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## Kurt Wilson, Ph.D.

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### Education

- 2013 Doctor of Philosophy (Ph.D.) in Evaluation, Western Michigan University, Kalamazoo, MI  
Cognate: Nonprofit and International Development Evaluation  
Advisor: Dr. Chris Coryn
- 2013 Google Analytics Individual Qualification
- 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 is an evaluation consultant with extensive experience serving nonprofit and development organizations around the world. 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. His 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. He 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 partnerships with four local colleges, and provided strategic direction and project management for 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 serving the advocacy and fundraising needs of nonprofit organizations such as the Hospice of Michigan, Western Michigan University, Davenport University and over sixty Rescue Missions. His substantial international experience includes living one year in London, two years in Ecuador, three months in Zaire and three months in Peru and conducting evaluations in Jordan, Pakistan, Netherlands, the UK, Uganda, El Salvador, and Kenya and thirteen site visits of World Vision programs.

### Professional Experience

**Effect X** President: 2012-Present. Evaluation consulting services, including impact evaluation of nonprofit organizations, marketing evaluation, and impact evaluation of international relief and development organizations.

**Compass Outreach Media** President: 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. (2017). 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. (2017). Toward a Qualitative Analysis Dream Team: Exploring Crowd-Sourced Video Data Coding. [Target Journal: *Journal of Multi-Disciplinary Evaluation*].

Wilson, K., Reeves, P. (2017). *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*].

## Workshops and Training

- Wilson, K. (2016, April) *Mapping a path to helpful feedback tools: How to develop an outcome map of your activities & feedback tools*. Webinar presented to members of the Global Mapping International evaluation network.
- 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.
- Born, B. & Wilson, K. (2015, July and August) *Effective Communication: Managing conflict from a values-based perspective*. Two 2-hour training sessions to all 350 employees of local bus company.
- Wilson, K. (2015, April). *Effective Stewardship: Feedback and wisdom to increase the harvest*. Staff retreat presentation for Paraclete Ministries, Colorado Springs, CO.
- 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-valuation: Assessing webinars, social media, and webiste 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.

## Honors and 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

## Contracted Research and Evaluation

- El Pomar Foundation (2016)
- Staff training and tool development to strengthen evaluation of Regional Council program
  - Research, interviews, and recommendation on grant request for homeless shelter
  - Research, interviews and recommendation on grant request for early childhood development
- 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
- The Colossian Forum (2012 – Present)
- Retainer to conduct developmental evaluation of training workshops, curriculum and website
  - Develop all data collection tools, analysis methodology, and data collection
  - Provide regular reports to management, board and donors
- United Nations Children's Fund (UNICEF) (2015)
- Evaluation of UNICEF's Regional Response to the Syria Crisis
- Led development of data collection tools and methodology
  - Completed primary data collection of the regional and country programs in Jordan
- Mid-West Hospital (Name withheld to protect anonymity) (2015)
- Mixed-methods research of community health needs and priorities
- Conducted focus groups and interviews to identify community health priorities
  - Developed community survey for new after-hours medical care service
- Two Mid-West Public School Districts (Names withheld to protect anonymity) (2015)
- Parent and Community Survey
- Led design of online English/Spanish survey, phone survey protocol and overall analysis
  - Led development of final report and board presentation
- Operation Mobilization (2014)
- Evaluation and change management for iConnect development and HR initiative
- Led development of evaluation design, data collection tools and final report
  - Completed interviews and focus groups in Netherlands, UK, and USA offices
- World Food Program (WFP) (2014)
- Evaluation of WFP's 2008 cash and voucher policy
- Led development 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
- Led development of evaluation design and analysis methodology
  - Conducted interviews, focus groups and desk review
  - Attended Global WASH cluster global conference in Oslo Norway
- Logistics Emergency Teams (2013)
- Developed communication action plan and social media guidelines
- Lutheran World Federation Cash Transfer Program (2013)
- Led development 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
- Led development of data collection and analysis methodology
  - Completed interviews, focus groups and case study of El Salvador program
  - Completed remote interviews and case study of Philippines program
- Natural Resources Defense Fund (2013)
- Developed communication strategy, Google Analytics dashboard, and evaluation metrics
  - Completed case study of polar bear advocacy campaign
- United Nations Family Planning Association (UNFPA) (2012)
- Completed evaluation of past internal and external evaluation reports
  - Developed new data visualization and reporting templates and guidelines
- World Food Program (WFP) (2011)  
 Joint global logistics cluster evaluation
- Led development of data collection and analysis methodology
  - Completed remote interviews and case study of Myanmar program
- Advanced Technological Education Evaluation Resource Center (2011)
- Conducted supplemental program evaluation using Google Analytics data
  - Developed Google Analytics training tool and conducted webinar
- Heifer Project International (HPI) (2011)  
 Impact evaluation of agricultural & community development program in Uganda
- Conducted interviews and focus groups across Uganda
  - Completed case study of Uganda program
- Kalamazoo Public Schools (KPS) (2010)  
 Evaluation of Title I GED services at the Kalamazoo County Jail
- Conducted interviews of prisoners and prison staff
  - Qualitative data analysis and reporting to Title I program

## 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 Together project in the Karamoja region of Uganda including instrument development, leading a team of Uganda data collectors, and qualitative analysis. Conducted impact evaluation of Heifer International community development programs across 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	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.
Europe	Interviews of OM 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 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.

## Nonprofit Volunteer Service

2011 - Present	El Pomar Foundation Trustees Council
2009 - Present	Kenya Matters Board Member
1998 - Present	Wilson Foundation Board Member
2006 - 2007	El Pomar Foundation Fellowship Program Trustee
2000 - 2004	Compass Arts Board Member