

# Adam C. Hearn

5923 Edelle Dr., Indianapolis IN 46237

+1 (706)-247-2446 | [ahearn15@gmail.com](mailto:ahearn15@gmail.com) | [www.achearn.com](http://www.achearn.com) | [ahearn15](https://www.linkedin.com/in/ahearn15) | [ahearn](https://www.facebook.com/ahearn) | [@ahearn15](https://twitter.com/ahearn15)

## Education

### Georgetown University — McCourt School of Public Policy

Washington, District of Columbia

M.S. IN DATA SCIENCE FOR PUBLIC POLICY

*A unique curriculum at the intersection of data science and quantitative public policy analysis, the MS-DSPP program at Georgetown University's McCourt School of Public Policy equips graduates with cutting-edge computational, analytical, STEM, and governance skills.*

### Rhodes College

Memphis, Tennessee

B.A. IN ECONOMICS, MINOR IN COMPUTER SCIENCE

*Rhodes College aspires to graduate students with a life-long passion for learning, a compassion for others, and the ability to translate academic study and personal concern into effective leadership and action in their communities and the world.*

## Skills

<b>Programming</b>	Python, Tableau, AWS (incl. Lightsail, Redshift), C/C++, Git, CLI, SQL, $\LaTeX$
<b>Statistical</b>	Python (incl. Pandas, Numpy, Scikit-Learn), R (incl. Tidyverse, ggplot), Stata
<b>Research</b>	Policy evaluation/analysis, computational social science, causal inference, institutional research/decision support

## Experience

### Data Scientist Associate

Arlington, VA

AMERICAN INSTITUTES FOR RESEARCH

Jun. 2022 — Present

- Employed advanced analytics methods to solve complex research questions and address public policy questions to support evidence based decision-making to solve complex social problems.
- Supported efforts to collect, compile, validate, interpret, and analyze data using standard practices and techniques.
- Supported computer modeling and complex forecasting using standard software packages.
- Supported quantitative and qualitative analyses using standard techniques and methods.
- Developed systems for maintaining and checking the accuracy of internal and external data.
- Utilized external resources to supplement, organize, and contribute to tasks and projects.

### Data Scientist & Database Administrator (Consultant)

Charlotte, North Carolina

COLLEGE TRANSITIONS, LLC

May 2018 — Present

- Oversaw several annual data-related projects to expand upon the College Transitions Dataverse and *Colleges Worth your Money*.
- Primarily using web-scraping methods with Python and BeautifulSoup, collected publicly available data from US News & World Report, IPEDS, LinkedIn, Payscale, among other sources.
- Established data pipelines from end-user to publication using database management skills and automated processes in AWS Lightsail.
- Conducted exploratory data analysis (EDA) to identify gaps in messy data, making adjustments as necessary.
- Developed a Python package to match an incomplete or alternative institution name to its official IPEDS name and corresponding NCES UnitID number using cosine text similarity metrics.
- Designed quantitative methodology to create institutional grades on campus crime, selectivity, and financial aid awarding.

### Director of Institutional Research & Data Analytics

Franklin, Indiana

FRANKLIN COLLEGE

Feb. 2021 — Jun. 2022

- Provided leadership and oversight to key areas of institutional research and enrollment management.
- Developed and continuously assessed econometric and machine-learning models, including those related to enrollment projection, student success, and price sensitivity.
- Conducted causal-inference studies on the effects of student persistence and institutional choice.
- Designed and developed dynamic data visualization dashboards in Tableau for use by the campus community in areas related to admissions, enrollment, retention, graduation, and competitor analysis.
- Led the re-evaluation of peer and aspirant institutions using both quantitative and qualitative research methods.
- Oversaw institution-wide survey tool development, administration, and analysis.
- Partnered with leaders across campus to deepen analytical capacity in individual departments.
- Conducted research on national higher education trends and competitor analyses to assist with strategic planning.
- Oversaw the implementation of the institution's primary recruitment CRM (Slate) and directly managed a growing team of system administrators and data analysts.

## Policy Fellow

*Boulder, Colorado*

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION (SHEEO)

*Summer 2017; Summer 2018*

- Using Stata, worked primarily with IPEDS data analyzing and calculating projections for a set of performance metrics at the state, sector, and system levels of higher-ed.
- Conducted policy analyses at the state and agency level to assist with securing grants from the Lumina Foundation and the Bill and Melinda Gates Foundation.
- Built and analyzed datasets with both quantitative and qualitative data to provide policy recommendations for state higher education executives, and facilitated making that database accessible at both the institutional and agency level.
- Produced briefs highlighting relevant metrics and recent policies employed for each SHEEO agency for analysis and distribution at the 2018 SHEEO Policy Conference in Denver, CO.

## Research Activity

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### Student Migratory Patterns in College Choice

*Washington, District of Columbia*

GEORGETOWN UNIVERSITY; AMERICAN INSTITUTES FOR RESEARCH

*Sep. 2020 - Dec. 2020*

- Using IPEDS data, developed an RShiny web-app that provides researchers and higher-ed stakeholders insights into the geographic make-up of institutions and states.

### The Higher-Ed Coronavirus Response in the Public Sector

*Washington, District of Columbia*

GEORGETOWN UNIVERSITY

*Aug. 2020 - Dec. 2020*

- Using data from the College Crisis Initiative, this project discusses the usage of dimensionality reduction techniques in higher-ed administrative data and examines feature importance algorithms to analyze fall 2020 re-opening plans.

### An Empirical Study on the Test-Optional Movement

*Arlington, Virginia*

AMERICAN INSTITUTES FOR RESEARCH

*Jun. 2020 - Aug. 2020*

- Using a quasi-experimental approach and machine learning techniques, this working paper examines the post-implementation effects of the growing test-optional admissions policy on lower-income and minority enrollment.

### The Effect of Collegiate Athletic Success on Admissions and Perceived Institutional Prestige

*Memphis, Tennessee*

RHODES COLLEGE

*Jan. 2019 - Apr. 2019*

- Winner of the 2019 Rhodes College Lynn Nettleton Prize in Economics, this paper uses fixed-effects regression models to study the symbiotic relationship of collegiate athletics and student institutional choice.

## Invited Talks & Guest Lectures

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### Ethical Considerations in Data Science and Higher Education

*Franklin, Indiana*

FRANKLIN COLLEGE DEPT. OF MATH & COMPUTING

*Apr. 2022*

- Presented on the use of predictive analytics in enrollment management and student success, and how these algorithms may contribute to ongoing systemic biases in higher education.

### Marketing Analytics in Higher Education

*Franklin, Indiana*

FRANKLIN COLLEGE DEPT. OF ECONOMICS, BUSINESS, AND ACCOUNTING

*Apr. 2022*

- Discussed analytical tools used to evaluate digital marketing and outreach, with applications in higher-education student recruitment.

### Developing Data Stories for Non-Profit Leadership

*Franklin, Indiana*

FRANKLIN COLLEGE DEPT. OF ECONOMICS, BUSINESS, AND ACCOUNTING

*Feb. 2022*

- Discussed how to turn raw, semi-structured data into a compelling data story using data visualization techniques in Tableau.