

Bernice V. Campbell, PhD

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Areas of Expertise

Budget management

Change Management

Curriculum development

Data analysis

Coaching/Training

Leadership

Logic modeling

Presentation skills

Problem solving

Project management

Qualitative/Quantitative analysis

Software

Office 365

Salesforce administrator

SharePoint

Smartsheet, Asana, and Jira

Statistical analysis software (SPSS, SAS

Enterprise Guide, JMP, Excel)

Survey software (SurveyMonkey, Qualtrics,
Google Forms)

TaskStream

Highlights

More than 10 years of experience in program management, including development, implementation, evaluation, and monitoring

More than 20 years of experience in education, including working to improve university programs and teaching experience in K-12, college, and adult education

Created evaluation tools to unify and streamline data collection for universities under the North Carolina Mathematics Science Education Network (NC-MSEN) and as an independent evaluator

Managed yearly budgets of \$200,000 and \$144,000, respectively, while working to coordinate and evaluate educational programs at East Carolina University and North Carolina State University (NC State)

Experience

Program Evaluation

Chief Impact Officer, Nov. 2022- Present, **Systems and Evaluation Director**, Apr. 2022– Present
The Chisholm Legacy Project, Burtonsville, MD

Provide research and evaluation services a national non-profit organization:

- Oversees grant deliverables, and timelines
- Conducts evaluations of internal programs and the overall organization
- Responsible for team coaching, mentoring, and supervising program members
- Train staff internally on topics pertaining to their work and communities served
- Write monthly, quarterly, and yearly reports
- Facilitates meetings within the organization
- Streamline internal processes by creating policies and protocols

Research Associate III/Project Manager, Sep. 2020– Nov. 2021

Kauffman & Associates Inc., Spokane, WA

Provide project management and research and evaluation services for federal grant programs:

- Oversees project staffing, budget, deliverables, and timelines
- Conducts evaluations of federally funded national programs
- Responsible for team coaching, mentoring, and supervising project team members
- Develops and maintains project management tools
- Collaborates with colleagues, including corporate monitor and executive management
- Facilitates meetings with clients and executes project objectives

Director of Monitoring and Evaluation, Nov. 2019–July 2020

Sasha Bruce Youthwork, Inc., Washington, DC

Managed the overall organization evaluation and 20 programs of the nonprofit:

- Staff development and training to build evaluation capacity
- Salesforce administrator and beginning developer to ensure quality assurance and implementation of data systems (Salesforce/ECM)
- Policies and procedures management
- External agency communication and vendor management
- Internal agency communication to identify needs and make recommendation
- Development of logic models and evaluation frameworks for 22 programs and evaluation program activity implementation
- Strategic plan development assistance

Program Evaluator, 2010–present

(Independent Consultant)

Developed a program evaluation plan and currently monitoring university grant-funded programs:

- Creates and individualizes university program evaluation and data collection documents, including logic models, theories of change, evaluation frameworks, and evaluation plans
- Gathered program information to launch a Google website internally for Fayetteville State University's National Science Foundation-funded OPTIMUM program to increase the number of minority and women students in STEM degree majors and careers
- Provided professional development to assist clients with evaluation concepts and data collection methods
- Evaluated university educational programs for Fayetteville State University, Chowan University, St. Augustine's University, and Bluefield State College

Program Evaluator, 2018-2018

Alliance Behavioral Healthcare, Durham, NC

Monitored behavior health outcomes in a selected region in North Carolina

- Developed an advanced data collection system using Excel

Human Services Evaluator (Temporary & Grant-funded), 2015–2016

North Carolina Department of Health and Human Services, Teen Pregnancy Prevention Initiatives, Raleigh, NC

Evaluated PREP for Success program, which prepares 6–12-grade students for life situations and pregnancy prevention:

- Created evaluation tools to unify and streamline data collection for program participants
- Led PREP Consultants in reevaluating the goals, objectives, and outcomes
- Provided technical assistance to program participants

- Reviewed RFAs
- Led technical assistance webinars
- Wrote a portion of the PREP renewal grant application

Consultant, 2008-Present, Project Lead 2005-2007

Edstar Analytics, Raleigh, NC

EDSTAR, Raleigh, NC

Assessed educational and social programs using qualitative and quantitative research methods :

- Presented evaluation capacity building training to the Support Our Students (North Carolina Department of Juvenile Justice Delinquency Prevention) program directors to introduce new reporting practices required by the funder.
- Convened a focus group of school counselors to assess needs and concerns with new data reporting systems to help bolster student achievement.
- Convened focus groups with teachers, students, and support staff to gather data regarding their participation in a supplemental educational program.
- Presented research at a national program evaluation conference on the effectiveness of North Carolina school counselors.
- Created program evaluation plan and evaluation framework for client and data collection documents for Wake County Public School System, Durham Public Schools and NC A&T State University

Higher Education Assessment

Senior Assessment Coordinator, 2019–2019, 2011–2011

Shaw University, OSPIRE, Raleigh, NC

Managed the overall planning, budgeting, and organizing of campus-wide assessment and institutional effectiveness:

- Assisted academic and non-academic programs in developing assessment plans
- Provided professional development to assist faculty and staff to coordinate, facilitate, monitor, and report on assessment activities for the institution
- Coordinated the institutional program review process by providing technical assistance and training to all programs
- Assisted the SACS liaison with documentation preparation related to institutional effectiveness and SACS accreditation
- Managed the academic program review and support services review process
- Supported the university and program accreditation efforts
- Managed the delivery of campus-wide assessment measures (NSSE, ETP Proficiency Profile, CSI, CSS, MFT, and ACAT)

Director, Institutional Assessment and Planning, 2016–2018

Durham Technical Community College; Research, Evaluation, Assessment, and Planning; Durham, NC

Monitored, assisted with, and developed planning and assessment activities:

- Monitored service area and program review activities to ensure alignment with SACSCOC criteria and expectations

- Served as the liaison among various departments and the college's assessment and planning committees
- Provided professional development to assist faculty and staff to coordinate, facilitate, monitor, and report on assessment activities for the institution
- Aided with analysis and reporting of assessment results
- Assisted the SACS liaison with documentation preparation related to institutional effectiveness and SACS accreditation
- Served various committees and supported REAP Office activities
- Taught MA 110 to students in non-transfer educational programs

Assessment Coordinator, 2016

Elizabeth City State University, Office of Assessment and Accreditation, Elizabeth City, NC

Managed the overall planning, budgeting, and organizing of campus-wide assessment:

- Assisted academic and non-academic programs in developing assessment plans
- Provided professional development to assist faculty and staff to coordinate, facilitate, monitor, and report on assessment activities
- Coordinated the institutional program review process by providing technical assistance and training to all programs
- Supported the university and program accreditation efforts

Assessment Coordinator & Assistant Professor, 2014–2015

Chowan University, Murfreesboro, NC

- Enrolled students and faculty and evaluated student documents using TaskStream
- Created surveys to gather graduate data
- Managed the CAEP and SACSCOC accreditation documents
- Updated and created department forms
- Researched and reported on changing state and federal requirements for teacher education programs
- Advised students on course selection and career explorations

Program Management

Program Coordinator (Grant-funded), 2014

NC State, Raleigh, NC

Headed the federal Be-Insured program, funded by the U.S. Department of Agriculture and the Centers for Medicare and Medicaid:

- Assisted counselors and navigators in providing outreach to North Carolina consumers
- Managed a team responsible for helping consumers sign up for health insurance
- Assisted consumers in obtaining coverage through the Healthcare Marketplace

Coordinator (Grant-funded), Future Scholars Program, 2011–2013

Wake County Public School System (Independent Contractor), Raleigh, NC

Administered a Saturday and summer program for students at high risk of dropping out of high school:

- Facilitated program implementation at each Wake County high school
- Managed a team of five coordinators
- Streamlined data collection, led meetings, and performed troubleshooting

- Improved communication between site coordinators by launching an internal Google website to highlight program information at the high school sites
- Designed the Saturday Academy and Summer Program curriculum, including the development of a project-based lesson to help students plan for careers and college entry

Education

Ph.D., Educational Research and Policy Analysis, NC State, 2006

M.Ed., Mathematics Education, Wake Forest University, 1996

B.S., Mathematics Education, NC State, 1994

Certification & Training

Certified Scrum Master®, Scrum Alliance, Certification URL <https://bcert.me/sksjqyewy> ,
5/29/22-5/29/24,

North Carolina Teaching License, Grades 9-12 Mathematics, 1996–present

Professional Affiliations & Service

Member, Washington Evaluators and American Evaluation Association, 2019–present

Board Member, Total Care Services, Inc., 2021–Present

Board Member, Teens Run DC, 2020–2021

Wish Grantor Volunteer, Make-A-Wish of Eastern North Carolina, 2014–2019

Member, NCSU Alumni Admission Committee, 2013–2018

Volunteer, Triangle American Red Cross Disaster Services Unit, 2004–2012, 2014–2016

Member, Knightdale Parks and Recreation Advisory Board, 2011–2013

Publications

Johnson, J., Carruthers, W., & **Campbell, B.** (2007). Building capacity in faith-based organizations and community-based organizations. *National Grants Management Journal*, 14(2).

Campbell, B. (2006). *Parental Involvement as an Explanation of Mathematics and Reading Achievement in Kindergartners* (Doctoral dissertation). Raleigh, NC: NC State.

Johnson, J., Niedrich, K., **Campbell, B.**, et al. (2005). *North Carolina's School Counseling Program Review: A Statewide Survey and Comprehensive Assessment*. Raleigh-Durham, NC: EDSTAR, Inc.

Campbell, B. (1995). Impact of math course selection on future endeavors. In L. McCoy (Ed.), *Studies in Teaching: 1995 Research Digest* (pp. 21-25). Winston-Salem, NC: Wake Forest University.

Presentations

Campbell, B. (Dec. 2006). Goals, objectives, and strategies & measuring the success of your project. Grant Writing Workshop, Cary, NC.

Floyd-Boyd, C., & **Campbell, B.** (Mar. 2006). How to best utilize school counselors to raise achievement. Raising Achievement and Closing Gaps Conference, Greensboro, NC.

Floyd-Boyd, C., Niedrich, K., & **Campbell, B.** (Feb. 2006). The future of school counseling: Proactive and data-driven. Accountability Conference, Greensboro, NC.

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Campbell, B. (Feb. 2006). Evaluation of the effectiveness of North Carolina school counselors: Those using the ASCA model compared with others. Southeast Evaluation Association Conference, Tallahassee, FL.

References available upon request