



JACKIE SIEGEL

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Education

Master of Public Health

University of British Columbia, 2014

Bachelor of Science in Global Resource Systems

University of British Columbia, 2008

Relevant Experience

Independent Contractor, Various Clients

Senior Planner, May 2023 - Present

- Stakeholder engagement, data collection, and writing of first indigenous self-government community health profile
- Design infographic campaign for indigenous youth programs
- Develop communications and strategic plans for territorial land management community of practice

Rosov Consulting

Project Associate, February 2021 – February 2024

- Project manage evaluation projects of up to \$500k/year for local and international clients
- Coach and train graduate students and community leaders in evaluation thinking and strategic planning through mentorship and facilitating workshops
- Conduct quantitative and qualitative research, including data collection, analysis, and results reporting, to support clients' ongoing learning needs
- Prepare a DEI style guide on how to use identity markers (such as gender, race, class) in research through an audit of 200 surveys, literature review, and internal consultation

Independent Contractor

Video Production Director, September 2022

- Developed concept for a 15-minute tribute video
- Facilitated communication between client and production company
- Selected video clips from multiple sources and curated music selection choices

American Jewish Committee

Senior Associate, May 2019 – February 2021

- Implemented data management policies and processes to meet increasing communication needs between organization and constituents with 10% growth in constituent database size
- Analyzed virtual event metrics and develop targeted marketing and development strategies for National and regional campaigns

Independent Contractor

Events and Communications Coordinator, Jan 2019 – Apr 2019

- Organized three-day Indigenous Languages and Education Symposium for 75 community and agency partners with 93% of attendees reporting the event as good or excellent
- Designed and produced event logo, graphics, and program materials

Education, Culture and Employment, Government of the Northwest Territories

Indigenous Languages Project Coordinator, Jul 2017 – Aug 2018

- Wrote Territorial indigenous language revitalization action plan following a year-long participatory engagement process with stakeholders across the Territory and consultation with community leaders and elected officials
- Developed and administered grants to provide \$350,000 to organizations to offer community based second-language instruction programs
- Analyzed policy options for Territorial Indigenous language instruction options and communicated to executive leadership

Monitoring and Evaluation Specialist, Nov 2014 – Jun 2017

- Led development and implementation of Territorial education evaluation strategy, including methodologies, key metrics, and preparing reports
- Initiated a training series to facilitate knowledge sharing among department staff and senior management with the intention of advancing program reporting and accountability procedures
- Repaired critical relationships with key community partners by conducting site visits and regular conference call updates, resulting in partner buy-in of ten-year framework

Yellowknife Pride

Board President, March 2016 – February 2018

- Expanded outreach across all areas, resulting in doubling of board members, creation of a youth committee, and renewed communications with city officials
- Prepared media releases and appeared on television, radio, newspaper, and magazines to promote Pride events

Additional Training

LGBTQ+ Canyonlands Backpacking, NOLS, November 2022

Technical Skills

Graphic Design in Adobe Photoshop, Canva

Email Campaign Design in MailChimp, Luminat

Data Analysis and Visualization in Microsoft Excel, Google Sheets

Presentations & Publications

Siegel J, Magagnosc A. (2023). *Who are you? How our organization learned to ask about identity and center people in our data*. Presentation at the American Evaluation Society Conference, Indianapolis, IN.

Siegel J, Allen S. (2016). *What can data tell us about language learning?* Presentation at the Indspire National Gathering for Indigenous Education, Toronto, ON.

Siegel, J. (2016). *Theory, Tradition and Tools: New Methods for an Aboriginal Languages Revitalization Evaluation*. Presentation at the Canadian Evaluation Society Conference, St. John's, NL.

Siegel J, et al. Workplace interventions to reduce HIV and TB stigma among healthcare workers – where do we go from here? *Global Public Health* 2015; 10:8