



# JACKIE SIEGEL

jackie.siegel@gmail.com · 415-627-8944

## Education

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### **Master of Public Health**

University of British Columbia, 2014

### **Bachelor of Science in Global Resource Systems**

University of British Columbia, 2008

## Relevant Experience

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### Rosov Consulting

#### **Project Associate**, February 2021 – Present

- Project manage mixed-method evaluation projects for local and international clients with up to 10 team members and \$500k budget
- 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

### 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
- Responsible for all logistic, administrative, communication and technical operations, as well as offering content support to event chair
- Designed and produced event logo, graphics, and program materials

### Department of Education, Culture and Employment, Government of the Northwest Territories

#### **Indigenous Languages Project Coordinator**, Jul 2017 – Aug 2018

- Continued engagement with the Regional Indigenous Languages Coordinators to finalize and publish a 10-year Territorial Indigenous Languages Framework, which received full partner buy-in
- Developed and administered grants to provide \$350,000 to organizations to offer community based second-language instruction programs, including working with each grantee to help build up their program plans
- Analyzed policy options for Territorial Indigenous language instruction options for ECE executive leadership

Department of Education, Culture and Employment, Government of the Northwest Territories

**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
- Relationship building and strategic facilitation of the Regional Indigenous Languages Coordinators committee through ongoing regional site visits and in-person central meetings to support the development of regional language evaluation plans and initial drafts of a languages 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

## Technical Skills

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**Graphic Design** in Adobe Photoshop, Canva

**Email Campaign Design** in MailChimp, Luminato

**Data Analysis and Visualization** in Microsoft Excel, Google Sheets, Qualtrics, SPSS

## Presentations & Publications

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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