

# Summary of Services

This partnership specializes in analyzing large data sets to help our clients accomplish their unique goals. We can manage a project from beginning to end using three concise steps:

1. Acquire and/or locate pertinent data
2. Evaluate data
3. Prepare a summary analysis with accompanying documentation

## Quick Summary of Services:

- 1) Develop research question(s)
- 2) Construct research design
- 3) Obtain data and documentation
- 4) Run data analyses
- 5) Draft summaries of data findings
- 6) Present information to client and the public
- 7) Address follow-up questions



*This partnership regularly works on major data projects utilizing local, state, and federal government data sources.*

The majority of our work deals with publicly available data sets, but we can work with data in any shape or form ranging from spreadsheets, news articles, information that can be found in databases, etc.

**For more information on the partnership and/or a free consultation please contact:**

**David Kersten by email**  
**david@kersteninstitute.org**  
**or phone at (510) 761-8065**

**Kristine Asercion by email**  
**kristine@kersteninstitute.org**



*We routinely request public records to make our clients' case.*



**Kersten & Asercion  
Data Partnership**

**Kersten Institute for  
Governance & Public Policy**  
4096 Piedmont Ave. #124  
Oakland, CA 94611-5221  
www.kersteninstitute.org  
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"We provide high-quality data management and analysis. Our research helps our clients strengthen their case by arming them with unbiased facts and numbers."

Kristine Asercion  
Partner

"Our clients have used our data analyses to help win major campaigns, arbitration proceedings, and pass major legislation at both the state and local levels of government."

David Kersten  
Partner

*A project of the Kersten Institute for Governance & Public Policy*

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# Kersten & Asercion Public Data Partnership

**Public Policy Data Analysis,  
Support, and Management**



**A project of the Kersten  
Institute for Governance &  
Public Policy**

www.kersteninstitute.org

# About Us: Kersten & Asercion Public Data Partnership



Photo: David Kersten, Partner

**About the Partnership:** Kersten and Asercion have worked together as a team for several years on dozens of major data projects for policy advocates, campaign professionals, foundations, labor unions and elected officials, among other clients. Their research, data, and analysis has been used to win public campaigns, including initiatives, local and state legislative campaigns, campaigns for elected office, and union contract campaigns.

**Contact:**

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## David Kersten Partner

David is an expert in public policy research and analysis, particularly budget, tax, and fiscal issues.

He has more than 15 years of professional work experience, including stints as a capitol staffer, lobbyist, campaign consultant, and journalist.

Since 2008, David has served as an independent consultant on public policy issues, particularly budget, tax, and fiscal issues.

He has developed and managed a number of major projects for foundations, lobbyists, advocacy organizations, campaigns and public affairs professionals.

David has also established himself as an expert in public policy analysis.

Among his projects was the development of a public policy training program for executive and legislative staff.

David is also an Adjunct Professor of Public Policy at the University of San Francisco, School of Management, where he teaches a Masters of Public Administration course on public budgeting.

Earlier in his career, David served as a consultant and policy analyst for California State elected officials at the State Capitol and as a lobbyist on fiscal issues.

Kersten graduated with honors from the University of California San Diego with a bachelor's degree in political science and obtained a masters degree in public policy from Georgetown University.

## Kristine Asercion Partner

Kristine is an expert in data analysis and management.

Kristine has managed dozens of major data projects, which have assisted unions, public campaigns, foundations and individuals in accomplishing their distinct public policy goals.

Kristine is detail-oriented, analytical, and has an aptitude for problem solving. In addition, Kristine values high quality work and cooperating with others to further the success of her clients' goals.

Asercion has worked as an independent research analyst for Kersten Communications Inc. and the Kersten Institute for Governance and Public Policy for more than two years, where she has contributed valuable data analysis and research for various clients.

Her work has been used in bargaining campaigns, labor arbitration, and public campaigns.

Asercion started her career as a research assistant for the Service Employees International Union 1021 in 2013.

She obtained a Bachelors of Science degree in Biology from San Francisco State University.



Photo: Kristine Asercion Partner



Policy Data Analysis,  
Support & Management

**"We provide the evidence, analysis, and documentation to help our clients make the strongest case possible."**

**--David Kersten, Partner**

**"We make a difference by providing key data and analysis to our clients, which they in turn use to achieve their goal."**

**--Kristine Asercion, Partner**