

KELLI A. BIRD

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FACULTY AND RESEARCH POSITIONS

2016 – Present Assistant Professor of Education, Research Faculty, University of Virginia
2017 – Present Research Director, Nudge⁴ Solutions Lab
2015 – 2017 Research Analyst, Office of Economic and Manpower Analysis

ADDITIONAL AFFILIATIONS

2022 – Present Research Affiliate, University of California Irvine
2021 – Present JPAL North America Invited Researcher

EDUCATION

2016 Ph.D. Education – Policy Studies, University of Virginia
2010 M.A. Economics, University of Virginia
2008 B.S. Economics, University of Kansas

PEER REVIEWED JOURNAL ARTICLES

Kim, Brian Heseung, Kelli A. Bird, & Benjamin L. Castleman. Crossing the Finish Line but Losing the Race? Socioeconomic Inequalities in the Labor Market Trajectories of Community College Graduates. *Education Finance and Policy*, October 2022.

Meyer, Katherine E., Kelli A. Bird, & Benjamin L. Castleman. Stacking the Deck for Employment Success: Labor Market Returns to Stackable Credentials. *Journal of Human Resources*, June 2022.

Bird, Kelli A., Benjamin L. Castleman, & Gabrielle Lohner. Negative Impacts From the Shift to Online Learning During the COVID-19 Crisis: Evidence from a Statewide Community College System. *AERA Open*, April 2022.

Bird, Kelli A., Benjamin L. Castleman, Brett Fischer, & Benjamin T. Skinner. Unfinished Business? The Academic and Labor Market Profile of Adults with Substantial College Credits But No Degree. *Evaluation and Policy Analysis*, January 2022.

Barr, Andrew C., Kelli A. Bird, & Benjamin L. Castleman. The Effect of Reduced Student Loan Borrowing on Academic Performance and Default: Evidence from a Loan Counseling Experiment. *Journal of Public Economics*, Volume 202, October 2021, 104493.

Bird, Kelli A., Benjamin L. Castleman, Zachary Mabel, & Yifeng Song. Bringing Transparency to Predictive Analytics: A Systematic Comparison of Predictive Modeling Methods in Higher Education. *AERA Open*, August 2021.

Bird, Kelli A., Benjamin L. Castleman, Jeffrey T. Denning, Joshua Goodman, Catherine Lamberton, and Kelly Ochs Rosinger. Nudging at Scale: Experimental Evidence from

FAFSA Completion Campaigns. *Journal of Economic Behavior & Organization*, Volume 183, pp 105-128, March 2021.

Bird, Kelli A. & Benjamin L. Castleman. Here today, gone tomorrow? Investigating rates and patterns of financial aid renewal among college freshmen. *Research in Higher Education*, Volume 57, Issue 4, pp 395-422, June 2016.

MANUSCRIPTS UNDER REVIEW

Bird, Kelli A., Benjamin L. Castleman, Yifeng Song, and Renzhe Yu. "Is Big Data Better? LMS Data and Predictive Analytic Performance in Postsecondary Education." R&R at *Journal of Research on Educational Effectiveness*. Revisions Submitted February 2023

Annenberg Institute at Brown University EdWorkingPaper No. 22.647 (September 2022)

Barr, Andrew C., Kelli A. Bird, Benjamin L. Castleman, & William L. Skimmyhorn. "Can Information and Advising Affect Postsecondary Participation and Attainment for Non-Traditional Students? Evidence from a Large-Scale Experiment with the U.S. Army" Under review at *Journal of Policy Analysis and Management*.

Annenberg Institute at Brown University EdWorkingPaper No. 22.529 (February 2022)

Akmanchi, Suchitra, Kelli A. Bird, Benjamin L. Castleman. "Human versus Machine: Do college advisors outperform a machine-learning algorithm in predicting student enrollment?" Under review at *Nature Human Behaviour*.

Annenberg Institute at Brown University EdWorkingPaper No. 23.699 (January 2023)

Bird, Kelli A., Benjamin L. Castleman, and Yifeng Song. "Are Algorithms Biased in Education? Exploring Racial Bias in Predicting Community College Student Success". Under review at *Journal of Policy Analysis and Management*.

Annenberg Institute at Brown University EdWorkingPaper No. 23.717 (January 2023)

OTHER PUBLICATIONS

Bird, Kelli A., Benjamin L. Castleman, Brett Fischer, & Benjamin T. Skinner. Why aren't more adults finishing community college? And can we get them back in the classroom? *The Brookings Institute Brown Center Chalkboard*, January 24th, 2022.

Bird, Kelli A., Benjamin L. Castleman, Zachary Mabel, & Yifeng Song. Big Data on Campus: Putting predictive analytics to the test. *Education Next*, July 20th, 2021.

WORKING PAPERS

Barr, Andrew C., Kelli A. Bird, Benjamin L. Castleman, & William L. Skimmyhorn. "A comparison of postsecondary outcomes for Army service members, Veterans, and

civilians.” Annenberg Institute at Brown University EdWorkingPaper No. 19.50 (May 2019)

Bird, Kelli & Sarah E. Turner “College in the States: Foreign Student Demand and Higher Education Supply in the U.S.” EdPolicyWorks Working Paper Series No. 23. April 2014

GRANT FUNDING

Piedmont Virginia Community College Project: Student Success Predictions and Dedicated Course Supports. Co-Principal Investigator. Ascendium Education Group, \$1,253,089. 2022-2025.

Investigating the Relationship Between Participation In A Technology Upskilling Program And Adult Employment Outcomes. Co-Principal Investigator.

- Baton Rouge Area Foundation, \$118,000. 2021-2023.
- America Achieves, \$279,500. 2020-2023.

Exploring Noncredit CTE Program Factors that Strengthen Workforce Pipelines. Co-Principal Investigator. Institute for Education Sciences. \$1,700,000. Prime award: UC-Irvine. 2022-2025.

Investigating Non-Credit Training Programs at the Community College Level. Co-Principal Investigator. Lumina Foundation. \$460,000. Fiscal agent: UC-Irvine. 2022-2023.

Investigating the Efficacy Of Virtual College Advising. Co-Principal Investigator. Bloomberg Philanthropies, \$1,125,000. 2014-2023.

State Partnerships to Drive Educational and Economic Opportunity. Co-Principal Investigator

- Lumina Foundation. \$930,000. 2019-2021.
- Overdeck Family Foundation. \$300,000. 2019.

Personalized Pathways to Successful Community College Transfer: Leveraging Machine Learning Strategies to Customize Transfer Guidance and Support. Co-Principal Investigator. State Council of Higher Education for Virginia. \$75,000. 2021-2022

Leveraging Education Technology to Improve Community College Transfer Rates. Co-Principal Investigator. JPAL-North America. \$99,735. 2017-2021.

Research-philanthropy collaboration to increase the rigor of grantees’ evaluation. Co-Principal Investigator. The Centerbridge Foundation. \$150,000. 2016-2018.

Large Scale Outreach to Promote Early FAFSA Submission and Informed College Search. Co-Principal Investigator. The Kresge Foundation. \$500,000. 2016-2018.

National campaign to improve college affordability and FAFSA completion. Co-Principal

Investigator. 2015-2016.

- Michael and Susan Dell Foundation, \$324,321. Fiscal agent: The Common Application
- Laura and John Arnold Foundation, \$110,626.
- The Heckscher Foundation for Children, \$165,000. Fiscal agent: The Common Application

Improving loan borrowing and repayment decisions among community college students. Co-Principal Investigator. The Lumina Foundation, \$130,000.

Personalized postsecondary information for Army Service Members. Co-Principal Investigator. 2013-2016.

- The Kresge Foundation, \$140,000
- The Lumina Foundation, \$128,500
- The Heckscher Foundation for Children, \$138,074
- The Spencer Foundation, \$43,617

CONFERENCE PRESENTATIONS (PEER-REVIEWED)

Input incentives, student engagement, and post-secondary success: Experimental evidence from a national college advising program. *Association for Education Finance and Policy (AEFP)* Denver, March 2023 (co-author: Ben Castleman)

Are Algorithms Biased in Education? Exploring Racial Bias in Predicting Community College Student's Outcomes. *Association for Public Policy Analysis & Management Fall Research Conference (APPAM)*, Washington DC, November 2022 (co-authors: Ben Castleman and Yifeng Song)

Adults with Some College but No Degree: A Statewide Descriptive Analysis. *APPAM* Denver, November 2019 (co-authors: Ben Castleman, Brett Fischer, Ben Skinner)

Nudging at a National Scale: Experimental Evidence from a FAFSA Completion Campaign. *APPAM* Washington DC, November 2016 (co-authors: Ben Castleman, Jeff Denning, Josh Goodman, Cait Lamberton, and Kelly Rosinger)

Early bird gets the worm? The impact of application deadlines on the distribution of state grant aid. *APPAM* Miami, November 2015

Prompting Active Choice Among High-Risk Borrowers: Evidence from a Student Loan Counseling Experiment. *AEFP* Denver, March 2015 (co-authors: Andrew Barr and Ben Castleman)

Here today, gone tomorrow? Investigating rates and patterns of financial aid renewal among college freshmen (co-author: Ben Castleman)

- *AEFP* Washington D.C., February 2015 (poster)
- *APPAM* Albuquerque, November 2014

- *Association for the Study of Higher Education (ASHE)*, Washington D.C., November 2015

How smart were SMART grants? How need- and merit-based aid affect STEM majors. *AEFP* San Antonio, March 2014

College in the States: Foreign student demand and higher education supply in the U.S. *Southern Economic Association (SEA)* Annual Meeting, Tampa, November 2013 (co-author: Sarah Turner)

Cohort crowding and the effect of admissions probabilities on student effort. *AEFP* Boston, March 2012 (poster)

INVITED PRESENTATIONS

Can Information and Advising Affect Postsecondary Participation and Attainment for Non-Traditional Students? Evidence from a Large-Scale Experiment with the US Army. DOD Military to Civilian Transition Research Forum, February 7th, 2023 (co-authors: Andrew Barr, Ben Castleman, Bill Skimmyhorn)

Unfinished Business? Academic and Labor Market Profiles of Adults with Substantial College Credits But No Degree (co-authors: Ben Castleman, Brett Fischer, Ben Skinner)

- Harvard University's Strategic Data Project Research Workshop, March 17th, 2022
- Ascendium Education Learning Session, March 21st, 2022 (co-presented with Ben Castleman)

How Has Online Learning During COVID-19 Impacted Academic Performance? Batten Expert Chat, University of Virginia, October 2020 (co-presented with Ben Castleman and Gaby Lohner).

Secondary science teachers and professional development: Descriptive Statistics from the SASS 07-08. Meeting of the Committee on Strengthening Science Education through a Teacher Learning Continuum, National Research Council, Irvine CA, May 2013

PROFESSIONAL SERVICE

Manuscript Reviewer: *American Economic Journal: Economic Policy; Community College Review; Economics of Education Review; Educational Evaluation and Policy Analysis; Education Finance and Policy; Higher Education; Journal of Human Resources; Journal of Labor Economics; Journal of Public Economics; Research in Higher Education*

Grant Proposal Reviewer: *The Russell Sage Foundation*

MEDIA ATTENTION

- EdSurge: [Can Analyzing Clicks in Digital Systems Predict Which Students Are Struggling? It Depends.](#)
- Inside Higher Ed: [Nudging Doesn't Scale Nationally.](#)

- Chronicle of Higher Education: [Applying for Aid May Be a Barrier for Returning Students, Too](#)
- The New York Times: [Getting Into the Ivies](#)

TEACHING

Workshop leader: “Implementing Randomized Control Trials in Education Research.”
University of Virginia, January 2016

Secondary Instructor: Education Policy (graduate-level course; primary instructor: Ben Castleman). University of Virginia, Spring 2015

Graduate Teaching Assistant, University of Virginia

- Principles of Economics: Microeconomics (Fall 2009)
- Principles of Economics: Macroeconomics (Spring 2010)
- Intermediate Microeconomics (Fall 2010)

Teaching Assistant, University of Kansas. Principles of Microeconomics (Fall 2007, Spring 2008)