



MAP
DATA STUDIO

CAPABILITIES STATEMENT

Evaluation and reporting support for mission-driven and social impact teams to turn data into actionable insights, demonstrated impact, and stronger funding outcomes.

ABOUT OUR FOUNDER



Shenae Samuels, PhD

Founder & CEO
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Dr. Shenae Samuels is the Founder and Chief Executive Officer of MAP Community Data & Evaluation Studio (MAP Data Studio) and a Health Services Researcher driven by a deep commitment to health equity. She believes everyone deserves to live a healthy and prosperous life, regardless of socioeconomic status or identity.

MAP Data Studio was born from her dedication to advancing equity and strengthening community health efforts in underserved communities and from her conviction that community impact must be measurable, meaningful, and grounded in lived realities. She developed the MAP Framework™ (Mission. Action. Proof.), her signature framework that helps community organizations align what they aim to change with how they measure it and how they demonstrate impact. Dr. Samuels takes an equity-first approach by integrating the social determinants of health into every evaluation strategy.

Prior to launching MAP Data Studio, Dr. Samuels served as a Research Scientist and Professor at institutions including Duke University, Memorial Healthcare System, and Texas Tech University Health Sciences Center. She holds a Bachelor of Science in Health Education, a Master of Public Health (MPH), and a PhD in Health Services Research from the University of Florida.

Through MAP Data Studio, Dr. Samuels partners with organizations to translate data into equity-driven action with the goal of improving outcomes for communities disproportionately affected by chronic disease and other pressing health challenges.

Impact Metrics & Measurement

- Define outcomes that clearly show impact
- Select metrics that support funding and decisions
- Align metrics with mission and program goals

Survey Design & Data Collection

- Build surveys with smart logic to capture high quality data
- Design user-friendly data tools that support team use
- Standardize data collection for consistency and quality

Data Strategy & Systems

- Identify gaps in your current data systems
- Structure data to support reporting and decisions
- Create clear, actionable data plan

Impact Analysis & Reporting

- Analyze data to generate actionable insights
- Deliver funder-ready and annual impact reports
- Translate results into clear, compelling impact stories

Ready to start your data journey?

Visit our website to explore our services and book a discovery call



mapdatastudio.com