

## Education

- 2013      Doctor of Philosophy (Ph.D.) in Evaluation, Western Michigan University, Kalamazoo, MI  
Cognate: Nonprofit and International Development Evaluation  
Advisor: Dr. Chris Coryn  
Dissertation committee: Drs. Chris Coryn, Daniela Schroeter, Patricia Reeves, Tarek Azzam  
Dissertation: Harnessing Complexity: Analysis methodology and ethical framework to facilitate utilization of video data in evaluations.
- 2012      Diploma for Graduates in International Development, University of London, London, UK
- 1992      Bachelor's in Economics, The Colorado College, Colorado Springs Colorado

## Research and Evaluation Interests

Impact evaluation of nonprofit and philanthropic programs; international development programs; media communications; Google Analytics; developmental evaluation; utilization-focused evaluation; and cost analysis.

## Professional Development and Continuing Education

- 2013      Google Analytics Individual Qualification
- 2012      Using Technology to Enhance Applied Research and Evaluation. Workshop given by Stewart Donaldson and Tarek Azzam, Claremont University.
- 2010      Integrated Data Analysis in Mixed Methods Evaluation. Workshop given by Jennifer C. Greene, University of Illinois at Urbana-Champaign
- 2010      Utilization Focused Evaluation. Workshop given by M. Q. Patton, Independent Consultant.
- 2010      Participatory Evaluation Up-Close. Workshop given by J. B. Cousins, University of Ottawa.
- 2009      Exploring a Utilization-Focused Evaluation Option: Developmental Evaluation Using Systems Thinking and Complex Nonlinear Dynamics. Workshop given by M. Q. Patton, Independent Consultant.

## Biographical Sketch

Dr. Wilson is an evaluation consultant and entrepreneur currently launching a company called Effect X. He received a BS in Economics from The Colorado College in 1992, a Diploma for Graduates in International Development from the University of London in 2012 and a Ph.D. in Interdisciplinary Evaluation from Western Michigan University in 2013. Kurt's initial professional experience included serving as a Program Officer and Investment Analyst for El Pomar Foundation, during which time he established the grant review program, provided financial reports on the Foundation's \$300 million portfolio, and managed twelve Fellows in the Fellowship in Community Service Program. His work in professional philanthropy

continued as the Director of Corporate Giving for the Furniture Row Companies where his primary responsibility was monitoring substantial grants to international relief and development programs. Kurt served as President of Compass Arts and the Compass Film Academy in Grand Rapids for six years, during which time he managed a staff of eight employees, established multiple partnerships with local colleges, and managed numerous film and media production projects. Compass Outreach Media was formed as a new business entity that he initially ran and later owned, during which time he continued the media production and advertising projects for nonprofit organizations such as the Hospice of Michigan, Western Michigan University, Davenport University and over sixty Rescue Missions. Kurt's substantial international experience includes living one year in London, two years in Ecuador, three months in Zaire and three months in Peru, in addition to extensive personal travel. His international professional experience includes conducting evaluations in Uganda, El Salvador, Kenya and London, site visits of World Vision programs in thirteen countries, and completing a short film project in Tanzania.

## Professional Experience

**Compass Outreach Media** Owner: 2004-2012. Provided strategic and creative oversight for the production of 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, the Crowell Trust, the United Way of Jackson County, Michigan Healthy Marriage Coalition, Disability Advocates of Kent County, Northwest Family Services, and The Salvation Army, among many others.

**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. Designed and updated 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.

## Publications

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.

Wilson, K (2007). Innovative Marketing - Mattress Sales Help the Homeless. *Rescue Magazine*, Fall Edition.

Wilson, K. (2007). Innovation in Media Missions. In Reapsom, J. & Hirst, J. (Eds.), *Innovations in Mission* Tyrone GA: Authentic Publishing. (pp. 103-117)

## *Manuscripts in Preparation*

- Wilson, K. & Azzam T. (2013). *Harnessing Complexity: Crowd-sourced Open Coding of User-Generated Evaluation Data*. [Target Journal: *American Journal of Evaluation*].
- Wilson, K. Azzam T., Coryn, C., Schroeter, D. (2013). *Toward a Qualitative Analysis Dream Team: Exploring Crowd-Sourced Video Data Coding*. [Target Journal: *Journal of Multi-Disciplinary Evaluation*].
- Wilson, K., Reeves, P. (2013). *Relational Integrity: A Conceptual Frame for Ethical Visual Methodologies Informed by the Fields of Entertainment, Journalism, Advertising and Social Media*. [Target Journal: *American Journal of Evaluation*].

## Presentations

- Wilson, K. (2013, October). *Ethical Use of Video and Photographic Data*. Multi-paper presentation at the American Evaluation Association National Conference, Washington DC.
- Evergreen, S., Kapp, K & Wilson, K. (2011, November). *E-evaluation: Assessing webinars, social media, and website usage*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Evergreen, S., Wilson, K. (2011, November). *Evaluating websites and social media*. Multi-paper presentation at the American Evaluation Association National Conference, Anaheim, CA.
- Wilson, K., Peterman, A. (2011, September). *Integrated marketing for exponential results*. Workshop series presented to the CareNet National Conference, Orlando, FL.
- Wilson, K. (2011, February). *Fractal Evaluation: New Methodology Based On New Science*. Paper presented at The Evaluation Center's Evaluation Café, Kalamazoo, MI.
- Butzen, S., Evergreen, S., Wilson, K., & Wingate, L. (2011, January). *Making sense of your evaluation data*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Wilson, K. & Pearce, D. (2009, September). *Web 2.0 Advertising: New Tools, Old Goals*. Workshop presented at the central regional conference of the Association of Gospel Rescue Missions, Elkhart, IN.
- Wilson, K. (2008, May). *Better Communication, Better Results*. Workshop presented at the national conference of the Association of Gospel Rescue Missions, Dallas, TX.
- Wilson, K. (2007, May). *Changing Strategies for Changing Times: Reaching New Donors Through the Media and Internet*. Workshop presented at the national conference of the Association of Gospel Rescue Missions, Atlanta, GA.
- Wilson, K. (2006, May). *A Good Picture is Worth Thousands of Words: Building the Missions Image Through the Mass Media*. Workshop presented at the national conference of the Association of Gospel Rescue Missions, Seattle, WA.
- Wilson, K. (2005, May). *Branding and Mass-Media: Casting a Bigger and Better Net*. Workshop presented at the national conference of the Association of Gospel Rescue Missions, Cleveland, OH.
- Wilson, K. & McKendry, B. (2004, May). *Making your mission a household word*. Workshop presented at the national conference of the Association of Gospel Rescue Missions, Fresno CA.

## Honors and Awards

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*

## Contracted Research and Evaluation

- 2013            Lutheran World Federation  
Desk Review of Cash Transfer Programming  
Consultant  
Avenir Analytics
- 2013            United Nations Children's Fund (UNICEF)  
Evaluation of UNICEF's Cluster Lead Agency Role in Humanitarian Action  
Evaluator  
Avenir Analytics / Everywhere Services
- 2013            Natural Resources Defense Fund  
Case Study of Polar Bear Advocacy Campaign  
Development of Monitoring and Evaluation Tools  
Consultant  
Natural Resources Defense Fund, New York, NY.
- 2012            The Colossian Forum  
Impact Evaluation of Workshops, Events and Website  
Evaluator  
The Colossian Forum, Grand Rapids, MI.
- 2012            United Nations Family Planning Association (UNFPA)  
Data Visualization and Reporting  
Consultant – Web Analytics Specialist  
The KonTerra Group, Washington, DC.
- 2012            Kalamazoo Symphony Orchestra (KSO)  
Evaluation of the Marvelous Music! Program  
Consultant  
Western Michigan University, The Evaluation Center, Kalamazoo, MI.
- 2011            World Food Program (WFP)  
Joint Global Logistics Cluster Evaluation  
Senior Research Associate  
The KonTerra Group, Washington, DC.
- 2011            Advanced Technological Education Evaluation Resource Center  
Supplemental Program Evaluation using Google Analytics data  
Consultant  
Sponsor: National Science Foundation
- 2011            Heifer Project International (HPI)  
Impact Evaluation of HPI Programming in Uganda  
Evaluator  
Western Michigan University, The Evaluation Center, Kalamazoo, MI.
- 2011            Advanced Technological Education Evaluation Resource Center  
Google Analytics Benchmarks and Training Resource Development

Consultant  
Sponsor: National Science Foundation

2010 Kalamazoo Public Schools (KPS)  
Evaluation of Title I GED services at the Kalamazoo County Jail  
Consultant  
Western Michigan University, The Evaluation Center, Kalamazoo, MI.

## Service-Related Evaluation

2012 Baker Publishing Group  
Analysis of reader survey feedback (qualitative and quantitative)  
Consultant

2010 Community Advocates for Parents and Students (CAPS)  
Development of Pre-Program Surveys  
Consultant

2010 Pretty Lake Vacation Camp  
Development of Evaluation Metrics  
Consultant

2010 Camp Elim  
Development of Survey instruments  
Consultant

## Global Evaluation Experience

Latin America 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.

Africa Conducted impact evaluation of Heifer International community development programs in Uganda including interviews and site visits. Site visit and ongoing development of monitoring and evaluation system for orphanage in Kenya (serving as volunteer board member). Conducted site visits of World Vision's microenterprise and child development programs in Ghana, Kenya, Tanzania and South Africa.

Asia 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.

Europe 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 European Evaluation Association conference in Helsinki Finland 2012 and currently living in London, England.

## Nonprofit Volunteer Service

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|----------------|---|
| 2013 – Present | Inside Out Global<br>Board Member                 |
| 2011 - Present | El Pomar Foundation<br>Trustees Council           |
| 2009 - Present | Kenya Matters<br>Chairman of the Board            |
| 1998 - Present | Wilson Foundation<br>Board Member                 |
| 2006 - 2007    | El Pomar Foundation<br>Fellowship Program Trustee |
| 2000 - 2004    | Compass Arts<br>Board Member                      |