Chera Reid

Director
Strategic Learning, Research and Evaluation

Chera Reid serves as director of strategic learning, research and evaluation for The Kresge Foundation. She leads organization-wide work to grow the foundation’s learning endowment—drawing from the full suite of philanthropic tools, including evaluation and thought leadership—to advance the nonprofit and philanthropic sectors. Chera has long focused on issues of access and equity in institutions and systems. In her current role, she brings an equity lens to evaluative thinking, which she applies to the foundation’s learning agenda around place-based practice, collaboration across fields and sectors and impact measurement. She also serves on the foundation’s diversity, equity and inclusion steering committee and on its Opportunity Fund team. Chera previously was a program officer with the Education Program, working to increase college access and success for low-income and students of color.

Before joining Kresge in 2013, Chera worked in program development at MDRC, a national nonpartisan education and social policy research organization that works to improve programs and policies affecting the lives of people who are low-income. Chera previously held leadership positions at New York Needs You and the Phillips Academy Andover Institute for Recruitment of Teachers. Both are programs that expand educational and career opportunities for people with low-incomes and students of color. Chera has taught at LaGuardia Community College and New York University.

Chera earned a bachelor’s degree in English and African American Studies at the University of Virginia, a master’s degree from the University of Michigan and a Ph.D. in higher education from New York University. Chera serves on the advisory boards for the University of Virginia Equity Institute, the Andover Institute for Recruitment of Teachers and the Public Administration program at Tulane University.