

BRAD R. WATTS, PH.D.

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EDUCATION

Western Michigan University, Kalamazoo, MI

Ph.D, Interdisciplinary Evaluation

2011

Focus Areas: Methodology, statistics, policy. Advisors: David Hartmann, Kevin Hollenbeck
Michael Scriven.

Western Michigan University, Kalamazoo, MI

BBA, Business/Economics

2001

PROFESSIONAL EXPERIENCE

The Evaluation Center, Western Michigan University, Kalamazoo, MI

Assistant Director

2015 – Present

Assistant Director handling both administrative and evaluation roles for a university-based evaluation center. Duties include obtaining grants and new business, development of collaborative partnerships with faculty researchers, research design, analysis, report authorship and presentations, graduate student advising, and oversight of junior research staff.

Center for Human Services Research, University at Albany, SUNY Research Foundation

Senior Research Scientist and Assistant Research Professor

2012 – 2015

Responsible for all aspects of evaluation and research projects for a multidisciplinary University Center. Duties include obtaining grants and new business, research design, analysis and lead report authorship, implementation of surveys, oversight of junior research staff, and serving on the Center's administrative leadership team.

The W.E. Upjohn Institute for Employment Research, Kalamazoo, MI

Regional Analyst

2006 – 2012

Conduct research on regional economic topics, evaluate programs, co-author of quarterly publication on the West Michigan economy, conduct fiscal analysis and economic impact analysis for business and local government, report authoring, presentations on the local economy and on study results for audiences of business, governmental, and community leaders.

The W.E. Upjohn Institute for Employment Research, Kalamazoo, MI

Assistant Regional Analyst

2001 – 2006

Conduct quantitative analyses, manage large datasets, economic forecasting and impact analysis, co-author research reports, presentations on regional economic topics.

RECENT MAJOR CONTRACTS AND GRANTS

Delaware State University. Role: Principal Investigator. Evaluation of Delaware State University's Optics for Space Technology and Applied Research Center, a NASA grant-funded project.

Delaware State University. Role: Principal Investigator. Evaluation of Delaware State University's NSF-funded Center for Optical Center for Research and Education in Optical Sciences and Applications.

Indiana State University. Role: Co-PI. Evaluation of the Accelerating College Completion Through Academic Mindset program at Indiana State University.

International Labour Organization (2015-2016). Role: Principal Investigator. Metaevaluation study of evaluations conducted on ILO development projects during 2014-2015.

New York State Office for People with Developmental Disabilities (2014-2015). Role: Principal Investigator. Funding to conduct a validity Study of the CAS, a new client assessment tool developed by NYS for use with the developmentally disabled adult publication.

NYS Office of Victim Services (2015). Role: Principal Investigator. Part of a joint U.S. Department of Justice award to develop and improve a victim legal services network. In charge of leading needs assessment and research activities intended to identify service gaps in the current system in New York outside of New York City.

City of Albany and Albany Law School (2015). Role: Principal Investigator. Contract to conduct a formative evaluation of the Albany Citizens' Police Review Board and to identify benchmark measures for tracking future board process and outcomes.

New York State Office of Children and Family Services (2011-2015). Role: Joint Investigator. Implementation of a random control assessment of the Healthy Families New York program supporting a 15-year study update with participants from the original trial cohort. Research focus on outcomes related to education and income, as well as cost-benefits analysis.

U.S. Department of Justice, Office of Justice Programs, Office for Juvenile Justice and Delinquency Prevention (2013-2014). Role: Principal Investigator. Grant funding to conduct an evaluability assessment for the Youth-Police Initiative.

Albany County (2012-2013). Role: Principal Investigator. Contract to evaluate the process and operations of the Albany County Department of Children, Youth, and Families.

SEED Program (2012-2013). Role: Principal Investigator. Contract and foundation grant to evaluate the Small Enterprise Economic Development (SEED) program.

New York State Office for People with Developmental Disabilities (2012). Role: Principal Investigator. Project to assess the burnout of front-line workers in the NYS disability services system.

ACADEMIC PUBLICATIONS

Watts, B.R. February 2016. Quality Assessments of ILO Project Evaluations: What are the next steps to better evaluations? *iEval Think Piece*, 10.

Miesing, P., **Watts, B.**, Siegel, D., & Briar-Lawson, K. 2015. Lessons on microenterprise development from a university-based microlending development program. In Audretsch, D.B., Link, A.N., & Walshok, M. (eds.) *Oxford Handbook of Local Competitiveness*. Oxford, UK: Oxford University Press.

Watts, B. et al. 2011. What should EDA fund? Developing a model for preassessment of economic development investments. *Economic Development Quarterly*, 25(1), 65-78.

Erickcek, G.A. & **Watts, B.R.** 2009. How can a community respond to the economic downturn? *Employment Research*, 16(3), 10.

Watts, B. 2007. Understanding opportunity costs: A response to Scriven's 'The Economist's Fallacy.'" *Journal of Multidisciplinary Evaluation*, 5(10), 89-92.

RESEARCH AND TECHNICAL REPORTS

Watts, B., Coryn, C., Fiekowsky, E.L., Wilson, L.N., Mateu, P. January 2016. Quality Assessment Brief: Analysis of Evaluation Manager Certification Programme Impact on Quality and Practice. Evaluation Center Report to the International Labour Organisation.

- Watts, B., Coryn, C., Fiekowsky, E.L., Wilson, L.N., Mateu, P. January 2016. Quality Appraisal of ILO Project Evaluations. Evaluation Center Report to the International Labour Organisation.
- Watts, B. & Barnes, C. 2015. Evaluation and Benchmarking Plan for the Albany Citizens' Police Review Board. CHSR Research Report.
- Watts, B. & Washington, H. 2014. Evaluability Assessment of the NAFI Youth & Police Initiative Training. CHSR Research Report for the U.S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention.
- Watts, B. 2013. A Study of Integrated Services for Children in Albany County. CHSR Research Report for Albany County, NY County Executive's Office.
- Watts, B. 2012. Evaluation of the Small Enterprise Economic Development (SEED) Program. CHSR Research Report.
- Watts, B. & Horan, S. 2012. Results of the 2012 OPWDD Employee Survey. CHSR Research Report for NYS Office for People with Developmental Disabilities.
- Watts, B. 2012. Results of the Adirondack Regional Health Network Survey. CHSR Research Report for the Adirondack Regional Health Network.
- Erickcek, G. & **Watts, B.** 2006-2011. Business Outlook. Kalamazoo, MI: Upjohn Institute. [Ongoing co-authorship of quarterly publication]
- Watts, B.R. 2011. Economic Impact of Kalamazoo College. Upjohn Institute Research Report.
- Watts, B. & Erickcek, G. 2010. Design and Economic Growth in West Michigan. Upjohn Institute Research Report.
- Erickcek, G., Timmeney, B., Pittelko, B., & **Watts, B.** 2010. Talent 2025: Assessment of the West Michigan Talent Development System.
- Hewat, N., Hollenbeck, K., **Watts, B.**, et al. 2009. Nurturing America's Growth in the Global Marketplace through Talent Development: An Interim Report on the Evaluation of Generations II & III of WIRED. Public Policy Associates and Upjohn Institute report to U.S. Department of Labor, ETA.
- Watts, B., Erickcek, G., Duritsky, J., O'Brian, K.E., Robey, C., & Robey, J. 2009. What should EDA fund? Developing a model for pre-assessment of economic development investments. Upjohn Institute Staff Working Paper No. 09-155.
- Erickcek, G., Timmeney, B., Pittelko, B., & **Watts, B.** 2009. Social and Economic Indicators Typifying the Community's Health. Upjohn Institute Research Report for the Kalamazoo Community Foundation.
- Erickcek, G., Klerk, S., & **Watts, B.** 2008. Review of the Davenport Promise Concept. Upjohn Institute Research Report.
- Erickcek, G., Timmeney, B., & **Watts, B.** 2008. Calhoun County Baseline Study Committee: Recommended Indicators and Baseline Data Report. Upjohn Institute Research Report for the Calhoun County Casino Baseline Study Committee.
- Erickcek, G.A. & **Watts, B.R.** 2008. Economic Impact of Kalamazoo-Battle Creek International Airport. Upjohn Institute Research Report.
- Watts, B. & Erickcek, G. 2008. Labor Market Profile of the Central Area Michigan Works Region. Upjohn Institute Research Report.

- Erickcek, G., Preuss, J., **Watts, B.**, et al. 2008. Comprehensive Study of Regionalism: Tools for Comparison and Evaluation. Upjohn Institute Research Report to the U.S. Department of Commerce, Economic Development Administration.
- Erickcek, G.A. & **Watts, B.R.** 2008. Economic Impact of Proposed Harbor Shores Development. Upjohn Institute Research Report.
- Erickcek, G.A. & **Watts, B.R.** 2007. Emerging Industries: Looking Beyond the Usual Suspects. Upjohn Institute Research Report.
- Watts, B.R., Erickcek, G.A., Stotz-Ghosh, S., & Timmeney, B. 2007. Economic Scan and Workforce Development Profile: Barry, Branch, Calhoun, Kalamazoo, and St. Joseph Counties. Upjohn Institute Research Report.
- Watts, B.R. 2007. Michigan Socioeconomic Conditions and Trends: West Michigan Compared to East Michigan. Upjohn Institute Research Report for Borgess Health Group.
- Erickcek, G.A. & **Watts, B.R.** 2007. Economic Impact of Grand Valley State University. Upjohn Institute Research Report.
- Erickcek, G. & **Watts, B.R.** 2007. Market Gap Analysis for the Greater Grand Rapids Area. Upjohn Institute Research Report.
- Bartik, T., Erickcek, G., Huang, W., & **Watts, B.** 2006. Michigan's Economic Competitiveness and Public Policy. Upjohn Institute Research Report.
- Erickcek, G.A. & **Watts, B.R.** 2006. Berrien County 2005 to 2015 Economic Forecast: Final Report. Upjohn Institute Research Report.
- Erickcek, G.A. & **Watts, B.R.** 2005. Arts and Cultural Activities and the Michigan Economy. Upjohn Institute Research Report.
- Breisach, R.A., Erickcek, G.A., & **Watts, B.R.** 2004. Results and Recommendations of Water and Wastewater Affordability Study. Upjohn Institute Research Report for the City of Kalamazoo Department of Public Services.
- Erickcek, G.A., Timmeney, B., & **Watts, B.** 2004. Benefit-Cost Analysis of the SOURCE. Upjohn Institute Research Report for the Delta Strategy at Grand Rapids Community College.
- Erickcek, G.A., Timmeney, B., & **Watts, B.** 2004. Gap Analysis of the Current Financial Services Network in Calhoun County. Upjohn Institute Research Report.
- Erickcek, G.A. & **Watts, B.R.** 2003. Benchmarking Study of the Small Business Environment in Saginaw County. Upjohn Institute Research Report for Saginaw County Vision 2020 Entrepreneur & Small Business Committee.
- Watts, B. 2003. Economic Impact of State Farm Insurance's Michigan Operations Center on the Marshall Area and Calhoun County. Upjohn Institute Research Report.
- Erickcek, G.A. & **Watts, B.R.** 2003. An Economic Development Benchmarking System for Rural Michigan. Upjohn Institute Research Report.
- Erickcek, G.A. & **Watts, B.R.** 2003. Quality of Life and Diversity in the Benton Harbor Metropolitan Area: Findings and Suggestions in Attracting Professional Workers. Upjohn Institute Research Report for Cornerstone Alliance.
- Erickcek, G.A. & **Watts, B.R.** 2001-2003. The Benton Harbor Area Benchmarking Study. Upjohn Institute Research Report [annual report to Cornerstone Alliance.]
- Erickcek, G.A. & **Watts, B.R.** 2002. Economic Analysis of the Calhoun County Economy: What Needs to be Done for the Future? Upjohn Institute Research Report.

Erickcek, G.A. & **Watts, B.R.** 2001. Economic Impact of Pharmacia on Kalamazoo County. Upjohn Institute Research Report.

Erickcek, G.A. & **Watts, B.R.** 2001. St. Joseph County Benchmarking Study. Upjohn Institute Research Report.

SELECT PRESENTATIONS

<i>Why Evaluability Assessment? Examples from Three Real-World Settings</i> American Evaluation Association annual conference, Denver, CO	2014
<i>Collecting and Using Cost Data in the Orange County System of Care</i> American Evaluation Association annual conference, Washington, DC	2013
<i>Methodological Issues in Evaluating Large-Scale Regional Economic Development Initiatives</i> American Evaluation Association annual conference, Anaheim, CA	2011
<i>Economic and Demographic Trends for Kalamazoo County and Beyond</i> Presentation to Leadership Kalamazoo, October 20, 2011	2011
<i>Economic Update: What's Next for the West Michigan Economy?</i> Presentation to meeting of Kalamazoo Area Labor Management	2010
<i>Kalamazoo County Demographics and Economic Trends</i> Presentation to Leadership Kalamazoo, October 21, 2009	2009
<i>Kalamazoo County Demographics and Economic Trends</i> Presentation to visiting Russian delegation, Colleagues International	2009
<i>Development of an Evaluation Model for Regional Economic Development</i> American Evaluation Association annual conference, Baltimore, MD	2007

MEMBERSHIPS AND AWARDS

American Evaluation Association	2006-present
Leadership Kalamazoo Graduate	2005
Regional Steward Award, Regional Leadership Alliance West Michigan	2004-2005