



CREATIVE RESEARCH SOLUTIONS

CAPABILITIES STATEMENT AND PAST PERFORMANCE

2019

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NAICS CODES

541720, 611710, 541910, 541611

PSC CODES

R410, AF12, AJ72

KEY PERSONNEL

Travis Tatum, Ph.D., President

Shanesha Brooks-Tatum, Ph.D., Vice President

Nivedita Ranade, Ph.D., Sr. Evaluation Associate
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Olivia Halls, MPH, Evaluation Associate

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CONTACT INFORMATION

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Dr. Travis Tatum

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COMPANY SUMMARY

Creative Research Solutions is an award-winning, minority-owned research and evaluation firm located in Georgia. Founded by Dr. Travis Tatum and Dr. Shanesha Brooks-Tatum in 2009, Creative Research Solutions is dedicated to helping organizations improve their performance, make better decisions, and provide clear evidence of their results through high-quality research and deliverables.

MISSION

Our goal is to help organizations continually improve the quality of their programs and services by *tying passion and practice to impact*.™

CORE COMPETENCIES

- Diverse and culturally-responsive evaluation methods
- Survey development, including pre- and post-tests
- Structured and unstructured interviews
- Focus groups
- Qualitative data analysis
- Quantitative data analysis
 - regression/analysis of variance
 - mixed models/hierarchical modeling
 - randomized controlled trials and cluster randomized controlled trials



PURPOSE

Creative Research Solutions conducted a five-year retrospective impact evaluation of the Girl Up Campaign (2010-2015). Girl Up is an international grassroots and fundraising campaign by and for girls that equips young women with the tools needed to create tangible change.

KEY OUTCOMES

- Found a 77% increase in self-esteem among GU members
- Identified improvements and support mechanisms for staff leaders to sustain annual growth
- Recommended data collection protocols, such as pre/post questionnaires, to support and substantiate claims of success



THE ANNIE E. CASEY
FOUNDATION

PURPOSE

Creative Research Solutions served as the Evaluation Advisor for the Annie E. Casey Foundation's Atlanta Civic Site (2018 - 2019). As Evaluation Advisor, we created evaluation and training tools for staff and grantees, including surveys, pre-/post-tests, and a comprehensive, 10-year literature review that informed the Foundation's grantmaking strategy and portfolio expansion. We began our process with interviewing foundation staff to identify their priority needs. CRS also completed a planning study focused on youth housing needs in the Atlanta metropolitan area with national implications.

KEY OUTCOMES

The Foundation and its partners were equipped with tools to track progress over time for programs and initiatives. The work completed by CRS has informed local and national strategies of the Foundation.

**United Way of
Greater Atlanta**

LIVE UNITED

**United
Way**



PURPOSE

Dr. Shaneshia Brooks-Tatum served as Lead Facilitator for UWGA partners and grantees as they work to build collaborative, shared outcomes for their new Child Well-Being Index. This Index addresses racial, gender, and socioeconomic disparities at the child, family and community levels as well as factors impacting homeless and foster youth. The goal was to create a shared measurement framework for each of the 14 health, education and economic strategies of the Child Well-Being Index.

TRAINING OUTCOMES

Dr. Brooks-Tatum facilitated three dozen training workshops (two to seven hours in length each) that enabled grantees and partners develop baseline measurement profiles for their programs, including outcomes, factors, indicators, and target populations. This work greatly informed UWGA's global measurement framework and portfolio.



**William T. Grant
FOUNDATION**

PURPOSE

Dr. Brooks-Tatum led a training workshop at the Foundation's annual meeting titled Managing Your Career Journey, which focused on career development and cultivating strong mentoring relationships. In addition, Dr. Brooks-Tatum provided ongoing consultations to Grant Scholars on career development mentorship, and wellness/self-care.

TRAINING OUTCOMES

Faculty and students were more attentive to the challenges around diversity and inclusion in career pathways and faculty-graduate student mentorship. Dr. Brooks-Tatum also provided concrete suggestions and tools for career development that enabled participants to improve their job prospects and mentorship experiences.

AWARDS

For five consecutive years (2014 - 2018), we have won local, national and international awards for our work. In 2018, we were awarded the Best of Stone Mountain Award in the category of Professional Services for our ability to use best practices and implemented programs to generate competitive advantages and long-term value.

CERTIFICATIONS

Disadvantaged Business Enterprise (DBE)

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PAST PERFORMANCE

Creative Research Solutions has completed impact evaluations, program evaluations, and other consulting and assessments for the following clients and more:

- United Nations Foundation
- U.S. Department of Education First in the World Grantee, Spelman College
- University System of Georgia, Board of Regents
- Technical College System of Georgia
- Center for State and Territorial Epidemiologists
- UNCF (United Negro College Fund)
- National Center for Women in Information Technology (NCWIT)
- University of Virginia
- Refugee Resettlement and Immigration Services of Atlanta (RRISA)
- Project GRAD Atlanta
- United Way of Greater Atlanta

DIFFERENTIATORS

Our unique combination of quantitative and qualitative research and evaluation training, communication skills and creativity will help your organization develop and utilize sustainable research and evaluation solutions designed according to your specific needs.