

# Rebecca M. Shakespeare

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rebeccashakespeare.com

## EDUCATION

<b>University of Illinois at Urbana-Champaign (UIUC)</b> , Urbana, IL Ph.D. in Geography and Geographic Information Sciences	August 2019
<b>American University, School of International Service (SIS)</b> , Washington, D.C. M.A. in International Communication Focus: Intercultural Communication	August 2007
<b>Indiana University</b> , 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

**Shakespeare, R. M.** (2024). Mapping the desirable and affordable city: middle-income renter perceptions of housing opportunity. *Urban Geography*, 1–24. <https://doi.org/10.1080/02723638.2024.2436831>

**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** January 2024 to present

### Food Allergy Geographies

- Preliminary investigation into spatial impact of food allergies, particularly access to social food spaces.
- Fielding online questionnaire to scope qualitative and spatial inquiry.

## 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](http://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

<b>Tufts University</b> Urban and Environmental Policy and Planning Department, Tufts University <ul style="list-style-type: none"> <li>• Cities in Place, Space, and Time (UEP 0251) In-person and hybrid (co-Instructor)</li> <li>• Introduction to GIS (undergraduate: GIS0101/ENV0107; graduate: UEP0232/DLS0275) In-person and Online, Synchronous (Instructor)</li> <li>• Qualitative Applications of GIS (UEP0294-29) (Instructor) (SP20-Present)</li> <li>• GIS Boot Camp (UEP0294-28) (Instructor) (SP20 &amp; SP21)</li> </ul>	Fall 2019 to present
<b>University College, Tufts University</b> Tufts Pre-College Leadership for Social Change Program, Tufts University <ul style="list-style-type: none"> <li>• Designed and led interactive virtual lecture on Neighborhood Segregation for two groups of high schoolers.</li> </ul>	Summers 2021 & 2022
<b>University of Illinois at Urbana Champaign</b> Department of Geography and Geographic Information Science <ul style="list-style-type: none"> <li>• Global Develop &amp; Environment (GEOG101) Online, Asynchronous (TA)</li> <li>• The Digital Earth (GEOG105) Online, Asynchronous (Instructor)</li> <li>• Introduction to Geographic Information Systems (GEOG 379) (Lab Instructor)</li> </ul>	Fall 2016 to Spring 2019
<b>Graduate Student Assistant</b> Faculty Retreat Grant Course Enhancement, Dr. Shakil Kashem Department of Geography and Geographic Information Science, UIUC <ul style="list-style-type: none"> <li>• 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</li> <li>• Created innovative map-based syllabus, using ArcGIS StoryMap to present tutorial and course information in unified storylines, with place-specific information to introduce tutorials</li> <li>• Enhanced existing tutorials by creating follow-on tasks for students to apply skills</li> </ul>	Summers 2017 and 2018
<b>TEACHING ENGAGEMENT AND PROFESSIONAL DEVELOPMENT</b>	
<b>Dialogic Pedagogy Fellow</b> <i>Tisch College Generous Listening and Dialogue Center &amp; 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.	Summer & Fall 2024
<b>UDL (Universal Design for Learning) Faculty Fellow</b> <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.	Calendar year 2024
<b>Invited Panelist, Tufts AI in Teaching Symposium</b> <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.	December 2023
<b>SELECT (Social Emotional Learning for Equity &amp; Civic Teaching) Faculty Fellow</b> <i>Tisch College Generous Listening and Dialogue Center &amp; 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.	Academic year 2022-2023

<b>Member, Assessment and Equity Faculty Learning Community</b> <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.	Fall 2021- Spring 2023
<b>Pedagogical Partnership Program (P3)</b> <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.	Fall 2021
<b>CELT Faculty Fellow</b> <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
<b>AWARDS, FELLOWSHIPS, &amp; GRANTS</b>	
<b>Dialogic Pedagogy Fellow</b> Office of Institutional Inclusive Excellence	Summer & Fall 2024
<b>Teaching in Technology Award</b> Tufts Technology Services, Tufts University	Spring 2024
<b>UDL Faculty Fellow</b> STAAR Center, Tufts University	Calendar Year 2024
<b>SELECT Faculty Fellow</b> Center for Excellence in Learning and Teaching, Tufts University	Academic Year 2022-2023
<b>CELT Faculty Fellow</b> Center for Excellence in Learning and Teaching, Tufts University	Fall 2020
<b>Nominated for Best Course (GIS 0101)</b> Tufts Graduating Senior Survey 2020 (2 nominations; each graduate can select 1)	Fall 2020
<b>Nominated for Significant Impact on Intellectual and/or Personal Development</b> Tufts Graduating Senior Survey 2020 (3 nominations; each graduate can select 3)	Fall 2020
<b>Tisch College Community Research Center Awards</b> Title: Gender Fair Mobility: Closing the Gender Data Gap Towards an Equitable Urban Redevelopment Total Amount: \$12,000	June 2020
<b>Dr. Sandra J. Finley Teacher Scholar Certificate</b> 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
<b>Graduate Teaching Certificate</b> Center for Innovation in Teaching and Learning, UIUC	May 2019
<b>Community Geography Workshop Fellow</b> Funded presenter at inaugural NSF-funded workshop hosted at University of Georgia, Atlanta, GA	January 2019
<b>Teaching Excellence Award</b> Department of Geography and Geographic Information Science, UIUC	May 2018
<b>National Science Foundation Doctoral Dissertation Research Improvement Grant</b> 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

<b>Second Place for Graduate Geography Poster</b> School of Earth, Society and Environment Research Review, UIUC	March 2018
<b>Russell Fellowship</b> Department of Geography and Geographic Information Science, UIUC	Academic year 2017-2018
<b>Recipient</b> , 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
<b>Block Grant Fellowship</b> Graduate College, UIUC	Academic year 2015-2016
<b>Certificate of Appreciation</b> , for Support of Workplace Engagement Initiative Awarded by Executive Editor, Voice of America, Washington D.C.	March 2015
<b>Superior Accomplishment Awards</b> , Broadcasting Board of Governors, Washington D.C. 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 Awarded by Acting Deputy Director, International Broadcasting Bureau & Broadcasting Board of Governors	August 2012 September 2011 September 2010 September 2009
<b>Presidential Management Fellowship</b> Nationally Competitive Fellowship Awarded by the U.S. Office of Management and Budget	August 2007 to December 2009

## PRESENTATIONS & POSTERS

<b>Shakespeare, R.</b> “Food Allergy Geographies.” American Association of Geographers Annual Meeting, Detroit MI	March 2025
<b>Shakespeare, R.</b> “Social Foodscapes: A spatial framework for approaching food allergies and dietary requirements.” American Association of Geographers Annual Meeting (online track)	April 2024
<b>Shakespeare, R.,</b> 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., <b>R. Shakespeare</b> “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
<b>Shakespeare, R.,</b> M.L Lobos Martinez, “Gendered Streets: Disaggregating gendered experiences of street travel” American Association of Geographers Annual Meeting (online)	February 2022
<b>Shakespeare, R.,</b> M.L. Lobos Martinez, “Disaggregating the Gendered Transportation Experience in Boston: Towards Equitable Urban Spaces” American Association of Geographers Annual Meeting (online)	April 2021
<b>Shakespeare, R.,</b> “Desirability, Affordability, and Knowledge of Place: Evidence from middle-income renters in New York City” Applied Geography Conference (online)	October 2020
<b>Shakespeare, R.,</b> “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
<b>Shakespeare, R.,</b> “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
<b>Shakespeare, R.,</b> “‘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
<b>Shakespeare, R.,</b> “How do Middle-Income Renters Make Sense of Housing Costs in New York City?” American Association of Geographers Annual Meeting, Washington, DC	April 2019



<b>Shakespeare, R.</b> , 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
<b>Shakespeare, R.</b> , “‘I can’t afford to move nearby’: Middle-income affordability landscapes” Poster, School of Earth, Society, and Environment Research Review, Urbana IL	February 2019
<b>Shakespeare, R.</b> , A. Guhlincozzi, “Peer Support in Research” Community Geography Workshop, Atlanta, GA	January 2019
<b>Shakespeare, R.</b> , “Middle Income Renters in New York City” AAG West Lakes Regional Meeting, Lacrosse, WI	November 2018
<b>Shakespeare, R.</b> , “Crash Course on ArcGIS” Invited workshop leader for UIUC Institute of Transportation Engineers (ITE), Urbana, IL	April 2018
<b>Shakespeare, R.</b> , “Constraints in Housing Narratives: What can we learn from house hunting?” American Association of Geographers Annual Meeting, New Orleans, LA	April 2018
<b>Shakespeare, R.</b> , “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
<b>Shakespeare, R.</b> , “BBG’s Digital Engagement Index” Conference of International Broadcasters’ Audience Research Services (CIBAR), Paris, France	November 2014
Jackson, M (moderator), <b>R. Shakespeare</b> , K. Blakely, “Utilizing Analytics to Drive Results and Cost Savings” Adobe Digital Government Assembly, Alexandria, VA (Invited Panelist)	February 2014
<b>Shakespeare, R.</b> , “Enterprise Web Analytics: Consolidating digital media measurement” CIBAR Washington, D.C.	November 2013

## 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](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

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

### 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)

## **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)