








Willene Agency specializes in data analytics and program management which helps organizations measure and improve programs and services. We have over 20 years of collective experience in research methodology, statistical analysis, program evaluation and assessment, and survey research. We have provided research services and support to WestEd and Me Too International. Our CEO, Teneka Steed, PhD, has provided statistical analysis and program evaluation services as a subcontractor with NASA and National Institutes of Health (NIH) funded projects.



Core Competencies

Professional Services

-  Research Design
-  Survey Research & Development
-  Data Collection & Analytics
-  Statistical Analysis
-  Database Management
-  Performance Measurement
-  Technical Assistance



Corporate Data

CAGE: 8BZ56 | **UEI:** YZQRGGPVNJ91 | **Work Area:** CONUS
Gov. Bus. POC: Teneka Steed
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Address: 806 Green Valley Rd, Suite 200, Greensboro, NC 27408
Socio-Economic Status: SDB
NAICS Codes:
541611: Admin. Mgmt. & General Mgmt. Consulting Services
541720: R&D in the Social Sciences and Humanities
541715: R&D in the Physical, Engineering, and Life Sciences
541330: Engineering Services
541990: All Other Professional, Scientific, and Technical Services
541910: Marketing Research and Public Opinion Polling
611430: Professional and Management Development Training
PSC Codes:
 R405, R499, R410, R422, R702, R408, R425, R799, R699, AS32

Differentiators

- **Diverse Portfolio** – we have experience working with federal, state and local government agencies including non-profit and not-for-profit organizations in the education, health, and aerospace industries.
- **Subject Matter Experts** – we have an in-house team of degreed and experienced professionals in measurement, statistics, program evaluation, and social science research
- **Customized Strategic Plan** – we pride ourselves in creating a plan for client's projects that align with their goals and objectives needed to successfully execute projects and deliver key insights to stakeholders.
- **Communication** – we provide 100% open communication with clients by making sure to provide routinely updates and respond to requests in a timely manner.
- **Organizational & Time Management** – we are committed to prioritizing project goals and organizing tasks to ensure we meet deadlines on time for clients.
- **Simplified Solutions** – we focus on providing simplified data-driven solutions for clients to understand and implement to make informed decisions for programs and policies.

Past Performance



National Aeronautics & Space Administration
Date(s): 2013-2015
Details: Provided statistical analysis and assistance with developing a database management tool for STEM programs.



WestEd
Date(s): 05/22 - 06/22
Details: Provided questionnaire research services (reliability and validity questionnaire development) including data analysis and reporting for a public school engagement study.



Me Too International
Date(s): 2018-Current
Details: Provides research and database management for software system including customer support services, project management, and training.