

# SHALA LONDON

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## Summary of Qualifications

Skilled in business and non-profit writing including grant proposals, online copywriting, editing, brochures, and annual reports.

Wide-range of technology skills including website development, online course creation, email campaigns, and graphic design.

## Software Proficiencies

- Windows Operating Systems
- MS Office Suite
- Wordpress CMS
- Adobe Photoshop
- Adobe Illustrator
- Familiarity with iOS devices (iPhone, iPad) and apps used in education settings

## Education

**M.S. Human Resources Management**, University of Kansas, Lawrence, KS, 1996

**B.S. Business Administration**, Phillips University, Enid, OK, 1994, *Magna cum Laude*

## Experience

**University of Kansas, Center for Economic Education** Lawrence, KS, 9/00 to present  
Assistant Director

- Manage operations, budget and recruitment for teacher training programs
- Explore funding sources, develop grant proposals, administer grants and contracts, and prepare reports
- Lead technology efforts for online credit courses and web-enabled database project
- 2005-2007: Project Director for KU Senior Academy, a residential economics and entrepreneurship summer camp for high school juniors

**Freelance Web and Graphic Design**, 2003 – present

**University of Kansas, Small Business Development Center** Lawrence, KS, 5/96 to 8/00  
Assistant Director

- Provided consultation services for entrepreneurs on issues of start-up, management, marketing, feasibility research and business plans
- Managed daily operations of SBDC walk-in services and library
- Managed budget and administered federal and local grant funding contracts

**University of Kansas Medical Center** Kansas City, KS, 5/96 to 9/96, H.R. Consultant

**Lester & Bryant Law Firm** Oklahoma City, OK, 7/94 – 12/94, Legal Assistant

**John L. Scott, Attorney at Law** Enid, OK, 11/91 – 12/94, Legal Assistant

## Activities

- Presented at Council for Economic Education's annual conference, Baltimore, MD, October 2013. Topic: *Apptivity Bank, Economics Apptivities for Social Studies Classrooms*
- Presented at Council for Economic Education's annual conference, Miami, FL, October 2010. Topic: *Looking for CLUE's: Finding / Using Children's Literature to Teach Economics*
- Presented at National Association of Economic Educators annual conference, Biloxi, MS, October 2008. Topic: *Classroom CLUES: Children's Literature for Understanding Economics*
- Editor, *A Teacher Guide to the California Economics Standards*, Summer 2004  
[http://www.ccee.org/wp-content/uploads/downloads/OTHER\\_PDFS/teacherguide\\_preview.pdf](http://www.ccee.org/wp-content/uploads/downloads/OTHER_PDFS/teacherguide_preview.pdf)
- Edited and prepared video footage and PowerPoint presentation, National Association of Economic Educators annual conference, New Orleans, LA, September 2003. Topic: *Teaching About Your State's Economic History*
- Presented at Midwest Association of Economic Educators annual conference, Kansas City, MO, April 2003. Topic: *Using PowerPoint in Economic Education*
- Presented at Midwest Association of Economic Educators annual conference, St. Louis, MO, April 2002. Topic: *Economic Education Websites*
- Presented at National Association of Economic Educators annual conference, Chicago, IL, October 2001. Topic: *Online Economic Lessons Project*
- Developed workbook and presented at the National Small Business Development Center Conference, San Diego, CA, 1999. Topic: *21 Ways to Recruit and Retain Quality Employees*

## Funded Grant Proposals

### On behalf of **Kansas Health Foundation:**

- June 2013. Centers for Disease Control and Prevention, Statewide Prevention and Public Health Activities. Funded at **7.8 million**, Role: Research, writing, editing and formatting.
- July 2010. Sodium Reduction in Communities, Centers for Disease Control and Prevention, Fully Funded **\$412,197**. Role: Developed proposal framework and task checklist, ensured alignment to review criteria and editing. Note: **Kansas was 1 of only 5 proposals awarded nationally.**
- December 2009. ARRA Communities Putting Prevention to Work, State and Territory Initiative, Centers for Disease Control and Prevention, Fully Funded **\$1,186,291**. Role: Research and writing.

### On behalf of **University of Kansas Center for Economic Education:**

- June 2013. Economic Education Programming, Cloud L. Cray Foundation, Funded for **\$120,000** over 2 years. Role: Writing, editing, formatting, submission and post-grant management.
- May 2011. Economic Education Programming, Cloud L. Cray Foundation, Funded for **\$194,000** over 2 years. Role: Writing, editing, formatting, submission and post-grant management.
- January 2008. Children's Literature for Understanding Economics Online Database, Calvin K. Kazanjian Foundation, Fully funded **\$25,000**. Role: Concept development, writing, editing, formatting, submission and post-grant management including technology development.
- May 2007. Economic Education Programming, Cloud L. Cray Foundation, Funded for **\$300,000** over 3 years. Role: Writing, editing, formatting, submission and post-grant management.
- 2005 – 2007. KU Senior Academy, Kauffman Foundation, Fully funded for **\$287,167** over 3 years. Role: Writing, editing, submission and post-grant management including Project Coordinator.
- 2004-2006. Teaching Economics through U.S. History Online Courses, Improving Teacher Quality Grant Program, Kansas Board of Regents, Fully Funded for 3 years **\$143,815**. Role: Writing, editing, submission and post-grant management.
- 2004-2011. Excellence in Economic Education Grants, U.S. Department of Education through Council for Economic Education, various amounts for teacher training programs, totaling **\$136,116**. Role: Concept development, writing, editing, formatting, submission and post-grant management including technology development and budget management.
- 2002 – 2003. Mini Society Teacher Training, Kauffman Foundation. Fully Funded for **\$62,400**. Role: Editing, proposal submission and post-grant management.
- 2002. Eisenhower Professional Grant Program, Kansas State Department of Education, Fully Funded **\$38,501**. Role: Writing, editing, formatting, submission and post-grant management.

### Proposal Writing Team Management

- June 2011. **Kansas Department of Health and Environment (KDHE):** Community Transformation Grants. Role: Research, writing, editing. Assisted KDHE with proposal planning and helped with securing partners for this statewide, multi-million dollar proposal. Prepared a nearly complete proposal which was not submitted due to last-minute changes in KDHE priorities.
- 2009, 2010, and 2011. On behalf of **Turner USD 202 and KCKPS USD 500:** Teaching American History, U.S. Department of Education Office of Innovation and Improvement, Amount requested \$900,000. Role: Managed proposal writing team, writing, formatting, editing and submission.
- March 2010. On behalf of **Spring Hill USD 230:** Investing in Innovation, U.S. Department of Education. Proposal 80% completed. Client did not submit due to lack of partner commitments. Role: Managed proposal writing team, research, and writing.
- September 2009. On behalf of **Kansas Enrichment Network:** Youth Empowerment Program, Office of Minority Health, Amount requested: \$893,243. Role: Managed proposal writing team, writing, formatting, editing and submission.