

Shanna Dean

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Verona, WI

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PROFESSIONAL SUMMARY

Policy Analyst | Data Analyst | Results-Oriented Strategist

- ✓ 12+ years of experience in education, policy analysis, and program development
- ✓ Skilled in data analysis, training development, and effective communication
- ✓ Proven ability to translate complex information into actionable strategies, improve program effectiveness, and drive positive outcomes in educational and social service settings

WORK EXPERIENCE

EDGEWOOD COLLEGE

Madison, WI

Academic and Career Counselor

Aug 2016 - Aug 2019

- Synthesized student enrollment data and students' academic plans to assist Registrar's Office in making key decisions about future course offerings
- Developed and implemented new online orientation for incoming students using Blackboard LMS
- Tracked student engagement data through Blackboard Analytics and made requisite updates to orientation curriculum in order to improve student outcomes
- Assisted in updating and revising policy language through participation in college-wide Adult Student Learning Committee

EVIDENT CHANGE

Madison, WI

Program Associate III/IV

Jan 2014 - Feb 2016

- Translated complex statutory language, state policies, and case review data into plain, actionable recommendations for departments of human services
- Developed, implemented, and conducted statewide and nationwide trainings and workgroups of evidence-based assessments and family engagement practices for social workers, supervisors, managers, and administrators of departments of human services
- Pioneered the use of pre-implementation reviews to identify potential risks and opportunities and to establish baseline indicators for transforming human services systems
- Authored blogs, literature reviews, and e-learning modules for public audiences

WISCONSIN CENTER FOR EDUCATION RESEARCH, UW-MADISON

Madison, WI

Policy and Research Analyst

Jun 2012 - Dec 2013

- Co-authored key policy memo outlining options for Wisconsin Department of Public Instruction's transition to Smarter Balanced assessments and use of value-added measures
- Developed and delivered in-person trainings on student achievement measures and outcomes to technical audiences, practitioners, and administrators

- Served as Project Manager for the Hillsborough County Public Schools Value-Added Project (7 years, \$1.7 million per year)
- Provided technical assistance regarding teacher evaluation measures to departments of education and charter school organizations as part of the Teacher Incentive Fund (TIF)

EDUCATION PIONEERS

Boston, MA

Fellow – Playworks Metro Boston

Jun 2011 to Aug 2011

- Synthesized census data, MCAS scores, and obesity data using ArcGIS to create a site suitability index and kernel density map to identify market opportunities in Massachusetts; organization subsequently expanded to Lawrence—a recommended market
- Created and presented six-month strategic plan to board members and key community stakeholders for launch of Playworks Training
- Worked with marketing department to create targeted one-pagers for prospective clients and fundraising materials (e.g., brochures and web articles)

SKILLS & COMPETENCIES

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|--|---|
| • Policy analysis and development | • Website management and content creation |
| • Research and data analysis | • Report writing and briefing preparation |
| • Stakeholder engagement and collaboration | • Relationship building and networking |
| • Presentation and communication | • Knowledge of relevant policy areas (e.g., education, child welfare) |
| • Project management | • Strategic thinking and problem-solving |
| • Technical assistance and advisory | • Adaptability and flexibility |
| • Monitoring and evaluation | |

EDUCATION

GOOGLE/COURSERA

Online

Data Analytics Specialization

CARNEGIE MELLON UNIVERSITY, H.J. HEINZ III COLLEGE

Pittsburgh, PA

MS, Public Policy and Management with Highest Distinction

UNIVERSITY OF WISCONSIN-MADISON

Madison, WI

BA, English Literature & Communication Arts with Honors

SOFTWARE PROFICIENCY

Statistical Software (SPSS, R), SQL, Excel, Tableau, ArcGIS, SurveyMonkey, Vista, Blackboard LMS and Analytics, eLearning Software (Adobe Captivate, Articulate), Adobe Creative Suite, WordPress, Salesforce, Social Media Applications, iMovie, Basic HTML, Google Analytics and AdWords, Meeting Technologies (WebEx, GoToMeeting)