



Sandra Roussel

Founder & CEO, Fresh Start Housing, LLC | Founder, A Fresh Start Method, LLC | Doctoral Candidate, Ball State University

ABOUT

Sandra Roussel is the founder and CEO of Fresh Start Housing, a self-sustaining transitional housing and financial literacy program she has operated for seventeen years, and the developer of A Fresh Start Method, a licensable curriculum bringing that same approach to organizations nationwide. Her work translates seventeen years of direct, daily practice into a replicable framework grounded equally in lived experience and academic research.

SPEAKING TOPICS

From Lived Experience to Method

How seventeen years of direct practice became a replicable, licensable framework, and what that process reveals about turning hard-won experience into something others can learn from.

Crisis-Time vs. Planning-Time Consciousness

A new framework for understanding how people in crisis actually make decisions, and why programs designed around planning-time assumptions often fail the people they're meant to serve.

Rethinking Financial Literacy for People in Crisis

Why observation before goal-setting produces more lasting change than restriction-based budgeting, and what that means for anyone designing financial literacy programming for a vulnerable population.

CREDENTIALS AT A GLANCE

Ed.D. Candidate, Adult and Community Education, Ball State University (expected 2027) | M.A., Executive Development and Public Service | M.S., Clinical Mental Health Counseling | Member, International Transformative Learning Association

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