

# Alisha J. Small

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## SUMMARY

A Researcher with experience identifying key market drivers, engaging stakeholders and cultivating long-term relationships, performing data collection and data analysis, and applying survey methodology knowledge across diverse private and public industries, creating strategies to maximize organizational resources.

## CAREER ACHIEVEMENTS

- Ewing Marion Kauffman Foundation Community-Engaged Research Grantee August 2021- January 2025
- Top-performing Technical Review Program Analyst Award recipient, March 2021
- ROAD NCS/ORS Technical Review Professional Development Program Awardee September 2020

## SKILLS

Stakeholder Management  
Certified in Economic Measurement  
Certified in Applied Econometrics  
SPSS

Microsoft Office  
Certified in Business Statistics & Data Analytics  
Certified in Writing Skills Business Economists & Analysts  
Qualtrics

## LANGUAGES

English

Spanish

French

## PROFESSIONAL EXPERIENCE

### National Center for Education Statistics Study Director, Career and Technical Education

Remote

Full-time, Monday - Friday, 40 hrs per week

### Statistician

August 2023- Present

- Promote greater access and support for youth and adults to engage in learning, succeed in postsecondary education, and increase their employability in high-demand occupations
- Increase equitable access to secondary and postsecondary programs that have clear on-ramps to both high-quality jobs and additional high-quality postsecondary educational opportunities
- Improve the alignment across secondary, postsecondary, and career and technical education (CTE) programs, including through transparent and effective transition processes, inclusive pathways, and clear credentialing requirements
- Strengthen agency-wide data governance and build capacity to improve data access, data management, and enterprise data analytics in support of agency goals
- Meet with key CTE stakeholders including data users and developed a CTE release calendar to update statistical tables and reports on the CTE website
- Oversee the development of publications (i.e., Data Points and Statistics in Brief) to document status and trends in career and technical education
- Developed a new CTE website providing new CTE related data based on the National Assessment of Educational Progress.
- Serve as a subject matter expert of vocational certificates and credentialing of the U.S. workforce
- Serve as the content expert and NCES representative to the National Training Education, and Workforce Survey, a data collection led by the National Center for Science and Engineering Statistics

### McNair Center for Entrepreneurship and Economic Growth Baker Institute for Public Policy

April 2021- February 2025 Houston,  
TX

Full-time, Monday - Friday, 40 hrs per week/ 20 hrs per week

### Scholar

- Served as principal researcher on the "Impact of Urban Revitalization on Small Businesses" Study in Third Ward and Second Ward of Houston, TX
- Built long-term community relationships and investments within the Third Ward business community
- Oversaw \$300,000 Ewing Marion Kauffman grant budget
- Managed research project initiatives and goals
- Conducted research on current public policies from academic and industry sources to inform small

business owners, entrepreneurs, policymakers, and the general public.

- Performed quantitative and qualitative research to assess current policies and their impact on private entrepreneurship
- Initiated original research studies to publish findings and make recommendations for local, state, and national policymakers
- Performed data analysis to report on trends in the economy and the overall impact on small business owners and entrepreneurs
- Composed an original research proposal to study the impact of urban revitalization on small businesses in Houston, TX
- Authored research-based publications
- Featured on the Baker Briefing Podcast [Did Two Decades of Urban Renewal Benefit Small Businesses in Houston's Third Ward?](#) - February 2025
- Published Working Paper on Community Engaged Research: [The Economic Interdependence of the Developed and the Developing: Two Decades of Urban Revitalization and Its Economic Impact on Third Ward Small Businesses](#) - January 2025
- Featured in the Kauffman Current Report "Community Engaged Research Can Improve Outcomes, Policies, and Programs" by Scholar Alisha Small and Deloyd Parker, Executive Director of Third Ward's SHAPE Community Center- March 2023
- Designed and moderated a Third Ward Entrepreneurship Celebration and Data Walk with community partners to report initial community-engaged research findings to Third Ward business owners and Third Ward community with 100 attendees – March 2023
- Served as research panelist for the launching of the Urban Institute's Community Engaged Resource Center- "Building Community Power and Institutionalizing Participatory Practices" March 2023
- Led and moderated a Third Ward business owners at a Business Appreciation Event to facilitate survey responses – November 2022
- Served as community research panelist for the launching of the Urban Institute's Community Engaged Resource Center- "Building Community Power and Institutionalizing Participatory Practices", March 2023
- Serve as mentor to Texas Southern University community research assistant
- Manage Rice student research assistants
- Promote the interdisciplinary applications of Economics in academic and non-academic settings
- Inspire awareness and accessibility of economic and statistical concepts in communities of color
- Served as an advisor to SHAPE Community Center by facilitating the youth program's participation in a national youth entrepreneurship curriculum
- Organized and facilitated Improving Access to Capital Webinar Series June – September 2021

**Rice University Social Sciences Graduate School**  
**Social Policy and Evaluation- Labor Markets**  
Houston, TX  
Part-time, 3 hrs per week

**Lecturer**  
January 2023 -May 2024

- Introduce graduate students to labor market program evaluation
- Engage graduate students to critically read existing evaluations of labor market policies
- Expose graduate students to methodological best practices to apply to their own interests in labor market topics
- Direct graduate students to important datasets used in influential employment-related research such as the Bureau of Labor Statistics
- Provide real world applications of datasets drawing from tenure at the Bureau of Labor Statistics
- Motivate graduate students to develop their own voice in writing making policy recommendations
- Review and edit graduate level research papers, issue briefs, policy briefs, and policy reports

**U.S. Department of Labor, Bureau of Labor Statistics**  
Washington, D.C. (Remote)  
Full-time, Monday - Friday, 40 hrs per week

**Senior Economist-Data Analyst**  
October 2020 – April 2021

- Performed data analysis and technical review of NCS & ORS survey data to ensure compliance to methodology standards in Quality Assurance Division
- Performed quality assurance of data to ensure data integrity of the NCS Survey programs
- Ensured correct coding in program database systems and identified system issues
- Analyzed survey processes and recommended improvements to management
- Served as National Coach training new-hire Economists and Statisticians on NCS/ORS programs methodologies
- Provided new hires technical expertise and streamlined collection methods
- Performed survey technical review for program Economists and Statisticians

- Served as an ambassador for quality assurance for internal and external stakeholders
- Engaged public and private sector stakeholders through outreach of pertinent publication resources
- Interacted with corporate leaders and businesses to increase data integrity and quality
- Composed technical procedures article for Quality Assurance quarterly newsletter
- Recognized trends in staff training and made recommendations to management to improve processes
- Provided technical feedback and findings in division debrief meetings
- Co-developed and conducted 2020 NCS Refresher Training module for NCS/ORS Overlap Streamlining Training Team

**U.S. Department of Labor, Bureau of Labor Statistics**

Houston, TX

Full-time, Monday - Friday, 40 hrs per week

**Senior Economist**

July 2018 - October 2020

- Planned and conducted economic research for the Employment Cost Index and Occupational Requirements Survey
- Examined compensation and organizational structure design across public and private sectors
- Implemented thorough knowledge in the evaluation of employer benefit plans and costs such as healthcare, retirement, performance bonuses, and summary plan descriptions
- Analyzed and studied occupational characteristics and requirements across multiple industries and sectors
- Perform job analysis leveling occupations based on requirements and correlating pay structure
- Classified occupations and industries utilizing the Standard Occupational Classification and North American Industry Classification systems
- Performed research and analysis of best practices to obtain economic data from business sectors
- Evaluated data for accuracy, integrity, and conformance to survey requirements
- Evaluated data to ensure reliability and comparability in the IDC database system
- Performed follow-up contact to respondents providing data to ensure accurate and timely survey results
- Responded to queries from respondents for BLS information by providing them with the industry-relevant publications, assisting in interpretation, or referring them to regional and national resources
- Managed complex assignments with difficult coordination requirements or reluctant respondents
- Provided consultative services to survey respondents to showcase BLS products
- Cultivated positive relationships with private/ public sector companies for current and future studies
- Reported on economic trends and activities in the areas of compensation and benefits in the local labor market
- Researched and identified key corporate contacts to build and maintain the quality and integrity of BLS statistics
- Provided regional review of draft 2020 NCS Procedures Manual and Detailed Plan Provisions NCS Procedures Technical Memoranda
- Presented to Branch staff NCS Technical Memorandum Collection Instructions for Supplemental Questions Related to Sick Leave Policies - June 2020
- Nominated to serve on the 2020 NCS Refresher Development Team for the Streamlining Overlaps module

**U.S. Department of Labor, Bureau of Labor Statistics**

Cleveland, OH

Full-time, Monday - Friday, 40 hrs per week

**Senior Economist**

July 2000 - June 2011

January 2017 - July 2018

- Planned and conducted economic research for the Employment Cost Index and Local Area Wage Survey
- Analyzed and studied compensation trends and occupational characteristics and requirements across multiple industries and sectors
- Performed research and analysis of best practices to obtain economic data from private and public business sectors
- Evaluated data for accuracy, integrity, and conformance to survey requirements
- Evaluated data to ensure reliability and comparability in the IDC database system
- Made follow-up contact with respondents to confirm data and ensure accurate and timely survey results
- Prepared end-of-survey reports providing a synopsis of collection experiences and recommendations for survey improvement
- Responded to queries from respondents for BLS information by providing them with the salient publications, assisting in interpretation, or referring them to regional resources
- Managed complex assignments with difficult coordination requirements or reluctant respondents
- Provided consultative services to survey respondents to showcase BLS products
- Cultivated positive relationships with private/ public sector companies for current and future studies

- Reported on economic trends and activities in the areas of compensation and benefits in the local labor market in end of survey reports
- Served as Field Economist peer trainer on Chicago Regional Training Team creating and presenting training modules to peers and management at Chicago regional conferences (2006-2011)
- Developed a new hire training tool for National Office
- Represented Bureau of Labor Statistics and its data user products at SHRM conference Sandusky, OH
- Served as a bilingual recruiter at the University of Puerto Rico, San Juan and recruiter for Ohio University

## **EDUCATION**

**Masters of Arts, Economics**  
Cleveland State University

**Completed**  
Cleveland, OH

**Bachelor of Arts, Economics and Spanish Language/Linguistics**  
Rice University

**Completed**  
Houston, TX

## **ASSOCIATIONS**

National Association for Business Economics Member