Using Data for Social Change: A Conversation with Nancy Lublin

Speaker Biographies

Shena Ashley is director of the Center on Nonprofits and Philanthropy at the Urban Institute. She uses research to help nonprofits, governments, and foundations achieve outcomes that contribute to healthy, thriving, equitable, inclusive, and connected communities. Her work combines academia and practice with a strong orientation toward community-engaged scholarship. Her research focuses on grantmaking effectiveness and nonprofit management and has been published in several journals, including *Public Administration Review, Administration & Society, Nonprofit Management and Leadership, New Directions for Evaluation*, and *American Review of Public Administration*. Before joining Urban, Ashley was an assistant professor in the Department of Public Administration and International Affairs in the Maxwell School of Citizenship and Public Affairs at Syracuse University. She taught graduate courses on the nonprofit sector and on quantitative research methods. Before that, Ashley was director of research and policy at the Annie E. Casey Foundation Atlanta Civic Site. She led the performance tracking and evaluation activities of a major place-based community change initiative that integrated workforce development, education reform, and housing stabilization to provide opportunities for vulnerable families living in five of Atlanta’s most distressed neighborhoods. Ashley continues to apply her academic expertise and professional experience through sustained engagements with domestic and international foundations and nonprofit organizations in performance measurement, strategic planning, and community change. She received her BS in agricultural business from Tennessee State University, MS in public policy from the University of Michigan, and PhD in public policy from Georgia State University and the Georgia Institute of Technology.

Nancy Lublin is the CEO and founder of Crisis Text Line. She specializes in start-up brand development and cause-related marketing, as well as turnaround work, nonprofit governance, and technological innovation. Since 2013, Crisis Text Line has processed over 42 million messages, contributing to the organization becoming home to the largest mental health dataset. Before starting Crisis Text Line, Lublin turned around DoSomething.org, one of the largest teen organizations in the world with over 4.3 million active members. She also began Dress for Success, a nonprofit organization in over 1,200 cities that provides interview clothing and career development opportunities for women making the transition from welfare to work. Lublin has written three books, including *Zilch: The Power of Zero in Business*, which explains what big businesses can learn from nonprofits. Lublin has a BA in political science from Brown University, an MLitt in political theory from the University of Oxford, and a JD from the New York University School of Law.
Khuloud Odeh is vice president for information technology (IT) and chief information officer (CIO) at the Urban Institute, where she leads the strategic planning and implementation of research, operations, and communications technology. Odeh brings a blend of education, IT organization leadership, change management experience, and understanding of global and local sustainability challenges to her work. Over her career, she has helped various organizations develop and implement strategic IT road maps that align with and support business process improvements, innovation, and organizational growth. Before joining Urban, Odeh was IT director for the Grameen Foundation, a global poverty-fighting organization. She served previously as CIO of CHF International (now Global Communities) and as senior IT adviser to Jhpiego's Maternal and Child Health Integrated Program. Odeh has a BS in computer science from the University of Jordan, an MS in computer science from American University, and a PhD in information technology from George Mason University, where her research focused on the social, environmental, and economic sustainability of an IT organization’s practices. She also has a master's degree in strategic leadership toward sustainability from the Blekinge Institute of Technology in Sweden, where her research focused on the enabling role of IT and broadband connectivity in sustainable urban development.