Michelle Molina

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OBJECTIVE

Michelle helps nonprofit leaders and social innovators use data. She can help you clarify your outcomes, develop a theory of change or data collection tools. With these skills, Michelle helps you collect and analyze data, as well as build your capacity to use data. Her guidance will enable you to achieve your organization's mission by empowering you with tools to make data-driven improvements and decisions, and ultimately advocate for your work using meaningful data.

SKILLS

Theory of Change Development	Evaluation Planning
Qualitative Analysis	Quantitative Analysis
Meeting Facilitation	Data + Evaluation Training

EDUCATION

University of California, Los Angeles

Master's in Education, June 2014

Division: Social Research Methodology

University of California, Los Angeles

Bachelor of Arts, September 2012

Major: Psychology

CONTRACTING AGREEMENTS

First Five Monterey County: Bright Beginnings   August 2018 – Present

- Leading the development of a shared measurement system designed to track key indicators enabling Bright Beginnings to understand trends related to outcomes the initiative is seeking to influence.

- Leading Bright Beginnings' Continuous Improvement process established to document the progress of Community Action Teams (CAT) and identify areas for improvement. For example, clarify project outcomes, document and address progress facilitators and challenges, discuss potential evaluation support options, and identify opportunities for cross collaboration between teams. This process has supported the backbone team's internal communication.

- Providing ongoing support to CATs and the Bright Beginnings' backbone team. This includes developing data collection tools and plans, collecting and analyzing data, as well as facilitating conversations related to data and identifying next steps.

- Collaborated with several CATs to develop documents outlining their Theory of Change. This included facilitating meetings discussing and planning projects, their goals, and data collection plans.

The Nonprofit Partnership   June 2020 – July 2020

- Hosted two webinars for members of The Nonprofit Partnership. One webinar was aimed at helping members identify meaningful data. These data were used to make improvements, make decisions, understand outcomes, and advocate for their work. The second webinar was designed to help participants of Long Beach Gives understand how to use data to make their case more compelling. Specifically, they learned what sort of data to share during fundraising, how to share data, and data visualization best practices.

A Cubed Consulting   August 2018 – December 2019

- Conducted a Community Health Needs Assessment for the Kaiser Permanente Baldwin Park Medical Center. This included facilitating the identification of health need priorities, conducting focus groups and interviews, reviewing secondary sources, analyzing qualitative data, and synthesized reports of major themes from both primary and secondary sources.

- Supported the development of the Kaiser Permanente Baldwin Park Medical Center' Implementation Strategy report by facilitating meetings with both internal and community stakeholders to review the Community Health Needs Assessment findings and identify appropriate strategies.

Meals on Wheels America   July 2019 – November 2019

- Created a data fundamentals training series for Meals on Wheels America members. Modules included content on basic data definitions, information on different data types, and introductions on how to collect data. These modules provided guidance on best practices for what sort of data to collect, how to use these data, data storage, and data security. Each module included a video outlining major concepts, documents providing a deeper description of the topic, as well as supplemental materials on related concepts.

- Hosted an interactive workshop for select Meals on Wheels America members designed to help them move from collecting primarily output data to collecting outcome data. The workshop asked participants to focus on key outcomes, review data collection tools, and identify next steps for updating their data collection procedures.

Keene Insights   May 2016 – November 2019

- Evaluated the effectiveness of local coalitions in Southern California funded by Kaiser Permanente to implement healthy eating and active living strategies. This included conversations with coalition leaders about strategies, data sense-making sessions with key stakeholders, and developing reports to highlight key findings.

Network Impact   June 2016 – April 2018

- Collected data and conducted a social network analysis to explore how stakeholders were interacting with each other and participating in project activities.
- Analyzed survey data to explore intervention outcomes.

Crestline Advisors   January 2016 – January 2020

- Developed and implemented Spanish and English interview protocols to understand participation rates in a financial literacy program.
- Created briefs providing insight into the barriers that prevented higher participation, what motivated members to participate, and what program leaders can do to increase participation in the future.

PROFESSIONAL DEVELOPMENT

Partnership for Advancing Character Program   October 2016 – October 2017
Evaluation (PACE) Project from Montclair State
University

- Lead two youth character development programs through an evaluation-capacity building process. Michelle used the Systems Evaluation Protocol developed by the Cornell Office of Evaluation and Research.

EMPLOYMENT HISTORY

SmartStart Evaluation and Research   September 2014 – June 2016

Evaluation Associate

- Managed seven research and/or evaluation projects funded by the National Science Foundation.
- Created reports, briefs, and factsheets for stakeholders describing and interpreting qualitative and quantitative data, highlighting data-driven recommendations and next steps.
- Developed data collection instruments and managed their implementation to best answer key stakeholder evaluation questions.
- Explored and applied data collection methods to provide a broader picture for stakeholders (e.g., Social Network Analysis to assess collaboration, Geographic Information Systems (GIS) to better describe communities).

Social Research Methodology Evaluation Group   June 2013 – September 2014

Research Assistant

- Led logic model building sessions for both large and small programs, such as the Academic Advancement Program, West Los Angeles Network, and the Guardian Scholars Program.

- Planned, organized, facilitated, and reported on focus groups and interviews with program participants.

- Developed data collection instruments to answer key stakeholders' evaluation questions.

Advanced Empirical Solutions - Girls Inc. Evaluation   October 2012 – June 2013

Research Assistant

- Led data collection sessions (observations, surveys, focus groups) with groups of up to 30 girls in middle school and high schools from diverse communities in the Los Angeles area.

- Reported and documented field notes daily for relevant survey session, focus groups, and classroom observations.

Michael Cohen Group LLC - Pocoyo ELD Summative Evaluation   April 2013 – May 2013

Research Assistant

- Assessed the English- and Spanish-language skills of preschool-aged children before and after they begin playing with Pocoyo apps (or control apps) using Pre-Idea Proficiency Test and other measures.

- Assessed children's ability to use the Pocoyo app on iPads during one-on-one play sessions.

- Observed classroom play sessions where groups of up to 20 preschoolers played with the Pocoyo app game on iPads.

Center for Healthier Children, Families & Communities - Best Start Evaluation in Metro LA   May 2011 – June 2012

Research Assistant

- Managed site visits by recruiting participants and coordinating site visits to participants' homes.

- Conducted interviews in both Spanish and English with participating mothers.

- Conducted literature reviews on best practices for home-based programs.

PUBLISHED PAPER

Molina, M., Watson-Currie, E., & Birney, L. (2016, August). Development of Curriculum + Community Enterprise for Restoration Science: A Formative Model for Educational Partnerships. *Psychology Research*, 6(8), 466-472.

PRESENTATIONS AND CONFERENCES

[Data on Purpose](#) 2019; Stanford Social Innovation Review

Author: Michelle Molina

Presentation: Data! Let's Make It Simple

American Evaluation Association Conference

Washington D.C., 2017

Authors: **Michelle Molina**, Laura Keene, and Ama Atiedu

Presentation: Facilitating Evaluative Thinking in a Multi-Site Initiative

American Evaluation Association Conference

Atlanta, Georgia 2016

Authors: **Michelle Molina** and Erica Watson-Currie

Presentatio**n:** Practical Guidance on Assessing Organizational Collaboration and Social Network Analysis

5th Annual STEM Forum & Expo, hosted by NSTA

Denver, Colorado 2016

Authors: **Michelle Molina**, Erica Watson-Currie, and Lauren Birney

Presentation: The Curriculum + Community Enterprise for Restoration Science (CCERS) model fellowship trains middle school teachers to engage and support their students' exploration of STEM concepts.

Science of Team Science Conference

Phoenix, Arizona 2016

Author: **Michelle Molina**

Poster: Transdisciplinary Collaboration for STEM-C Education and Environmental Restoration – The Curriculum + Community Enterprise for Restoration Science (CCERS)

American Evaluation Association Conference

Minneapolis, Maryland 2012

Coauthors: Debbie Grodzicki, Jennifer Marcella, and **Michelle Molina**

Poster: Need a Few More Tools in Your Recruitment Toolkit? Strategies for Recruiting Participants

SKILLS

Language: Advanced in verbal and written Spanish skills, including translation to and from English

Computer: Proficient in Power Point, Word, Excel, Publisher, NodeXL, Google Docs, Google Sheets, DataStudio, Dedoose, QGIS and SPSS; experienced with survey services like SurveyGizmo and Survey Monkey; familiar with both Mac and PC systems