# Carly Raasch, MA

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## Expertise

- Program Evaluation Design, Implementation, and Management
- Instrument Development and Use for Surveys, Observation and Focus Group Protocols, and Tracking Logs
- Analysis of Quantitative and Qualitative Data
- Data Collection and Analysis
- Communication Planning, Implementation and Analysis (Digital and Social Media, Earned and Owned Media)

## Skills

- Microsoft Office Suite
- SPSS
- SurveyGizmo
- Survey Monkey
- Qualtrics
- NVivo
- Gephi

## Professional Experience

**Evaluation Specialist**

ETR, Sacramento, CA | 2020-present

- Designs and leads projects focused on health- and community education-related evaluation projects.
- Serves as the primary evaluator on several of ETR's projects, providing valuable evaluation services to state government, nonprofit, and community-based programs focused on creating healthy communities and engaging underserved/underrepresented youth in STEM education and health initiatives.
- Responsibilities in projects include developing and carrying out the evaluation plan, creating instruments, analyzing data, and writing reports. Most of these programs have included a combination of survey, tracking logs, and interviews or focus groups.

**Senior Evaluator (18-20) and Evaluation Associate (16-18)**

The Mark USA (Formerly, SmartStart Evaluation and Research), Irvine, CA | 2016-2020

- Responsible for overall management and implementation of evaluation and research activities for 13 medium-to-large sized national and international programs focused on community development and youth STEM education.
- Led development of evaluation plans, logic models, and other planning documents to align evaluation activities with program goals.
- Partnered closely with clients to refine their program goals and implementation plans to achieve intended outcomes.
- Presented key findings and actionable recommendations based on evaluation data to determine progress made in target goals and improve programs.
- Developed new business opportunities, including developing connections at networking events and submitting proposals in response to RFPs/RFIs and other funding opportunities.

## Education

**Master of Arts**

Communications, Applied Research. The Johns Hopkins University, Baltimore, MD, 2015

**Bachelor of Arts**

Communication Studies, Organizational Communication California State University, Sacramento, CA, 2011

## Presentations/ Publications

**What are you saying? Effectively communicating the "truth" and navigating the power dynamics when reporting evaluation findings and recommendations.** Raasch, C. (2018). Expert presentation at the meeting of the American Evaluation Association, Cleveland OH.

**SNA Savvy for the Sciences**. Johnson, T., Jha, K., Raasch, C., & Nunez, L. (2017). Poster presentation at the meeting of the American Evaluation Association, Washington, DC.

**Assessing the Influence of Online Discussion Forums on Beliefs about Factual Information on Expert Health Websites**. Stitt, C. & Raasch, C. (2012). Paper presented at the meeting of the Western States Communication Association, Albuquerque, NM. Won Top 3 Paper Award in Health Communication.

## Professional Experience (continued)

**Project Manager (15-16) and Communication Associate (14-15)**

Conover + Gould Strategy Group, Washington DC | 2014-2016

- Evaluated target audiences and key messages through Google Analytics, social media analytics and listening tools, and other digital/social software programs.
- Designed and distributed surveys to healthcare providers and patients to determine penetration of key messages and awareness of a statewide health information exchange program services.
- Developed and executed strategic communications plans to positively change target audiences' understanding of community development and healthcare resources.
- Worked directly with private industry, government, and nonprofit clients to provide status updates and address project issues.
- Developed, distributed, and tracked success of clients' social and digital media communications. Developed collateral such as presentations, annual reports, and fact sheets for various healthcare, education, and energy clients to share critical program information.
- Responsible for the workflow of junior staff members, subconsultants, and field representatives; coordinated training and provided mentoring.

**Staff Services Analyst (12-13) and Analyst (11-12)**

Department of General Services, Intake and Analysis Unit, West Sacramento, CA | 2011-2013

- Analyzed the state's purchasing data using MS Excel, MS Access, and SQL Server to determine strategic sourcing opportunities. Recommendations from these analyses equaled more than $13 million dollars in potential savings.
- Interviewed state employees to determine future service and product needs.
- Developed reports summarizing research findings and recommendations to present to all levels of executive management.
- Selected as team lead for a process improvement project in the Pharmaceutical Acquisition unit to streamline purchasing processes.