

MARCI HOUSEMAN

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SUMMARY

Literacy leader leveraging 30 years of career experience—including two decades of direct classroom instruction—to bridge the gap between rigorous reading science and large-scale, statewide policy execution. A seasoned practitioner and systems-change strategist with a proven track record of translating complex literacy research into sustainable, classroom-ready practices. Currently influencing national early literacy policy as a Hunt Institute Early Learning Fellow and driving innovation through evidence-based, AI-integrated structured literacy support. Committed to advancing high-fidelity, research-aligned reading instruction across Utah through data-informed policy and cross-sector collaboration.

CORE COMPETENCIES

Systems & Strategy: Literacy Policy Development, Implementation Science, Systems Change Leadership, Research Translation

Instructional Leadership: Structured Literacy, Science of Reading Implementation, LETRS Training Coordination, Educator Coaching

Technical & Operational: Reading Assessment (Acadience/DIBELS), Professional Learning Design, Data-Driven Decision Making

EXPERIENCE

Hunt Institute Early Learning Fellow

09/2024 – present

Duke University | Cary, NC

- Represent Utah to advance early literacy policy and implementation strategies.
- Develop research-based policy recommendations to scale statewide literacy initiatives.
- Translate early literacy research into actionable national policy frameworks.

Founder & CEO

02/2023 – present

Chasing Impact LLC | Sandy, Utah

- Engineered rinnalla, an AI-powered platform scaling research-based structured literacy support and parent coaching to bridge classroom and home-based practice.
- Partner with state organizations and parent advocacy groups to scale family literacy support.
- Co-founded The Alma Street Foundation to provide no-cost literacy resources to underserved families.

Co-Founder & Vice President

2024-2025

The Reading League, Utah Chapter | Statewide

- Co-founded the Utah chapter of The Reading League to advocate for evidence-based practice.
- Coordinated statewide professional learning events and webinars aligned with national initiatives.
- Grew statewide membership connecting educators, administrators, and literacy advocates.

Utah LETRS Implementation Coordinator

12/2017 – 07/2023

Lexia Learning | Regional Role

- Directed statewide LETRS implementation across all LEAs in partnership with USBE.
- Managed mandated training for K-3 teachers, principals, and literacy directors statewide.
- Audited LEA implementation readiness to optimize fidelity of the statewide rollout.
- Ensured delivery of 100+ professional development sessions on structured literacy practices.
- Reported progress to USBE and resolved implementation challenges across districts.

Literacy Consultant & Team Leader

04/2016 – 11/2017

Ed Direction | Salt Lake City, UT

- Led statewide Assessment to Achievement project, enhancing data literacy capacity.
- Developed professional learning based on the Data Wise framework for evidence-based instruction.
- Coached leadership teams in utilizing assessment data for instructional improvement.
- Mentored consultants in delivering high-impact PD aligned with Utah standards.

School Turnaround Principal

07/2012 – 12/2015

Moore County Schools | Southern Pines, NC

- Architected a shift from balanced literacy to structured literacy, increasing PreK-2 student achievement.
- Implemented systematic, explicit phonics and phonemic awareness curriculum.
- Established PLCs focused on continuous assessment and instructional adjustment.
- Launched blended learning initiative using real-time data to personalize literacy instruction.
- Conducted instructional walkthroughs to scale effective structured literacy implementation.

City Council Member

01/2020 – present

Sandy City Council | Sandy, Utah

- Lead municipal budget and land-use decisions, prioritizing outcomes-based investment of taxpayer dollars.
- Spearhead public-private partnerships for high-quality childcare, launching a business co-op model to support small business recruitment, retention, and K-12 school readiness.
- Advocate for "missing middle" housing policies to increase housing affordability and enable homeownership for young families.
- Served as City Liaison to the Sandy Club (A Safe Place for Boys and Girls), fostering community youth support.

EDUCATION

Master of Business Administration (MBA) | Expected 05/2027

Brigham Young University | Provo, UT

Master of School Administration | 05/2016

University of North Carolina at Pembroke | Pembroke, NC

Bachelor of Science, Elementary Education | 05/1993

Brigham Young University | Provo, UT

PROFESSIONAL CERTIFICATIONS

• National Board Certified Teacher (2010) • Sandhills Leadership Academy Executive Graduate (2013) • Dimensions of Professional Selling Certification (2022)

BOARD SERVICE & LEADERSHIP

- Family Promise Board Member (2026-present)
- Beehive Science and Technology Academy Board Member (2023-present)
- Canyons Education Foundation Board Member (2023-present)
- South Valley Chamber of Commerce Member (2022-present)
- Utah League of Cities and Towns Member (2020-present)

PUBLICATIONS & RESEARCH

• Contributing Author, The EdTech Genome Project (2021) — Analysis of effective practices in educational technology implementation for improved literacy outcomes • Currently developing research-based frameworks for parent capacity building in early literacy through AI-powered coaching