

## EDUCATION

MAS, Public Health & Population Health Management, *Johns Hopkins Bloomberg School of Public Health*, 2020

BS, Interdisciplinary Science, Biology & Biochemistry; *Student-Athlete*, *Brigham Young University*, 2008

## PROFESSIONAL EXPERIENCE

### Program Planning & Evaluation Lead

*The University of North Carolina, Chapel Hill | August 2022 – Present*

- Worked with Principal Investigator and Project Director in the development, implementation, management, and evaluation of culturally responsive, community-engaged public health programs, overseeing \$1.5M+ SNAP-Ed grant initiatives.
- Guide quarterly team planning, align project goals with strategic priorities, manage budgets, and oversee project execution.
- Ensure alignment with organizational goals, federal and state compliance, and equity-centered strategies in collaboration with community leaders, academic stakeholders, and public agencies.
- Design, implement, and analyze equity-centered mixed-methods and participatory evaluation plans, including interviews, focus groups, quantitative pre/post surveys, and PhotoVoice methodologies for SNAP-Ed programming evaluation.
- Conduct comprehensive quantitative analyses and generate descriptive statistics for SNAP-Ed-funded programs, completing internal reporting audits and managing project reporting data through PEARS system.
- Manage reporting systems (e.g., PEARS database) and generate data-driven reports for diverse audiences, including funders, practitioners, and community members.
- Supervise and mentor staff, graduate students, and research assistants, fostering a collaborative and inclusive team culture.
- Design and lead capacity-building trainings on equitable evaluation, trauma-informed practice, and participatory methodologies.
- Implement design-thinking research projects to create human-centered solutions for SNAP-Ed programming, including developing and facilitating a 4-workshop series with 10 community participants to identify key user needs and insights for household food waste reduction interventions.
- Serve as a thought leader in equity, evaluation, ethical asset-based storytelling, and design-thinking at national conferences, panels, and roundtable discussions.
- Developed and executed organizational communications strategy across multiple platforms (*Instagram, Facebook, Twitter, Bluesky, LinkedIn, YouTube*), including two websites.
- Designed graphics, logos, and other visual solutions for social media, social marketing campaigns, web assets, landing page mockups, and other project materials and documents applying Universal Design and Section 508 accessibility guidelines.
- Contributed as an essential team member on policy, systems, and environmental (PSE) change interventions focused on food justice and physical activity in underserved areas of Eastern NC.
- Manage community-focused projects and funding initiatives, including participatory grant-making, empowering 8-10 community partners to make decisions on grants of up to \$15,000.
- Maintain and develop multi-sector partnerships to meet project and community needs while ensuring operational compliance and performance of complex projects, successfully navigating and resolving conflict.
- Disseminate findings in manuscripts for publication and at conferences, contributing to advancing equity in public health.

## **Program Evaluation, Data Visualization, and Storytelling Specialist**

*The University of Tennessee | May 2020 – March 2022*

- Led statewide evaluation for SNAP-Ed and EFNEP programs, designing systems for continuous quality improvement and aligning evaluation efforts with strategic program objectives.
- Developed and facilitated staff trainings on inclusive evaluation practices, ethical storytelling, and accessible data collection methods.
- Authored publicly distributed materials on inclusive language and culturally responsive evaluation; contributed to statewide efforts to advance racial equity in public health education.
- Supervised and coached educators and program assistants, supporting the development of meaningful and measurable work plans and performance assessments.
- Created robust evaluation strategies and data visualization tools (Excel, Tableau, R, Qualtrics, Dedoose) to track programmatic outcomes and inform policy, system, and environmental (PSE) changes.
- Launched and led the “Ethical Storytelling” initiative to elevate participant voice through participatory approaches, enhancing program impact narratives.
- Produced an award-winning short documentary (“Gibson Garden”) on food access, screened at the American Public Health Association (APHA) Conference in 2021.
- Coordinated internal knowledge-sharing loops between local and state-level staff to anticipate emerging needs and foster shared learning.

## **Education Quality Improvement Research Analyst**

*University of Utah School of Medicine | September 2016 – June 2019*

- Supported strategic initiatives in educational assessment and quality improvement across the School of Medicine, ensuring alignment with AAMC, ACCME, and LCME standards.
- Oversaw cross-departmental collaboration to implement data-informed curriculum development and compliance tracking using Lean QI and systems thinking approaches, contributing to data transparency and continuous improvement planning.
- Designed and implemented robust evaluation protocols using quantitative and qualitative tools (SPSS, Tableau, SQL) to inform leadership decision-making.
- Collected, analyzed, and interpreted quantitative and qualitative data to evaluate educational programs, policies, and initiatives.
- Identified areas for improvement in educational business processes and provided evidence-based recommendations to inform policy development and enhance outcomes.
- Generated detailed reports and presentations to communicate research findings to diverse audiences (educators, administrators, policymakers, accreditation boards, etc.).
- Presented complex data in a clear and understandable manner to both technical and non-technical stakeholders.
- Hired, supervised, and trained assessment teams and student staff, conducted performance evaluations, set work expectations, and facilitated team-building efforts.
- Developed accessible and trauma-informed accommodations and ADA-compliant evaluation materials in partnership with the Office of Student Success.

## **Community Outreach Consultant**

*Brigham Young University | January 2013 - December 2014*

- Led quality improvement initiatives for student-led service programs, utilizing quantitative and qualitative data analysis (e.g., Qualtrics) to enhance program effectiveness and impact.
- Mentored over 200 student volunteers and 30 student leaders in program design, volunteer management, training facilitation, and academic and social development.
- Designed and delivered 15 regional Volunteer Management Trainings for more than 25 nonprofit and community-based organizations, strengthening cross-sector partnerships.
- Developed and implemented a Student Leader curriculum and training program that reached over 1,000 university students, centering leadership, accountability, and reflective practice.
- Applied principles of servant leadership and social justice in higher education, with attention to racial and ethnic diversity, accessibility, and the integration of service learning.
- Provided technical assistance and consultation to nonprofits and student teams on topics such as continuous improvement, volunteer recruitment and retention, strategic communications and marketing, collaborative partnerships, and capacity-building.
- Served as a Volunteer Management Trainer for the Utah Commission on Service and Volunteerism.

### **Project Coordinator / Analyst**

*Hadley Impact Consulting | 2013–2014*

- Co-managed national social impact campaign for *Beyond Right & Wrong: Stories of Justice and Forgiveness*, leveraging storytelling to promote healing and reconciliation in post-conflict communities.
- Supported the development and launch of FilmRaise, an innovative online platform connecting filmmakers, charities, and viewers for global social change.
- Managed key client relationships, serving as the primary liaison between internal teams, client account teams, and vendors to ensure smooth operations and client success.
- Oversaw strategic projects in collaboration with international foundations, social impact leaders, and influencers (e.g., Judith Light, Kweku Mandela), with an emphasis on values-aligned partnerships.
- Coordinated high-profile screening events and community conversations in New York City, Los Angeles, and Utah (Sundance), creating opportunities for dialogue around justice, forgiveness, and healing.
- Mobilized grassroots engagement through community outreach, digital organizing, and strategic communications to amplify campaign reach and community impact.
- Campaign results included over \$500,000 in pledges from international NGOs (e.g., Malala Fund, Nelson Mandela Foundation), over 100 screenings in 23 countries, and 900 million media impressions.
- Participated in early-stage development of *The Reconciliation Project* in collaboration with the Arbinger Institute, centering peacebuilding and systemic transformation.

### **OTHER EXPERIENCES**

- Professional Athlete - Independent Women's Football League, Conference and National Champions, 2016
- Student-Athlete NCAA Division II Women's Soccer, Pacific West Conference Champions, 2008

### **SKILLS**

Technology: Microsoft Office Suite, CANVA, Adobe Creative Suite, Power BI, Tableau, R, SQL, SPSS, Qualtrics, Dedoose, WIX, WordPress, Miro, Trello, Asana, Basecamp

## PEER-REVIEWED PUBLICATIONS AND PRACTICE MATERIALS

**Rose, C.**, Fuller, C., Jimenez, L., Balestracci, K., Keller, K. J. M., Misyak, S., & Bruno, P. (2025). A SNAP-Ed ethical storytelling and asset framing toolkit to promote public health practitioner self-efficacy. [*Manuscript submitted to Health Promotion Practice (HPP) for publication*].

Buebel, D., Chen, E., Ammerman, A., **Rose, C.**, Statia, G., Prestemon, C., Smith, L. (2025). Developing a Household Intervention to Mitigate Food Waste Using Design Thinking. [*Manuscript submitted to The Design Journal for publication*].

Franck, K. L., Ward, J., Fuller, L., Delvo-Lopez, E., & **Rose, C.** (2024). Beyond translation: Increasing accessibility to nutrition education for foreign-born Latine adults. *The Journal of Extension*, 61(3), Article 11. <https://doi.org/10.34068/joe.61.03.11>

Alihonou, S., Balestracci, K., Bruno, P., Draper, C., Fuller, C., Keller, K., Markworth, A., Misyak, S., **Rose, C.**, Tyler, A., Walker, N., & Younginer, N. (2023). Ethical storytelling and asset framing: A toolkit for centering equity when communicating programmatic success. An Association of SNAP Nutrition Education Administration (ASNNA) Evaluation and Reporting Committee publication.

Davenport, L., & **Rose, C.** (2023). Guiding principles to embed equity in SNAP-Ed. An Association of SNAP Nutrition Education Administration (ASNNA) Race, Health, and Social Equity Committee publication. ([LINK](#))

**Rose, C.**, & Franck, K. (2022). Ethical storytelling: The role of ethical storytelling in evaluating extension's impact. *The University of Tennessee, Department of Family and Consumer Sciences, Extension Publications*, W1087. ([LINK](#))

**Rose, C.**, Richards, F., Buchmann, L., et al. (2022). Personal, social, organizational, and space components of the clinical learning environment: Variations in their perceived influence. *Perspectives of Medical Education*.

Chow, C., **Babcock, C.**, Christensen, T., et al. (2022). Two sides of the same coin: Elements that can make or break clinical learning encounters. *Global Surgical Education - Journal of the Association for Surgical Education*, 10(1), Article 00006. <https://doi.org/10.1007/s44186-022-00006-3>

**Rose, C.**, Franck, K., Sweet, C., & Ward, J. (2021, May). Gibson garden: A community working together to address food access. Screened during APHA 2021 Short Film Festival Session: Strengthening Communities, Social Connectedness, and Mental Health. ([APHA Summary](#))

**Babcock, C.**, Chow, C., Smith, B., Buchman, L., Weber, T., & Richards, B. F. (2021, April 8). Personal, social, organizational, and space components of the clinical learning environment: Variations in their perceived influence. *Journal of the Academy of Health Sciences: A Pre-Print Repository Paper*. <https://jahse.med.utah.edu/personal-social-organizational-and-space-components-of-the-clinical-learning-environment-variations-in-their-perceived-influence/>

## EVALUATION REPORTS

**Rose, C.**, Statia, G., De Marco, M., Sheppard, B., Alvarado, J., Giff, K., Kearney, W. (2023, December). Making nutritious foods and physical activity accessible. FY 2023 UNC FFORC SNAP-Ed Evaluation Report. ([LINK](#))

**Rose, C.,** Statia, G., De Marco, M., Sheppard, B., Alvarado, J., Giff, K., Kearney, W. (2024, December). Building equitable access to healthy foods and opportunities to be physically active in communities across North Carolina. FY 2024 UNC FFORC SNAP-Ed Evaluation Report. ([LINK](#))

**Rose, C.,** Franck, K., Ren, R., Ward, J., et al. (2021, December). Real. Life. Solutions. FY 2021 University of Tennessee, Knoxville Family Consumer Sciences, Healthy Families Healthy Communities Evaluation Report. ([LINK](#))

**Rose, C.,** Franck, K., Ren, R., Ward, J., et al. (2020, December). How teaching and learning adapted to a new online format to reach audiences during a pandemic. FY 2020 University of Tennessee, Knoxville Family Consumer Sciences, Healthy Families Healthy Communities Evaluation Report. ([LINK](#))

## UNPUBLISHED ORAL PRESENTATIONS

**Rose, C.** (2025, May). Leading with mindset: The heart of community engagement [Conference oral presentation]. CalFresh Healthy Living Leadership Committee, Leah's Pantry. (30 attendees)

**Rose, C.** (2025, May). Flipping the narrative: Using ethical storytelling and asset-framing to advance community health [Conference oral workshop]. New York State SNAP-Ed Conference, Albany, NY. (85 attendees)

**Rose, C.,** Markworth, A., Bruno, P., et al. (2024, November 3). Using asset-framing to write N-PEARS success stories. Virtual oral presentation to Association of SNAP Nutrition Education Administration (ASNNA) members. (130 attendees).

**Rose, C.,** Markworth, A., Palmer, R. (2024, October). Flipping the narrative: Utilizing ethical, asset-based framing to advance health equity. CalFresh Healthy Living. Participatory training delivered to California State Team, Los Angeles, CA. (50 attendees)

**Rose, C.,** Statia, G. (2024, February 28). Ethical storytelling and asset-framing: Advancing equity through inclusive narrative in programming and reporting. Virtual presentation for UNC Chapel Hill Engagement Week. (62 attendees)

Alihonou, S., Balestracci, K., Bruno, P., Draper, C., Fuller, C., Keller, K., Markworth, A., Misyak, S., **Rose, C.,** Tyler, A., Walker, N., & Younginer, N. (2023, October). Asset-framing and ethical storytelling: A practical workshop to advance equity through inclusive narrative. Presentation at the American Evaluation Association, Indianapolis, IN. (80 attendees)

Davenport, L., & **Rose, C.** (2023, February). From principles to praxis—Recommendations to embed equity in SNAP-Ed. Presentation at the Association of SNAP Nutrition Education Administration (ASNNA) Conference, Arlington, VA. (52 attendees)

**Rose, C.** (2023, February). Updates to the SNAP-Ed Toolkit. Briefing at the 2023 Association of SNAP Nutrition Education Administration (ASNNA) Conference, Arlington, VA. (300 attendees)

Bruno, P., Keller, K., Lim, S. S., Markworth, A., Misyak, S., **Rose, C.,** & Younginer, N. (2023, February). *Asset framing to promote equity and inclusion through SNAP-Ed evaluation.* Presentation at the Association of SNAP Nutrition Education Administration (ASNNA) Conference, Arlington, VA. (67 attendees)

Marczak, M., **Rose, C.,** Speller-Henderson, L., & Klug, C. (2022). Appreciative inquiry. Facilitated participatory session at the February 2022 Association of SNAP Nutrition Education Administration (ASNNA) Conference. (55 attendees)

Franck, K., **Rose, C.**, & Ward, J. (2022). Augmenting capacity to reach refugee and immigrant populations with SNAP-Ed through mixed methods needs assessment. Presented as a breakout session presentation at the February 2022 Association of SNAP Nutrition Education Administration (ASNNA) Conference. (45 attendees)

Chow, C. J., Richards, B., Smith, B., Buchmann, L., Weber, T., **Babcock, C.**, Kamberi, F., Christensen, T., Richards, R., Serezlic, E., & Lamb, S. (2020). Understanding the learning environment: What domains matter most? *WGEA Conference not held due to COVID-19; abstract published in WGEA Compendium* (p. 150).  
<https://www.aamc.org/system/files/2020-10/profdev-affinity-groups-wgea-regional-meeting-abstract-compedium.pdf>

Chow, C. J., Richards, B., **Babcock, C.**, Wilson, L., Buchmann, L., Smith, B., Weber, T., & Lamb, S. (2019, November 7). An appreciative inquiry into the learning environments of two clerkships. Presentation at the Generalists in Medical Education (TGME) Conference, Phoenix, AZ.

Colbert-Getz, J., **Rose, C.**, & Bonnett, R. (2019, March). Education dashboards: The new electric scooter or a catalyst for decision-making? Poster presented at the regional Western Group on Educational Affairs (WGEA), Reno, NV.

Barlow, J., Sletten, Z., & **Rose, C.** (2019, March). Pregnant female with sinus pain and neck swelling. Poster presentation at annual scientific meeting of the American Academy of Emergency Medicine, Las Vegas, NV.

## **COMMUNITY INVOLVEMENT**

2023 - Present Nashville LaunchPad, a street-free sleep initiative  
2020 - Present ASNNA Evaluation and Reporting Committee member  
2022 - 2025 Co-chair of ASNNA Race, Health, and Social Equity (RHSE) Committee  
2016 - 2018 Volunteer Analyst, HER Salt Lake Initiative, Family Planning Division, UUSOM  
2016 - 2017 Volunteer Community Educator, Planned Parenthood Association of Utah  
2015 - 2016 Board Member: Education & Development, United Nations SLC Chapter  
2014 - 2014 Ambassador, Child Rescue Association of North America, Women of the World  
2012 - 2013 BLS Instructor, American Heart Association  
2008 - 2010 Humanitarian Volunteer, Hawaii  
2005 - 2008 AmeriCorps Member, Corporation for National & Community Service

## **PROFESSIONAL AFFILIATIONS**

2021 - Present Association of SNAP Nutrition Education Administrators (ASNNA)  
2020 - Present American Evaluation Association (AEA)  
2018 - Present American Public Health Association (APHA)

## **PROFESSIONAL DEVELOPMENT / CERTIFICATES**

2024 IDEO U Human-Centered Systems Thinking Certificate  
2023 Racial Equity Facilitator (Equity Literacy Institute)  
2023 Racial Equity Phase 1 (Racial Equity Institute)  
2022 Inclusive (DEI) Leadership 2021-2022 Cohort, UTK Inclusive Leadership Academy (UTILA)  
2022 Design Thinking for Social Impact, Innovate Carolina  
2019 Tableau Desktop I & II, Tableau  
2017 Biomedical Informatics & Data Visualization, University of Utah  
2017 Advanced Excel, University of Utah  
2014 Integrated Marketing Communications, University of Utah  
2013 Conflict Transformation Practitioner, Arbinger Institute  
2013 Volunteer Management Trainer, Utah Commission on Service & Volunteerism