

# JULIEANNA CARSEN, GPC, CF APMP

## EMPLOYMENT

**Arizona State University (ASU)** (January 2017- present); *Assistant Director of Research Development (RD)* (2021-present); *Grant Support Specialist, Sr./Grant Writer* (2017-2021)

- Direct portfolio of 120+ faculty, +/-250 annual proposal submissions, \$30 million annual research expenditures (approximately 500 faculty and staff in college); 122% increase in annual award value, 17% proposal submission increase, and total submitted proposal value of \$688 million during tenure.
- Dean's office attaché to ASU Foundation Development Team currently supervising a team of 3 RD professionals (Specialists and Manager).
- Co-designed start-up of research development department—iteratively co-designed and directed integration of RD services, workflows, policies, procedures, systems, staffing model, and strategic plan based on faculty surveys, listening sessions, and gap analyses.
- Coordinate horizontally and vertically to oversee development of bids, contracts, vendor services, and subsidiary partnerships, application process for college-level SEED competitions (trained Director of Scholarly Initiatives on InfoReady to reduce administrative burden), faculty professional development programs, sponsored project recognition and marketing efforts, as well as liaise with central departments to plan university-wide training, program officer visits, and limited submission competitions (via InfoReady and department trackers).
- Manage data analytics (collection, cleaning, analysis, reporting/evaluation) of institutional and college-level data, including annual U.S. News and World Reporting, competitive intelligence, department evaluations for annual strategic plans, designing needs-based support services, training programs, and proposal support services.
- Integrated research development data management system into research administration database; created a web-based grant calendar and CRM/profiling dashboard in SharePoint that drives the pre-award sponsored project lifecycle increasing ROI of funding discovery and QC efforts (coordinating with ASU President's office, ASU Foundation, and central office Limited Submissions team), competitive intelligence capabilities, and faculty and sponsor rapport through profiling; correlated with 273% increase in solicitation disseminations and 17% increase in annual proposal volume over five years.
- Mentored and trained more than 8 staff on a suite of RD processes and services (e.g., writing and editing proposals, creating graphics, project management of large-scale or complex proposals, strategic/competitive intelligence, systematically analyzing reviewer feedback) with clients reporting 100% satisfaction every year in an annual survey.
- Spearhead continuous process improvement, training, and mentorship, resulting in the team receiving the *ASU MLFTC Process Innovator Award*; Co-planner and contributor of faculty virtual PD series *Just an Hour*, which gained recognition from the Vice President of Research as a model program to receive funding and deploy to other colleges.
- Led institutional pilot and adoption of Slack and Microsoft Teams (2018), piloting a trial contract between ASU human resources and a corporate recruiting agency (onboarding reduce from 1.5 months to 3 weeks; designed onboarding process reducing new employee training from 6 weeks to 4), and systematizing use cases for AI in the RD field through the first collaboration between OpenAI ChatGPT and higher education (i.e., ASU; 2024).

**JVG Synergy, LLC** (August 2013-2023); *Principal Owner, Grant Consultant*

- Co-create business plans, service branding, marketing campaigns, and grant/fundraising strategies for nonprofit organizations (e.g., K-12 organizations, after-school programs, veterans support services), and small business start-ups.
- Specialize in developing personalized funding strategies, grant proposal writing, editing, program evaluation, and market research services for institutions other than higher education (to avoid financial or logistical conflicts of interest with ASU).

**City of Yuma** (June 2015-January 2017); *Development Specialist*

- Award-winning event, media, branding designer and mentor.
- Created city-wide events and fundraising campaigns raising more than \$100k each year managing a portfolio of local and international corporate, philanthropic, and government sponsors.
- Managed department accounting and events from concept to execution to include accounting, reporting, logistics, and marketing (e.g., event sponsorship agreements, budgeting, expenditures, pricing schedules, vendor cost-analysis and bids, inter-agency agreements, requisitions, and vendor contracts).

**Cocopah Indian Tribe** (May 2014-April 2015); *Assistant Tribal Administrator*

- Direct supervisor of 27 Directors within the Tribal government responsible for \$14 million operations annually; oversaw governmental administrative operations of seven profit-earning enterprises.
- Directed staff development programs to include training on grantspersonship and reporting, annual departmental budgeting, federal program requirements, and policy and procedure development in compliance with federal, state, and Tribal laws.
- Co-directed all grant activity in coordination with the Finance department, Tribal government, and the Bureau of Indian Affairs to include writing grants, contracts, bids for services, and assisted with program design, evaluation, and reporting, fiscal compliance, and staffing for 34 federally funded Tribal programs.
- Coordinating with Finance and Tribal government, co-designated SAMS, EBIZ, and GRANTS.GOV approval flows, negotiated an Indirect Cost Agreement with the federal government to recover administrative costs, and established GSA contracts to reduce costs of governmental equipment (e.g., government vehicle leases and technology).

**Department of Defense** (June 2003-September 2012); *Public Affairs for John F. Kennedy Special Warfare Center and School/ROTC (September 2008-September 2012); Squadron Leader at U.S. Army 4th Psychological Operations Group (November 2007-September 2008); Director U.S. Air Force American Forces Network Hessen, Wiesbaden Germany (January 2006-November 2007); Broadcast Executive U.S. Air Force American Forces Network Tokyo, Yokota Air Base, Japan (January 2004-January 2006)*

- Squadron and Platoon leader in charge of 30 Spec Op and Psyop Soldiers; Top Honor Commandant's List graduate of Army Leadership school; mentored and trained direct report for leadership school; subsequently awarded Commandant's List.
- Co-designed television programming for DOD Pacific Command, supporting the launch of the Pentagon Channel (2004), resulting in an 800% increase in command information dissemination to 370,000 servicemembers and 2.2 million local nationals.
- Directed Radio News Department and 7 Europe-region reporters, solicited and assigned field reporting assignments, programming schedules, and QC of news products.
- Regional news reporter for the AFN Europe Network and regional travel series *Destinations*.
- Competitively selected by Air Force News Headquarters to redesign the *Military Broadcasting Career Development Doctrine* curriculum and subsequently led workshops and seminars focused on broadcast fundamentals and advanced graphic editing techniques.
- Established the media production department for the U.S. Army Special Forces schoolhouse (SWCS) to increase mission exposure to Congress, resulting in increased resource allocation and federal funding.
- Designed and produced the inaugural digital video magazine, *SWCS Factor* and contributed to development, testing, and deployment of the Defense Visual Information Distribution Service (DVIDS) media hosting platform for the Department of Defense.

**Management Recruiters International** (August 2000-December 2001); *Account Executive*

- Managed a diverse portfolio of executive-level job opportunities and professionals in engineering and construction management fields.

## EDUCATION

### **Arizona State University**

2023 MS Technical Communication (summa cum laude)

### **University of North Carolina**

2013 MPA Public Administration (select coursework); Leadership and Administration  
Public Affairs, Quantitative Analysis

2012 BS Mass Communication Public Relations/Business Management; Alpha Chi Honor  
Society President, Lambda Sigma National Honor Society, National Society of Leadership,  
U.S. Army Green to Gold Scholarship (ROTC)

### **XVIII Airborne Corps Non-commissioned Officer Leadership Academy**

2008 Commandant's List Graduate (*top leader graduate with honors*)

### **Community College of the U.S. Air Force** (select coursework)

2005 Associate of Applied Science

### **U.S. Department of Defense Information School (DINFOS)**

2007 Advanced Electronic Journalism Certification

2004 Public Affairs Broadcast Journalism Military Information Certification

### **Everett Community College** (select coursework)

1999 Washington Promise Scholarship Program Inaugural Awardee

### **Sno-Isle TECH Skills Center**

1998 Computer Programming Certification

## SPONSOR EXPERIENCE

**Government:** Arizona Department of Education, AZ Governor's Office, BIA, Consulate of Mexico in Yuma, CNCS, Department of Education, Department of Homeland Security, DOJ, DOL, DOT, EPA, Head Start, HHS, Institute of Museum and Library Services, Inter Tribal Council of Arizona (ITCA), NIH, NSF, Title VI and XX, U.S. Department of Housing & Urban Development, USAID, USDA **Corporate and Philanthropic** (*abbreviated*): AEA Federal Credit Union, Amerifirst Financial, Inc., Blue Cross Blue Shield of Arizona, Caballeros de Yuma, Cenpatico Integrated Care, First Nations Development Institute, Gates Foundation, National Academies of Sciences, Engineering, and Medicine (NAED), Regional Center for Border Health, Russell Sage Foundation, Solar City, Spencer Foundation, William T. Grant Foundation

## PUBLICATIONS

Carsen, J. (2023) *Transcending Liminal Knowledge in Research Development: Mixed-Methods Study to Design and Develop a Systematized Approach to Analyzing Reviewer Feedback*. dissertation.

Carsen, J., Hayes, R. and Szpara, R. (2023) 'Funding Cliff Foresight', *The National Council of University Research Administrators NCURA Magazine*, 1 August.

Carsen, J. and Heart, K. (2020) '2018 Virtual GPC Study Group', [online ebook] *Grant Professionals Certification Institute*. Available at: [https://www.grantcredential.org/wp-content/uploads/2021/10/GPC-2018-Virtual-Study-Group-eBook\\_5.20.2020.pdf](https://www.grantcredential.org/wp-content/uploads/2021/10/GPC-2018-Virtual-Study-Group-eBook_5.20.2020.pdf).

Carsen, J. and Heart, K. (2020) 'Virtual Study Group for the GPC Exam: Results and Recommendations', *Journal of the Grant Professionals Association*, 18(1).

Carsen, J., & Traci Quinn Maldonado, T. (2023, August 2). Funding Opportunities Specific to ASU's capability as an HSI: Department of Education. ASU Knowledge Enterprise Research Development. Retrieved from <https://funding.asu.edu/articles/funding-opportunities-specific-asus-capability-hsi-department-education>.

Polasky, S., Wilson, J. and Carsen, J. (2022) 'Resubmission Assistance: Understanding Current Practices and Perspectives', *Research Management Review*, 26(1).

## SERVICE

**First Things First** (2014-2016) Board Member At Large, Business & Economic Development  
**Grant Professionals Association (GPA)** (2017-present) Grant Professional Certification (GPC)  
Scholarship Sponsor (2021-2023); AZ Chapter Annual Conference Planning and Marketing  
Committee Chair (2019); Designed and co-facilitated Inaugural nationwide virtual study group  
for the GPC certification exam; GPA AZ Founding Chapter Board Nomination Committee  
President (2017-2018)

**National Council of University Research Administrators (NCURA)** (2017-present)

**National Organization of Research Development Professionals (NORDP)** (2018-present)

Leadership & Management Peer Mentoring Group (PMG) contributor (2024); Led Strategic Planning and Advancement Coaching and Research Development PMG (2023), Led NORDP membership proposal planning for inaugural NSF GRANTED competition (2023); NORDP conference proposal reviewer (2021, 2023- present); NORDP Certification Taskforce Committee Founding Member, led industry research report, co-designed national membership survey, and final report to NORDP Board *Certification Task Force NORDP Member Survey*, Research Development Review: The NORDP Journal (preprint; 2019-2024); Co-PI externally funded research study of NORDP membership resulting in peer-reviewed publications, webinars, and conference presentations (2019-present); RD Mentor program participant (2018)

**Society of Research Administrators International (SRAI)** (2024-present)

## PRESENTATIONS

NCURA presenting *Low-Hanging Fruit: Reviewer Feedback Analysis as a Tool for Revision and Resubmission* (accepted; 2024); NORDP Poster *Low-Hanging Fruit: Reviewer Feedback Analysis as a Tool for Revision and Resubmission* (accepted; 2024); SRAI presented *Low-Hanging Fruit: Reviewer Feedback Analysis as a Tool for Revision and Resubmission* and *Research Development Management, Structure and Best Practices* (2024); American Association for Applied Linguistics (AAAL) presented *Exploring External Grants for Graduate Research* (2022); GPA presented national workshop for GPA, *Virtual Study Group for the GPC Exam: Results and Recommendations* (2020); NCURA presented *Funding Shifts, Drifts, and Myths* (2019); NORDP presented *Providing “Concierge” Services to Faculty: Developing a Needs-Based Research Support Structure* (2019); Teacher Educators for Children with Behavior Disorders (TECBD Conference)—Center for Open Science—presented *Where to Go and how to Get There: An Overview of Seeking Research Funding* (2019); GPA presented workshop *Research Metrics: How to Qualify Your Meaning* (2018)

## AWARDS & HONORS

GPC Institute President's Award (2019); GPC Scholarship Awardee (2018); ASU MLFTC Process Innovator Award (2018); City of Yuma Administrator award, 1st Place Arizona Parks and Recreation Association, Outstanding Program/Community (2016); City-County Communications & Marketing Association SAAVY Award (2014); Public Relations Society of America (PRSSA) Inspire Award of Excellence (2013); XVIII Airborne Corps and Fort Bragg Non-commissioned Officer Academy Commandant's List (Top Leader Graduate with honors; 2008); Department of the Air Force 1st Place in categories Radio Newscast and Radio Entertainment Program (Wiesbaden, Germany); American Forces Network (AFN) Europe Best Television Sports Report (2007); Yokota Air Base, Japan Airman of the Year, Air Force News Headquarters Service Member of the Year (2006); Department of the Air Force Broadcasting Award, American Broadcasters Association Crystal Communicator Award of Excellence, Yokota Air Base Commander Award for service as President of Yokota Junior Enlisted Council (2005)

## CERTIFICATIONS

Project Management – Foundation (CF APMP), Grant Professionals Certified (GPC), CITI IRB-Social and Behavioral Research

## TECHNICAL SKILLS

Adobe Suite (Photoshop, InDesign, Premiere Pro, Firefly AI), AI Analyze (qualitative research and thematic analyses), Blackbaud, Dimensions CI, Drupel, Microsoft Office Suite (Word, Excel, Pivot tables, MS Teams), OpenAI ChatGPT, Pivot funding, Qualtrics and Question Pro (surveys), Salesforce, SharePoint, Tableau, Dimensions, Trello, Workday