

KRIS JUFFER, PH.D.

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PROFILE:

Dr. Kris Juffer, Executive Director of Action Research & Associates, is an evaluation professional with a proven track record established over 25+ years as an effective researcher, evaluator, methodologist, project manager & problem-solver.

- Successful at designing and managing both small- and large-scale, multi-site, multi-method, formative and summative evaluation research projects, including randomized experimental and quasi-experimental design research, for federal and state government agencies, corporations, foundations, non-profit organizations and educational institutions.
- Successful at motivating, leading and training research teams, implementing field work and data quality control systems, as well as managing client relations, analyzing data, preparing focused, results-oriented reports, and oral presentations.
- Designed and directed a wide array of program evaluations, including education, policy, health care, media, and communications research for clients such as the U.S. Department of Education, the National Science Foundation, the Department of Defense, U.S. Department of Health and Human Services, the National Institutes for Health, the Healthcare Financing Administration, U.S. Information Agency, The University of Maryland's Chancellor's Office, various school districts, Arbitron, ABC, CBS and PBS-TV networks, Disney, Lorimar, National Public Radio affiliates, Voice of America TV and radio, Clear Channel Radio, Infinity Radio, CBS Radio, Hefel, the Spanish Broadcasting Corporation, and various NYC Ad Agencies.
- Effective conducting research in the U.S, working cross-culturally as well as conducting international research.
- Studied/worked/researched-Latin America, Europe, Japan. Fluent in Spanish. Fair ability in French and Portuguese.

EDUCATION

Post-doctoral work, Johns Hopkins University, Baltimore, MD

Ph.D., The University of Iowa, Iowa City, IA

Educational Administration, Psychological and Quantitative Foundations

Dissertation: "Initial Development & Validation of an Instrument to Assess the Degree of Culture Shock"

Honors: Dissertation rated by The University of Iowa in top 5% and selected for National Competition for "Outstanding Dissertation"

Research Assistantship - Psychological and Quantitative Foundations Department

M.A., The University of Iowa, Iowa City, IA

Educational Administration, Psychology

Research Assistantship: Educational Administration

B.A., Spanish, Latin American Studies, English (honors)

College of Education, College of Arts & Sciences

University of Nebraska, Lincoln, NE

Regents Scholarship

PROFESSIONAL EXPERIENCE

1999- **Executive Director**

Present Action Research & Associates, Inc. Ellicott City, MD

Develops evaluation plans and directs evaluation research for federal and state governmental agencies, corporations, foundations and non-profits. Manages budgets and research projects to be within budget and on time. Maintains effective communications and relationships with clients. Develops strong methods and instruments to evaluate education programs for universities, federal agencies and school districts. On Executive Board of the Baltimore Area Evaluators Association.

U.S. Department of Defense, Office of the Secretary of Defense-National Defense Education Program, STEM Education, Pre-Engineering Program- External Program Evaluator

Walter Reed Army Institutes of Research (WRAIR) and the National Institutes of Health (NIH) - Beginning 2010 - Selected to be the external program evaluator for WRAIR, working with the Associate Science Director for Research, Marketing and Extramural Programs, and the National Institutes of Health to evaluate the outcomes and processes of a variety of programs..

2005-2009- Selected to be the external evaluator to scientifically design, conduct, and report on a rigorous multi-year, mixed-methods, quasi-experimental design evaluation of the DoD's NDEP Inquiry & Design Curriculum with Partnerships Pre-Engineering Project (IDCP) with three different samples of middle and high school students, teachers and DoD Scientists and Engineers. Designed and conducted a pilot-study (2005-2006), a process evaluation (2007-2008) and a summative evaluation (2008-2009) of a K-12 pre-engineering curricular program.

Fall 2008-Spring 2009 - Conducted a summative outcomes evaluation of the IDCP Program assessing the effectiveness of partnerships between DoD Scientists & Engineers and classroom teachers to deliver an inquiry and design curriculum in middle school classrooms. The study was a mixed-methods, quasi-experimental design with Control and Treatment Groups of students and teachers. Pre- and post-tested and surveyed 1300 8th grade students in 47 classrooms in 6 schools, 5 Control teachers, 5 Treatment Teachers and 5 DoD Scientists and Engineers in Harford County Public Schools, assessing for student science achievement and attitudinal, behavioral and aspirational changes in students, teachers and Scientist and Engineer mentors. Analyzed test scores from pre-post- tests, and pre- and post-surveys of students, teachers, and Army Research Lab Scientist and Engineers. Conducted classroom observations in 6 schools. Statistically analyzed and reported gains. Conducted statistical analysis and wrote the final report, **2009 Summative Evaluation of the NDEP Inquiry and Design Curriculum with Partnerships Project** (projected, December 2009), summarizing the evaluation quantitative and qualitative results. Presented the results to Pentagon officials, military and civilian officials, the 2009 National Conference of the NDEP Program with representatives from more than 30 Navy, Air Force, and Army bases, Walter Reed Army Institutes of Research staff, at the National Convention of the American Evaluation Association, and others. Prepared and delivered two other reports: **Synopsis of Findings: DoD Career Scientists' and Engineers' Impact on Middle School Students and Science Teachers** (October 2009) and **Flash Report: Highlights from the 2008 and 2009 IDCP Evaluations: DoD Career Scientists and Engineers' Impact on Middle School Students and Science Teachers** (October 13, 2009) In the process of preparing the study for publication.

Spring 2008 - Conducted a process evaluation assessing the implementation of *Materials World Modules* and the partnerships formed by Department of Defense Scientists & Engineers with classroom teachers. Also, conducted a mixed-methods,

quasi-experimental design examining the effectiveness of the IDCP Program. Pre- and post-tested and surveyed 650 8th grade students, 15 teachers and 14 Scientists and Engineers in Harford County Public Schools Spring 2008. Refined pre-1and post- science knowledge tests for *MWM* as well as attitudinal, behavioral and aspirational surveys for students, teachers and Scientist and Engineer mentors. Analyzed test scores from pre-post- tests, and pre- and post-surveys of students, teachers, and Army Research Lab Scientist and Engineers. Evaluated *MWM* training components for Teachers and Scientist and Engineers. Conducted focus groups and classroom observations in 9 schools, of 15 teachers. Statistically analyzed and reported gains. Wrote interim reports to guide management to refine the program to be on target with program goals. Conducted statistical analysis and wrote the final report, ***STEM Learning Module Program: Sports Materials Partnership Intervention Evaluation***, summarizing the evaluation quantitative and qualitative results. Presented the results to Harford school management and staff, Department of Defense NDEP Program managers, Army Research Lab Scientists & Engineers, at the NDEP National Conference in November 2008, and others. Presented the results and analysis and recommendations to the Department of Defense's National Defense Education Program's (NDEP) Annual meeting November 2008.

Best Practices Guide: Integrating DoD Scientists and Engineers (S&Es) into the Middle School Classroom. Based on more than 2000 pages of empirical data gathered via surveys, interviews and observations and analysis, developed NDEP's first "Best Practices Guide" to guide forming strong working mentorships and partnerships. Delivered to DoD November 2008.

Summer 2006 - Designed and conducted a Randomized Control Trial experimental design study evaluating the impact of the IDCP Program. Recruited a sample of 82 Maryland high school and middle school students who were randomly selected, matched on three demographic variables to reflect Maryland's population, and randomly assigned to Treatment and Control Groups. The sample participated in a 4-week 24, hour, 7-days-a-week residential Summer Science Institute at Garrett College, MD, July-August 2006. Developed, administered and refined pre- and post academic achievement tests for *Materials World Modules* as well as attitudinal, behavioral and aspirational surveys for students and teachers, using rigorous psychometric methods. Computed and analyzed test scores from four student pre- post- science knowledge tests, and three pre- and post-Institute surveys of students and teachers, conducted qualitative focus groups and classroom observations. Calculated and statistically analyzed descriptive and reported gains. Wrote interim reports to guide management to refine the program to be on target with program goals. Triangulated data and outcomes to develop recommendations. Conducted statistical analyses and wrote the final report, ***Evaluation of Materials World Modules: 2006 Summer Institute***, summarizing the evaluation quantitative and qualitative results. Presented the results to high level Pentagon, military, civilian, and government audiences and at the 2007 National Convention of the American Evaluation Association.

National Science Foundation, WAMC Northeast Public Radio (NPR station) - Selected to be the external evaluator for a two year National Science Foundation grant to WAMC to develop ***Access to Advancement***, a series of 10 radio program segments and an ADA accessible website to be distributed nationally focusing on the accomplishments of women with disabilities in the Science, Technology, Engineering and Math fields, and how they managed to succeed. Organized and conducted focus groups, pre- and post- surveys and case studies with Treatment and Control groups. Presented the results at the 2009 National Convention of the American Evaluation Association: ***Understanding Context to Influence Women with Disabilities to Consider STEM Careers via Targeted Radio Programs***

U.S. Department of Education: Assisted the University of Maryland's Chancellor's Office in evaluating a US Department of Education Teacher Quality Enhancement Program Grant involving 5 colleges and universities, and one school district in STEM education.

The Technology Council of Maryland - Selected to evaluate the outcomes of the Technology Council of Maryland's MDBioLab, a mobile science laboratory, its effects on student learning and interest in pursuing science careers. Evaluated the evaluation instruments and methods and made recommendations for strengthening both.

Prince George's County Public School and US Department of Education: Served as consultant to Prince George's County Public Schools to evaluate and enhance its foreign-born teachers selection, induction, training and retention processes, gathering evaluation data in support of the federally-funded US, Department of Education LINC project.

National Science Foundation: Selected to develop and manage a complex \$1 million multi-year evaluation project that relied on survey research to assess a new National Science Foundation math and science program (CSEMS - Computer Science, Engineering, and Mathematics Scholarship Program), a multi-state, multi-disciplinary federal program, in community colleges and universities. Provided leadership and technical expertise to develop scope and goals to measure CSEMS' baseline performance, attainment of benchmarks, outputs and impacts. Reported results to NSF's Department of Undergraduate Education and Research, Evaluation and Communication. Received written commendations from the National Science Foundation's Director of Research, Evaluation and Communications for work accomplished.

U.S. Health and Human Services/Healthcare Financing Agency: Designed and oversaw large-scale research and qualitative research to refine communication products with populations of 40 million seniors, disabled, Blacks and Hispanics for the Centers for Medicare and Medicaid Services. Managed the budget for the project. Conducted and analyzed data from survey research efforts of other government programs, wrote reports, conducted briefings, and designed and refined communication products.

Department of Justice: Immigration and Naturalization Service: Analyzed results of surveys for the Immigration & Naturalization Service, providing expert review and technical expertise.

Pan American Health Organization: Provided technical expertise on a large-scale survey of Latin American universities for the Pan American Health Organization.

Culture Shock Adaptation Inventory: Developed a highly reliable (.95 reliability) psychological assessment (*Culture Shock Adaptation Inventory II - CSAI II*) to measure the degree to which an individual experiences culture shock or is cross-culturally adapted. The CSAI is constructed of 4 unique subscales measuring 4 distinct constructs, and all contributing to an overall score measuring culture shock and adaptation. The CSAI was developed in three stages - a pilot test, CSAI I (.92 reliability), and CSAI II (.95 reliability), using traditional psychometric analyses to assess item and subscale reliability and validity characteristics. The CSAI's respectably high reliability compares favorably with other professionally-built, commercially-marketed validated psychological assessment instruments, such as the *Minnesota Multiphasic Personality Inventory (MMPI)* or the *Personality Screening Inventory*. The assessment's psychometric properties indicate content and construct validity. The CSAI is being used at various universities and research institutions in the U.S. and abroad. Manage the finances and budget for the CSAI.

2002 **Senior Research Associate**

2003 **WestEd**, Washington, DC and Baltimore, MD

Wrote proposals, and designed and managed large scale, multi-method studies, and maintained effective client and funder relationships. Designed and refined qualitative and quantitative measurement survey instruments, gathered and analyzed data, wrote reports and proposals, oversaw and managed contracts, and conducted professional outreach to government agencies, foundations and firms.

U.S. Department of Education: Co-directed the national study of *PBS Kids Ready To Learn* educational programming (*Sesame Street*, *Big Red Dog*, *Between the Lions*, etc.) for the Corporation for Public Broadcasting, Public Broadcasting Service and the U.S. Department of Education using a quasi-experimental multi-method design. Recruited 65 Control and Treatment pre-schools in 13 states, and pre and post-tested more than 2000 3-6 year olds' pre-literacy skills. Conducted several large scale surveys of difficult-to-recruit populations using the internet, telephone, and pen-and-paper instruments. Worked on the team that evaluated the National 1990s' Comprehensive School Reform efforts using large-scale survey methods for the U.S. Department of Education, interviewing State and LEA administrators, curriculum coordinators and teachers regarding school reform goals, efforts and outcomes.

National Science Foundation / U.S. Health and Human Services / National Institutes of Health, Office of Science Education: Evaluated the effectiveness of science curriculum materials developed by the NIH's Office of Science Education for public school children using classroom observation/analysis and surveys and interviews with science teachers, curriculum coordinators and administrators.

National Science Foundation: Evaluated graduate-level math and science teaching and training for the National Science Foundation's Integrative Graduate Education and Research Traineeship Program (IGERT), using surveys and site observations.

1998- **Director**

1999 Office of Research, The Arbitron Company, Columbia, MD

Designed and managed all research efforts. Developed, administered, tested and modified various survey instruments, including the Arbitron Radio Diary, as well as custom-designed surveys. Designed large scale methodological studies and oversaw and conducted the analyses. Managed a budget of \$1.4 million, 2 divisions, and 16 researchers to produce and present customized research to industry oversight committees (National Association of Broadcasters, etc.), radio & corporate clients and NYC Ad Agencies. Advised and participated in the development and testing of new products for the media industry and conducted surveys, focus groups and cognitive interviews. Worked with Nielsen TV Ratings, Clear Channel, Infinity Radio, Chancellor Radio, Heftel, Spanish Broadcasting Corporation, CBS Radio, Simmons Research, etc. Responsible for conducting surveys of 2+ million respondents, and researching potential methodological changes, using survey and statistical research. Designed and refined standardized survey instruments and survey methodology. Designed and managed survey research via the internet, telephone, as well as computerized optical scanning and pen-and-paper surveys.

1988- **Director**

1997 Audience Research, International Bureau of Broadcasting, OCB,
U.S. Information Agency, Washington, DC

Developed an award-winning, full service, state-of-the-art research facility to measure the attitudes, behaviors and opinions of foreign markets toward American policy, programs and other issues. TV and radio stations gained market share to become #1 in their markets. Managed \$800,000 - \$1.2 million budget, staff and contractors. Conducted survey research to explore sensitive communications and public policy issues

and reported results to the Reagan, Bush, and Clinton Administrations, and Congress. Implemented computerized optical scanning of survey data, and the computerized focus group technology. Developed complex survey instruments to measure behavior, attitudes, opinions, and perceptions appropriate in more than 30 cultures around the world. Provided technical expertise, training, and guidance to staff to conduct 50+ survey research studies and program evaluations. Researched markets in the United States, Latin America, Western Europe, Eastern Europe, the Middle East, and Asia.

1986- **Research Methodology Specialist**, International Bureau of Broadcasting, OCB,
1988 U.S. Information Agency, Washington, DC

Developed a new research office and capability for federal government agency comparable to commercial full-service research firms, with the capability to run traditional and computerized focus groups with instant computerized feedback, with quick turn around surveys, as well as complex, large-scale surveys, to answer policy questions. Conducted quantitative and qualitative studies including large-scale surveys using face-to-face and telephone interviews, internet surveys, traditional and computerized focus groups, individual interviews, cognitive testing, site observations. Established reliable survey fieldwork methodologies and survey instruments for internet, phone and pen-and-paper administration, sampling frames, fieldwork methods, database formats, data analysis, quality control methods, and written, visual and oral report formats. Trained by Radio Free Europe in Vienna, Austria and Paris, France to conduct research.

1985- **Academic Specialist, Program Officer, IPA**
1986 Bureau of Educational & Cultural Affairs, U.S. Information Agency, Washington, DC

Developed and evaluated federal government programs operating in the U.S. and abroad using quantitative and qualitative research methodologies, including the Fulbright Academic Exchange Program, University to University Exchanges, Teacher Exchange Program, Hubert H. Humphrey Exchange Program. Designed and conducted training and research at U.S. embassies in Latin America and Europe. Designed training and seminars for the Fulbright Teacher Exchange Program. Evaluated Fulbright University-to-University Exchange Programs and other government programs in the U.S. and Latin America. Developed new Fulbright Scholar Exchange Program for Central American Initiative. Served on proposal review panels. Managed federal grants/contracts.

1979- **Associate Professor, Assistant Professor**, College of Education
1985 **Director**, State of Illinois Teacher Certification Test Site Western Illinois Univ., Macomb, IL

Taught research methodology at graduate level, with a focus on survey research methodology. Conceptualized, wrote, managed 16 research and program grants and contracts from federal, state, and private sources. Researched reforms and innovations. Conducted surveys to assess educational programs. Administered Teacher Certification Test Site for State of Illinois. (Sabbatical 1982-83)

Researcher, Iowa Testing Program
American College Testing (ACT), Iowa City, IA

Researched, developed and pilot-tested a new Spanish edition of the *Iowa Tests of Basic Skills*. Researched existing student achievement instruments in math, language arts, social studies, and science for English and Spanish-speaking populations. Examined, compared and reported on the methodological approaches, the psychometric properties, and the standardization process for each test reviewed, and recommended a course of action for Iowa Testing Program's development of a new

Spanish edition. Working with the Directors of ITP, determined the test development methodology and developed a pool of test items that were linguistically and culturally appropriate for Hispanic students in U.S. schools. Recruited and worked with Hispanic reviewers to review the items for cultural and linguistic appropriateness. Pilot tested the items with a cross-section of Hispanic students, and ran the initial psychometric analyses.

Researcher, Writer/Editor

Frank N. Magid Associates, Cedar Rapids, IA

Served as Research, Writer/Editor, and interviewer at Frank N. Magid, one of the world's premier media research firms conducting research in national and global markets. Conducted quantitative/qualitative media and audience research, market research, and political public opinion polls. Designed large-scale national surveys, analyzed survey data and wrote reports for a major research firm with clients such as ABC network TV, Disney, Lorimar, Buena Vista Pictures, Associated Press International, *USA Today* (Murdock Communications), political candidates and issues, radio and TV stations, local newspapers, and many commercial products,

Teacher, Department Chair, District Curriculum Coordinator

Cedar Rapids Community School District, Cedar Rapids, IA

Taught middle and senior high school students. Trained and evaluated teachers. Wrote, developed and implemented a district-wide curriculum. Based on classroom teaching success, and contributions to the school district, selected as District Master Teacher (1 of 10 Master Teachers out of a field of 1700) and received a year's increase on the salary scale and a cash award. Certified Permanent Professional Teacher and Superintendent of Schools.

SELECTED PUBLICATIONS AND PRESENTATIONS

- Juffer, K.A. **2009 Summative Evaluation of the NDEP Inquiry and Design Curriculum with Partnerships Project** For the US Department of Defense, National Defense Education Program, Office of the Secretary of Defense. Action Research & Associates, Inc. Washington DC/Baltimore. MD: (projected delivery, December 2009)
- Juffer, K.A. Panelist. **Understanding Context to Influence Women with Disabilities to Consider STEM Careers via Targeted Radio Programs.** . Panel: **Evaluation Impact with Innovative Technologies and Media Strategies.** 2009 National Convention of the American Evaluation Association: Orlando, FL. November 11, 2009.
- Juffer, K.A. Presenter and Banquet Speaker. **2009 Evaluation Highlights for the NDEP Inquiry and Design Curriculum with Partnerships Program.** DoD invited Action Research and Associates, Inc.'s presentation to the 2009 National Conference of the NDEP Program Coordinators - representing more than 30 military bases and Research Labs, Walter Reed Army Institutes of Research, and other educational, governmental, and research professionals. Herndon, VA. November 4, 2009.
- Juffer, K.A. **Synopsis of Findings: DoD Career Scientists' and Engineers' Impact on Middle School Students and Science Teachers** For the US Department of Defense, National Defense Education Program, Office of the Secretary of Defense. Action Research & Associates, Inc. Washington DC/Baltimore. MD: (October 2009)
- Juffer, K.A. **Flash Report: Highlights from the 2008 and 2009 IDCP Evaluations: DoD Career Scientists and Engineers' Impact on Middle School Students and Science Teachers.** For the US Department of Defense, National Defense Education Program, Office of the Secretary of Defense. Action Research & Associates, Inc. Washington DC/Baltimore. MD: (October 13, 2009)

- Juffer, K.A. Presenter. **Overview of the Results of the 2009 Summative NDEP Inquiry and Design Curriculum with Partnerships Program.** Presented and discussed the evaluation results via a PowerPoint presentation with DoD, NDEP program management, and the President of Building Engineering and Science Talent, (BEST) at the Pentagon Annex. Action Research and Associates, Inc. Reston, VA. September 2, 2009.
- Juffer, K.A. **Evaluation of DoD's STEM Learning Module Program: Sports Materials Partnership Intervention.** For the Department of Defense, National Defense Education Program, Office of the Secretary of Defense. Action Research & Associates, Inc. Washington DC/Baltimore. MD: November 2008.
- Juffer, K.A. **Best Practices Guide: Integrating Department of Defense Scientists and Engineers into Middle School Classrooms.** National Defense Education Program. Office of the Secretary of Defense. Action Research & Associates, Inc. Washington DC/.Baltimore, MD. November 2008
- Juffer, K.A. Banquet Speaker, Presentation and discussion. **What Works in NDEP's STEM Learning Program.** A presentation and discussion for the Annual Conference of the National Defense Education Program with representatives from the US Air Force, Army, Navy and Pentagon, The Pentagon. Action Research & Associates, Inc. Herndon, VA. November 4, 2008.
- Juffer, K.A. **Overview of the Results of the 2008 NDEP Process Evaluation.** Presented and discussed the evaluation results via a PowerPoint presentation with DoD, NDEP program management, and the President of Building Engineering and Science Talent, (BEST), the administration and teachers from Harford County School District, and the DoD Scientists and Engineers from the Army Research Laboratories at Aberdeen Proving Grounds. Action Research and Associates, Inc. Bel Air, MD. June 30, 2008.
- Juffer, K.A. **MdBioLab: Program Evaluation Report: 2007-08.** For the Technology Council of Maryland. Action Research & Associates, Inc. Washington, DC/Baltimore, MD: October 2008.
- Juffer, K.A. Presentation & discussion. **Preliminary Results of the Process Evaluation of the 2008 Sports Materials Partnership Intervention.** Presented to the National Defense Education Program, Harford County Public Schools Administrators, Harford Community College and Aberdeen Proving Grounds Army Research Lab staff. Action Research & Associates, Inc. Harford, MD: June 2008.
- Juffer, KA. **Process Evaluation of STEM Learning Modules: 2008 Training Workshops.** For the Department of Defense, National Defense Education Program, Office of the Secretary of Defense. Action Research & Associates, Inc. Washington DC/Baltimore, MD: March 2008.
- Juffer, K.A. Panelist. **Applying an Experimental Design to Evaluate the Effects on Student Achievement and Attitudes of a Materials Science Program vs. a Traditional Science Curriculum.** Action Research and Associates, Inc. Paper presented at the American Evaluation Association's National Convention. Baltimore, MD. November 10, 2007.
- Juffer, K.A. **Evaluation of Materials World Modules: 2006 Summer Institute.** Funded by the National Defense Education Program, Department of Defense, Office of the Secretary of Defense and Building Engineering and Science Talent. Action Research and Associates, Inc. Washington DC/Baltimore, MD: December 2006.
- Juffer, K.A, Panel Chair. **International Issues in Evaluation.** Chaired panel consisting of L. Aboki "Monitoring and Evaluation for Accountability: The Case of Nigeria's Virtual Poverty Fund," and W, Rho, "Normative Supports, Psychological Resistances, and Procedural Support: Lessons Learned of Performance Management of the Korean

- Government.” Panel presented at the American Evaluation Association’s National Convention. Action Research and Associates, Inc. Baltimore, MD. November 10, 2007.
- Juffer, K.A. Sole Presenter . ***Workshop on How to Conduct Evaluations***. Virginia Association of Museums, Richmond, VA: Octobret 2007.
- Juffer, K.A. ***Next Steps for Evaluating the Department of Defense’s Outreach STEM Programs***. Presented for the DoD, Office of the Secretary of Defense, Outreach Programs, Pentagon, Arlington, VA, Action Research & Associates, Inc. September 26, 2007.
- Horowitz, J, and K.A. Juffer, et al., (2005) ***“Data Collection of the Federal Performance Indicators for PBS’ Ready To Learn: Year Five Summary Report ”*** Government Performance and Review Act (GPRA) Report to the US Congress, U.S. Department of Education, Corporation for Public Broadcasting and Public Broadcasting Service. Washington, DC. WestEd: September 2005
- Juffer, K.A. Coordinator & Panelist: ***Collaboration in Evaluation: National Evaluation of PBS Ready To Learn***. Co-Panelists, N. Fleischman (U.S. Department of Education), K. Willard (PBS), J. Horowitz (WestEd). Eastern Evaluation Research Society: Absecom, New Jersey (April 2005)
- Juffer, K.A. Panelist: ***Evaluation of Federally Funded Arts and Educational Programs***. Co-panelists, N. Fleischman (U.S. Dept. of Education), J Horowitz, (WestEd). American Evaluation Association’s (AEA) National Conference: Atlanta, GA. (November 2004)
- Horowitz, J, and K.A. Juffer, et al., ***Data Collection of the Federal Performance Indicators for PBS’ Ready To Learn: Year Four Summary Report***. Government Performance and Review Act (GPRA) Report to the US Congress, U.S. Department of Education, Corporation for Public Broadcasting and Public Broadcasting Service. Washington, DC. WestEd: (September 2004)
- Horowitz, J, and K.A. Juffer Co-Directors ***PBS’ Ready To Learn Program: Going Beyond the Screen***. Report to the Public Broadcasting Service and US Department of Education. Wash, DC. (2004)
- Juffer, K.A. Panelist. ***Current Methodologies Supported by the Federal Government***. Co-panelists: A. Dixon (U.S. Homeland Security), M. Silverberg (U.S. Dep’t of Education). T.Knicker, (U.S. Dep’t of State), G.Della-Piana (National Science Foundation). Evaluators Institute and the Washington Evaluators: Washington, DC. (February 2004).
- Goldsmith, S. and K.A. Juffer ***Report on the Integrated Graduate Education Research Traineeship (IGERT) Program at the University of California at Santa Barbara***. (2003)
- Juffer, K.A. (2002) ***Preliminary Findings for the Evaluation of the NSF Computer Science, Engineering, and Mathematics (CSEMS) Scholarship Program***. Briefing on Research Study Findings to the National Science Foundation, Arlington, VA.
- Juffer, K.A. Co-editor. ***Evaluation of INS’ Basic Pilot Program***. Immigration and Naturalization Service, U.S. Department of Justice, Washington, DC (2001).
- Juffer, K.A. Director/Editor/Co-Author - more than **30 quantitative and qualitative media program and audience evaluations** for Arbitron and its highest profile clients including ABC and CBS Radio Networks, Infinity Radio, Clear Channel, Chancellor Radio, Spanish Broadcasting Corporation, HefTel, and Nielsen TV Ratings, Simmons Data, etc. Arbitron, Columbia, MD. (1999-2000)
- Juffer, K.A. Director of Audience Research ***Evaluation of the Effectiveness of the Voice of America’s Worldwide English Service’s Morning Magazine Program***. U.S. Information Agency, Washington, DC. (1997)

- Juffer, K.A. Director of Audience Research. **More than 50 major media, communications, audience and market research studies** evaluating hundreds of programs, media markets, and foreign public opinion for the Voice of America radio and TV, WorldNet Television, Office of Cuba Broadcasting, International Bureau of Broadcasting, U.S. Information Agency, Washington, DC. (1986-1997)
- Juffer, K.A. *Japan and the U.S.: Revving Up for the Information Superhighway*" The Center for Strategic and International Studies (CSIS), Washington, DC, December, 1994. (Distributed by The White House, The Center for Strategic and International Studies, Amazon Books, Borders Books (in the U.S.) and the Japanese Government's Ministry of Posts and Telecommunications (in Japan.) (1994)
- Juffer, K.A. *The First Step in Cross-Cultural Orientation: Defining the Problem in Education for the Intercultural Experience*, editor, R. M. Paige. Yarmouth, ME: . Intercultural Press, Inc., p. 201-215. 1993.
- Juffer, K.A. *Evaluation of the Fulbright University-to-University Exchange Program: University of New Mexico and University of Sao Paulo (Brazil)* Program Officer, Educational and Cultural Affairs Bureau, U.S. Information Agency, Washington, DC, 1986.
- Juffer, K.A. *Chapter 7: The First Step in Cross-Cultural Orientation: Defining the Problem in Cross-Cultural Orientation: Conceptualizations and Applications*, editor, R. M. Paige. Council on International Educational Exchange (CIEE), Lanham, MD: University. Press of America, p. 175-192. 1986.

PROFESSIONAL AFFILIATIONS

- American Evaluators Association
- Washington (DC) Evaluators Association
- Baltimore Evaluators Association (Executive Board)
- American Education Research Association
- American Association of Public Opinion Research
- American Association for the Advancement of Science
- Phi Delta Kappa