

MARISA ALLEN, PHD

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PROFESSIONAL PROFILE

Senior-level evaluator and researcher with over twenty years of experience providing comprehensive evaluation, learning, and research support to non-profit organizations, government agencies, and foundations working across the United States.

PROFESSIONAL EXPERIENCE

Evaluator, Evaluation Specialists

January 2019 – present

Denver, Colorado

Lead evaluator responsible for the development and implementation of evaluation and learning plans for a variety of organizations. Oversee all aspects of projects including proposal development, staff supervision, data collection, data analyses, and report writing. Expertise includes emergent learning practices and ensuring evaluation findings are used for decision-making and action. Recent projects include launching a developmental evaluation for hospitals serving low-income populations and leading a principle-based evaluation for a program serving caregivers of medically fragile adults.

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

October 2015 – January 2019

Denver, Colorado

Managed a large portfolio of evaluation studies including projects for Kaiser Permanente's foundation. Served as Lead Evaluator/Co-Investigator for several large-scale evaluations including: 1) a multi-site \$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 working to decrease food insecurity in Colorado, and 3) a learning and evaluation project focused on the work of 12 public health agencies aiming to increase enrollment in WIC (nutrition program for women, infants, and children). Responsible for all aspects of project design and implementation including technical assistance planning, quantitative and qualitative data collection, and evaluation capacity building. Oversaw the work of several teams of evaluators, various research staff, and external consultants.

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

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 providing expert consultations to various Kaiser Permanente departments on evaluation, monitoring, and learning 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 telephonic depression care management program. Led team of senior health care executives through developmental evaluation process in order to design, launch, and evaluate an initiative to increase health screening rates among underserved patients.

Director, Research and Evaluation, The Colorado Health Foundation

September 2010 – March 2013

Denver, Colorado

Led 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 evaluators responsible for implementing a variety of research, evaluation, and strategic learning activities. Conducted ongoing analyses of grant performance, supported foundation strategy development, and oversaw evaluation projects for the Foundation, including managing university-based researchers. Responsibilities included managing the department budget and staff supervision.

Senior Evaluation Associate, Coletta Reid and Associates

August 2001 – September 2010

Santa Fe, New Mexico

Managed 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. Oversaw 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 and budget monitoring.

Associate, Shaening and Associates, Inc.

July 1997 – May 2000

Santa Fe, New Mexico

Assisted with evaluation and strategic planning projects for consulting contracts with the states of New Mexico, Kansas, and Utah, and with other non-profit organizations working in the child welfare, mental health, and substance abuse prevention fields. Responsibilities included designing computerized data collection systems, database management, and survey design. Created and led trainings on data collection protocols for government employees in States of New Mexico and Utah. Projects included extensive evaluation capacity building with community-based organizations, tribal governments, and marginalized populations.

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.

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 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. Authored a political and media advocacy handbook, led advocacy trainings in rural communities in New Mexico, and coordinated a statewide legislative campaign to support a ballot initiative.

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

CERTIFICATIONS AND TRAININGS

- Emergent Learning Certification Program Graduate, Fourth Quadrant Partners, 2017 (14-month training program on Emergent Learning)
- Green Belt Six Sigma/Lean Certification, Process Improvement Training Graduate, hosted by Kaiser Permanente's Quality Improvement Division, 2015
- MacArthur Foundation Training for Foundation Leaders on "Strategy, strategic thinking, and strategic doing", 2012
- Evaluation Roundtable participant on "Evaluation and Strategy" hosted by The Ford Foundation, 2012
- Senior Leadership Training Series Graduate, Colorado Health Foundation, 2013
- The Evaluators Institute, Evaluation Theory and Methods intensive training courses, 2009
- Department of Education Federal Grant Reviewer, 2007

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 data collection, database design, and data management in Microsoft Access and other applications, including advanced proficiency with web-based survey design

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.

SELECT 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"
- 2011 Center for Effective Philanthropy Conference: "Measurable Results in a Foundation Setting"
- 2011 American Evaluation Association Conference: "Innovative Research and Evaluation Approaches in a Foundation Setting"
- 2009 American Evaluation Association Conference: "It's choice, not chance that determines your destiny: How do evaluators make choices for different organizational contexts?"
- 2007 American Evaluation Association Conference: "Evaluation and Learning"
- 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 and Safety Research, Kaiser Permanente (2015)
- Centers for Disease Control and Prevention, Model Evaluation Report Award (2007)
- Research Fellowship at the Center on Urban Poverty and Social Change (2000-2001)
- Faculty Mentorship Award, Case Western Reserve University (2000-2001)
- Arol Shack Dissertation Award (2008-2009)

CURRENT AND FORMER 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 Division
- Kaiser Permanente Colorado, Prevention Services Division
- Los Alamos Public Schools
- New Mexico Court Improvement Project
- New Mexico Highlands University
- Pasadena Public Health Department
- Presbyterian Medical Services
- Pueblo of Taos, New Mexico
- 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