

Cassie L. Koefod

999 Quail Run Ln | Ellensburg, WA 98926 | koefodca@gmail.com | 360-480-4141

WORK EXPERIENCE

Senior Lecturer

Central Washington University, Department of Economics, Ellensburg, WA *Sept. 2019 – Present*

- Develop and deliver course content to students in the following courses: BUAN 407/507 Data Analytics and Visualization with Python and SQL, BUAN 406/506 Business Analytics, BUS 221 Introduction to Business Statistics, ECON 201 Principles of Microeconomics, ECON 202 Principles of Macroeconomics, ECON 130 Foundation for Business Analytics, ECON 102 World Economic Issues, ECON 101 Economic Issues
- Collaborated with faculty to develop an Honors Program for the Department of Economics
- Advise students on academic matters, create safe and productive learning environments, grade, provide office hours
- Collaborate with faculty and students across different departments to conduct interdisciplinary research

Project Lead / Research Analyst

Earth Economics, Tacoma, WA *July 2024 – Present*

- Develop and guide projects from proposal through completion, establishing schedules, scopes-of-work, budget estimates, project implementation plans, and final deliverables
- Establish and maintain client relationships, providing regular contact on project status and changes
- Facilitate client and stakeholder meetings and presents findings and conclusions
- Assemble and manage project teams, including both internal and external resources
- Document research findings and analysis results for technical and lay audiences
- Apply existing or develop new valuation methodologies for converting environmental data into economic measures
- Review published literature and extract important information on a broad range of subjects from green infrastructure and environmental health to rangeland management and transportation
- Create frameworks and models that describe the link between ecological change and community benefits
- Develop and apply mathematical skills (algebra, statistics, calculus) for manipulating and analyzing financial, biophysical, social, and economic data
- Engaging with community-based organizations to gather underrepresented perspectives
- Prepare and present findings to project team, staff, and clients

Graduate Assistant

Central Washington University, Department of Economics, Ellensburg, WA *Sept. 2017 – June 2019*

- Independently lecture ECON 130 Foundation for Business Analytics course
- Independently lecture ECON 130 Foundation for Business Analytics Friday Excel labs for nine course sections for AY 2017-2018
- Substitute lecture for ECON 201 Principles of Microeconomics
- Guest lecture, grade, provide office hours, tutor and mentor
- Collaborate with faculty and students across different departments to conduct interdisciplinary research

Research Analyst Assistant

Earth Economics, Tacoma, WA *June 2018 – December 2018*

- Design expenditure surveys and assist with implementation to understand whale watching expenditure profiles and visitor preferences
- Conduct and present research on recreation contribution analysis, specifically in relation to whale watching tourism
- Assisting with writing of the final report on the economic impacts of whale watching to be submitted to the SeaDoc Society

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CERTIFICATES AND EDUCATION

IBM Data Analyst Professional Certificate

February 2024

Master of Science in Cultural and Environmental Resource Management

Central Washington University, Ellensburg, WA

Sept. 2017 – June 2019

Focus: **Environmental Economics and Data Analytics**

Certificate in Geographic Information Systems

Central Washington University, Ellensburg, WA

Sept. 2017 – June 2019

Bachelor of Science in Economics

Minor in ITAM

June 2016

Central Washington University, Ellensburg, WA

AWARDS

2026 Distinguished Non-Tenure-Track Faculty Teaching Award, Central Washington University

2022 Excellence in Teaching, Central Washington University, College of Business, Ellensburg, WA

PUBLICATIONS

Koefod, C., Fletcher, A., Cousins, K., Mackey, E., Needell, A., (2025). *Economic Analysis of Outdoor Recreation in Washington State, 2025 Update*. Earth Economics. Tacoma, WA.

Featured by: Washington State Recreation and Conservation Office (RCO), American Trails, Washington Recreation & Park Association (WRPA)

Fletcher-Muñoz, A., Lin, A., Cousins, K., Koefod, C., Mackey, E., & Ketu, Y. (2025). *Addendum: Outdoor Recreation on State Lands in Washington*. Earth Economics. Tacoma, WA.

Koefod, C., Fletcher, A., Cousins, K., Mackey, E., & Needell, A. (2025). *Report Correction (Erratum): Economic Analysis of Outdoor Recreation in Washington State, 2020 Update*. Earth Economics. Tacoma, WA.

Van Deren, M., Mojica, J., Martin, J., Armistead, C., Koefod, C., (2019) *The Whales in Our Waters: The Economic Contribution of Whale Watching in San Juan County*. Earth Economics. Tacoma, WA.

Media coverage: *Seattle Times*

PRESENTATIONS

- “Economic Value of Rock Climbing in Smith Rock State Park, Oregon: An Individual Travel Cost Approach” at the Association of Environmental and Resource Economists Conference and the 53rd Pacific Northwest Regional Economic Conference
- “The Value of the Southern Resident Killer Whale to Washington’s Economy” to Governor Inslee’s Orca Task Force
- Presented “Cannabis Markets in Washington State: Structure-Conduct-Performance Analysis” at the 18th Annual Economic Outlook Conference, 52nd Pacific Northwest Regional Economic Conference, and at SOURCE (outstanding presentation award)

SKILLS

- Economic and environmental valuation: economic impact analysis, travel cost methods, stated and revealed preference methods, cost-benefit analysis
- Advanced statistical analysis (regression analysis, forecasting, cross-sectional regression, discrete choice models)

SOFTWARE

- Office: Excel, Word, PowerPoint
- Statistical: Python, R, Excel
- Spatial: ArcMap, ProGIS, QGIS
- Programming: Python, SQL
- Other: Tableau, Power BI

ACTIVITIES & VOLUNTEER EXPERIENCE

Member, Kittitas County Search and Rescue, Cle Elum, WA 2020 – Present