

ELISA RASSEN

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EDUCATION

Stanford University, M.A. in Education: Policy, Organization, and Leadership Studies 6/10
Harvard University, B.A. in Romance Languages and Literature, cum laude 6/00

RELEVANT WORK EXPERIENCE

Resource Development & Strategic Communications Consultant 2012-present

Assist organizations in fields such as K-12 and postsecondary education, workforce development, and social services in achieving their goals by securing resources and articulating key messages.

- Create fundraising strategies, grant proposals, and donor appeals that equip nonprofit organizations to advance their missions by securing funds from foundations, corporations, government agencies, and individuals.
- Develop strategic plans, business plans, and evaluation plans that craft a vision for change and articulate a roadmap for turning that vision into reality.
- Translate complex concepts into powerful messages through white papers, research reports, practitioner guides, and more that amplify clients' impact among a broad array of stakeholders.
- Current and recent clients include:
 - ✓ **Foundations**, such as the Evelyn & Walter Haas Jr. Fund and the College Futures Foundation
 - ✓ **Public agencies**, including the San Francisco Office of Economic & Workforce Development, the San Francisco Unified School District, and the Contra Costa Community College District
 - ✓ **Community-based organizations**, including United Way of the Bay Area and Coaching Corps
 - ✓ **Research organizations**, such as the Research & Planning Group for California Community Colleges

Grants Manager, NatureBridge 2010-2012

A national environmental education organization that serves 30,000 youth per year across five national parks; its \$15 million annual budget includes \$2 million in contributed revenue.

- Led a four-person team in revenue generation from foundations, corporations, and government agencies for a national environmental education organization that serves 30,000 youth per year.
- Personally raised \$6.2 million in grant funds over a two-year period in support of the organization's geographic expansion, launch of new initiatives, capital campaign, and more.
- Effectively managed a team of regional Grants Officers across the West Coast, using an individually tailored approach with each staff member to build skills and increase competency in:
 - ✓ the submission of 20-25 compelling grant proposals per year to new and existing funders;
 - ✓ customized donor stewardship to ensure long-term support; and
 - ✓ use of data to analyze successes/challenges and then improve fundraising strategies.

- Partnered with individual giving staff on donor engagement by identifying how to leverage each other's efforts, writing appeals and annual reports, helping secure event sponsorship, and more.
- Hired and supervised numerous grantwriting consultants, ensuring a quick and appropriate assimilation into the organization as well as the production of successful grant proposals.
- Enhanced fundraising capacity by creating new systems that improved efficiency, introduced data into assessment of strategies, and greatly strengthened cross-department coordination.

Institutional Advancement Coordinator, City College of San Francisco 2004-2008

A community college serving over 100,000 highly diverse students per year who seek basic skills education, career training certificates, Associate's degrees, and/or transfers to four-year institutions.

- Raised over \$14 million in grant funds that launched and sustained widely varied programs across academic departments, workforce development initiatives, and student support organizations, in response to both college and student needs, labor market trends, and more.
- Developed 20+ proposals/year, each including stakeholder coordination, in-depth collaboration with program staff, full proposal design and writing, and management of funder relations.
- Meaningfully advanced the college's fundraising goals by developing and leading partnerships with nonprofits, employers, unions, government agencies, and K-16 school districts statewide.

SAMPLE OF RECENT PUBLICATIONS

Leveling the Playing Field: Community Schools Confront Poverty to Improve Student Success.

An exploration of the ways in which community schools tackle poverty and education in conjunction in an innovative approach to closing the achievement gap in K-12 schools. (2014)

A Guide for Using Labor Market Data to Improve Student Success. An investigation into uses of labor market data to inform the development of community college programs and promote students' achievement of educational and occupational goals. (2013)

Understanding the Student Experience through the Loss/Momentum Framework: Clearing the Path to Completion. A guide to improving academic outcomes by looking through the lens of students' own experiences and employing this fresh perspective to reshape educational structures, systems, policies, and practices. (2013)

The Nuances of Completion: Improving Student Outcomes by Unpacking the Numbers. A tool that equips community college leaders and practitioners to cultivate a deeper understanding of educational data, empowering them to turn facts and figures into meaningful action. (2013)

Serving Special Populations: A Study of Former Foster Youth at California Community Colleges. An investigation into the experiences of former foster youth in higher education that identifies best practices in promoting their success, published in the *Journal of Applied Research in the Community College*. (2010)

REFERENCES

Available upon request.