



Jennifer L.K. Obinna, PhD, MSSW

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Summary of Qualifications

- ✓ Project management on national (U.S.) and international scale
- ✓ Empowerment evaluation to assist clients in building their own evaluation capacity to monitor their performance
- ✓ Applies participatory research and evaluation tools for individual evaluation context
- ✓ Credentials include Technology of Participation (ToP®) Qualified Mentor Trainer and Certified ToP® Facilitator (CTF)
- ✓ Experienced facilitator and data analyst
- ✓ Experienced strategic planner and organizational strategist

Special interests include: health equity, violence prevention, program evaluation, services research, and supporting grantees of foundations and public funders with evaluation capacity development

Professional Experience

2019–Present Principal/Independent Senior Consultant - Obinna Solutions, LLC, Twin Cities, Minnesota, USA

- Holds over 30 years of experience with program evaluation, social science research methods and analysis, facilitation, planning, and coaching.
- Expert in primary prevention, public health frameworks, health equity, social justice approaches to gender-based violence and violence prevention, rural environments, social science research methods, qualitative and quantitative analysis, and Empowerment Evaluation.
- Contracts with government, NGOs, non-profits, foundations, and other research and evaluation firms by providing a variety of services with the goal of data-driven decision-making.
- Provides training and technical assistance for evaluation capacity development, process and outcome evaluation, community readiness and other needs assessments, group facilitation methods, and health equity.

Recent Key Projects

- ✓ Working with the **North Dakota Department of Health and Human Services** to manage their evaluation monitoring system, build health equity capacity and conduct the following assessments: Annual Individual Primary Prevention Capacity and Partnership Assessment with local and state-level prevention staff (from 2011 to present), Statewide Community Readiness Assessment (2012, 2017 & 2022) and Local Crisis Center Organizational Prevention and Health Equity Capacity Assessment (2011, 2019, 2023).
- ✓ Worked with *arcadia research and evaluation* to support the building of a health equity forward evaluation system for the **Blue Cross and Blue Shield of Minnesota Foundation** and implement various

grantee facing elements focused on health equity

- ✓ Worked with *arcadia research and evaluation* to support the **Washington County Public Health & Environment** conduct site-specific health equity assessments

2013–2019 Research and Evaluation Director - The Improve Group, Saint Paul, Minnesota, USA

- Manage a variety of research, evaluation and strategic planning projects spanning several months to several years
- Design tools for collecting reliable and valid data through surveys, interviews, focus groups, and observation rubrics
- Conduct timely and thorough qualitative and quantitative data collection and analysis
- Report on key findings and incorporate feedback from stakeholders, create reports that meet the needs of clients and funders

Sample Key Projects

- ✓ Worked with the **North Dakota Department of Health and Human Services** to build their evaluation monitoring system and conduct various assessments
- ✓ Worked with the **Northwest Area Foundation** to develop a Theory of Change to guide its strategic investments.
- ✓ Working with the **Sherwood Foundation** Rural Inclusion Project to conduct a Situational Analysis, design a Theory of Change and create an Evaluation Plan.

2005-2013 Owner/Principal - World Bridge Research, LLC, Twin Cities, Minnesota, USA

- Developed research projects addressing violence and violence prevention
- Engaged in evaluation activities with community partners
- Conducted training and workshops on participatory research and evaluation
- Quality control and marketing
- Fund development
- Built research and practitioner networks

2002-2005 Vice President of Projects and Research- Council on Crime and Justice, Minneapolis, Minnesota, USA

- Develop research projects addressing crime, violence and racial disparities.
- Engage in evaluation activities with community partners.
- Evaluate the efficacy of in-house demonstration projects.
- Direct supervision of 7-10 managers; responsible for a staff of 30-40 researchers and practitioners
- Assist in organizational development activities.
- Integrate demonstration/direct service project work and research activities.
- Maintain communication systems.
- Facilitate policy development efforts.

2002 Associate Director- Rainbow Research, Inc., Minneapolis, Minnesota, USA

- Provided internal coordination, development assistance and administrative leadership to research staff as agency's Associate Director.
- Coordinated inter-project project activities.
- Led agency's policy development efforts.
- Conducted evaluations and studies for socially concerned organizations as consultant and researcher.
- Developed qualitative and quantitative study and evaluation designs and tools
- Analyzed qualitative and quantitative data and wrote final reports

Selected Conference Presentations

American Evaluation Association, Minneapolis, Minnesota, Roundtable Discussion: Prioritizing Evaluation Capacity Building and Evaluative Inquiry to Improve Prevention Outcomes: Relationships, Responsibilities and Relevance of Federal Funders, October 27, 2012

American Evaluation Association, Minneapolis, Minnesota, Panel: Reflections from the field: Balancing competing principles when using empowerment evaluation to prevent sexual and domestic violence. October 26, 2012

American Evaluation Association, Minneapolis, Minnesota, Poster: Complexity Soup: Evaluating the Infusion of Primary Prevention into Traditionally Service Oriented State and Local Level Coalitions. October 24, 2012

Additional presentation on Researching Sexual Violence (list available on request)

Peer Reviewed Publications

Kervin, D. and Obinna, J. (2010) Youth Action Strategies in the Primary Prevention of Teen Dating Violence, *Journal of Family Social Work*, 13: 4, 362-374

Book Chapters

Kervin, D. and Obinna, J. (2012) Youth Action Strategies in the Primary Prevention of Teen Dating Violence, *Strengthening Systems to Prevent Intimate Partner Violence and Sexual Violence*, Edited by Pat Conway, Pamela Cox, Patricia Cook-Craig, Sandra Ortega, Theresa Armstead, Rutledge Press.

Technical Reports

Obinna, J., S. Krueger, C. Osterbaan, J.M. Sadusky, and W. DeVore, (2006). Understanding the Needs of the Victims of Sexual Assault in the Deaf Community, final report submitted to the National Institute of Justice, Washington, DC: (NCJ 212867), available at www.ncjrs.gov/pdffiles1/nij/grants/212867.pdf.

Obinna, J. (2005) Understanding Sexual Violence in the Deaf Community: A Preliminary Report on Community Members Perspectives. Council on Crime and Justice, Minneapolis, Minnesota.

Obinna, J. (2005) Understanding Sexual Violence in the Deaf Community: A Preliminary Report on the Service Provider Perspective, Council on Crime and Justice, Minneapolis, Minnesota.

Obinna, J. (2005) Participatory Approaches to Research: Understanding Sexual Violence in the Deaf Community, Council on Crime and Justice, Minneapolis, Minnesota.

Education

Ph.D., Social Welfare – University of Wisconsin, School of Social Work, Madison, Wisconsin

Master of Science, Social Work – University of Wisconsin, School of Social Work, Madison, Wisconsin

Bachelor of Arts, Social Work – Marquette University, Milwaukee, Wisconsin, USA

University Instructional Experience

Lecturer, Master's Program: Social Work 8106 – Social Work Research Methods, University of Minnesota, Saint Paul Campus Spring 2003-2005; 2015-present

Lecturer, Master's Program: Social Work 8361 – Identification and Assessment of Family Violence, University of Minnesota, Saint Paul Campus Fall 2013

Field Instructor, Master's Program: Social Work 8102 – Community Practice, University of Minnesota, Saint Paul Campus Fall 2004-2006

Research and Academic Awards

Minority Mental Health Research Fellow--Council on Social Work Education & National Institute of Mental Health 1998-2001

Advanced Opportunity Fellow--University of Wisconsin-Madison 1995 - 1999

Vilas Fellowship Award Recipient--University of Wisconsin-Madison 1995-2001