

# MICHELLE LAFLECHE

## DATA SPECIALIST

### EDUCATION



CENTRAL MICHIGAN UNIVERSITY, BA, SECONDARY EDUCATION  
MICHIGAN STATE UNIVERSITY, MA, ADULT EDUCATION  
LANSING COMMUNITY COLLEGE, AB, PROGRAMMER/ANALYST

### PROFESSIONAL POSITIONS

#### 2012 – PRESENT

##### **DATA SPECIALIST**, MICHIGAN FITNESS FOUNDATION

Designs, develops and maintains relational database used for statewide data collection and reporting to identify gaps and opportunities and support program efficiency and outcome evaluation. Lead team member on GIS (map) application that visualizes program coverage and supports agency coordination. Supports programming and administration by producing applicable maps, queries and reports using SQL, ArcMap and ArcGIS Online. Develops in-house tools to track programming and produce required reports with goal of reducing administrative effort. Compiles data and develops dashboards to support reporting and processes. Designs, develops, and codes Scantron® forms for use with SNAP-Ed program participants. Facilitates form printing and scanning for data collection and prepares data for analysis. Develops tracking mechanisms for data collection. Provides technical support to internal staff and external users. Supports pilot and capacity building projects with survey development, technical assistance and data collection.

#### 2010 – 2012

##### **GRANT COORDINATOR** (CONTRACTOR 2008-2010), MICHIGAN FITNESS FOUNDATION

Provided reporting and grant compliance support for federal nutrition education and physical activity promotion grant projects. Duties included: providing technical assistance to grant subrecipients; assessing financial reporting forms and contract administrative components; monitoring grant subrecipient contract compliance and budget; building and maintaining relationships with partner organizations.

#### 2004 – 2007

##### **PROJECT COORDINATOR**, MICHIGAN FITNESS FOUNDATION

Served as project coordinator for USDA grant project involving 41 elementary schools for delivery of nutrition and physical activity information to students and parents. Tracked development and production of lessons, rubrics and supplemental activities associated with K-5 physical education objectives.

#### 2003 – 2004

##### **INSTRUCTIONAL DESIGNER/SALES SUPPORT**, NOVATIONS LEARNING TECHNOLOGIES

Served as project team member for development and testing of online Six Sigma courses. Used course authoring tools to develop course training modules. Supported sales and marketing team by developing product collateral and organizing sales trainings. Performed activities associated with development of company responses to proposals.

**1995 – 2002**

**PROJECT MANAGER, PEARSON EDUCATION TECHNOLOGIES**

Project managed annual/biannual LAN and Internet-based product releases of Learning Management System. Identified project scope, defined resource allocation, scheduled and budgeted project tasks. Acted as point liaison for off-site development team. Developed training and release documentation. Served as educational team member and product tester. Tracked, researched and resolved software issues. Maintained accurate and continuous communication of project status both internally and externally.

**1990 – 1995**

**CURRICULUM SPECIALIST/QUALITY ANALYST, JOSTENS LEARNING CORPORATION**

Supported company at all levels by providing guidance in integration of education principles with technology. Increased sales and sales opportunities by researching and producing over 50 local, state and national level curriculum alignments and customized curricula. Demonstrated in-depth product knowledge by reviewing product bid proposals and other sales-related materials for completeness and accuracy. Presented product to potential customers. Performed content testing of curriculum and coordinated tracking and follow-up on release-related requests and errors.

**TECHNICAL SKILLS**

- SQL
- SQL Server Management Studio
- Power BI
- Tableau
- MS Excel (pivot tables/dashboards)
- MS Access
- ESRI (ArcMap, ArcGIS online)
- Software Project Management
- VBA/VB
- C#
- Visual Studio
- ASP.NET
- Systems Analysis/Design
- HTML/CSS
- Quality Assurance
- Scantron DesignExpert/ScanTools
- R

**PROFESSIONAL SERVICE**

**2018 – 2019**

**MEMBER, ASSOCIATION OF SNAP NUTRITION EDUCATION ADMINISTRATORS**

**PROFESSIONAL MEMBERSHIPS**

- Women in Technology
- Professional Association for SQL Server (PASS)
- Michigan Association for Evaluation (2017-2019)