

Kurt Wilson, Ph.D.

kurt@effectx.com | (616) 446-9678

Education

- 2013 Doctor of Philosophy (Ph.D.) in Evaluation, Western Michigan University, Kalamazoo, MI
Cognate: Nonprofit and International Development Evaluation Advisor: Dr. Chris Coryn
- 2012 Diploma for Graduates in International Development, University of London, London, UK
- 1992 Bachelor's in Economics, The Colorado College, Colorado Springs Colorado

Biographical Sketch

Dr. Wilson's background combines the extensive education and practical experience needed to maximize the value of complex evaluation projects. His doctoral studies included a concentration in qualitative research methods and conducting an evaluation led by Dr. Michael Scriven, the preeminent pioneer of the field. Dr. Wilson has been an affiliate faculty member in the Master of Development Practice program since 2018 teaching courses in Monitoring and Evaluation and Qualitative Research with a 'global classroom' approach. He has led the evaluation design, data collection and analysis for numerous complex projects across a range of goals and contexts. Dr. Wilson currently serves as President of EffectX, a consulting company serving nonprofit organizations around the world with evaluation and capacity development. His early professional experience included serving as a Program Officer and Investment Analyst for El Pomar Foundation, during which time he established a grant review program, provided financial reports on the Foundation's \$300 million portfolio, and managed the Fellowship in Community Service Program. He later served as the Director of Corporate Giving for the Furniture Row Companies where his primary responsibilities included monitoring substantial grants to international relief and development programs. He served as President of Compass Arts and the Compass Film Academy for six years, during which time he provided strategic direction and project management for numerous film and media production projects, seven of which won National Telly Awards. His work with nonprofit media production and advertising continued with Compass Outreach Media which served organizations such as the Hospice of Michigan, Western Michigan University, Davenport University and over sixty Rescue Missions.

Global Evaluation Experience

- Asia Developing a new monitoring tool in Bangladesh and Sri Lanka for a global child sponsorship organization, including conducting numerous interviews, surveys and focus groups across both countries. Interviews and site visit of WFP's cash and voucher program in Pakistan (Islamabad and Karachi). Conducted site visits of World Vision's microenterprise and child development programs in Vietnam, Cambodia, Thailand and Nepal. Conducted desk review and phone interview case study for UNICEF Philippines as part of global Cluster Lead Agency Role evaluation. Conducted desk review and phone interview case study of Myanmar for WFP Global Logistics Evaluation.
- Africa Conducted training and monitoring system design for Engineers Without Borders Uganda. Completed impact evaluation of education, WASH, and agricultural development project in northwest Uganda including instrument development, leading a team of Uganda data collectors, mixed-methods analysis, and reporting. Conducted impact evaluation of Heifer International community development programs across Uganda including key informant and household interviews, analysis and reporting. Conducted site visits of World Vision's microenterprise and child development programs in Kenya, Tanzania and South Africa. Conducted need assessment and site visits in Ghana (Accra and Kumasi) for a World Vision donor.

- Latin America Conducted training and data collection tool development with Engineers Without Borders Guatemala. Conducted case study, interviews and site visits of UNICEF El Salvador as part of global Cluster Lead Agency Role evaluation. Conducted site visits of World Vision’s microenterprise and child development programs in Mexico, Dominican Republic and Haiti. Lived in Quito, Ecuador for two years in High School.
- Europe Interviews of Operation Mobilization leaders in the Netherlands and UK. Inception mission and presentation of initial findings at WFP’s Headquarters in Rome. Completed case study of Natural Resources Defense Fund Polar Bear advocacy campaign focused on European Union countries and developed policy communications with London-based team leader. Conducted site visits of World Vision’s microenterprise and child development programs in Romania. Attended global WASH conference in Oslo Norway and European Evaluation Association conference in Helsinki Finland and lived one year in London, England.
- Middle East Conducted evaluation of UNICEF’s regional response to the Syria crisis, including interviews and site visits in Jordan and extensive desk research.

International Research and Evaluation

The World Bank (2021 - 2022)

- Team leader of a qualitative evaluation of the new MicroMentor program operated by Mercy Corps in Ethiopia.
- Evaluation design, interview and focus group protocol development, training, quality control, analysis, reporting and project management in collaboration with an Ethiopian team.

Compassion International (2017- 2022)

- Leading the design and training for a new tablet-based monitoring tool in Bangladesh and Sri Lanka with 60,000 sponsored children, literature reviews, and internal evaluations.
- Literature review and interviews regarding evaluation efforts within child sponsorship organizations, strategic support for literature review about church capacities for meeting community needs.

The Carter Center (2021)

- Leading a cohort-based evaluation program for TCC leaders around the world
- Curriculum development, cohort facilitation, and addressing specific needs as they emerge

Engineers Without Borders-USA (2018 – 2021)

- Leadership of developmental evaluation design and capacity development for a new monitoring & evaluation system serving volunteer engineers globally
- Conducted key informant interviews and capacity development workshops with M&E staff in Uganda and Guatemala

Accessible Hope International (2016 - Present)

- Developed tools to provide developmental evaluation feedback to faith-based disability Advocacy and training organization working initially in Sierra Leon and now expanding.
- Led staff workshops, developed Outcome Map and developmental evaluation tools.

- Operation Mobilization (2014 - 2021)
- Design leadership and ongoing consulting for a new monitoring and evaluation approach including two design workshops in Cyprus, pilot test design and participant training.
 - Led development of iConnect evaluation design, data collection tools and final report
 - Completed interviews and focus groups in Netherlands, UK, and USA offices
- Starfish (2017)
- Research, design and collaborative development of a tool to measure grassroots organization contribution to SDG 5 goals
- Together Project (2016)
- Final evaluation of collaborative community development in Karamoja region of Northeast Uganda
- Developed qualitative data collection instruments and analysis methodology
 - Led team of 8 Ugandan data collectors utilizing '10-seed' focus group methodology
- United Nations Children's Fund (UNICEF) (2015)
- Evaluation of UNICEF's Regional Response to the Syria Crisis
- Co-leader of design, data collection tools and methodology
 - Completed primary data collection of the regional and country programs in Jordan
- World Food Program (WFP) (2014)
- Evaluation of WFP's 2008 cash and voucher policy
- Co-leader of evaluation design, analysis methodology and data collection tools
 - Interviews, focus groups and case study of C&V program in Pakistan and Ecuador desk research
- ACF – UK / United Nations Children's Fund (UNICEF) (2014)
- Evaluation of the support provided by the global WASH Cluster to national coordination
- Co-leader of evaluation design and analysis methodology
 - Conducted interviews, focus groups and desk review and
 - Attended Global WASH cluster global conference in Oslo Norway
- Lutheran World Federation Cash Transfer Program (2013)
- Co-leader of data collection and analysis methodology
 - Conducted desk review of program documents and industry best practices
- United Nations Children's Fund (UNICEF) (2013)
- Evaluation of UNICEF's Cluster Lead Agency Role in Humanitarian Action
- Co-leader of data collection and analysis methodology
 - In-country data collection in El Salvador and remote case study of Philippines program
- World Food Program (WFP) Joint Global Logistics Cluster Evaluation (2011)
- Co-leader of data collection instruments and analysis methodology
 - Completed remote interviews and case study of Myanmar program
- Heifer Project International (HPI) (2011)
- Impact evaluation of agricultural & community development program in Uganda
- Conducted interviews and focus groups across Uganda

Evaluation and Development of Feedback Systems in the USA

The Boettcher Foundation (2021 – Present)

- Lead the design of an evaluation system for two leadership development programs and multiple grantmaking initiatives.

Disruption Advisors (2020 – Present)

- Responsible for the development, ongoing refinement and dashboard design for a web-based diagnostic tool based on the Smart Growth process.
- Provided client guidance to two teams of outsourced software engineers to inform the development of a web-based diagnostic and reporting platform.
- Conducted literature reviews and wrote white papers about the tool development and Intellectual property.
- Collaborated with the writing team working with Whitney Johnson on the book “Smart Growth,” which was published by Harvard Business Review and named one of 10 Best New Management Books for 2022 by Thinkers50.
- Custom data analysis and reporting for Disruption Advisor clients, including Kraft Heinz, Amazon, Progressive Insurance, Whirlpool, and multiple midsize businesses.

The Right Five (2020 – Present)

- Co-founder of a company to inform the selection process of a first sales leaders in a start-up
- Responsible for the development, ongoing refinement and dashboard design for a web-based diagnostic tool based on the Smart Growth process.

The Colossian Forum (2012 – Present)

- Retainer to conduct developmental evaluation of training workshops and curriculum
- Content and audience evaluation of websites and social media

Bright Futures (2016 - Present)

- Evaluation capacity development for ECDC members, collaborative development of Outcome Map
- Research, interviews and recommendation to support the El Pomar Foundation grant request
- Developmental Evaluation design, mixed-methods data collection and reporting for evaluation
- of the Strong Start program

Trusted con Confianza Training Program, Rio Texas United Methodist Church (2022 - Present)

- Evaluation and strategic recommendations for the regional program to train volunteers working with children in best practices and safety.

Pikes Peak Library District (2022-2023)

- Evaluation of the social work program including survey design, interviews and focus groups

- NSF Innovation Corps Qualitative Research (Contracted through VentureWell) (2020 - 2022)
- Led qualitative research team in research design, code tree development, DeDoose coding of data from 1,750 participants to 40 questions
 - Led qualitative analysis and development of final report including recommended changes to the code tree, future surveys, and training program operations
- Dream Centers of Colorado Springs (2018)
- Design, data collection and report for clinic serving women in Colorado Springs
- Posner Center International Collaboration Fund: Gender Equity (2017)
- Development of data collection tools and evaluation capacity development for a collaboration of grassroots organizations addressing SDG 5 (Gender Equity)
- Idea 360 (2016)
- Evaluation and strategic feedback for 'Gravitate Living Lab' conducted with millennials in medical supply division of Johnson & Johnson
- El Pomar Foundation (2016)
- Evaluation capacity development, research and recommendations for two separate projects:
- Staff training and tool development to strengthen evaluation of Regional Council program
 - Research, interviews, and recommendation on large grant request for a local homeless shelter
- Mid-West Hospital: Mixed-methods research of community health needs and priorities (2015)
- Conducted focus groups and interviews to identify community health priorities
 - Developed community survey for new after-hours medical care service
- Two Mid-West School Districts: Parent and Community Survey (2015)
- Led design of online English/Spanish survey, phone survey protocol and overall analysis
- Natural Resources Defense Fund (2013)
- Developed communication strategy, Google Analytics dashboard, and media evaluation metrics
- United Nations Family Planning Association (UNFPA) (2012)
- Developed new data visualization and reporting templates and guidelines
- Advanced Technological Education Evaluation Resource Center (2011)
- Conducted supplemental program evaluation using Google Analytics data
 - Developed Google Analytics training tool and conducted webinar

Professional Experience

Regis University: Affiliate Faculty, 2018 – Present. Masters of Development Practice Program. Courses: Qualitative Research Methods I, Qualitative Research Methods II, Monitoring & Evaluation I, Monitoring & Evaluation II.

Effect X: President, 2012-Present. Leads all evaluation and qualitative research projects including impact evaluations of complex program interventions and nonprofit organizations of all sizes. Provides evaluation capacity development (i.e. handbooks, workshops, coaching) to all clients as needed.

Compass Outreach Media: President, 2004-2012. Provided strategic and creative oversight for over thirty TV commercials, five websites, twenty billboards, seven radio ads, 30 banner ads, and eight short films for a diverse group of over 100 nonprofit organizations, including 60 Rescue Missions, Hospice of Michigan, Western Michigan University, Davenport University and The Salvation Army.

Compass Arts and The Compass Film Academy: President & Director of Strategy, 1999-2004. Managed eight full-time employees, numerous contracted employees and twice brought the organization through extensive restructuring. Recruited a new board of directors and maintained all board communications. Worked with Compass Academy staff to refine the film school curriculum and secure accreditation with four local colleges. Taught film school classes on the strategic development of communications and led a film camp for 120 low-income high school students.

Furniture Row: Director of Corporate Giving, 1996-1998. Evaluated opportunities for non-traditional corporate giving resulting in the donation of surplus chair parts to a local job training organization and a system to provide healthcare for uninsured employees at a nonprofit clinic. Conducted site visits of World Vision programs in Mexico, Haiti, Dominican Republic, Nepal, Thailand, Cambodia, Vietnam, Singapore, Ghana, Tanzania, Kenya, South Africa, and Romania.

El Pomar Foundation: Program Officer & Investment Analyst, 1992-1996. Evaluated grant requests and provided written recommendations and presentations to the board of Trustees. Developed financial reports related to the Foundation's \$300 million endowment and two smaller endowments managed by the Foundation. Led a needs assessment of daycare options in Colorado Springs, presenting the findings to the city council and Foundation board of Trustees, resulting in the establishment of the first infant/toddler childcare in the city. Initiated the Foundation's grant review program to evaluate grant effectiveness and adherence to established grant parameters.

Selected Publications

Wilson, K. (2022). Intangible Outcomes: The Importance and Current Neglect Within Evaluation Practice. *Journal of MultiDisciplinary Evaluation*, 18(42). Retrieved 3/20/23 from: https://journals.sfu.ca/jmde/index.php/jmde_1/article/download/735/643/3345

Bleers, C., Wilson, K. (2020). Revealing Global Outcomes: *Collaborating to evaluate contributions to the SDGs*. Catalyst: Report on Collaborative Global Development, 1. Retrieved 2/24/20 from <https://posnercenter.org/catalyst>

Sophia Friedson-Ridenour, S., Clark-Barol, M., Wilson, K., Shrestha, S., Mercy Ofori, S. (2019). *Limitations of Market-Based Approaches to Empowerment: A Case Study from Northern Ghana*. *Development in Practice*.

Wilson, K., Friedson-Ridenour, S., Wilson, L., and Manley, T. (2018). *The Landscape Project: Perceptions of Racial Equity Within Metro Denver Nonprofit Organizations*. The Denver Foundation. <http://floodlight.denverfoundation.org/Portals/0/Uploads/Documents/Landscape%20Project%20Report.pdf>

- UNICEF (2015). *Evaluation of UNICEF's humanitarian response to the Syria crisis*, prepared by Avenir Analytics; Hetty van Doorn, Brian Majewski, Ian Heigh, Kurt Wilson. https://www.unicef.org/evaldatabase/files/2168-UNICEF-Syria_main_report-Final.pdf
- World Food Programme (2014). *WFP's 2008 Cash and Voucher Policy (2008-14): A Policy Evaluation*, Prepared by Konterra: Brian Majewski, Lois Austin, Carol Ward, Katherine George, Kurt Wilson. <https://www.wfp.org/content/2008-cash-and-voucher-policy-policy-evaluation-terms-reference>
- UNICEF (2013). *Evaluation of UNICEF's Cluster Lead Agency Role in Humanitarian Action*, prepared by Avenir Analytics and Everywhere Services; Brian Majewski, Hetty van Doorn, Mark Slezak, Natalia Gomez-Tagle Leonard, Ian Heigh, Kurt Wilson, Paule Heredote. [https://www.unicef.org/evaldatabase/files/UNICEF CLARE Final Report FINAL.pdf](https://www.unicef.org/evaldatabase/files/UNICEF_CLARE_Final_Report_FINAL.pdf)
- Wilson, K. (2012). Crowd Sourced Evaluation: A grounded theory study of user-generated product review videos on ExpoTV.com. *Journal of Multi-Disciplinary Evaluation*, 8 (17), 119-124.
- Wilson, K (2011). Effectiveness Engineering: Vistas of opportunity beyond "merit, worth and significance." *Really new directions in evaluation. New Directions for Evaluation*, No. 131. San Francisco, CA: Jossey-Bass.

Selected Workshops and Training

- Wilson, K. (2022). *The Ignored Essentials: Practical guidance for evaluating intangible outcomes like hope, trust, agency and faith*. Workshop at the American Evaluation Association National Conference, New Orleans, LA.
- Wilson, K., Rodriguez, E. (2022). *Practical Steps to Decolonize Evaluation in Global Impact Work*. Workshop at the Posner Symposium for International Development, Denver CO.
- Wilson, K. (2020). *Hands-on Training for Mobile Data Collection with Kobo Toolbox*. Workshop at the Posner Symposium for International Development, Denver CO.
- Wilson, K. (2020). *Evaluating Intangibles: Practical Approaches, Methods, and Tools*. Workshop at the Posner Symposium for International Development, Denver CO.
- Wilson, K. (2019). *Credible Grassroots Contribution to the SDG's: M&E Design used for Engineers Without Borders*. Workshop at the American Evaluation Association National Conference, Minneapolis MN.
- Meade, E. & Wilson, K. (2019). *Reframing Poverty*. Presentation at the Posner Center for International Development, Denver CO.
- Wilson, K. & Lundborg, E. (2019) *Planning, Monitoring, Evaluation and Learning Introduction*. Workshop presented by Zoom for the Engineers Without Borders Great Lakes Regional Workshop.
- Wilson, K. & Bleers, C. (2019) *Collaborative Evaluation Design: A Case Study with EWB-USA*. Workshop presented at Posner Center Symposium 2019.
- Wilson, K. & Murphy, M. (2019) *Toward Improved Monitoring and Evaluation*. Board and Staff Retreat facilitated for Trees, Water People.
- Wilson, K (2017) *Steward Leadership and Servant Leadership: A Critical Comparison*. Workshop presented at Acton University conference.
- Wilson, K (2017) *Important as Money: Approaches to Useful Evaluation Feedback*. Workshop presented to the Rural Philanthropy Days conference.

Wilson, K (2017) *Addressing the Resistance Against Organizational Evaluations*. Workshop presented to the International Wholistic Missions Conference.

Wilson, K (2017) *Overcoming Common Evaluation Issues*. Workshop presented to the International Wholistic Missions Conference.

Wilson, K. & Larson, R. (2016, April) *To fund or not to fund: measurement and evaluation*. Panel discussion presented at Statewide meeting to members of the El Pomar Foundation Regional Councils.

Wilson, K. & Majewski, B. (2015, November). *Evaluating Policies and Strategies: Methodology to Provide Useful Evaluation of High-Level Organizational Guidance*. Multi-paper presentation at the American Evaluation Association National Conference, Chicago, IL.

Wilson, K. (2013, October). *Ethical Use of Video and Photographic Data*. Multi-paper presentation at the American Evaluation Association National Conference, Washington DC.

Awards

Michael Scriven Dissertation Award for Outstanding Contribution to Evaluation Theory, Method, or Practice (2013)

National Telly Awards (2007) *Holes* :30, *Perfect Gift* :30, *Party Surprise* :30, *Nativity* :15

National Telly Awards (2005) *Talk to Them* :30, *Place* :30, *Broken Families* :30

Nonprofit Volunteer Service

2011 - Present El Pomar Foundation Trustees Council

2009 - Present Kenya Matters Board of Directors

1998 - Present Wilson Foundation Board of Directors

2006 - 2007 El Pomar Foundation: Fellowship Program Trustee

2000 - 2004 Compass Arts and Compass Film Academy Board of Directors