

Mary Nash, NASH Insights

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PROFESSIONAL EXPERIENCE

NASH Insights, Lenox, MA, 1996 - present

Provide services in program evaluation, needs assessment, project management, and grant writing to educational institutions, nonprofit organizations, and health care institutions.

Berkshire County Regional Employment Board, Pittsfield, MA, Executive Director, 1992-96

Developed, implemented, and evaluated workforce development programs and policies for employers, job seekers, and youth. Raised funds to support programs. Managed staff of four.

Boston Area Health Education Center, Boston City Hospital Executive Director, Associate Director, 1989-92

Developed and managed education and training programs for hospital employees and disadvantaged youth. Programs included after school and summer health career exploration for youth, adult basic education, computer training, and medical interpreter training.

Massachusetts Bay Transportation Authority, Boston, MA Senior Market Planning Specialist, Market Research Analyst, 1985-89

Conducted market research and analysis to learn more about needs of public transit riders. Managed new revenue-generating program that leased MBTA right-of-way to telecommunications carriers for installation of fiber optic lines.

EDUCATION

The Evaluators' Institute, Claremont Graduate University, Certificate in Evaluation Practice, 2014; Certificate in Analytical Evaluation Methods, 2015 – completed 44 days of professional development

Boston University Questrom School of Business, MBA, public/nonprofit management, 1986

Connecticut College, Bachelor of Arts, 1981, English concentration

Grant Professionals Certification Institute, achieved Grant Professional Certification in 2018

NASH INSIGHTS – SELECTED EVALUATION AND NEEDS ASSESSMENT STUDIES

BERKSHIRE COUNTY EDUCATION TASK FORCE, 2020-PRESENT

Conducting surveys and focus groups among public school students, recent graduates, educators, and community members to get input into county-wide educational studies. The purpose of the work is to identify the desired attributes of high school graduates and develop ways to offer high quality education more efficiently and collaboratively while meeting diverse student needs.

GREATER WORCESTER COMMUNITY FOUNDATION (GWCF), 2020

Conducted an evaluation study of grants awarded in the past three years through the GWCF's Fairlawn Fund, which supports mental health programming with an emphasis on workforce development. Conducted interviews among ten grant recipient organizations. Wrote and presented report to the Fairlawn Fund's board of director about the impact of their grant investment.

BERKSHIRE TACONIC COMMUNITY FOUNDATION, 2018 – PRESENT

Creative Commonwealth Evaluation: Serving as evaluator for the Foundation's Creative Commonwealth grant from Barr Foundation. The project aims to increase community engagement through arts and the creative process and attract more diverse audiences. Methods include case studies, surveys, program observations, and interviews.

HELLO IT'S ME PROJECT, 2019- PRESENT

Serving as project evaluator for Dr. Claudia Gold's initiative to build an infant mental health workforce by offering training in promoting safe, secure parent-infant relationships. Conduct pre and post surveys for training programs and participate in project team to incorporate evaluation results into program planning.

BERKSHIRE COMMUNITY COLLEGE, 2019

Conducted an industry assessment that is being used to help design new types of professional development and college courses for early education and care professionals. The assessment focused on learning more about the capabilities and needs of the existing early childhood workforce and the interests and barriers facing the prospective early childhood workforce. Methods included focus groups, interviews, and survey analysis.

BERKSHIRE UNITED WAY, 2014 – 2019

Coalition Evaluation: Evaluated the work of Berkshire United Way's community coalitions including *Berkshire Youth Development Project*, *Face the Facts: Reduce Teen Pregnancy*, and *Pittsfield Promise*, a community-wide early childhood initiative aimed at increasing third grade reading proficiency in Pittsfield Public Schools. Methods include document review, interviews, and surveys.

PITTSFIELD PUBLIC SCHOOLS, 2016

Preschool Expansion Grant Strategic Plan: Conducted a needs assessment and wrote a strategic plan for expanded preschool in Pittsfield, working with the Pittsfield Public Schools and an advisory group. Methods included surveys, document review, and data analysis.

BERKSHIRE HEALTH SYSTEMS, 2014 TO 2016

CNA II Training Program needs assessment: Assessed need for of a training program for Certified Nursing Assistants (CNAs). Included a series of focus groups, interviews, and surveys among health care staff. Oversaw process and outcome evaluation, which included feedback and outcome surveys, interviews, and review of hospital metrics.

CHILD CARE OF THE BERKSHIRES, NORTHERN BERKSHIRE ALIGNMENT COLLABORATIVE, 2015

Early Childhood Evaluation: Conducted an evaluation and wrote a final report on the Northern Berkshire Alignment Initiative, funded through an Early Learning Challenge Grant. Methods included document review, surveys and interviews to assess results of professional development and alignment activities.

MASSACHUSETTS COLLEGE OF LIBERAL ARTS, 2013 TO 2016

K-12 evaluation: Served as evaluator for *Berkshire County Goes to College*, an initiative that brings all of Berkshire County's 6th graders onto college campuses in April to raise their aspirations to attend college in the future. Methods included surveys among teachers and students and review of long term education outcomes.

STEM/STEAM evaluation: Served as evaluator for *Improving Teacher Quality* grant. The grant provides professional development in STEM/STEAM topics for early educators (up to grade 2). Evaluation methods include data analysis and written surveys and coordination with statewide evaluator at UMASS Donahue Institute.

BERKSHIRE REGIONAL PLANNING COMMISSION, 2000-2003

Berkshire Connect Evaluation: Conducted an evaluation among customers of Berkshire Connect's telecommunications providers to examine the impact of service as part of an effort to bring low cost, high speed telecommunications to Berkshire County. Methods included document review, surveys and interviews.

Internet Training and Needs Assessment: Administered survey to assess interest among Berkshire County municipalities in participating in a county-wide regional electronic network. Coordinated training sessions for staff and elected officials to enhance their ability to use the Internet. Administered course evaluations.

NASH INSIGHTS - PROJECT MANAGEMENT WORK

MASSACHUSETTS COLLEGE OF LIBERAL ARTS, 2015 - 2016

413 STEM Initiative: Served as Project Manager for 413 STEM, a collaboration between MCLA and three Western MA community colleges designed to promote STEM education and careers through programs during the school year and a summer program. Managed Summer Academy and wrote final report.

BERKSHIRE COMPACT FOR EDUCATION AND BERKSHIRE READINESS CENTER, 2008 - 2014

College and Career Access Initiative: Worked with Massachusetts College of Liberal Arts to oversee the Berkshire Compact, a county-wide initiative focused on improving access to higher education and lifelong learning. Coordinated work of 80+ member Compact and subcommittees. Wrote action plans and outcome reports. Managed special projects and events. Wrote marketing materials and developed content for project website and social media.

BERKSHIRE WIRELESS LEARNING INITIATIVE, 2003 - 2009

One-to-One Laptop Pilot Program: Oversaw the planning and implementation of a pilot educational technology initiative for middle school students in three school districts. Program provided over 2,300 students and teachers with one-to-one use of laptop computers. Developed and managed a master plan and budgets; managed contract with technology provider; supported private sector fundraising efforts; developed project website.

GRANT WRITING, SAMPLE LIST OF SUCCESSFUL PROPOSALS

- **Berkshire Bank Foundation, building renovation for special needs school, \$100,000:** This grant supported the renovation of an educational building for Hillcrest Educational Centers.
- **Commonwealth Corporation, MA Healthcare Workforce Transformation Fund grants, \$300,000:** Obtained two grants to support planning, needs assessment, and implementation of a Certified Nursing Assistant training Program for Berkshire Health Systems. Also served as program evaluator.
- **MA Department of Early Education & Care, Preschool Expansion Planning Grants, \$100,000:** Obtained grants for Pittsfield, North Adams, and Lee public schools to develop strategic plans for expanded preschool programs.
- **MA Department of Elementary & Secondary Education, Early Learning Challenge grants, \$500,000:** Wrote grant proposals to support: 1) professional development for early childhood educators at MA College of Liberal Arts; and 2) Berkshire United Way's Pittsfield Promise initiative to increase third grade reading proficiency.
- **MA Department of Higher Education, STEM Network Grant, \$50,000:** This grant supported a regional STEM Network managed by MA College of Liberal Arts to promote STEM education and careers among K-12 students.
- **TriMix Foundation, Early Childhood Initiative, \$128,500:** This grant supported Berkshire United Way in conducting an in-depth study of early childhood needs in Pittsfield, MA.

RECENT PRESENTATIONS AND WORKSHOPS

- Nash, M. (2018, September 25 and 2016, September 27). The Use of Surveys in Program Evaluation,. *Nonprofit Center of the Berkshires*. North Adams, MA and Great Barrington, MA: NASH Insights.
- Nash, M. (2018, May 24 and 2017, May 9). Data Visualization for Non-Profits: Presenting Information Effectively. *Nonprofit Center of the Berkshires*. Pittsfield, MA and Lee, MA: NASH Insights.
- Kirby, E., Nash, M., Moon, L (2016, November 2-3). Certified Nursing Assistant II Education Program: A Rural Model to Improve Patient Care (poster presentation). *New England Rural Health Conference*. Southbridge, MA: NASH Insights and Berkshire Health Systems.

AFFILIATIONS AND VOLUNTEER WORK

- Flying Cloud Institute, Chair, Board of Directors
- Massachusetts College of Liberal Arts Foundation, board member, Chair of Corporate Relations
- American Evaluation Association, Grant Professionals Association, member
- Certified as Women Business Enterprise (WBE) in Massachusetts