

CAPABILITIES STATEMENT



THE MARK

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TRACI SHIRACHI, MBA
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NAICS:
541690 - Scientific & Technical Consulting Services
541910 - Market Research & Public Opinion Polling
541611 - Administrative & General Management Consulting Business

SIC:
8748 - Business Consulting Services

CAGE: 667Q0
DUNS: 965340578
Federal ID: 14-2007437

COMPANY SUMMARY

The Mark USA has a 14-year record of providing **full-service external monitoring and evaluation** services for clients across industries and sectors. Our comprehensive approach to **applied research** and evaluation delivers **valid, reliable data** needed to improve program outcomes and clearly demonstrate impact. Our evaluations align a client's theory of change, logic model, and data framework to strengthen program and organizational capacity.

FOCUS AREAS

1. K-12 Education
2. STEM Education
3. Diversity, Equity, and Inclusion (DEI)
4. Workforce Development
5. Public Health
6. Evidence-Based Policymaking

CORE COMPETENCIES

- Program monitoring and evaluation
- Surveys, focus groups, interviews and market research
- Statistical data analysis and performance analytics
- Culturally Responsive Evaluation
- Community-based Participatory Research Methods
- Group Training in Evaluation & Data Analytics

DIFFERENTIATORS

The Mark's evaluators represent a broad set of expertise, industry experience, and cultural competency. We use collaborative, inclusive methodologies that deliver tailored evaluation plans, and throughout our work we prioritize diverse stakeholder engagement, which improves data integrity. Our innovative, 100% remote workplace lends agility to our teams, and makes us particularly well-suited to do business in the COVID era; our evaluators are skilled in both virtual and in-person collaboration.

CERTIFICATIONS

MBE Certified
WBE: #WOSB200911
WOSB: #WBE200155
DBE: Firm #49217
WBEC Platinum Supplier Program

SAMPLE PROJECTS

Impact Evaluation of PROFIT Financial Graduation Pilots

BRAC USA | Feb 2017 | \$148,366

Quasi-experimental impact evaluation of interventions intended to provide 2,600 Kenyan women and youth with livelihoods assets and skills and health education to promote. Our evaluation team coordinated and collaborated across US- and Kenya-based organizations.

West Virginia EPSCoR Track 1 Project -- Sub-recipient

West Virginia Higher Education Policy Commission | 2015 - 2021 | \$353,895

Led external evaluation of NSF-funded EPSCoR Track 1 Project, to increase WV's research infrastructure, improve education and workforce development, and increase diversity in STEM. Employed mixed methods approach, using surveys, interviews, and program tracking data to assess achievement of goals.

NOAA Cooperative Science Center in Atmospheric Sciences and Meteorology (NCAS-M) -- Sub-recipient

Howard University | 2017 - 2021 | \$570,000

With Howard University as PI, we led external evaluation of the NOAA NCAS-M project, across 13 universities over 5 years. Deliverables included an evaluation plan, project logic model, data collection process & tool development, and formative and summative reports.

PAST PERFORMANCE

