

Rebecca M. Shakespeare

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EDUCATION

- University of Illinois at Urbana-Champaign (UIUC)**, Urbana, IL 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
- Indiana University**, Bloomington, Indiana May 2005
B.A. in History
Minors: French, Mathematics, and Environmental Physics

RESEARCH INTERESTS

- Applied GIS
- Urban Geography
- Neighborhood Dynamics
- Mobility & Active transportation
- Housing Affordability
- Qualitative GIS
- Comparative Urban Studies
- Gendering of experience

REFEREED PUBLICATIONS

Wang, J.; Kou, L.; Kwan, M.-P.; **Shakespeare, R.M.**; Lee, K.; Park, Y.M. “An Integrated Individual Environmental Exposure Assessment System for Real-Time Mobile Sensing in Environmental Health Studies.” *Sensors* 2021, 21, 4039. <https://doi.org/10.3390/s21124039>

Shakespeare, R. M. “Staying in Place: Narratives of Middle-Income Renter Immobility in New York City” *Housing Studies* <https://doi.org/10.1080/02673037.2020.1819968>

RESEARCH

Principal Investigator June 2020 to present

Gender Fair Mobility: Closing the Gender Data Gap Towards an Equitable Urban Redevelopment (with LivableStreets Alliance)

- Applying qualitative GIS and survey methodologies to investigate gender-specific mobility experiences in Tremont Street and Columbia Road corridors in Boston
- Awarded Tisch College Community Research Center grant in collaboration with co-Principal investigator María de la Luz Lobos Martínez

Principal Investigator April 2018 to present

Housing Costs and the Residential Mobility of Middle-Income Renters

- 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 (with Mei-Po Kwan)

Research Associate May 2017 to Summer 2019

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 master's 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

Tufts University

Fall 2019 to present

Urban and Environmental Policy and Planning Department, Tufts University

- Cities in Place, Space, and Time (UEP 0251) In-person and hybrid (co-Instructor)
- Introduction to GIS (undergraduate: GIS0101/ENV0107; graduate:UEP0232/DLS0275) In-person and Online, Synchronous (Instructor)
- Qualitative Approaches to GIS (UEP0294-29) (Instructor)
- GIS Boot Camp (UEP0294-28) (Instructor)

University of Illinois at Urbana Champaign

Fall 2016 to Spring 2019

Department of Geography and Geographic Information Science

- Global Develop & Environment (GEOG101) Online, Asynchronous (TA)
- The Digital Earth (GEOG105) Online, Asynchronous (Instructor)
- Introduction to Geographic Information Systems (GEOG 379) (Lab Instructor)

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

AWARDS, FELLOWSHIPS, & GRANTS

CELT Faculty Fellow Center for Excellence in Learning and Teaching, Tufts University	Fall 2020
Nominated for Best Course (GIS 0101) Tufts Graduating Senior Survey 2020 (2 nominations; each graduate can select 1)	Fall 2020
Nominated for Significant Impact on Intellectual and/or Personal Development Tufts Graduating Senior Survey 2020 (3 nominations; each graduate can select 3)	Fall 2020
Tisch College Community Research Center Awards Title: Gender Fair Mobility: Closing the Gender Data Gap Towards an Equitable Urban Redevelopment Total Amount: \$12,000	June 2020
Dr. Sandra J. Finley Teacher Scholar Certificate 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>	May 2019
Graduate Teaching Certificate Center for Innovation in Teaching and Learning, UIUC	May 2019
Community Geography Workshop Fellow Funded presenter at inaugural NSF-funded workshop hosted at University of Georgia, Atlanta, GA	January 2019
Teaching Excellence Award Department of Geography and Geographic Information Science, UIUC	May 2018
National Science Foundation Doctoral Dissertation Research Improvement Grant National Science Foundation, Geography and Spatial Sciences Program Title: Housing Costs and Residential Mobility of Middle-Income Renters Total Amount: \$12,826.00	April 2018
Second Place for Graduate Geography Poster School of Earth, Society and Environment Research Review, UIUC	March 2018
Russell Fellowship Department of Geography and Geographic Information Science, UIUC	Academic year 2017-2018
Recipient , List of Teachers Ranked as Excellent by Their Students UIUC, Urbana, IL <i>Highlighted as top of 10% Excellent Instructors (May 2017)</i>	Fall 2016 and Spring 2017
Block Grant Fellowship Graduate College, UIUC	Academic year 2015-2016
Certificate of Appreciation , for Support of Workplace Engagement Initiative Awarded by Executive Editor, Voice of America, Washington D.C.	March 2015

Superior Accomplishment Awards , Broadcasting Board of Governors, Washington D.C.	August 2012
Awarded by Co-Directors of Office of Digital and Design Innovation	September 2011
Awarded by Director, Office of New Media	September 2010
Awarded by Deputy Director, International Broadcasting Bureau	September 2009
Awarded by Acting Deputy Director, International Broadcasting Bureau & Broadcasting Board of Governors	

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

PRESENTATIONS & POSTERS

Shakespeare, R. , M.L. Lobos Martinez, “Disaggregating the Gendered Transportation Experience in Boston: Towards Equitable Urban Spaces” American Association of Geographers Annual Meeting (online).	April 2021
Shakespeare, R. , “Desirability, Affordability, and Knowledge of Place: Evidence from middle-income renters in New York City” Applied Geography Conference (online).	October 2020
Shakespeare, R. , “Perceived Environmental Quality and Residential Mobility in Humboldt Park Residents,” Sino-US Spatiotemporal Behavior Comparison Research Seminar, Peking University, Beijing, China [Invited speaker]	July 2019
Shakespeare, R. , “Residential Mobility and Neighborhood Perception for Middle-Income Renters in New York City,” Sino-US Spatiotemporal Behavior Comparison Research Seminar, Peking University, Beijing, China [Invited speaker]	July 2019
Shakespeare, R. , “‘Everything around me has skyrocketed’: Using qualitative GIS to understand middle-income renters’ perceptions of housing price, neighborhood change, and (im)mobility in New York City,” University of Illinois at Urbana-Champaign, Urbana, IL	April 2019
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 <i>(Second Place for Geography Graduate Poster)</i>	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

Project co-coordinator, web interface co-designer, session organizer Sept 2020 to April 2021

- Co-coordinated crowdsourced creation of Virtual Reality tours for AAG 2021 Seattle conference, resulting in two 360 degree image tours presented on conference website and a conference panel discussion (with Dipto Sarkar and Karen Kemp)
- Recruited and organized team of multi-disciplinary geographers at different career stages to complete collaborative, remote project.
- Website: https://aag-annualmeeting.secure-platform.com/a/page/meridian/fieldtrips/Virtual_Tours

AAG COVID-19 Rapid Response Team Member May 2020 to June 2020

Volunteer committee to propose association-wide responses to Covid-19 in support of geographers impacted

- Led proposal draft: *Increasing Diversity in AAG Collaboration: Connecting Members & Resources* (contributors: Dipto Sarkar, Karen Kemp, Wendy Jepson, Phil Yang)
- Contributor on: *Supporting Virtual Fieldtrips and Remote Fieldwork: Creating a Repository, Infrastructure and Content* (lead: Dipto Sarkar)

Independent Event Reviewer August 2019 to February 2020

UIUC SESE Geosciences Camp for Middle School Girls, UIUC

- Created and deployed survey debrief for all adult participants in 2-day geosciences summer camp
- Analyzed data and created detailed report and recommendations for future camp planning

Document Coordinator, Power & Positionality Group March 2019 to April 2020

Community Geography Working Group

- Assembled guiding questions for considering power and positionality in community geography projects
- Proposed and finalized governance for collaborative stewardship of resource document

Co-coordinator, Healthcare Working Group May 2018 to May 2019

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 EXPERIENCE

- Lecturer & Admissions Director** August 2019 to present
Urban and Environmental Policy and Planning Department
Tufts University
- Core faculty member
 - Coordinate admissions and recruitment for master's programs
- 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

Office of Merit Awards

American University, Washington, D.C.

- 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

Kojo Nnamdi Show

WAMU 88.5 (NPR Affiliate), Washington, D.C.

- 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

Luntz Mazlansky Strategic Research

Alexandria, VA

- Processed raw survey data, coded instantaneous reactions to speeches and assembled focus group output for polling firm

PROFESSIONAL ASSOCIATIONS

American Association of Geographers

August 2015 to present

SKILLS**Computer**

- *Software:* ArcGIS Pro, ArcGIS Desktop Suite, ArcGIS Online (Advanced); NVIVO (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:

- Virtual event production and management (interactive virtual events with 90+ participants)
- 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)