

Rebecca Paradiso de Sayu

937 O'Sheridan St., Madison, WI 53715

847.975.8498

rebecca@tifcw.org

Education

PhD	Social Welfare, University of Wisconsin-Madison <i><u>Research Interests:</u> Participatory research methods, evaluation, qualitative data analysis, social determinants of health, equity and inclusion</i>
MSW	Social Work, University of Wisconsin-Madison <i><u>Concentration:</u> Health, aging and disabilities</i>
BSW	Social Work, University of Wisconsin-Madison <i><u>Concentration:</u> Advocacy in multicultural settings</i>
BA	Spanish, University of Wisconsin-Madison
Board Certified Coach	College of Executive Coaching

Career Summary

Co-Director/Co-Founder, Institute for Collective Wellbeing (2020-Present)

- Developing programming to address the needs of collective wellbeing practitioners
- Leading internal and client-facing research and evaluation strategies that address collective wellbeing
- Consulting with organizations across sectors to develop and implement collective wellbeing strategies
- Hosting the annual Summit for Collective Wellbeing

President, Explore, Create, Evaluate Partners, LLC (2017-Present)

- Providing strategic organizational, professional and career development
- Monitoring and evaluating organizational and community projects and programs
- Training organizations best practices related to impact evaluation and stakeholder engagement

Founder, The Purposeful PhD (2018-Present)

- Reframing the PhD job market from a single-track focus to an exciting array of possible careers
- Using design thinking strategies that support PhD students and postdocs to identify their purpose, values and career opportunities
- Providing resources and training opportunities based on *The Purposeful PhD Workbook* (forthcoming)

Director, Social Impact Monitoring and Evaluation, Invest in Wisconsin (2016 – 2018)

- Engaged, lead and facilitated the success of a four-agency, statewide collaborative
- Monitored and evaluated the socioeconomic impact of loan activity to small business, non-profits and individual consumers; disseminated findings to multiple stakeholder audiences
- Designed and implemented successful industry state-level advocacy events

Account Manager, Forward Health Group, Inc. (2015 – 2016)

- Collaborating with multiple service teams to meet ongoing client needs
- Developing, monitoring and evaluating quality improvement goals in with clients, including FQHCs
- Providing customer-focused trainings, service, and support around quality improvement initiatives

UNIVERSITY OF WISCONSIN - COOPERATIVE EXTENSION

Conference Administrator, Office of the Dean and Director (2014 – 2015)

- Conducted research and communicated organizational policies for the institution's All Colleague State Conference on behalf of organizational administrators, conference chairs and committee
- Communicated and brokered relationships with key conference stakeholders and participants
- Authored content for conference website, program and staff communications

Outreach Specialist, Program Development and Evaluation (2013 – 2015)

- Lead community-based evaluation efforts incorporating diverse stakeholder perspectives
- Collaborated in instrument development, testing, evaluation, and post-evaluation reporting
- Raised institutional awareness of equitable policies and practices to support diversity and inclusion
- Produced a successful proposal to fund project research and develop professional learning communities

Academic Staff – Curriculum Adviser (2010 – 2012)

- Updated legacy cultural competency curriculum with current best practices, theories and tools
- Created manual, PowerPoint and handouts for professional development trainings
- Assisted in training speakers to facilitate workshops
- Created and disseminated training evaluation

UNIVERSITY OF WISCONSIN - WAISMAN CENTER

Bilingual Project Manager (2010 – 2012)

- Co-authored program curriculum and independently developed reports for project on “Addressing the Informational Needs of Latino Immigrant Parents of Children on the Autism Spectrum”
- Conducted qualitative data analysis using NVivo and quantitative data analysis using SPSS
- Presented findings at international, national, and regional conferences, as well as to local stakeholders
- Collaborated to develop published journal articles
- Facilitated training and oversight to community partners

Bilingual Project Manager (2010 – 2011)

- Performed qualitative data analysis using NVivo and interviewed Latino community leaders as part of a research project "Assessing the Acceptability of Biomarker Research in Communities of Color"
- Evaluated study instrument and prepared recommendations for survey improvements

UNIVERSITY OF WISCONSIN – MADISON - SCHOOL OF SOCIAL WORK

Diversity and Inclusion Committee Evaluator (2009-2014)

- Conducted focus groups with diverse student populations and disseminated findings within school
- Developed recommendations to improve school climate and promote inclusion

WISCONSIN AREA HEALTH EDUCATION CENTER

Bilingual Evaluator (2009 – 2010)

- Conducted qualitative data analysis of focus group data in Spanish
- Developed concise written summary and recommendations for grant report

UNIVERSITY OF WISCONSIN - MADISON - SCHOOL OF SOCIAL WORK

Bilingual Project Manager (2007 – 2010)

- Managed data analysis for a project focused on meeting the healthcare needs of Latino, African American and American Indian communities in Wisconsin
- Contributed findings and research summaries to team publications and community stakeholder reports

UNIVERSITY OF WISCONSIN – WAISMAN CENTER

Bilingual Curriculum Author (2006 – 2009)

- Created wellness and coping curriculum for Latina mothers who serve as primary caregivers to children with developmental disabilities
- Presented project findings at public lectures and conferences
- Facilitated support groups and trained community partners on how to effectively implement curriculum

Academic Affiliations

Affiliate, University of Wisconsin - Madison – Center for Nonprofits (2017 – Present)

- Collaborating with campus faculty and staff to build bridges between community and academic settings
- Participating in center activities, including presentations pertaining to current work
- Mentoring students interested in research and evaluation opportunities in the nonprofit sector

Honorary Fellow, University of Wisconsin - Madison - School of Social Work (2016 – Present)

- Mentoring doctoral students interested in non-academic career options
- Presenting yearly to doctoral students around non-academic career options
- Providing doctoral students training around participatory and qualitative methodologies

Publications

- **Paradiso de Sayu, R.** (2021) *The Purposeful PhD: Finding alignment between your purpose, values and impact on society.* (under review)
- **Paradiso de Sayu, R.** (2018) *Evaluating social impact across our Wisconsin communities: Five case studies.* Retrieved from <https://tinyurl.com/y2yh85fp>
- **Paradiso de Sayu, R. & Sparks, S.** (2017). Factors that facilitate addressing social determinants of health throughout community-based participatory research processes. *Progress in Community Health Partnerships: Research Education and Action.*
- Noh, Hyunjin, **Paradiso de Sayu, R.**, Ford, C., & Gardenson, K. (2016). Community-based participatory research on end-of-life issues: Literature review. *The Journal of Hospice and Palliative Nursing.*
- **Paradiso de Sayu, R. & Chanmugam, Amy.** (2016). Perceptions of empowerment within and across partnerships in community-based participatory research: A dyadic interview analysis. *Journal of Qualitative Health Research.*
- Magaña, S., Lopez, K., **Paradiso de Sayu, R.**, Miranda, E. (2014). Use of promotoras de salud in interventions with Latino families of children with IDD. In R. Hodapp (Ed.) *International Review of Research in Developmental Disabilities*, 47, IRRDD, UK: Academic Press, 2014, pp. 39-75.
- Magaña, S., Li, H., Miranda, E., & **Paradiso de Sayu, R.** (2014) Improving health behaviors of Latina mothers of youths and adults with intellectual and developmental disabilities. *Journal of Intellectual Disability Research.*
- **Paradiso de Sayu, R.** (2011). Health impact assessment: Can it improve Wisconsin's policy-making process? UW Population Health Institute Issue Brief Series. Retrieved from <http://uwphi.pophealth.wisc.edu/publications/issue-briefs/issueBriefv10n01.pdf>.
- **Paradiso de Sayu, R. & MacCrimmon, K.** (2010) So what's this research stuff all about? A primer for community organizers looking to engage in participatory research. Retrieved from <http://comm-org.wisc.edu/papers2011/paradisoandmaccrimmon.htm>.

Selected Presentations and Posters

- Paradiso de Sayu, R., Cusick, A., & Dobson, E. (2021). Promoting Postgraduate Researcher Wellbeing at the Intersection of Career Development and Emotional Support [Virtual Conference Presentation]. International Conference on the Mental Health & Wellbeing of Postgraduate Researchers. Lichfield, United Kingdom.
- Various academic institutions, *The Purposeful PhD: 5 top tips for launching your career beyond the tenure track*, 2019-present
- American Family DreamBank, *Innovative change management; leading from the future*, 2019
- MIT Presencing Institute, *Participatory evaluation methodologies*, 2019
- American Evaluation Association, *The leap from ROI to SROI: The role of evaluators in mediating power in the determination of value*, 2018
- University of Wisconsin-Madison Center for Nonprofits Affiliate Speaker Series, *Evaluating social impact investment across our Wisconsin communities*, 2017
- HealthLinc, Inc. Community Health Center Annual Conference, *Applying a social determinants framework to population health across FQHCs*, 2016
- American Public Health Association (APHA), *Factors that facilitate addressing social determinants throughout a CBRP process*, 2015.
- Wisconsin Campus Compact 10th Anniversary Civic Engagement Institute, *Publishing Research on Service-Learning and Community Engagement*, Invited Panel, 2013.
- Morgridge Center Engaged Scholarship Summit, *Addressing the Informational Needs of Latino Immigrant Parents of Children on the Autism Spectrum*, 2013.
- American Public Health Association (APHA), *Degree of community participation across time and place: A case study*, 2012.
- International Society for Autism Research (INSAR), *Understanding Autism, I Can Better Understand My Child: A Pilot Psycho-Educational Intervention*, 2012.

- Society for Social Work and Research (SSWR), *By Caring for Myself, I Can Care Better for My Family: A Pilot Health Education Intervention*, 2012.
- Wisconsin Idea Symposium: Principled Partnerships for the Public Good, *Parents in Action: Proven Strategies for Supporting Your Child's Learning*, 2011.
- University of Wisconsin - Madison, Waisman Center, *By Understanding Autism, I Can Better Understand My Child*, 2011.
- Wisconsin Environmental Health Association (WEHA), *Walk One Hour in My Shoes: Cultural Competence Training for Providers Who Serve Latino Communities*, 2011.
- Autism Society of Wisconsin Conference, *Understanding Disparities in Autism Services*, 2011.
- Latino Social Work Organization (LSWO) Conference, *The Development of a Promotora Intervention*, 2007.

Selected Teaching Experience

Invited Speaker	Social Innovation and Sustainability Leadership Capstone Seminar (Graduate), Edgewood College (2020-2021)
Invited Speaker	Community-Based Participatory Research Seminar (Graduate), University of Wisconsin-Madison (2014)
Invited Speaker	Advanced Social Change Skills in Communities (Undergraduate), Edgewood College (2014)
Lecturer	Social Work with Racial and Ethnic Groups (Undergraduate and Graduate), University of Wisconsin-Madison (2012 and 2013)
Teaching Assistant	Understanding Latino Families and Communities (Undergraduate and Graduate), University of Wisconsin-Madison (2012)
Invited Speaker	Advanced Macro Practice-Community Organizing and Community Development (Graduate), University of Wisconsin-Madison (2012)

Professional Memberships

Member	American Public Health Association (APHA)
Member	American Evaluation Association (AEA)
Member	National Association of Social Workers (NASW)
Member	Opportunity Finance Network (OFN)
Member	Society for Social Work and Research (SSWR)

Key Skills

Languages:	English (Native) and Spanish (Full Professional Proficiency)
Software:	Office Suite, Google Suite, NVivo Qualitative Package, SPSS Statistical Package

References available upon request