

**Dr. Catherine “Cat” McManus**  
Philadelphia PA  
(e) dr.cat.mcmanus@gmail.com

**EDUCATION**

**University of Pennsylvania**, Philadelphia, PA

*Ed.D. Educational Leadership*

May 2017

Dissertation: “Higher Education Institutions’ Motivation to Form and Maintain Relationships With College Access Nonprofits”

*M.S. Ed., Education, Culture, Society*

May 2008

Master’s Paper: “The Experiences of Low-Income Students at Elite Secondary Schools”

**Dartmouth College**, Hanover, NH

*B.A., Anthropology (cum laude)*

June 2004

**EXPERIENCE**

**Benefits Data Trust**

2018 - 2020

*Development Officer*

- As part of a team, ensured BDT was fully funded (\$25M in 2020) to ensure continuity of services & support BDT’s work to transform access to public benefits for low-income people in need across 6 states
- Conducted research & developed strategies to identify & cultivate new business (institutional and individual donors)
- Secured grants for research, policy & direct service & managed relationships with portfolio of 6- & 7-figure donors

**C. McManus Consulting**

2014 - present

*Education coach, consultant & researcher (various clients; selected projects below)*

- Pro-bono consultant to edtech/education startup founders
- Independent college coaching & application assistance (ideation, execution, exploration, admissions strategy)
- Designed and built survey tool (Qualtrics) to gauge faculty engagement with media
- Developed proposal for joint convenings between the Young Presidents’ Organization (membership-based business group) & Penn GSE on higher ed affordability; access & retention; ROI
- Conducted research interviews with state policymakers; researched legislation & rules pertaining to federal student loan forgiveness for students defrauded by their institutions; drafted white paper re: policy recommendations for use in presentation at hearings

**The University of Pennsylvania, Penn Carey Law Office of Admissions**, Philadelphia, PA

*Part time external application reader/evaluator*

2016 - present

**The University of Pennsylvania, Innovation @ Penn Graduate School of Education**, Philadelphia, PA

*External Relations, Business Development, Communications, Research Assistant*

2012 - 2017

- Conceptualized Penn GSE’s first Innovation Center (*Catalyst*, launched 2018); selected as sole Grad Student Representative to the faculty development committee (2017); served on Executive Director hiring committee (2017); invited member, Admissions Committee for MEd in Education Entrepreneurship
- Developed & implemented yearly and event-specific team communication strategy (web, social media, constituent communications)
- Identified fruitful opportunities for partnership and synergy; pitched ideas to internal/external stakeholders
- Developed & executed yearly conference; general volunteer management
- Developed & implemented yearly and event-specific team communication strategy; built & maintained social media presence; maintained regular blog in Forbes
- Served as main point of contact for competition alumni (i.e., edtech startups, social impact companies); built sense of community
- Initiated & maintained social media presence (grew followers to 2500+)
- Developed, pitched, and wrote twice-monthly blog in Forbes (2015 – 2018)
- Responsible for researching, selecting & managing technology tools for use at yearly conference (mobile app: *Guidebook*, e-polling: *Mentimeter*, Web)
- Build and maintain community among competition alumni (i.e., edtech startups, social impact companies) and other constituents (City officials, startup-adjacent organizations, etc.)

**The University of Pennsylvania, Undergraduate Admission Office**, Philadelphia, PA

*Assistant Dean/Regional Director*

2008 - 2012

- Planned & executed 5 weeks staff training for 30+ staff members
- Served on new staff hiring committee (‘10-‘12)

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- Managed team of 8 Admissions Coordinators (office-wide administrative support)
- Team lead for logistics, technology, internal operations, communications related to external partnership with nonprofit connecting low-income students with top colleges
- Conducted workshops, info sessions (as large as 1200+ people); served as a resource for a range of constituents
- Read/evaluated 1300+ applications/year; planned/executed 4-6 weeks of travel per year; managed individual budget

**Princeton University, Undergraduate Admission Office, Princeton, NJ**

*Admission Officer*

2004 – 2007

- Managed planning & coordination of all campus visitors (tours, info sessions, meals, overnight visits)
- Designed & executed database, calendar & publicity for Admitted Students' Weekend
- Developed & maintained first New Staff Training Guide
- Read/evaluated 1200+ applications/year; planned/executed 4-6 weeks of travel per year; managed individual budget

**Dartmouth College, Hanover, NH**

*Senior Admission Interviewer, Office of Undergraduate Admission*

2003 - 2004

*Head Writing Assistant, The Composition Center ('03 – '04) & Writing Assistant ('02 – '04)*

2002 - 2004

- Recruited, hired, supervised & managed a staff of 47 undergraduates. Trouble-shooting, scheduling, training, & tutoring assistants to improve their teaching and editing skills.

*Undergraduate Residential Advisor, Office of Residential Life*

2001 - 2004

**SKILLS**

**Proposal Writing, Program Development, Project Management**

- Conceptualized initial proposal for Catalyst @ PennGSE; (innovation center established in late 2017)
- Researched, proposed, and refined new programs, curricular offerings & initiatives, then executed. Selected initiatives: Milken-Penn GSE Education Business Plan Competition; The Education Design Studio, Inc. (EdTech incubator); Education Entrepreneurship MSEd & Virtual Online Teaching certificate

**Research & Analysis; Writing & Editing**

- Designed and executed a mixed-methods dissertation using SPSS (quantitative analysis software), and HyperRESEARCH (qualitative analysis software); designed and conducted qualitative, interview- and document-based research projects as part of Innovation @ Penn GSE
- Developed and executed research and conference proposals, white papers, book reviews, and mass media articles on a variety of education, technology & startup-related topics; with advisor, maintain regular blog in *Forbes.com* on education, technology, social impact & startups
- **Co-Editor**, *Perspectives on Urban Education* [<http://www.urbanedjournal.org>] ('13 - '15): Managed submission process; developed issue topics; recruited & managed volunteer student reviewers; reviewed submissions & gave written feedback; managed and maintained website; wrote editorials. **Editorial Review Team Member** ('12 - '13)

**Software & Tech Skills**

- Facility with Microsoft Office Suite; Drupal; social media applications; e-voting software (Mentimeter, TopHat Monocle); building and maintaining mobile event guides (Guidebook); conference/webinar software (e.g., Zoom, BlueJeans, Skype, WeChat)
- Basic familiarity with R, Stata

**PRESENTING  
& SPEAKING**

**Speaker/Solo Presenter**, Philadelphia Social Innovations Journal (2018); National College Access Network Conference (2017) and Webinar (2017); Philadelphia College Prep Roundtable (2017); Open Access Philly (2013, 2014, 2015); Chester County (PA) Intermediate Unit In-Service (2012)

**Panelist**, FundingPost Women Investor & Entrepreneur event (2013, 2015); Ellevest Network women's investment event ('15); IVY+ Admissions conference @ Yale, 2011 (attendee, '05); QuestBridge Conference @ Yale ('09, '10, '11)

**Case Studies Facilitator**, Brooks School (MA); Springside Chestnut Hill Academy (PA); QuestBridge counselors group (nation-wide); Penn Admissions Faculty-Staff Programs (PA)

**Event/program development**: Milken-Penn GSE Education Business Plan conference agenda (2012 – 2017); *SxSWedu panel developer* (“An Ecosystem to Scale Educational Innovation,” 2014), *EduCon2014 panel developer* (“What Do Teachers Want from EdTech?”). *Organizer*: The Big Think: Innovation @ Penn (2013); EdTech Startup EXPO (Philly Tech Week 2015).

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**SELECTED  
WRITINGS**

- Kurshan, B. & **McManus, C.** (2018, January 23). Many Birds With One Stone: A Social Impact Entity for Education, Inclusion, and Data. *Philadelphia Social Innovations Journal* [website]
- Kurshan, B. & **McManus, C.** (2017, October 3). What Comes After 'Doing Well By Doing Good'? Redefining What We Mean By Impact. *Forbes.com* [website]
- Kurshan, B. & **McManus, C.** (2017, July 18). Teaching 21st Century Skills For 21st Century Success Requires An Ecosystem Approach. *Forbes.com* [website].
- McManus, C.**, Ebby-Rosin, R., & Kurshan, B. (2014). Opportunities, Obstacles and Outcomes in Educational Gaming: Teaching to the Common Core, 21st-Century Skills and Beyond. *Philadelphia Social Innovations Journal* (2014). [website].
- Kurshan, B. & **McManus, C.** (2013). The Easiest Way to Fix Our Education System: Tell Entrepreneurs to Do Their Homework. *PolicyMic.com* [website].
- McManus, C.** (2012). Living in a Digital World We Don't Understand: Teaching 21st-century Skills for 21st-century Jobs. *EdTechDigest.com* [website].
- McManus, C.** (March 2014). *These Kids: Identity, Agency, and Social Justice at a Last Chance High School* [book review]. *Anthropology & Education Quarterly*, 45(1), 124-126; DOI: 10.1111/aeq.12052
- McManus, C.** (June 2013). *Networks, New Governance & Education* [book review]. *Anthropology & Education Quarterly*, 44(2), 218-219. DOI: 10.1111/aeq.12021
- McManus, C.** (May 2013). *Giving Our Children a Fighting Chance: Poverty, Literacy, and the Development of Information Capital* [book review]. *Democracy & Education*, 21(1), 1-2.

**ADDITIONAL**

- Judge**, Milken-Penn GSE Education Business Plan Competition (2012 - 2018), Wharton-QS Stars Competition: Reimagine Education Awards (2016, 2017)
- Judge of Elections**, City of Philadelphia
- Presenter**, National College Access Network Conference (2017); Philadelphia College Prep Roundtable (2017); Open Access Philly (2013, 2014, 2015); Chester County (PA) Intermediate Unit In-Service (2012)
- Event/panel development**: Develop yearly Milken-Penn GSE Education Business Plan conference agenda; research, select & manage technology tools for use at conference (mobile app, e-polling, some Web); *SxSWedu panel developer* (“An Ecosystem to Scale Educational Innovation,” 2014), *EduCon2014 panel developer* (“What Do Teachers Want from EdTech?”). *Organizer*: The Big Think: Innovation @ Penn (2013); EdTech Startup EXPO (Philly Tech Week 2015).
- Panelist**, FundingPost Women Investor & Entrepreneur event (2013, 2015); Ellevest Network women's investment event (2015); IVY+ Admissions conference @ Yale, 2011 (attendee, 2005); QuestBridge Conference @ Yale (2009, 2010, 2011)
- Case Studies Facilitator**, Brooks School (MA); Springside Chestnut Hill Academy (PA), QuestBridge counselors group (nation-wide); Penn Admissions Faculty-Staff Programs (PA)