

Rebecca M. Shakespeare

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EDUCATION

- University of Illinois at Urbana-Champaign (UIUC)** August 2019
Ph.D. in Geography and Geographic Information Sciences
- American University, School of International Service (SIS), Washington, D.C.** August 2007
M.A. in International Communication
Focus: Intercultural Communication
Overall GPA: 3.8
- Indiana University, Bloomington, Indiana** May 2005
B.A. in History
Minors: French, Mathematics, and Environmental Physics
Overall GPA: 3.4

RESEARCH INTERESTS

- Applied GIS
- Urban Geography
- Neighborhood Dynamics
- Housing Affordability
- Qualitative GIS
- Comparative Urban Studies

RESEARCH EXPERIENCE

Co-Principal Investigator April 2018 to present

Housing Costs and the Residential Mobility of Middle-Income Renters (PI: Mei-Po Kwan)

- Conducted 32 2-hour interviews in New York City about residential mobility and neighborhood experience
- Used geonarrative to understand how the myriad of dynamics middle-income renters encounter impact their residential mobility and immobility
- Analyzed the spatial distribution of middle-income residents in New York City; using multilevel modelling to identify the impact of renovations and neighborhood changes on their locations
- Assessing the ways that housing policies address middle income housing needs
- Awarded National Science Foundation Doctoral Dissertation Research Grant

Research Associate

May 2017 to present

Spatial and Temporal Analysis Research Lab (Led by Dr. Mei-Po Kwan)

Chicago environment, mobility, and health data collection project

- Developed survey questionnaire and activity diary research instruments
- Led neighborhood selection and community partner outreach
- Served as primary point-of-contact for participants and technical issues during study
- Organized communication between lab and participants; improved team efficacy by introducing task management system and shared communication platform
- Remotely monitored participants' GPS and environmental sensing devices and helped participants troubleshoot problems with data collection

Volunteer Research Associate

March 2016

Housing and Urban Planning Class Practicum

Consulting on neighborhood housing needs for Champaign-Urbana Habitat for Humanity

- Volunteered to participate in fieldwork assessing neighborhood housing satisfaction in addition to completing PhD coursework.
- Performed door-to-door surveys asking neighborhood residents about their neighborhood quality; gained experience in neighborhood canvassing design and implementation

- Assisted masters students with GIS portion of project, displaying housing quality and vacancy for stakeholders
- Participated in meetings with Habitat for Humanity stakeholders to gain understanding of role of housing and neighborhood assessment project in their strategic planning

Master’s Research Project

August 2006 to August 2007

School of International Service (supervisor: Dr. Patrick Thaddeus Jackson)

Peanut Butter, Phones, and Photos: The (re)Creation of Home and Identity Abroad

- Examined enactments of student sojourners’ home culture identity using unstructured interviews and open-ended online questionnaires
- Identified two distinct concepts of home deployed in self-definition and identity performance

TEACHING EXPERIENCE

Teaching Assistant

Fall 2018 and Spring 2019

Global Development & Environment (GEOG 101), UIUC Online

- Investigated and recommended online engagement tool for 180-student online class
- Provided feedback on weekly online discussions and analytical term paper
- Graded performance of approximately 80 students, working with lead instructor to ensure fair grading through grader rotation

Instructor

Summer 2018

The Digital Earth (GEOG 105), UIUC Online

- Revitalized class with new lessons: “Remote Collaboration” and “Smart Cities”
- Adapted material from in-person version of class to improve GIS exercises
- Continually provided feedback on discussions and group projects for 11 students
- Created weekly introduction and wrap-up videos to engage directly with online students

Instructor

Summer 2017

The Digital Earth (GEOG 105), UIUC Online

- Managed online course and led discussions
- Gave continuous and constructive feedback on group projects for 20 students
- Graded lab assignments, group project presentations, and online discussions

Graduate Student Assistant

Summers 2017 and 2018

Faculty Retreat Grant Course Enhancement, Dr. Shakil Kashem

Department of Geography and Geographic Information Science, UIUC

- Worked with Dr. Kashem to propose and execute revised presentation of GEOG 379 course materials to encourage student engagement with the practical applications of GIS tutorials
- Created innovative map-based syllabus, using ArcGIS StoryMap to present tutorial and course information in unified storylines, with place-specific information to introduce tutorials
- Enhanced existing tutorials by creating follow-on tasks for students to apply skills

Teaching Assistant (Lab Instructor)

Spring 2017

Introduction to GIS Systems (GEOG 379), UIUC

- Enhanced lab sessions with story-based introductions to tutorials
- Planned and taught 2 weekly lab sessions, graded exams and weekly lab assignments

Teaching Assistant (Lab Instructor)

Fall 2016

Introduction to GIS Systems (GEOG 379), UIUC

- Planned and taught 2 weekly lab sessions and reviewed key concepts covered in lectures
- Graded exams and weekly lab assignments

PROFESSIONAL EXPERIENCE

Senior Digital Media Analyst

June 2014 to August 2015

Office of Research and Assessment

Broadcasting Board of Governors, Washington, D.C.

- Spearheaded all digital performance reporting to board, OMB, and Congress
- Managed, administered, configured, and updated web analytics tools for 90+ news websites and multiple mobile applications
- Presented data-driven insights to marketing, technical, editorial, strategy, and executive teams
- Supervised performance and deliverables on two service contracts and one staffing contract as contracting officer's representative
- Analyzed performance and content, led strategy and planning meetings, and provided recommendations to reach defined objectives
- Worked closely with television programs and multimedia programs under development to establish and refine web and social media content

Senior Digital Media Analyst

January 2012 to June 2014

Office of Digital and Design Innovation

Broadcasting Board of Governors, Washington, D.C.

- Oversaw acquisition and implementation of enterprise web analytics tools after determining that management and editorial demand for digital performance data outpaced existing systems
- Identified scalable approach to web analytics collection and governance to meet business and editorial reporting needs; created systematic approach to tracking social media data
- Coached broadcasters on creating social media strategy; provided research-based support for effective social media use
- Secured budget and staffing resources, growing team to include a full-time junior analyst and a .25-time business analyst as Insights Group Team Lead
- Supervised performance and deliverables on four service contracts and one interagency agreement as contracting officer's representative

Web Analyst

December 2009 to January 2012

Office of Internet Services

Broadcasting Board of Governors, Washington, D.C.

- Created role of Web Analyst for agency, transforming previously siloed analytics products and reporting into a centrally organized process
- Developed unified online audience reporting standards
- Trained users of all skill levels and from diverse backgrounds to gather and use web analytics data for strategic and editorial decision-making
- Coordinated and collected data for monthly digital performance reporting to board and for annual congressional reporting

Presidential Management Fellow

August 2007 to December 2009

International Broadcasting Bureau

Broadcasting Board of Governors, Washington, D.C.

- Developed federal budget management, project management, strategic planning, technology integration, communication and leadership skills during 2-year rotational fellowship
- Managed three grantee accounts with \$200M+ annual budget for two quarters
- Authored 2008 agency Performance and Accountability Report
- Developed and managed training curriculum for agency-wide software rollout (Sharepoint)

Staff Assistant	June to August 2007
<i>Office of Merit Awards</i>	
American University, Washington, D.C.	
<ul style="list-style-type: none"> • Assisted National Association of Fellowships Advisors conference planning committee in organizing national conference • Coordinated embassy and competitive internship participation in conference 	
Production Intern	May to December 2006
<i>Kojo Nnamdi Show</i>	
WAMU 88.5 (NPR Affiliate), Washington, D.C.	
<ul style="list-style-type: none"> • Drafted scripts for public interest radio talk show on an NPR affiliate station • Pitched and developed show ideas; researched guests and topics 	
Intern	October 2005 to July 2006
<i>Luntz Mazlansky Strategic Research</i>	
Alexandria, VA	
<ul style="list-style-type: none"> • Processed raw survey data, coded instantaneous reactions to speeches and assembled focus group output for polling firm 	
AWARDS, FELLOWSHIPS, & GRANTS	
Dr. Sandra J. Finley Teacher Scholar Certificate	May 2019
Center for Innovation in Teaching and Learning, UIUC	
<i>Completed structured exploration of discipline-based pedagogy, including: assignment design; training in pedagogical approaches; teaching philosophy development; faculty, peer, and self-evaluation as an instructor; and service to the discipline.</i>	
Graduate Teaching Certificate	May 2019
Center for Innovation in Teaching and Learning, UIUC	
Community Geography Workshop Fellow	January 2019
Funded presenter at inaugural NSF-funded workshop hosted at University of Georgia, Atlanta, GA	
Teaching Excellence Award	May 2018
Department of Geography and Geographic Information Science, UIUC	
National Science Foundation Doctoral Dissertation Research Improvement Grant	April 2018
National Science Foundation, Geography and Spatial Sciences Program	
Title: Housing Costs and Residential Mobility of Middle-Income Renters	
Total Amount: \$12,826.00	
Second Place for Graduate Geography Poster	March 2018
School of Earth, Society and Environment Research Review, UIUC	
Russell Fellowship	Academic year 2017-2018
Department of Geography and Geographic Information Science, UIUC	
Recipient, List of Teachers Ranked as Excellent by Their Students	Fall 2016 and Spring 2017
UIUC, Urbana, IL	
<i>Highlighted as top of 10% Excellent Instructors (May 2017)</i>	
Block Grant Fellowship	Academic year 2015-2016
Graduate College, UIUC	
Certificate of Appreciation, for Support of Workplace Engagement Initiative	March 2015
Awarded by Executive Editor, Voice of America, Washington D.C.	
Superior Accomplishment Awards, Broadcasting Board of Governors, Washington D.C.	August 2012
Awarded by Co-Directors of Office of Digital and Design Innovation	
Awarded by Director, Office of New Media	
Awarded by Deputy Director, International Broadcasting Bureau	
	September 2011
	September 2010

Awarded by Acting Deputy Director, International Broadcasting Bureau & Broadcasting Board of Governors September 2009

Presidential Management Fellowship August 2007 to December 2009
Nationally Competitive Fellowship Awarded by the U.S. Office of Management and Budget

Dean's List Academic years 2003-2004 and 2004-2005
Indiana University, Bloomington, IN

PRESENTATIONS & POSTERS

Shakespeare, R., "How do Middle-Income Renters Make Sense of Housing Costs in New York City?" American Association of Geographers Annual Meeting, Washington, DC April 2019

Shakespeare, R., X. Zhang, M.-P. Kwan, Y. Chai, "Towards the Common Goal of Social Mix: Comparison of Affordable Housing Policies in Chicago and Beijing" Sino-China Project Meeting, Washington, DC April 2019

Shakespeare, R., "'I can't afford to move nearby': Middle-income affordability landscapes" Poster, School of Earth, Society, and Environment Research Review, Urbana IL February 2019

Shakespeare, R., A. Guhlincozzi, "Peer Support in Research" Community Geography Workshop, Atlanta, GA January 2019

Shakespeare, R., "Middle Income Renters in New York City" AAG West Lakes Regional Meeting, Lacrosse, WI November 2018

Shakespeare, R., "Crash Course on ArcGIS" Invited workshop leader for UIUC Institute of Transportation Engineers (ITE), Urbana, IL April 2018

Shakespeare, R., "Constraints in Housing Narratives: What can we learn from house hunting?" American Association of Geographers Annual Meeting, New Orleans, LA April 2018

Shakespeare, R., "Constraints in Housing Narratives: What can we learn from house hunting?" Poster, School of Earth, Society, and Environment Research Review, Urbana IL (*Second Place for Geography Graduate Poster*) March 2018

Shakespeare, R., "BBG's Digital Engagement Index" Conference of International Broadcasters' Audience Research Services (CIBAR), Paris, France November 2014

Jackson, M (moderator), **R. Shakespeare**, K. Blakely, "Utilizing Analytics to Drive Results and Cost Savings" Adobe Digital Government Assembly, Alexandria, VA (Invited Panelist) February 2014

Shakespeare, R., "Enterprise Web Analytics: Consolidating digital media measurement" CIBAR Washington, D.C. November 2013

SERVICE AND LEADERSHIP

Co-coordinator, Healthcare Working Group May 2018 to present
Graduate Employee Organization, Urbana-Champaign, IL

- Curate information on health insurance and answer person-specific questions for members
- Develop accurate communications about how to navigate healthcare at UIUC

Chair, Research Review Committee August 2017 to March 2018
School for Earth, Society and Environment, University of Illinois, Urbana, IL

- Led event re-thinking and re-organizing of annual school-wide poster session and lightning talk presentations for new SESE building venue and to encourage inter-school discussion and camaraderie

Geography Department Representative, Research Review Committee October 2016 to February 2017
School for Earth, Society and Environment, University of Illinois, Urbana, IL

- President**, Geography Graduate Student Association September 2016 to September 2017
 Department of Geography and GIS, University of Illinois, Urbana, IL
- Coordinated and led academic careers roundtable discussing career development with a faculty member and recent graduates
- Invited Panelist**, Graduate Day, School of International Service Alumni Panel April 2011
 School of International Service, American University, Washington D.C.
- Invited Panelist**, International Communication Student Association February 2008
 School of International Service, American University, Washington D.C.
- Sight-singing and Music Theory Teacher** August 2007 to May 2015
 St. Columba's Episcopal Church, Washington, D.C.
- Sunday School Teacher** August 2009 to May 2013
 St. Columba's Episcopal Church, Washington, D.C.
- Graduate (non-voting) Member**, Rank and Tenure Committee August 2006 to May 2007
 School of International Service, American University, Washington D.C.
- Treasurer**, Graduate Student Council August 2006 to May 2007
 School of International Service, American University, Washington D.C.
- Maintained \$27,000 budget
 - Organized and ran a small-grant program for clubs
 - Coordinated two networking receptions as chair of Networking Committee
- Graduate Representative**, American University Club Council August 2006 to January 2007
 American University, Washington D.C.
- Voting member of university-wide council responsible for allocating \$100,000+ to clubs
- International Communication Senator**, Graduate Student Council August 2005 to August 2006
 School of International Service, American University, Washington D.C.

PROFESSIONAL ASSOCIATIONS

American Association of Geographers August 2015 to present

SKILLS

Computer

- *Software*: ArcGIS Pro, Desktop & Online (Advanced); ATLAS.ti (Advanced); OpenStreetMap & R (Intermediate); SPSS (Basic); MS Excel & Adobe CS (Advanced)
- *Web Programming*: HTML & CSS (Advanced), Javascript (basic)
- *Web Analytics*: Google Analytics, Adobe Report & Analyze, & WebTrends (Advanced)
- *Social Media*: Youtube and Facebook Insights (Advanced); Google and Bing web presence optimization tools, tag management, Splunk log file analysis

Project & Event Management:

- Agile Scrum (Product owner)
- Event and stage manager (3 musicals, 2 ballet concerts, assistant for 2 plays, assistant for national professional conference, manager of 2 academic poster sessions)