

# Deven Comen

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Mission-driven activator passionate about expanding educational opportunities for all students. First-generation college graduate with public, nonprofit, and private sector experience.

## PROFESSIONAL EXPERIENCE

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**College Board, College and Career Access Division, Washington, D.C.**      **05/2017 - Present**  
**Director of Strategic Partnerships, Opportunity Scholarships**      **03/2020 - Present**

- Designed, rapidly tested, measured, and scaled new engagement strategies that expand the community of students who sign up for Opportunity Scholarships and complete college planning actions, reaching over 1M students in the first two years and awarding nearly \$10M in scholarships
- Led operational strategy to combat digital divide during the pandemic to provide 8K hotspots to Advanced Placement students and streamlined device procurement through new partnerships with T-Mobile, DonorsChoose, and school districts across the country
- Created place-based strategy in coordination with government relations teams to embed college planning steps (e.g., FAFSA completion, building a college list) into state and district policy
- Built partnerships and collaborative data dashboards with state associations and college access organizations in five states to drive post-secondary planning with educators, students, and families
- Selected for CT Governor Ned Lamont's FAFSA Challenge advisory committee and supported eligible districts with technical assistance to improve FAFSA completion among the class of 2021
- Led partnership with Benefits Data Trust to launch Wyatt, a free 24/7 FAFSA assistant powered by artificial intelligence. Wyatt is the only nationally available tool that texts nudges and personalized support to high school students completing the FAFSA and served 18K students in the class of 2021
- Worked with a cross-functional team to launch BigFuture Days, virtual college fairs during COVID that connected more than 100,000 students with campus representatives and college planning experts
- Built toolkits to celebrate 27 \$40,000 Opportunity Scholarship winners featured on Good Morning America and Telemundo's Hoy Dia, through collaboration with elected officials and schools
- Cultivated past Opportunity Scholarships winners and, in partnership with marketing and digital product teams, authentically integrated their voices and stories into marketing and product strategies
- Functioned as an on-air product ambassador that drove 10K additional student users to sign up for Opportunity Scholarships through presentations and events, including Instagram Live events
- Spearheaded 30+ digital events collectively reaching 3K superintendents and 25K during the first year of the COVID-19 pandemic
- Owned College Board's relationships with national access organizations including National College Attainment Network, National Partnership for Educational Access, National Indian Education Association, Council for Opportunity in Education, Congressional Hispanic Caucus Institute, Donors Choose, Color of Change, Black Economic Alliance, and Obama Foundation. This includes managing a \$130K annual sponsorships budget.
- Awarded top performance rating received by 5% of College Board employees

**Chief of Staff, Director of Special Projects**      **07/2018 – 03/2020**

- Promoted to founding chief of staff and served as right hand to Senior Vice President of division; facilitated CEO-facing meetings as proxy, co-managed SVP's 6 direct reports, and directly managed SVP's special assistant
- Managed the recruiting and onboarding process for 30+ hires, executed change management strategy across 115-person team, and launched diversity, equity, & inclusion practices adopted by other divisions and organizational talent function

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- Partnered with senior leadership to lead ongoing goal setting, manage \$75M budget, & drive performance management processes to ensure alignment with strategic priorities, including reaching Black, Latino, and Native students with innovative college planning products
- Developed the structure, content, and next steps for CCA leadership team meetings; kept a pulse on needs and priorities inside the division
- Implemented solid task management systems that enabled improved tracking of myriad ongoing projects, meetings, and external opportunities across Counselor Engagement division, Higher Education division, and K-12 field staff
- Managed an external advisory committee with 15 members from higher education institutions, high school counselors, and college access experts to inform program development
- Awarded top performance rating received by 5% of College Board employees

#### **Associate Director of Special Projects**

**05/2017 - 07/2018**

- Conceptualized product and program development to launch \$25M in Opportunity Scholarships that motivate ~500 students annually to take key college planning actions to earn scholarships
- As senior staff for newly created College and Career Access division, analyzed progress and identified risks against divisional performance goals and \$125M annual revenue targets

#### **Monitor Deloitte, Global Public Sector Consulting, Rosslyn, VA**

**08/2014 - 05/2017**

##### **Federal Strategy Consultant**

- Designed the operating model, staffing, and strategic plan that created My Brother's Keeper Alliance, an Obama White House-inspired nonprofit created to improve life outcomes for boys and young men of color
- Supported the execution of over 34 stakeholder interviews and a decision-making lab for the My Brother's Keeper Intergovernmental Task Force led by Deputy Secretary of Education Jim Shelton
- Built a new K-12 teacher engagement strategy for Consumer Financial Protection Bureau to increase youth financial capability by identifying top teacher segments for financial education initiatives
- Developed a K-12 financial education curriculum evaluation tool for the Consumer Financial Protection Bureau using user-centered design to help educators find effective curricula
- Recommended policy improvements to Bureau of Prisons to drive successful reentry outcomes for returning citizens, informed by focus groups across 11 federal residential reentry centers, resulting in policy changes to optimize reentry services under Deputy Attorney General Sally Yates
- Led the development, in-person facilitation, and analysis of the Bureau's first ever inmate experience survey, which informed revisions to residential reentry contractor requirements
- Chosen as sole junior practitioner supporting a seven-week sprint effort to develop 74 metrics at the Centers for Disease Control's Immunization Information Systems, which synthesized and standardized vaccine reporting requirements for states
- Wrote compelling federal proposals resulting in \$11 million in federal contract sales
- Twice awarded highest performance rating awarded to top 10% of all Deloitte consultants

#### **Georgetown University**

**05/2014 - 07/2014**

##### **Assistant Director, Pre-College Summer Immersion Program**

- Led 44 rising high school seniors from the Cristo Rey Network and KIPP Foundation through an academically rigorous leadership development curriculum
- Directly managed a team of eight staff members and conducted performance reviews
- Interfaced with university faculty, school district stakeholders, and partner organizations

**D.C. Public Schools, Anacostia High School, Washington, D.C. 06/2012 - 07/2014**

**Teach for America Corps Member, Special Education Teacher & Case Manager**

- Rated “Highly Effective” on DCPS IMPACT Performance Evaluation
- Nominated for DCPS New Teacher of the Year Award
- Developed experiential, community-based life skills curriculum for 30 students with moderate to severe disabilities, doubling average reading proficiency through differentiated instruction
- Managed 15+ legal caseloads for students and created transition plans for post-high school career and technical education opportunities
- Founded the inaugural Anacostia Model United Nations Team, which traveled to conferences at Yale, Georgetown, and the State Department
- Co-founded monthly Anacostia Community Action Talks with Georgetown University's Black Law Student Association in September 2013 to increase community organizing around neighborhood violence prevention

**Office of Technical Assistance, Department of Treasury, Washington, D.C. 06/2010 - 08/2010**

**Assistant to Director and Senior Policy Advisor, Office of Technical Assistance**

- Authored three inter-agency agreements in coordination with State Department and USAID concerning financial capacity building in Afghanistan
- Synthesized information from five international project teams into brief daily memoranda for Director and congressional briefing materials
- Managed four Resident Advisor budgets

**Office of Congresswoman Rosa DeLauro (D-CT), Washington, D.C. 09/2009 - 01/2010**

**Capitol Hill Intern**

- Maintained dialogue with constituents through phone, fax, and email correspondence; attended committee hearings on behalf of legislative staff

**Berkley Center for Religion, Peace, and World Affairs, Washington, D.C. 10/2008-05/2012**

**Project Manager (~15 hrs/week)**

- Managed over 2000 records in the Center’s global development database
- Analyzed interview transcripts to develop primary findings and conducted background research for five Center publications on faith and development
- Mapped the engagement of public dialogue about American values, highlighting the 2012 election, the national budget crisis, and youth participation. The research culminated in the inaugural National Campus Conversation on Values at Georgetown University

## EDUCATION

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### **George Mason University, Arlington, VA**

**Graduated 05/2014**

Master of Education, Special Education Curriculum and Instruction

GPA: 4.0

*Thesis:* Impact of School Administrative Leadership Effectiveness on Teacher Retention

### **Fergusson College, Pune, India**

**Study Abroad Fall 2010**

Rural & Urban Development Policy (Semester Abroad)

GPA: 3.7

### **Georgetown University, Washington, D.C.**

**Graduated 05/2012**

Bachelor of Arts, Government Honors Program (with Distinction)

GPA: 3.7

*Thesis:* School Food Politics: The Healthy, Hunger-Free Kids Act, Retrenchment, and Reform in American Cafeterias

### **Coginchaug Regional High School, Durham, CT**

**Graduated 06/2008**

High School Diploma, Salutatorian

GPA: 3.9

## LEADERSHIP & SERVICE

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### *Board Service*

- Vice Chair of Board, **Young Playwrights Theater (D.C.)**, 02/2019-Present
  - Co-lead Board meetings with Board Chair, consult with organization on performance measurement, and personally fundraise \$3K annually
  - Created a new diversity, equity, and inclusion framework adopted by the Board and recruited 4+ new Board members committed to YPT's values of anti-oppression and anti-racism
- Co-Chair, **Georgetown Class of 2012 Committee**, 03/2018-Present
  - Co-lead outreach to classmates and drive targeted alumni giving campaigns with Co-Chair
- Regional Network Leader, **Georgetown Scholars Program**, 06/2012-Present
  - Support low-income, first-generation college students from Maryland, Virginia, and Washington, D.C. through college with mental health resources, mentorship, and career counseling

### *Political Experience*

- Biden/Harris Voter Activation in York County, **Pennsylvania Democrats (PA)**, 2020
- Voter Activation, **Dr. Cameron Webb for Congress (VA)**, 2020
- Fundraising/Voter Activation, **Luisa Santos for School Board (Miami, FL)**, 2020
- Voter Activation, **Warren for President (DC)**, 2019
- Policy Development/Voter Activation, **Callie Kozlak for School Board (D.C.)**, 2018
- Disability Caucus Accessibility Team Member, **Women's March on Washington (D.C.)**, 2019

### *Community Service*

- Weekly Elementary Literacy Volunteer, **Reading All Stars at 826 DC**, 2017-2020
- Returning Citizen Mentor, **Welcome Home Reentry Program, Catholic Charities (D.C.)**, 2016-2018

### *Fellowships and Affiliations*

- TILT Forward Fellow (Inaugural Diversity & Inclusion Management Cohort), **oneTILT**, 2019-2020
- Contemplative Leaders in Action Fellow, **The Jesuit Collaborative**, 2015-2017
- Founding White Anti-Racist Cohort Fellow, Women's Political Leadership Fellow, Community Organizing Fellow, **Leadership for Educational Equity**, 2014-Present
- **Pi Sigma Alpha Honors Society**, Inducted 2012

## **PUBLICATIONS**

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*Federal Residential Reentry Centers Assessment and Recommendations Report*, Department of Justice, (2016)

*Teaching Exposure: Jesuit Education at Saint Xavier's College-Mumbai*, Berkley Center for Peace, Religion, and World Affairs (2012)

*The Effects of Micro-health Insurance and Micro-education Loans on Educational Access in Pune Slums*, Ferguson College, Pune, India (2011)