2025 LOVE DATA WEEK SPEAKER

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Sara Lazenby is a Distinguished Institutional Policy Analyst in the office of Data, Academic Planning, and Institutional Research (DAPIR) at the University of Wisconsin—Madison. In her role, Sara provides analysis and insight to stakeholders across the university on a broad spectrum of topics, including institutional rankings, career services, labor market outcomes, and survey administration. She leads the institutional First Destination Survey at UW-Madison, is the institutional coordinator of UW-Madison's fielding of the National Survey of Student Engagement and the National Alumni Career Mobility Survey, and consults on other surveys conducted at the institution. Additionally, Sara serves on the newly formed Survey Assessment and Review Committee, which will review surveys conducted at UW-Madison, enhance visibility for the campus community on which survey efforts are in the field, and improve coordination across the university to reduce duplication efforts in surveys. Sara has a master's degree in Educational Policy Studies and a bachelor's degree in Sociology, both from UW-Madison, and prior to joining DAPIR worked at the Applied Population Laboratory, utilizing survey data from products such as the Decennial Census and American Community Survey in her work.