

## Contact

## Top Skills

Statistics

Linear Regression

Logistic Regression

## Languages

VBA

SQL

## Publications

INFANT FEEDING IN  
THE MODERN WORLD:  
MEDICALIZATION AND THE  
MATERNAL BODY

# Holly Chason

Associate Vice President of Enrollment Management and  
Institutional Effectiveness at Eastern Oregon University  
La Grande, Oregon

## Summary

Social researcher with a record of quality analytical performance and excellent interpersonal communication skills. Creative problem solver with ability to self-manage and efficiently handle multiple demands and deadlines.

Research—Proven record of quantitative and qualitative analysis. Extensive knowledge of analytical techniques and technology

Communication—Effective and persuasive communicator with well-developed formal written and presentation skills

Project management—Outcomed focused team player with experience as both leader and member

Specialties: Tableau, SPSS, Oracle databases, Banner SIS, MS Access databases, MS Excel, SQL, research reports

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## Experience

Eastern Oregon University

4 years 11 months

Associate Vice President of Enrollment Management and Institutional Effectiveness

December 2018 - Present (1 year 6 months)

Provide overarching coordinating leadership to institutional strategic planning and effectiveness, enrollment management, and data collection and analysis functions of the University.

Working with the President and Provost, leads the effective coordination and monitoring of institutional strategy implementation and the accomplishment of strategic outcomes.

Provides strategic, visionary, overarching, and accountable leadership to the enrollment functions of the University. Manages and performs all necessary functions related to the collection, interpretation, and use of institutional data for planning, assessment, and decision making. Facilitates access to the information maintained in the University's administrative/student information system to support university operations and monitor key institutional indicators, ensuring the integrity of data/information released in reports or studies, and providing data analysis, reporting, and research as needed to support institutional objectives.

Director of Institutional Research and Planning  
July 2015 - December 2018 (3 years 6 months)

Institutional Research and Planning serves as the official source of institutional information and coordinates institutional planning efforts. It is the mission of this office to define, collect, analyze, maintain and disseminate institutional data to facilitate planning and continuous improvement. This unit provides information to both internal and external constituents for the purposes of describing, documenting, and publishing institutional information and measures of effectiveness.

#### Key Areas of Responsibility

##### Data Analysis

Write/modify queries/reports for institutional reporting needs. This includes building dashboards and report writing. Works with database systems, programming languages and reporting tools including, but not limited to Ellucian Banner, Oracle, SQL, PL-SQL, MS Access, Tableau, Millenium FAST, SPSS and other computer systems/languages.

##### Data Reporting

Develop and maintain computerized data bases, spreadsheets, and statistical programs. Prepare appropriate output reports, charts, diagrams, narratives, conclusions and recommendations. Develop and maintain a dashboard for university leadership and campus stakeholders. Meet university data requirements such as SCARF, IPEDS, Common Data Set, surveys, accreditation, and other appropriate inquiries.

##### Data Administration and Oversight

Establish and maintain standards for consistent and accurate data outputs. Work with data custodians to facilitate data cleaning, validation and resolve

data problems. Develop policies specific to university data requirements and data accuracy. Maintain data dictionary. Oversee federal and state data reporting.

#### Planning and Assessment

Plan, direct, and coordinate IR functions, including policies and procedures that assist planning processes. Support assessment to evaluate student learning outcomes and administrative units' outcome assessment. Liaise with the person(s) in charge of student learning assessment and accreditation.

#### Klamath Community College

##### Institutional Researcher

September 2014 - July 2015 (11 months)

Collects, prepares, analyzes, disseminates, presents and maintains statistical institutional assessment data and periodic reports. Conducts data tracking, analysis and reporting in support of institution compliance and accreditation. Participates in program review process and contributes data collection, analysis and reporting in support of program review. Ensures systems are properly maintained and utilized to maximize capabilities, reliability and effectiveness of institutional research activities. Utilizes Jenzabar EX, MS SQL, SPSS, Tableau, SharePoint, SSRS, CoursEval, and MS Office 2013.

#### Volunteer State Community College

##### Research Design Data Analyst

October 2010 - August 2014 (3 years 11 months)

Gallatin, TN

Provide support to the research and assessment functions of the department. Responsible for design, development and maintenance of databases and analyzing large data sets with primary emphasis on academic special projects. Build data tables, prepare information for distribution, present and explain results. Query development for data extraction and dissemination utilizing SPSS, Banner, Argos, iDashboards, SQL Developer, Oracle, SurveyTracker, MS Access, MS Excel, MS PowerPoint & MS Word.

#### CGi

##### Research Consultant

March 2008 - March 2012 (4 years 1 month)

Data collection, analysis, report generation utilizing various software programs including MS Access, MS Excel, SPSS, MS PowerPoint, MS Word, VBA

Primary Reports:

Hospital Research Series (monthly)

Compare AD Subscriber reports (quarterly)

UALR

Research Assistant

September 2009 - November 2010 (1 year 3 months)

Program evaluation data analysis and report construction using MS Access, MS SQL, SPSS, and Crystal Reports for the IDEA Data and Research grant (a partnership of the UALR College of Education and the Arkansas Department of Education's Special Education Unit).

UCA

Graduate Assistant

August 2008 - December 2009 (1 year 5 months)

Website construction and BlackBoard instructional assistant

UCA

Graduate Research Assistant

August 2007 - May 2008 (10 months)

Brief Alcohol Screening and Intervention of College Students (BASICS), funded by Arkansas Department of Health

Office management, database construction with Access, scheduling, data collection, analyses, and interpretation utilizing Excel and SPSS, report generation of quarterly, annual, and final reports

Western Illinois University

1 year 8 months

Research Assistant

January 2006 - August 2007 (1 year 8 months)

DCFS Certification and Evaluation, funded by the Illinois Department of Children & Family Services: Principal Investigators: Dr. William Faulkner and Dr. Richard Mathers

Collection and analysis of instructor evaluation records utilizing Pearson NCS ScanTools Plus and mainframe based SPSS, report construction, data entry, form and questionnaire development utilizing Pearson NCS Design Expert

software, generation of annual assessment and program evaluation reports utilizing MS Word & Excel

#### Instructor

January 2007 - May 2007 (5 months)

Introduction to Sociology, independently taught.

Selection of textbooks and course materials, development of lesson plans and syllabi, instruction of students, grade allocation, and approval of special registrations, coordination of WebCT Vista course shell. (Class size ranged from 25 to 30).

#### Research Intern

June 2006 - August 2006 (3 months)

2006 McDonough County Poll, funded by the Western Survey Research Center

Principal Investigator: Dr. David Rohall

Questionnaire construction, sample development, office administration, database construction in Access, and coordination of client services

#### UCA

##### Research Assistant

October 2003 - December 2004 (1 year 3 months)

Social Context of Infant Feeding Choices, funded by Arkansas WIC Breastfeeding.

Principal Investigator: Dr. Lora Ebert Wallace

Development of survey instrument; sample selection; collecting, coding, entering, analyzing, and interpreting data; professional presentation of findings; co-authoring of reports for publication utilizing MS Word, Excel, and SPSS

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## Education

University of Arkansas at Little Rock

M.S., Information Quality · (2010 - 2014)

University of Central Arkansas

M.S., Health Sciences · (2005 - 2008)

University of Central Arkansas  
B.A., Sociology - Medical · (2001 - 2004)