

ROCCO P. RUSSO

SUMMARY

Senior Manager with experience in evaluation and research management for educational institutions, foundations, and organizations. Well versed in research and evaluation designs with emphases on web-based survey research from questionnaire development, field testing, administration, analysis and reporting; training and technical assistance in the areas of research, evaluation and program implementation; and research project management protocols. Proven leadership and team building skills, and a team player with a track record of timely delivery of results within desired budgets.

PROFESSIONAL EXPERIENCE

RPR Consulting, Princeton, NJ

2004 – Present

- **President:** Responsible for the overall management of an independent consulting firm that provides evaluation- and research-based services to educational institutions, professional associations, government agencies, foundations and corporations. Services focus on acquiring critical program-based information that allows program policies and practices to be assessed, and developing high quality data sets to assist administrators and policy makers in the design and improvement of programs.

Woodrow Wilson National Fellowship Foundation, Princeton, NJ

2008 – Present

- **Director, Evaluation and Research Program:** Responsible for the development and implementation of program evaluations of state- and institution-based fellowship programs that are components of the Foundation's national teaching fellowship network. Formative and summative assessments focus Fellow selection, skill development and retention in the teaching profession as well as program implementation and impact. Activities include the management oversight of external evaluation contractors and consultants.

Arlington Public Schools, Arlington, VA

2006 – 2008

- **Evaluation Specialist:** Responsible for the management and implementation of program evaluations for all instructional programs and district services. Activities include the design, implementation and reporting of evaluation outcomes on six-year cycle as mandated by school board policy. Evaluation designs focus on adherence to implementation designs, intended and unintended outcomes associated with enrollment data; analytical reviews of district, state and national assessment results; and survey results that address attitudes and program satisfaction. Results are used to identify recommendations for program improvement.

Peterson's, a part of the **Thomson Corporation**, Princeton, NJ

1998 – 2004

Vice-President, Senior Core Management Team

Leadership responsibilities have included oversight of the following departments and functions:

- **Vice President for Research:** Management oversight of a department of 30 to 50 staff responsible for conducting over 20 annual web-based and paper-based surveys designed to update databases that provided the content required for numerous publications and online web-based services. Successfully developed information assets for new product offerings and established improved survey processes that provided cost savings and enhanced data quality.

- ***Vice-President, Institutional Research and Relations:*** Management of Market Research functions that addressed internal marketing activities as well as market segmentation and market knowledge required for product development and development of client and customer knowledge databases. Responsibilities included management oversight of data quality and standards as well as the development and administration of key partnerships with high profile clients such as: NASFAA, GRE, NACN, and the CDS Publishers Group.

Educational Testing Service, Princeton, NJ
Program Administrator

1993 – 1998

- **Director, Association of American Universities/Association of Graduate Schools Project for Research on Doctoral Education.**
 - Design and operation of a research program focused on the development of a multi-institutional, multi-year longitudinal database that facilitated policy analyses and research on graduate education.
- **Program Director, GRE Warren W. Willingham Graduate Research Assistantship Program.**
 - Coordinate the selection of ten doctoral research assistants based at major research institutions and monitor the implementation of research activities that are designed to support ETS testing initiatives.
- **Program Director, CGS/GRE Annual Survey of Graduate Enrollment.**
 - Conduct of the annual survey of graduate enrollment and degrees of approximately 680 higher education institutions.

University of Rochester, Rochester, NY
Senior Research Associate

1989 – 1993

- **Director, Association of American Universities/Association of Graduate Schools Project for Research on Doctoral Education. (See description above)**

Westat, Inc., Rockville, MD
Senior Research Associate

1986 – 1989

- **Senior Technical Advisor, Establishing a System of Surveys to Monitor Adolescent Behaviors, Behavioral Determinants, Health Outcomes, and Educational Interventions Relevant to AIDS and Other Health Problems.**
 - Worked with every state agency and 16 large-city school districts in the provision of technical assistance to develop survey research/evaluation capabilities.
- **Senior Technical Advisor, Evaluation of Home-Based Option in Head Start.**
 - Design and supervision of data analysis efforts of questionnaire data obtained from 500 Head Start programs and through 8 site visits.
- **Director, The National Education Longitudinal Study of 1988 (NELS: 88).**
 - Conduct of the school survey of 1,250 principals and teacher survey of 5,800 eighth grade teachers for this national longitudinal study of 28,000 eighth grade students.

InterAmerica Research Associates, Inc., Washington, DC
Senior Research Associate

1980 – 1986

- **Director, Basic Skills Resource Center.**
 - Development and operation of a research center and information clearinghouse that addressed learning strategies and basic skills education.

- **Senior Technical Advisor, *Strategies for Assessing Bilingual Vocational Training Programs.***
 - Conduct of evaluation site visits and development of an evaluation handbook.
- **Director, *A National Assessment of State Methodology and Data Quality in Reporting Vocational Education Data System Mandated by Public Law 94-482.***
 - Conduct of a national assessment of state data collection and reporting systems.

University of Minnesota, Minneapolis, MN
Research Assistant

Prior to 1980

- **Research Assistant, Minnesota Research and Development Center**
 - Operation of the Minnesota Secondary School Follow-up System and development of an evaluation framework for special needs programs.

EDUCATION

PhD, Educational Research and Evaluation, University of Minnesota, Minneapolis, MN
MS, Mathematical and Applied Statistics, Rochester Institute of Technology, Rochester, NY
BS, Mathematics Education, Concord University, Athens, WV

ACADEMIC TEACHING APPOINTMENTS

Rider University, Lawrenceville, NJ
Adjunct Professor

2003

- Provide statistics and research methods instruction to graduate-level students enrolled in the Educational Administration program within the Graduate School of Education and Human Services.

Virginia Polytechnic Institute and State University, Blacksburg, VA
Adjunct Professor

1988 – 1989

- Doctoral committee member for Richard Yankosky. Dissertation entitled "Student Financial Aid Predictors for Two Year Colleges" was completed in November 1989. Dr. Loyd Andrew, Department of Higher Education Administration, served as the committee chairperson.

George Washington University and Marymount University, Washington, DC
Adjunct Professor

1986 – 1989

- Responsible for teaching graduate course(s) in research methods for the Department(s) of Education.

Rochester Institute of Technology, Rochester, NY
Instructor, National Technical Institute for the Deaf

1973 – 1976

- Taught, through the use of sign language, technical mathematics courses ranging from Algebra I through Calculus, including a basic statistics course.

Athens Senior High School, Athens, WV
Student Teacher

1972

- Responsible for teaching high school mathematics courses for grades 9-12.