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Technical, business and education professional with an M.A. in Education/Instructional Technology, an M.B.A. in Marketing, a Distance Education certificate, and a B.S. in Systems Engineering currently pursuing a Ph.D. in Education.

EXPERIENCE

Web Developer / Webmaster (freelance)

CLIKT.com

March, 2007 – Present

Provide design, development, Search Engine Optimization, Search Engine Marketing, and administration for several web sites (portfolio at ProjectsByJoe.com):

- CuyahogaValleyChamber.org – Designed Joomla-based web site for local Chamber of Commerce.
- CLIKT.com – Developed new design/SEO organization to provide Internet services for local businesses.
- Electrodata.com – Developed Joomla-based web site for local electronics manufacturing company.
- EaglestoneProducts.com – Developed HTML-based web site for local sign manufacturer/distributor.
- ASGC.org – Perform updates for web site of Greater Cleveland chapter of Autism Society.
- Volunteer Work: NorthCoast24.org, WRTR.org, Burning River100.org, GreenJewel.org, and ChildPro.org.

Instructional Designer (contractor)

AlphaPort, Inc., Cleveland, Ohio

July, 2007 – October, 2010

NASA subcontractor providing technical and educational services.

- Designed web-based software engineering course covering software requirements for Office of Chief Engineer.
- Developed web-based mishap investigations course for engineers and managers.
- Designed web-based software assurance course for software engineering managers.
- Courses were designed in PowerPoint and Word and developed in HTML and Flash for implementation on NASA's LMS

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Instructional Designer/Technical Writer (contractor)

Radcom, Inc., Hudson, Ohio

August, 2007 – September, 2010

Documentation and training service

- Performed instructional design of teacher training materials for statewide program (Ohio e-Read) managed by the University of Akron. The work included design of several courses, including the complete design of two professional leadership courses for school administrators, learning object asset management and testing.
- Designed and developed two web-based sales training courses for local financial institution (National City Bank) using Lectora Publisher.
- Assisted in development of face-to-face employee training materials for national medical insurance company (Humana).
- Content development utilizes information collected from existing internal and external documents as well as interviews with organization personnel. Process includes storyboarding, editing, development and implementation onto online learning platform or development of written course materials.

Project Coordinator (contractor)

Monarch Teaching Technologies, Remote

October, 2006 – April, 2007

Consulting company providing technical services to private school

- Assisted in development of new computer-based instruction tool for teaching autistic children.
- Developed and marketed new informational web site (AutismAhead.org) covering visual learning technology applications for autism.

Program Director / Executive Director

Grassroots.org, Remote

July, 2004 – October, 2006

Nonprofit service provider that assists charities and other nonprofit organizations to utilize Internet technology

- Responsible for various aspects of operations and management of the organization, including program management, volunteer management, client support, and building partnerships.
- Expanded business to 250+ web hosting clients and 125+ web design clients.
- Managed content development for 45 topical web sites and discussion forums.
- Established national partnership with HUD's Neighborhood Networks program to offer free web services to technology centers in the program located across the country.
- Developed two newsletters (35,000+ subscribers) and daily blog (500 daily viewers) of nonprofit technology content.
- Started web-based volunteer program which grew to 200 total volunteers, including 100+ web design volunteers.
- Profiled on VolunteerMatch.org web site and "Nonprofits - Making a Difference" newsletter in July, 2006.
- Created online donation service to accept contributions from the general public.
- Performed accounting tasks including completion of organization's first financial audit.
- Attended conferences and events to promote Grassroots.org services.

Institutional Research Analyst

Cleveland State University (CSU), Cleveland, Ohio

January, 2003 – June, 2004 (temporary position)

Higher education institution

- Performed various analysis and reporting tasks on existing university data and secondary data using database and statistical analysis software.
- Wrote and edited department reports and briefs for internal and external use.
- Revised department web site. Responsible for developing web content and implementing Section 508 compliance.
- Staff member of University Planning Steering Committee responsible for authoring reports and associated materials.

Freelance Technical Writer (contractor)

Weber Associates, Remote

July, 2001 - January, 2003

Documentation and training service

- Developed sales training material for various AT&T business services as technical writing subcontractor.
- Work involved compilation of information from technical documents and interviews with product managers and creation of documentation for sales staff.

Web-Based Training Manager

CAMP, Inc., Cleveland, Ohio

August, 2000 - February, 2001

Nonprofit organization providing consulting and training to small and medium-sized manufacturers

- Managed marketing and development of online courses on CAMP-US web site.
- Developed content for E-Commerce fundamentals course.

Analyst

KeyBank, Cleveland, Ohio

August, 1998 - July, 2000

Financial institution offering banking and investment services

- Performed development, maintenance, testing and documentation for several internal databases.
- Provided customer support and performed high-level client demonstrations for several corporate web sites.
- Developed documentation (online help and printed manuals) for above sites.

Senior Market Research Analyst

Sterling, Inc., Akron, Ohio

February, 1998 - August, 1998

Operator of jewelry stores (Kay, J.B. Robinson, Jared, Rogers, LeRoy's)

- Performed market research analysis of new and existing store sites.
- Conducted sales forecasts and analysis of sales promotions.

Marketing Assistant

Goodyear Tire and Rubber Co., Akron, Ohio

September, 1996 - February, 1998

International manufacturer of consumer and commercial tires

- Designed and developed primary market research studies, using surveys, for various departments and clients.
- Analyzed results of surveys (using SAS and Excel) and developed presentation materials.

Market Research Analyst

International Approval Services (IAS), Cleveland, Ohio

February 1994 - August, 1996

Nonprofit international testing and certification laboratory, quality systems registrar (ISO 9000, QS-9000) and standards development organization

- Conducted primary and secondary market research for the purposes of new business development and customer satisfaction measurement. Projects included surveys of quality system registration clients, market share estimations and competitive analysis of other testing agencies.
- Conducted Internet training seminars and developed a training manual to educate natural gas industry professionals about related sources of information available on the World Wide Web (WWW), e-mail discussion lists and Usenet newsgroups.

Business Development Manager/Consultant

Western Enterprises (Division of Scott-Fetzer), Westlake, Ohio

June, 1990 - August, 1991; January - April, 1992

Manufacturer of compressed gas equipment (pressure regulators, manifold systems, torches and fittings) primarily for the welding and medical industries

- Conducted market research for new business development and competitive intelligence purposes.
- Responsible for obtaining and maintaining company's largest OEM account.

Other Experience

- Designed, developed and maintained content for several personal and nonprofit web sites for nonprofit organizations and programs including Summit County Historical Society and University of Akron IT Master's Program.
- Performed freelance market research for San Francisco firm (Prophet Market Research). Projects included: secondary research (using periodicals and online databases) and primary research at retail locations.

Volunteer Activities

- Founding member of Western Reserve Trail Running, Inc., an Ohio-based nonprofit running organization; Race Director of organization's inaugural run, the Burning River 100 Mile Run (USA Track and Field 100 Mile Trail National Championship), co-founder/director of the XTERRA Northern Ohio Trail Series, co-director of the Green Jewel 100K Fun Run. Designed web sites for BurningRiver100.org, XTERRAOhio.com, WRTR.org, and GreenJewel.org, 2006-Present.
- Founder of the Buckeye Trail 50K Fun Run and Winter Buckeye Trail 50K Fun Run, 1994-2003.
- Head Coach, St. Basil CYO Cross Country team, 2010 - Present.
Assistant Head Coach, St. Basil CYO Cross Country team, 2008 - 2009.
Assistant Head Coach, St. Basil CYO Track, 2007 - Present.
- Internet mailing list (LISTSERV) administration; manager of several lists including ULTRA (a 1750+ subscriber discussion group for the sport of ultramarathoning), RACEADM (running race administration), and MKTRSRCH (market research), 1993-Present.
- Race Director and webmaster, Buckeye Trail 50K Fun Run, 1994-2003 (50K running event in Brecksville, OH)
- Race Director and webmaster, Mohican 100 Mile Trail Run, 1996-2002 (100 Mile race in Loudonville, OH); Webmaster, 1996-2002, 2005-2008.
- Managed design and development of 7-node networked computer lab for parishioners at St. Catherine Catholic Church in Cleveland, Ohio, 2001-2002

PROFESSIONAL

Publications

- Jurczyk, J., Kushner-Benson, S.N., & Savery, J. "Measuring Student Perceptions in Web-Based Courses: A Standards-Based Approach", Online Journal of Distance Learning Administration (Winter, 2005).
- Pachnowski, L. & Jurczyk, J. "Perceptions of Faculty on the Effect of Distance Learning Technology on Faculty Preparation Time", Online Journal of Distance Learning Administration (Fall, 2003).
- Jurczyk, J. & Loparo, K. "Mathematical Transforms and Correlation Techniques for Object Recognition Using Tactile Data", IEEE Transactions on Robotics and Automation (June, 1989).

Papers/Presentations

- Ramlo, S. & Jurczyk, J. "Introduction to Q Methodology", MidWestern Educational Research Association Annual Conference (2007)
- Jurczyk, J. "Q-Sort.com: A Web-Based Tool for Administering Data Collection for Q Methodology Studies", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2007)
- Ramlo, S. & Jurczyk, J. "Introduction to Q Methodology", Eastern Educational Research Association Annual Conference (2007)
- Jurczyk, J. "Technology Resources for Nonprofits", showcasing low-cost and free tools for nonprofit organizations, at Neighborhood Networks Regional Workshops and Foundation Center – Cleveland brown bag lunch (2006).
- Panel Member, "At Your Assistance: Technology Resources for Museums Small and Not-so-Small", Annual Meeting of American Association of Museums (2006)
- Jurczyk, J. "Needs Assessment of Business Services for Nonprofit Organizations, Mid-Western Educational Research Association Annual Conference (2005).
- Jurczyk, J. "Needs Assessment of Business Services for Nonprofit Organizations: A Q Methodology Approach", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2005).
- Jurczyk, J. "Assessing the Need of a Nonprofit Organization for Internet Services", Eastern Educational Research Association Annual Conference (2005).
- Jurczyk, J. "Creating Your Online Presence: The Basics of Web Development", Neighborhood Networks Annual Conference (2005).
- Jurczyk, J. & Ramlo, S. "A New Approach to Performing Course Evaluations: Using Q Methodology to Better Understand Student Attitudes", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2004).
- Jurczyk, J. "Identifying Student Attitudes During the Distance Learning Process", Conference on Distance Teaching & Learning (2004)
- Jurczyk, J. "Measuring Perspectives: The Q Methodology Approach", Association for Institutional Research Annual Conference (2004)
- Jurczyk, J. & Triplett, S. "Measuring the Effect of Freshman Mentoring on Second Year Student Retention", Eastern Educational Research Association Annual Conference (2004)
- Jurczyk, J. "Web Accessibility Issues for Institutional Research", North East Association for Institutional Research Annual Conference (2003)
- Khanom, H. & Jurczyk, J. "Experience of Freshman Experience Courses and Student's First Semester Exposure to Full-Time/Part-Time Faculty on Overall Academic Achievement and Retention Rate", Mid-Western Educational Research Association Annual Conference (2003)
- Jurczyk, J. "Web-Based Data Collection for Q Methodology Studies", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2003)
- Jurczyk, J., Benson, S. & Savery, J. "Teaching Web-Based Research Methods Courses: Using the IHEP Standards To Evaluate Student and Instructor Experiences", American Educational Research Association Annual Meeting (2003)
- Jurczyk, J., Benson, S. & Savery, J. "Benchmarks of Web-Based Instruction: A Comparative Study of Student and Instructor Expectations", Mid-Western Educational Research Association Annual Conference (2002)
- Pachnowski, L. & Jurczyk, J. "Perceptions of Faculty on the Effect of Distance Learning Technology on the Teaching/Learning Process", Mid-Western Educational Research Association Annual Conference (2002)
- Pachnowski, L. & Jurczyk, J. "Correlating Self-Directed Learning with Distance Learning Success", Eastern Educational Research Association Annual Conference (2000)
- Pachnowski, L., Newman, I & Jurczyk, J. "Immediate Data: The World Wide Web as a Resource for Teaching Research Methods", Eastern Educational Research Association Annual Conference (1997)

Current Memberships

- **Board Memberships**
Brecksville Chamber of Commerce
- **Education and Technical Association Memberships**
International Society for the Scientific Study of Subjectivity (ISSSS)
The Internet Society (ISOC)
IEEE / Computer Society

EDUCATION

Ph.D. (Expected: 2011): Curricular and Instructional Studies
College of Education, University of Akron
Akron, Ohio

- Current student with focus on research and the use of technology in educational settings.
- Dissertation topic: Development of a Web-based Tool for Administering Q Methodology Studies.

M.A. (2008): Educational Foundations and Leadership emphasizing Instructional Technology
College of Education, University of Akron
Akron, Ohio

- Curriculum included various technology management, instructional design and software application courses.

Various Classes (2001-2004): Internet Business and Technology (formerly Electronic Commerce)
University of California Berkeley Extension, University of California-Berkeley
Berkeley, California (distance learning program)

- Distance learning program with curriculum covering the business and technical issues of Internet technology.

Certificate (2003): Distance Education
University of Wisconsin-Extension, University of Wisconsin-Madison
Madison, Wisconsin (distance learning program)

- Curriculum covered aspects of distance learning including teaching, learning, technology, instructional design, evaluation, learner support services, and management of online courses.

M.B.A. (1988) Concentration: Marketing
Weatherhead School of Management (WSOM), Case Western Reserve University
Cleveland, Ohio

- Graduate assistant for WSOM Banking and Finance Department, aiding in faculty research projects, including comparative studies of financial institutions and analysis of the prime rate.

B.S. (1987) Major: Systems Engineering
Case Institute of Technology, Case Western Reserve University
Cleveland, Ohio

- Senior project detailed the use of computer algorithms to compute frequency information of tactile sensor data.

Selected Face-to-Face Training Courses and Workshops

- "Q Methodology", Kent State University, May, 2003
- "Grant Writing Proposal Workshop", University of Akron, 2002
- "Introduction to Java", Database Consultants, Inc., 2000
- "Fundamentals of the Securities Industry II", New York Institute of Finance, 2000
- "Introduction to PL-SQL", Database Consultants, Inc., 1999
- "Fundamentals of the Securities Industry I", New York Institute of Finance, 1999
- "Introduction to Business Objects", Business Objects, 1998
- "Intermediate Microsoft Access", New Horizons, 1998
- "Beginning Infomark" and "Advanced Infomark", Claritas (Chicago), 1998

Online and Self-Study Training Courses

- “Project 2003 Fundamentals”, NetG, 2006
- “Web Programming with ColdFusion”, Ed2Go.com, 2004
- “Introduction to Macromedia Director 8.5”, Element K, 2000
- “Introduction to Macromedia Authorware”, Element K, 2000
- “Dreamweaver”, ElementK, 2000
- “Introduction to Macromedia Fireworks”, ElementK, 2000
- “Introduction to Macromedia Freehand”, ElementK, 2000
- “Cascading Style Sheets”, Ziff Davis University, 1998
- “Java Applets, Ziff Davis University”, 1998
- “Introduction to E-Commerce”, Ziff Davis University, 1998
- “Introduction to Unix”, Ziff Davis University, 1998
- “Introduction to JCL”, Goodyear (internal training materials), 1997

SKILLS

- Research techniques: primary data collection using surveys and focus groups, secondary data collection using the Internet, academic and commercial online databases, and library resources.
- Writing and editing: technical writing, business writing, report writing, and academic writing using APA style.
- Internet design and development using various tools including: WordPress, Joomla, Drupal, Dreamweaver, Flash, Flex, Photoshop, Fireworks, Authorware, CourseBuilder, and Microsoft FrontPage using HTML, Cascading Style Sheets (CSS), Active Server Pages (ASP), ColdFusion, PHP, CGI and Perl.
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tools and techniques: PPC campaigns, Google AdWords and AdSense programs, Google Analytics, meta tagging, directory and search engine submission, link exchange programs, domain name research and acquisition.
- Proficient in various software applications: Microsoft Office Professional (Word, Excel, PowerPoint, Access), Microsoft Publisher, Visio, SPSS, SAS, 2Way, WebCT, Lectora, Quickbooks, Oracle PL/SQL, MySQL, Infomark demographic software, ArcView and Business Objects.
- Proficient in various online applications: Salesforce.com, PeopleSoft, VolunteerMatch.org, PRWeb.com and Idealist.org.

FIELDS OF STUDY

- Q Methodology, Student Course Evaluation Methods, Factor Analysis, Multivariate Analysis, Regression Techniques, Distance Education, Analysis of Online Discussion Groups, Content Analysis, Learning Objects.

PERSONAL INTERESTS

- Running and ultramarathoning (distances more than 26.2 miles): completed more than 40 marathons and more than 40 ultramarathons.