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Business, technical and education professional with an M.B.A. in Marketing, a certificate in Distance Education, and a B.S. in Systems Engineering currently pursuing a PhD in Education.

EXPERIENCE

Instructional Designer / Technical Writer (contractor)

Radcom, Inc., Hudson, Ohio

August, 2007 – Present

Perform content development and design for web-based training courses.

- Developing sales training course on new commercial banking service for local banking client utilizing information collected from existing internal and external documents as well as interviews with company personnel.
- Process includes storyboarding, editing and implementation onto Saba online learning platform.

Web Developer / Webmaster (freelance)

March, 2007 – Present

Provide design, development and administration services for several web sites.

- 247Learn.com – Designed web site to resell Mindleaders online courses through partnership with nonprofit organization (CyberLearning, Inc.) in Alexandria, Virginia.
- BurningRiver100.org – Developed web site to support new 100 mile race in Northeast Ohio.
- OHFilter.com – Developing web portal and infrastructure for new online commercial service which profiles innovation by companies and institutions within the State of Ohio.
- ChildPro.org – Designed and maintain revised site for child protection nonprofit organization.

Project Coordinator (contractor)

Monarch Teaching Technologies, Remote

October, 2006 – Present

Consulting company providing technical services to private school.

- Assist in development of new computer-based instruction tool for teaching autistic children.
- Developing and marketing 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, 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 more than 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 multiple 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

Training development and documentation provider.

- 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.

- Developed primary market research studies, using surveys, for various departments and clients.
- Analyzed results of surveys (using SAS) 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 maintain content for several personal and professional web sites, including JaiteDesign.com, Mohican100.org, DanRossi100.org, BT50K.org, ChildPro.org, 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 running group; Race Director of organization's inaugural run, the Burning River 100 Mile Run held in August 2007.
- 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, 2005 – Present.
- Managed design and development of 7-node networked computer lab for parishoners 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", 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", 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**
Advisory Board, The Institute for End User Computing
- **Education and Technical Association Memberships**
American Educational Research Association (AERA)
Association of Institutional Research (AIR)
Mid-Western Educational Research Association (MWERA)
Eastern Education Research Association (EERA)
International Society for the Scientific Study of Subjectivity (ISSSS)
The Internet Society (ISOC)
IEEE / Computer Society

EDUCATION

PhD (Expected: 2007): Curricular and Instructional Studies

M.A. (Expected: 2006): Educational Foundations and Leadership emphasizing Instructional Technology

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.

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, academic writing, using APA style.
- Internet development tools including WordPress, Macromedia Dreamweaver, Director, Fireworks, Flash, Authorware, CourseBuilder, Adobe Captivate, Photoshop, 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) techniques: PPC campaigns, Google AdWords, meta tagging, directory and search engine submission, link exchange programs.
- Proficient in various software applications including Microsoft Office Professional (Word, Excel, PowerPoint, Access), Microsoft Publisher, Visio, SPSS, SAS, 2Way, WebCT, Quickbooks, Oracle PL/SQL, MySQL, Infomark demographic software, ArcView and Business Objects.
- Proficient in online services including 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 30 marathons and more than 30 ultramarathons.
- Guitar, keyboard and musical composition.
- Music collecting (more than 2500 cd's and 400 LP's in personal collection), rare CD boxed sets, LP's, and promotional materials.