

Rebecca M. Shakespeare

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rebeccashakespeare.com

EDUCATION

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

RESEARCH INTERESTS

- Applied GIS
- Urban Geography & Urban Studies
- Neighborhood Dynamics
- Mobility & Active Transportation
- Housing Affordability
- Qualitative & Critical GIS
- Food Allergies & Inclusive Spaces
- Gender & Experience

REFEREED PUBLICATIONS

(Accepted Nov 2024) **Shakespeare, R.M.** “Mapping the Desirable and Affordable City: Middle-income renter perceptions of housing opportunity” *Urban Geography*

Shakespeare, R.M.; Srinivasan, S. “Demographic and Built Environment Predictors of Public Transportation Retention and Work-from-Home Changes in Small- to Medium-Sized Massachusetts Cities, 2011–2021” *Sustainability* **2024**, *16*, 8620.

Cardamone, C., D. Ozkan, D. Pamuk Turner, L. Crowe, A. Hirschfield, **R. Shakespeare**. 2022. “A Faculty Learning Community on Assessment and Equity” *NEFDC Exchange* 36: 3-6.

Shakespeare, R. M. 2022. “Dining out with Allergies: Examining Boston’s Allergy-Friendly Restaurant Landscape” *Geographical Bulletin* 63(1): 5-16.

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

Shakespeare, R. M. 2022 “Staying in Place: Narratives of Middle-Income Renter Immobility in New York City” *Housing Studies* 37 (4): 537-555. <https://doi.org/10.1080/02673037.2020.1819968>

RESEARCH

Principal Investigator

June 2020 to June 2024

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

www.gendermobility.com

- 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
- Project profiled in MassMobility - Issue 106, July 2021, a state-wide transportation newsletter.
- Worked with 1 UEP graduate student research assistant (January 2021-September 2021) and 4 UEP graduate student interviewers (December 2021)

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 geo narrative 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

TEACHING

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 Applications of GIS (UEP0294-29) (Instructor) (SP20-Present)
- GIS Boot Camp (UEP0294-28) (Instructor) (SP20 & SP21)

University College, Tufts University	Summers 2021 & 2022
Tufts Pre-College Leadership for Social Change Program, Tufts University	
<ul style="list-style-type: none"> Designed and led interactive virtual lecture on Neighborhood Segregation for two groups of high schoolers. 	
University of Illinois at Urbana Champaign	Fall 2016 to Spring 2019
Department of Geography and Geographic Information Science	
<ul style="list-style-type: none"> 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	
<ul style="list-style-type: none"> 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 ENGAGEMENT AND PROFESSIONAL DEVELOPMENT

Dialogic Pedagogy Fellow	Summer & Fall 2024
<i>Tisch College Generous Listening and Dialogue Center & Office of Inclusive Institutional Excellence</i>	
Summer training on dialogic pedagogy and academic year community of support towards learning and applying dialogic pedagogy techniques in teaching. Used approaches in Fall 2024 Cities class: dialogue about holding conflicting perspectives on transportation and transportation infrastructure.	
UDL (Universal Design for Learning) Faculty Fellow	Calendar year 2024
<i>STAAR Center Tufts</i>	
Monthly faculty seminar with readings, guest speakers, writing, and discussion to support applying UDL practices in revised Fall 2024 Intro GIS class. Focus on understanding and applying UDL to motivate, instruct, and evaluate learners from diverse backgrounds and with varied needs.	
Invited Panelist, Tufts AI in Teaching Symposium	December 2023
<i>Tufts AI In Teaching Symposium</i>	
Monthly faculty seminar with readings, guest speakers, writing, and discussion to support applying UDL practices in revised Fall 2024 Intro GIS class. Focus on understanding and applying UDL to motivate, instruct, and evaluate learners from diverse backgrounds and with varied needs.	
SELECT (Social Emotional Learning for Equity & Civic Teaching) Faculty Fellow	Academic year 2022-2023
<i>Tisch College Generous Listening and Dialogue Center & Center for Excellence in Learning and Teaching, Tufts University</i>	
Monthly faculty group with readings, guest speakers, writing, and discussion about ways to apply Transformational Social Emotional Learning approaches in teaching environments. Focus on equity and civic engagement as parts of and outcomes of learning.	
Member, Assessment and Equity Faculty Learning Community	Fall 2021-Spring 2023
<i>Center for Excellence in Learning and Teaching, Tufts University</i>	
Monthly faculty group discussing topics in equity, assessment, and grading. Led discussion on universal design for learning and standards-based grading; led step-back discussion on use of escape rooms as epic finale assessments. Co-author on article about faculty learning communities.	
Pedagogical Partnership Program (P3)	Fall 2021
<i>Center for Excellence in Learning and Teaching, Tufts University</i>	
Met weekly with undergraduate pedagogical partner and classroom observer to reflect in-class inclusion. Iteratively and collectively brainstormed strategies tried new approaches to foster inclusive learning in class. Met monthly with other P3 faculty as part of program.	

CELT Faculty Fellow <i>Center for Excellence in Learning and Teaching, Tufts University</i> Faculty seminar on the science of learning in higher ed, best practices in college teaching, and reflective engagement with teaching philosophy statement. Designed and piloted fishbowl-style discussion module about NIMBYism.	Fall 2020
AWARDS, FELLOWSHIPS, & GRANTS	
Dialogic Pedagogy Fellow Office of Institutional Inclusive Excellence	Summer & Fall 2024
Teaching in Technology Award Tufts Technology Services, Tufts University	Spring 2024
UDL Faculty Fellow STAAR Center, Tufts University	Calendar Year 2024
SELECT Faculty Fellow Center for Excellence in Learning and Teaching, Tufts University	Academic Year 2022-2023
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. Awarded by Co-Directors of Office of Digital and Design Innovation	August 2012
Awarded by Director, Office of New Media	September 2011
Awarded by Deputy Director, International Broadcasting Bureau	September 2010
Awarded by Acting Deputy Director, International Broadcasting Bureau & Broadcasting Board of Governors	September 2009
Presidential Management Fellowship Nationally Competitive Fellowship Awarded by the U.S. Office of Management and Budget	August 2007 to December 2009

PRESENTATIONS & POSTERS

Shakespeare, R. “Social Foodscapes: A spatial framework for approaching food allergies and dietary requirements.” American Association of Geographers Annual Meeting (online track)	April 2024
Shakespeare, R., M.L Lobos Martinez, “Aspects of Gender Mobility: Disaggregating complexities of gender in active transportation research” American Association of Geographers Annual Meeting (online track)	March 2023
Lobos Martinez, M.L., R. Shakespeare “Gender equity in mobility planning: Learnings from the gender and Mobility Initiative” Women in Design Symposium <i>Intersections: Mobility, Equity, and the Built Environment</i> . Boston Society of Architects, Boston MA.	October 2022
Shakespeare, R., M.L Lobos Martinez, “Gendered Streets: Disaggregating gendered experiences of street travel” American Association of Geographers Annual Meeting (online)	February 2022
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?” March 2018
Poster, School of Earth, Society, and Environment Research Review, Urbana IL
(*Second Place for Geography Graduate Poster*)
- Shakespeare, R.**, “BBG’s Digital Engagement Index” Conference of International November 2014
Broadcasters’ Audience Research Services (CIBAR), Paris, France
- Jackson, M (moderator), **R. Shakespeare**, K. Blakely, “Utilizing Analytics to Drive Results and February 2014
Cost Savings” Adobe Digital Government Assembly, Alexandria, VA (Invited Panelist)
- Shakespeare, R.**, “Enterprise Web Analytics: Consolidating digital media measurement” November 2013
CIBAR Washington, D.C.

SERVICE AND LEADERSHIP

Board Member, Urban Geography Specialty Group (UGSG), American Association of Geographers (2-year term) May 2021 to present

- 2024 Treasurer and UGSG Alternate Forms of Scholarship Competition Judge
- 2022 & 2023 UGSG Student Paper Competition Judge

Ad hoc Reviewer, City & Community 2023 to present

Member, Diversity Fund Committee, Tufts University Sept 2021 to April 2023

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 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
School for Earth, Society and Environment, University of Illinois, Urbana, IL

October 2016 to February 2017

President, Geography Graduate Student Association
Department of Geography and GIS, University of Illinois, Urbana, IL

September 2016 to September 2017

- Coordinated and led academic careers roundtable discussing career development with a faculty member and recent graduates

PROFESSIONAL EXPERIENCE

Lecturer & Admissions Director
Urban and Environmental Policy and Planning Department
Tufts University

August 2019 to present

- Core faculty member
- Coordinate admissions and recruitment for master's programs

Senior Digital Media Analyst
Office of Research and Assessment
Broadcasting Board of Governors, Washington, D.C.

June 2014 to August 2015

- 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
Office of Digital and Design Innovation
Broadcasting Board of Governors, Washington, D.C.

January 2012 to June 2014

- 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
Office of Internet Services
Broadcasting Board of Governors, Washington, D.C.

December 2009 to January 2012

- 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)

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 (Intermediate)
- *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)