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# Abby Wattenberg

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## CONTACT

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☎ 810-964-5319  
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🏠 East Lansing, MI

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## EDUCATION

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**Master of Science in Social Administration (MSW), *summa cum laude*** // Child and Family Welfare  
Mandel School of Applied Social Sciences at Case Western Reserve University, Cleveland, OH

**Bachelor of Science, *cum laude*** //  
Double Major: Social Work + Spanish  
Skidmore College, Saratoga Springs, NY

**Study Abroad** “*Social Policy and Human Services in Latin America*” Semester in Mexico, Nicaragua, El Salvador  
Center for Global Education at Augsburg College

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## SUPERPOWERS

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Data Design & Dissemination



Survey Design & Implementation



Quantitative Data Analysis



Budget Development & Reporting



Logistics & Planning



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## PROFILE

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Experienced innovator with proven leadership in academic research and non-profit management. Committed to promoting equity for underserved/underrepresented groups by improving community and social conditions.

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## WORK EXPERIENCE

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DIRECTOR OF OUTREACH AND EVALUATION / RESEARCH ASSISTANT III/S

*Michigan Victim Advocacy Network // East Lansing, MI // 2020 – present*  
Oversee data collection and analysis for ongoing progress tracking as well as large-scale, statewide surveys. Provide logistical and solutions-based support to full operational team. Responsibilities include:

- **Quantitative Research:** Survey design and implementation of surveys with user-specific logic and programming. Track response rates and coordinate communication efforts to increase survey participation. Data management and descriptive analytics using SPSS for multi-site, longitudinal surveys.
- **Data Communication:** Create data and learning products for community members to support decision-making. Customize reports for sites based on their needs, strengths, etc. Present data findings to statewide stakeholders.
- **Grant Reporting:** Monitor and report on grant deliverables across multiple grants with varied reporting requirements.

PROJECT DIRECTOR/RESEARCH ASSISTANT III/S

*System exChange at MSU // East Lansing, MI // 2012 – 2020*

Oversee and facilitate daily operation of community change research and evaluation projects designed to improve service delivery systems. Focus on systems-level change in areas including adolescent mental health, teen sexual health, school readiness, and childhood obesity. Responsibilities include:

- **Project Management:** Ensure sufficient resources for team to meet deliverables for clients.
- **Budget Management:** Create budgets for proposals, including state, federal, and foundation opportunities. Oversee expenses and reporting for concurrent projects.
- **Staffing:** Recruit, screen, hire, and supervise staff, including full-time, part-time, graduate, and undergraduate students.
- **Technology:** Manage team collaboration with community partners using project management application (Basecamp), solicit bids for website development, selected vendor, developed site, content management.
- **Quantitative Research**
- **Data Communication**
- **Compliance:** Ensure team practices comply with MSU policies, including financial controls, IRB, and HR regulations.

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## TECH SKILLS

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MS Word, Excel, PowerPoint



Qualtrics



Constant Contact



Basecamp



Concrete5 Content Management



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## EXTRAS

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Community Collaboration

Event Planning

Crisis Management

Bilingual (English/Spanish)

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## WORK EXPERIENCE CONTINUED

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### DIRECTOR OF CAMP OPERATIONS

*Girl Scouts of Southeastern Michigan // Detroit, MI // 2009-2011*

Supervised four resident camps for compliance with organizational directives/procedures, regulations, budget, human resource mandates, and mission orientation.

- Developed and strengthened program offerings and delivery to provide first-rate experiences to members and families.
- Maintained regulatory compliance with state and local entities governing the operation of residential programs for children.
- Screened, trained, supervised, and evaluated 30-60 seasonal and year-round staff members per year. Developed manuals and procedures for all areas of operation.
- Developed instruments to evaluate mission-related outcomes and customer satisfaction for all services provided.
- Delivered numerous trainings to youth and adults on the topics of conflict resolution, mediation, youth development, gender equity, and diversity.

### DIRECTOR OF COMMUNICATIONS

*Girl Scouts Fair Winds Council // Flint, MI // 2005-2009*

Oversaw brand presence for multi-county agency. Coordinated internal and external communications and marketing.

- Designed publications for events and public distribution. Manage bid and printing processes with outside vendors.
- Initiated and implemented re-design of the agency website.
- Participated as a key team member in agency fundraising and community events.
- Delivered mission-anchored presentations to community groups and stakeholders.

### DIRECTOR OF OUTDOOR EDUCATION

*Girl Scouts Fair Winds Council // Flint, MI // 1998-2005*

Directed year-round wilderness adventure programs for girls and young women.