Derrick Dzormeku

Email: *d.double76@icloud.com*
LinkedIn: *Derrick Dzormeku*
GitHub: *Portfolio*

Professional Summary

Higher education professional with expertise in institutional research, surveys, assessment coordination, and accreditation support. Over 5 years of experience leading data-driven initiatives. Proficient in SPSS, R, Python, SAS, Power BI and Tableau, with a proven record of developing scalable insights that enhance user engagement, satisfaction, and program effectiveness. Experienced in sentiment analysis, survey development & management, and cross-functional collaboration to drive impact. Committed to equity, inclusion, and accessible reporting for diverse stakeholders.

Core Competencies

- **Data Analysis & Tools:** Python (Pandas, NumPy, scikit-learn), SAS, SPSS, Stata, R
- **Data Visualization:** Tableau, Power BI
- **Data Systems & Platforms:** PeopleSoft, Kuali, Salesforce, IPEDS, Massachusetts Department of Elementary and Secondary Education datasets, MCIEA Data Dashboard
- **Success & Customer Insights:** Survey analysis, sentiment analysis, churn prediction, maturity modeling
- **Collaboration & Communication:** Stakeholder engagement, cross-functional teamwork, strategic presentations
- **Research & Evaluation:** NVivo, Qualtrics, Otter, statistical reporting, data storytelling
- **LMS:** Canvas, Blackboard, Google Classroom

Professional Experience

University of Massachusetts, Lowell
Online Programs Data Analyst—January 2022 – Present | Lowell, MA

- **Led statistical and sentiment analysis** on student satisfaction survey data using Python NLP, SAS and SPSS, surfacing actionable insights that guided redesign of digital student services and improved engagement.
- **Amplified Student Support Strategies:** Analyzed data for online and graduate programs, refining support initiatives that increased student satisfaction by **5%**.
- **Optimized Survey Processes:** Managed the Ruffalo Noel Levitz Priorities Survey for Online Learners, achieving a **16% increase in response rate** and uncovering critical insights.
- **Developed Collaborative Research Initiatives:** Created a research agenda with stakeholders, enhancing service efficiency through data-driven insights.
- **Innovated Engagement Techniques:** Introduced methods that increased student retention rates by **10%**.
- **Revamped Data Systems:** Overhauled data collection processes, reducing data retrieval time and improved decision-making accuracy.
- **Optimized Assessment Tools:** Partnered with faculty to refine assessments, boosting test reliability and validity using Salesforce.

- Designed an interview and focus group guide for online students who were dissatisfied or unlikely to recommend their programs, building directly on prior Ruffalo Noel Levitz (RNL) survey analysis to probe specific pain points in specific programs
- Partnered with the Associate Vice Provost to plan qualitative follow-up with unsatisfied RNL respondents, aligning sampling, invitations, and logistics so student voice could explain low recommendation scores in key programs.
- Scoped a new Graduate and Professional Studies (GPS) scholarship effectiveness study by defining the initial cohort, the primary outcome, and comparison groups for aid versus non-aid students.
- Built SPSS and Python templates to merge enrollment and financial aid files, generate aid flags and amounts, and compute Fall-to-Spring retention indicators so analyses can run quickly once data arrive.
- Used Integrated Postsecondary Education Data System (IPEDS) trend data to contextualize internal enrollment and retention patterns, benchmarking Graduate and
- Professional Studies outcomes against national and sector peers.

University of Massachusetts, Lowell
Research Assistant June 2022 – May 2023 | Lowell, MA
- Contributed to a $250,000 university–district research practice partnership with Lowell Public Schools focused on building data-use capacity for school improvement and strategic decision making.
- Collaborated with district and university partners to design and refine a holistic K–12 data dashboard through the Massachusetts Consortium for Innovative Education
- Assessment (MCIEA) initiative, helping school leaders track key indicators and monitor the impact of improvement efforts.
- Supported the development of a published case study on devising a holistic data dashboard for a Massachusetts district, translating complex data work into accessible lessons for practitioners and researchers.
- Cleaned and organized district datasets from the Massachusetts Department of Elementary and Secondary Education (DESE) and local student information systems to prepare analysis-ready files for dashboard development and school improvement planning.
- Coordinated data requests, documentation, and version control across Massachusetts Department of Elementary and Secondary Education, Massachusetts Consortium for Innovative Education Assessment, and district sources to ensure consistent definitions and longitudinal comparability.
- Contributed to presentations and data walk materials that helped principals and central office leaders interpret MCIEA dashboard results and integrate them into annual school improvement planning cycles.

Mount Vernon Nazarene University
Research Graduate Assistant May 2018 – April 2020 | Mount Vernon, OH
- **Increased Enrollment:** Drove new student enrollment up by **14%** through targeted demographic research and data strategies using Gray Associates.
- **Expanded Academic Programs:** Helped the addition of two new program concentrations, broadening the university's academic appeal.

Education

Mount Vernon Nazarene University
Master of Business Administration, Business Data Analytics: *Mount Vernon, OH*

Mount Vernon Nazarene University
Master of Business Administration, Organizational Management: *Mount Vernon, OH*

Evangelical Presbyterian University College
Bachelor of Science in Business Administration (Marketing): *Ho, Ghana*

Licenses & Certifications

- **Google Analytics Individual Qualification**: *Google Career Certificates • 149588808 • Issued Apr 2023*
- **Google Data Analytics Professional Certificate**: *Coursera • Issued May 2024*
- **WWC Group Design Standard**: *Institute of Education Sciences • Issued Sep 2022*
- **Social and Behavioral Research**: *CITI Program • Credential ID 63537690 • Issued Jul 2024 - Expires Jul 2027*

Publications

- **Devising a Holistic Data Dashboard:** *A university team collaborates with a Massachusetts district on leveraging new information for schoolwide improvement*
- **Understanding School Principals' Perspectives on Using Data for Improvement**

Conference Presentations

- **"School Principals' Perspective on the Usefulness of Educational Data"** *University Council for Educational Administration Annual Convention, November 2023*
- **"Understanding School Improvement Planning in Practice"** *University Council for Educational Administration Annual Convention, November 2023 Scheduled for presentation at the American Educational Research Association Annual Meeting, April 2024*
- **"Identifying and Addressing Leaders' Learning Needs to Develop Mindsets for Equity-focused Continuous Improvement"** *University Council for Educational Administration Annual Convention, November 2022*

Research Grants and Contracts

- **Research Assistant**, UML-LPS Research Practice Partnership Contributed to a **$250,000** contract with Lowell Public Schools focused on data use and school improvement.
- **Academic Projects**
  - **State Accountability and Demographics Analysis:** Developed a sortable database analyzing state accountability rankings alongside income and racial demographics, exploring the 90-90-90 school phenomenon in Massachusetts.
  - **Strategic Literature Review:** Conducted a rapid literature review for the Lowell School District Superintendent to inform strategic initiatives.