

LISA KESSLER

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EDUCATION ANALYST

Build State & District Partnerships, & Deliver Equity-Driven Insights That Matter

Analytical and mission-driven education consultant with progressive experience leading large-scale research projects, cultivating cross-sector partnerships, and delivering strategic insights that influence policies and programs. Adept in recruitment strategy, data collection, training, and stakeholder communications, with strong foundation in leadership and coaching. Proven success driving engagement in complex, multi-year federal studies, often in underrepresented or reluctant participants. Trusted partner to national agencies, state departments, and school systems, known for collaborative problem-solving, client-focused delivery, and dedication to equity.

CORE COMPETENCIES

- Strategic Planning & Implementation
- Project & Program Management
- Cross-Functional Leadership
- Remote Team Coordination
- Retention Strategy
- Qualitative & Quantitative Research Experience
- Education Policy & Research
- Data Analysis
- State & District Education Partnership

WORK EXPERIENCE

RTI INTERNATIONAL, Orlando, FL

Research Education Analyst

2016 to 2025

Lead end-to-end research activities, including coordinating cross-functional teams to launch data collection websites, developing client-facing reports, managing recruitment and information collection, and overseeing project close-out tasks such as publications and dissemination for large- and small-scale studies.

- Designed and led complex school and district recruitment campaigns for national studies funded by NCES and CDC, effectively balancing data requirements, equity targets, and field logistics, increasing participation +20% from previous year for struggling CDC project.
- Built and maintained strategic partnerships with state and district education agencies to support research implementation, policy alignment, and stakeholder engagement.
- Developed training manuals, outreach materials, and remote learning programs, preparing field teams for data collection across diverse education settings, while leading 18 remote staff across country.
- Championed strategies, including development of protocol for American Indian and Alaska Native (AIAN) participants adopted across 3 studies - resulting in first-time inclusion of AIAN populations in final data - improving involvement among schools historically hesitant to engage in research due to burdens from state assessments and staffing shortages.
- Led OMB clearance submissions, including budget, public-facing materials, and study protocols, ensuring compliance with federal regulations and timely approval for large-scale data collection efforts.
- Served as project lead for recruitment task on multiple national studies, including timeline management, staffing, budget planning, and issue escalation, reducing recruitment costs by transitioning training from in-person to online,

implementing fully digital materials protocol, and increasing participation rates across research efforts.

- Partnered with data collection supervisors and programming staff to align field realities with project goals, supporting optimal execution of national recruitment and survey tasks.
- Added 73 schools to longitudinal panel during period of national recruitment fatigue, strengthening sample representativeness despite challenging study conditions.
- Co-authored peer-reviewed paper, delivering insights on how COVID-19 affected school research participation that was published in RTI Press.

WESTAT, Loudoun, VA

Assessment Coordinator, National Assessment of Educational Progress (NAEP) 2016 to 2017

Served as primary liaison and logistics lead for standardized assessment administration across multiple middle schools to maintain compliance with protocols, streamline processes, drive continuous improvement, and minimize disruptions during fieldwork.

- Recruited, trained, and supervised team of 5 assessment administrators, delivering instructional guidance and performance feedback, maintaining quality standards, upholding testing integrity, and promoting consistent execution across school sites.
- Achieved 100% completion rate, conducting scheduled assessments across assigned schools.

LOUDOUN COUNTY PUBLIC SCHOOLS, Loudoun, VA

Substitute Teacher 2014 to 2017

Managed classroom environments and communicated with school staff, administrators, and students. Demonstrated flexibility to varied school settings and supported inclusive classrooms with accommodations for those with IEPs or behavioral challenges.

- Delivered engaging, standards-aligned instruction across multiple grade levels and subject areas in elementary and middle schools during teacher absences, ensuring smooth transitions and strong learning outcomes.
- Maintained full instructional continuity, following detailed lesson plans and adapting on-the-spot to incomplete or missing plans with original content creation.

PREVIOUS EXPERIENCE

ART INSTITUTES, Atlanta, GA

High School Representative

ORANGE COUNTY PUBLIC SCHOOLS, Orlando, FL

Teacher

EDUCATION & CERTIFICATIONS

- **Master of Arts (MA)**, Educational Leadership, Argosy University, Atlanta, GA
- **Bachelor of Science (BSc)**, Education, Florida State University, Tallahassee, FL
- Florida Teaching Certificate

ADDITIONAL INFORMATION

- **Languages:** English
- **Technical Proficiencies:** Google Workspace, Microsoft Office Suite, JIRA, Zoom, Alchemer, LMS platforms, Red Cap, Confluence, Salesforce
- **Interests:** Pitbull rescue advocate, advancement of women in STEM, and culinary exploration