation work, Reyes has led and facilitated numerous community participatory research events, focus groups, school district convenings, community events, as well as presented in national and regional conferences facilitating workshops and sessions on evaluation and cultural competence practices.

Nelda is a certified experiential learning instructor and a professional stage director and has the honor to serve in the Board of Directors at [The Circus Project](#), a social circus organization in Portland, Oregon, the [Studio to School](#) Initiative at The Oregon Community Foundation, Board Advisor for the [Instituto de Cultura Oregoniana](#).

COMMON TEAM ROLES

- Team expert in responsive visitor studies and evaluation. Advises partners and clients in equitable evaluation and research practices.
- Oversees development, design and implementation of the audience research and evaluation studies
- Designs and facilitates professional development for staff, partners and volunteers
- Leads meaning-making and report strategies on findings

EDUCATION CLIENTS & PROJECTS

The Library Foundation: Every Child a Reader, Every Child a Reader Kindergarten, A Book is a Bridge, Successful K.G Transition for African American initiatives.

Oregon Community Foundation: [K-12 Out of School Time Initiative](#) and Latino Partnership Program.

The Ford Family Foundation: Ford Institute for Community Building

[Institute of Learning Innovation](#)/[ExposeYourMuseum LLC](#) (NSF, NOISE): [Multi-Institution Science Center Impact Study](#) (MISCIS)

Latino Network: [Studio Latino](#) (United Way, Oregon Department of Education.), [Pre-K program Juntos Aprendemos.](#)

National Informal STEM Education Network: NanoScience exhibition and programs

[Oregon Museum of Science and Industry: Earth Lab](#) (IMLS) and [Renewable Energy](#) (Murdock Foundation, Collins Foundation, et al.), [Nanoscale Informal Science Education](#), Nano Mini Exhibition (NSF), Portland's Art Museum multimedia [Object Stories and Conversations About Art](#) and NASA's LDCM (NASA).

PREVIOUS EMPLOYMENT

March 2008-February 2014. Spanish Research Specialist and Consultant for Portland State University's Center of Urban Studies-Community Environmental Services (CES) and diverse regional governments and organizations such as METRO (OR) and King County (WA).

July 2011-February 2014. Research and Evaluation Division Supervisor. Responsible for the supervision of Evaluation and Research Assistants and Data Squad Specialist.

October 2010-July 2011. Bilingual Evaluation Associate at OMSI's Evaluation and Visitor Studies Division.

July 2010-September 2010. Bilingual Evaluation Assistant at OMSI's Evaluation and Visitor Studies Division.

January 2001- August 2006. Independent consultant in Strategic Planning and Market Research. Guadalajara, Mexico.

COURSES & CERTIFICATES

Popular Education Principles. Noelle Wiggins, Community Capacitation Center. 2016.

Diversity, Equity and Inclusion training in all relevant topics related to education & community involvement. Trained while acting as a member of the Diversity Task Force at OMSI. 2012-2014.

Subject Research Protection-IRB Certification. Certified since 2005.

Social/Behavioral Research Certification. Collaborative Institutional Training Initiative. August, 2010.

Preparing for Management-IBM. OMSI Management team. November 2013.

Social/Behavioral Research Certification. Collaborative Institutional Training Initiative. August, 2010.

Project Adventure- Experiential Education Certification. 2001.

LANGUAGES

Spanish -Native Speaker.

English - Proficiency, Fluent Speaker.

Portuguese – Beginner.

Translation: Spanish-English translator for education & evaluation.

LECTURES & CONFERENCES

December 2018. Presenter. Culturally Responsive Evaluation. Where are we at? Oregon Program Evaluation Network. Portland, OR.

August 2013. Presenter. Making Logic Models work for you and your team. Oregon Zoo. Series of workshops on logic modeling and outcomes to measure documentation offered to the Oregon Zoo's Education Department.

March 15th, 2013. Presenter. Synching up with Culture: Improving Evaluation Work through Better Understanding. Oregon Program Evaluation Network. Portland, OR.

May 10th, 2012. Presenter. Multicultural Evaluation Capacity. Association of Children's Museum Interactivity Conference. Portland, OR.

July 25th, 2011. Panelist. The Journey of Bilingual Evaluation Capacity: 3 Institutions' Perspectives. Visitor Studies Association (VSA).

PUBLICATIONS & REPORTS

Bogin R., Reyes Garcia, N. (2015). Building Cultural Bridges: Inclusive Environmental Planning and Outreach through University/ Community Partnerships. Greenleaf Publishing, U.K.

Svarovsky G., Goss J., Ostgaard G., Reyes N., Cahill C., Auster, R and Bequette M. (2013). Public Impacts Mini-Exhibition Study Year 8 Summative Evaluation. Nanoscale Informal Science Education Network.

Cardiel, C., & Reyes, N. (2013). Needs Assessment for Potential Host Institutions of NASA Landsat Data Continuity Mission (LDCM) Exhibit. NASA and Oregon Museum of Science and Industry.

Rosino, L., Benne, M., Reyes, N., & Pattison, S. (2012) Energy and the Environment: Program Evaluation FY11 Final Report. Oregon Museum of Science and Industry.

Reyes, N. (2012). Nanotechnology Classroom Program: Evaluation Report. Oregon Museum of Science and Industry.

CURRENT COMMUNITY SERVICE

2014-Present. Member of the Studio to School Initiative Evaluation Advisory Group at The Oregon Community Foundation

2016-Present. Board of Directors and member of the Diversity & Inclusion Committee for The Circus Project, a non-for-profit dedicated to serve homeless and at-risk youth in Portland, OR.

2016-Present. Cultural Advisor for the Instituto de Cultura Oregoniana (ICO), Salem Oregon.