

MARISA ALLEN, PHD

MARISA@EVALUATIONSSPECIALISTS.COM



PROFESSIONAL PROFILE

Senior-Level Professional with over fifteen years experience providing comprehensive programmatic and evaluation services to non-profit organizations, government agencies, and foundations working in the across the United States.

PROFESSIONAL EXPERIENCE

Evaluator, Evaluation Specialists

Los Angeles, California

January 2019 – present (part-time Evaluation Consultant from 2013 to 2018)

Senior-level evaluator responsible for leading the development of evaluation plans, conducting quantitative and qualitative data analyses, and writing research and evaluation reports. Oversee all aspects of evaluation and needs assessments projects including proposal development, literature reviews, data collection, data analyses, report writing, and data presentations. Specializes in ensuring evaluation findings are used for action and programmatic development and leading innovative practices in emergent learning.

Evaluation Project Manager/Principal Investigator, Kaiser Permanente, Institute for Health Research

October 2015 – December 2018

Denver, Colorado

Manage a large portfolio of evaluation studies including projects for Kaiser Permanente’s foundation. Served as Principal Investigator/Lead Evaluator for several complex cross-site evaluations. Projects included leading: 1) an evaluation of a large-scale \$3 million evaluation for the State of Colorado’s Cancer, Cardiovascular and Chronic Pulmonary Disease Grants Program, 2) a cross-site evaluation of 13 organizations efforts to decrease hunger, and 3) an innovative evaluation and learning project documenting 15 agencies work to increase enrollment in WIC (nutrition program for women, infants, and children). Responsible for all aspects of study design and implementation including proposal writing, data collection, and report writing. Supervise and lead the work of eight evaluation team members, various research staff, and external consultants.

Evaluation Project Manager, Division of Population Care and Prevention Services, Kaiser Permanente

November 2013 – October 2015

Denver, Colorado

Oversaw the development and implementation of an evaluation and strategic learning framework for the Division of Population Care and Prevention Services. Responsible for overseeing evaluation contractors and providing expert consultations to various departments on evaluation design and measurement approaches. Managed a diverse portfolio of evaluation projects including process and outcome evaluations of health promotion programs, worksite health programs, and community health initiatives. Projects included the evaluation of a worksite diabetes treatment program and a depression care management program. Appointed and served on team with senior leaders to develop and evaluate a new innovative program to increase screening rates among underserved patients.

Director, Research and Evaluation, The Colorado Health Foundation

September 2010 – March 2013

Denver, Colorado

Oversaw all research, evaluation, and learning activities at the foundation with an annual grantmaking budget of approximately \$100 million and assets of over \$2 billion. Served on the senior leadership team responsible for all aspects of the foundation's grantmaking operations. Supervised a team of professional evaluators responsible for implementing a variety of research, evaluation, and learning activities. Conducted ongoing analyses of grant performance and managed complex evaluation projects for the Foundation, including managing university-based researchers. Responsibilities included overseeing the department's budget and external contractors' budgets.

Senior Research Associate, Coletta Reid and Associates

August 2001 – September 2010

Santa Fe, New Mexico

Managed large-scale evaluation and research projects for school districts, state government, and non-profit organizations working primarily in the health promotion, substance abuse prevention, and youth development fields. Oversee all aspects of research and evaluation projects including proposal development, data collection, quantitative and qualitative data analyses, report writing, and data presentations. Responsibilities included contract negotiation, staff supervision, and budget monitoring.

Associate, Shaening and Associates, Inc.

July 1997 – May 2000

Santa Fe, New Mexico

Oversaw data collection projects for the states of New Mexico, Kansas, and Utah and other non-profit organizations working in the child welfare, mental health, and substance abuse prevention fields. Responsibilities included designing computerized data collection systems and managing large-scale survey data. Created and led trainings on data collection protocols for government employees in States of New Mexico and Utah.

Research Assistant, University of Chicago

January 1997 – July 1997

Chicago, Illinois

Assisted with data collection and analyses on a research study examining workplace discrimination experienced by women of color and welfare recipients. Responsible for coding qualitative data collected from in-person interviews.

Research Social Work Intern, Fresh Start Substance Abuse Treatment Program

September 1995 – June 1996

Chicago, Illinois

Provided counseling services to pregnant and parenting women in substance abuse treatment. Assisted in program implementation and evaluation of an outpatient program for pregnant and parenting women.

Prevention Specialist, Santa Fe Community Partnership

March 1994 – September 1995

Santa Fe, New Mexico

Responsible for overseeing and implementing policy initiatives for a community-based substance abuse prevention program. Wrote federal grants to secure continued funding. Researched and authored a political and media advocacy handbook, led political advocacy trainings in rural communities in New Mexico, and coordinated a statewide legislative campaign.

EDUCATION

PhD, Social Welfare, Mandel School of Applied Social Sciences, Case Western Reserve University, 2010

MA, Social Work, School of Social Service Administration, University of Chicago, 1997

BA, Anthropology, Honors Program, University of Colorado at Boulder, 1993

TECHNICAL EXPERTISE

- Extensive experience with quantitative data analysis in Statistical Package for Social Sciences software (IBM® SPSS® Statistics) including use of inferential statistics
- Extensive experience with database design and management in Microsoft Access and Microsoft Excel, including advanced proficiency with web-based survey design software

DISSERTATION & PUBLICATIONS

- Allen, M. (2010). Steeping the Organization's Tea: Examining the Relationship Between Evaluation Use, Organizational Context, and Evaluator Characteristics. Dissertation, Case Western Reserve University.
- Leitch, M. L., Vanslyke, J., & Allen, M. (2009). Somatic Experiencing Treatment with Social Service Workers Following Hurricanes Katrina and Rita. *Social Work*, 54(1), 9-18.
- Bania, N., Coulton, C., Lalach, N., & Allen, M. (2002). Employment, Earnings, and Turnover among Persons Leaving Welfare in Cuyahoga County. Center on Urban Poverty and Social Change, Case Western Reserve University.

PRESENTATIONS

- 2018 American Evaluation Association Conference: "Data Walks, Data Placemats, and a Dose of Data Viz: How to share findings through interactive, memorable, joyful ways."
- 2018 Public Health in the Rockies Conference: "An Evaluator, Funder, and Grantee Debate"
- 2017 Colorado Evaluators Network: "Half-day Workshop on Emergent Learning Approaches"
- 2016 Public Health in the Rockies Conference: "Three Perspectives on Efforts to Decrease Food Insecurity in Colorado: Recent learnings"
- 2015 Center for Effectiveness and Safety Research: "Screening for Food Insecurity in Health Care Settings"
- 2014 Kaiser Permanente Learning Series: "Survey Design for Health Care Settings"
- Paper Presentation: 2011 Center for Effective Philanthropy Conference "Measurable Results in a Foundation Setting"
- Paper Presentation: 2011 American Evaluation Association Conference "Innovative Research and Evaluation Approaches in a Foundation Setting"
- Poster Presentation: 2009 American Evaluation Association Conference: "It's choice, not chance that determines your destiny: How do evaluators make choices for different organizational contexts?"
- Paper Presentation: 2007 American Evaluation Association Conference: "Evaluation and Learning"
- Poster Presentation: 2007 American Evaluation Association Conference: "Glowing in the Dark in the Cave of Information: Organizational Learning Theories"

AWARDS

- Best Innovative Evaluation Proposal, Center for Effectiveness/Safety Research, Kaiser Permanente (2015)
- Centers for Disease Control and Prevention, Office of School Health, Model Evaluation Report Award (2007)
- Research Fellowship at the Center on Urban Poverty and Social Change (Years 2000-2001)
- Faculty Mentorship Award, Case Western Reserve University (Years 2000-2001)
- Arol Shack Dissertation Award (Years 2008-2009)

CURRENT AND FORMER CONSULTING CLIENTS

- American Cancer Society
- Centers for Disease Control and Prevention
- Colorado Health Foundation
- Colorado HealthOP
- Foundation for Human Enrichment
- Kaiser Permanente Colorado, Community Benefit and Relations
- Los Alamos Public Schools
- New Mexico Court Improvement Project
- New Mexico Highlands University
- Presbyterian Medical Services
- Pueblo of Taos
- Rape Crisis Center of Central New Mexico
- Rio Rancho Public Schools
- Rocky Mountain Youth Corps
- Santa Fe Mountain Center
- Santa Fe Public Schools
- Santa Fe Rape Crisis Center and Trauma Treatment Center
- Southwest C.A.R.E Center
- State of Colorado, Department of Public Health and Environment
- State of Kansas, Department of Social and Rehabilitation Services
- State of New Mexico, Children, Youth, and Families Department
- State of New Mexico, Department of Health
- State of Utah, Division of Child and Family Services
- Stop Tobacco on my People (STOMP)
- Teen Parent Center, Santa Fe High School
- Trauma Resource Institute
- United Way of Santa Fe County
- University of New Mexico
- YouthWorks!
- W.K. Kellogg Foundation