

**Freda S. Farmer, Ph.D.**  
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### **Education**

- Ph.D., Curriculum and Instruction with an emphasis in Measurement and Evaluation, University of South Florida, Tampa, Florida, 2009.
- Master of Education (M.Ed.), Curriculum and Instruction with an Emphasis in Measurement and Evaluation, University of South Florida, Tampa, Florida, 2001.
- Bachelor of Science in Psychology, University of South Florida, Tampa, Florida, 1999.
- Bachelor of Arts, Secretarial Science, Jones College, Jacksonville, Florida. 1972

### **Professional Skills**

- Writing (creative, fiction, non-fiction, and technical)
- Editing and proofreading
- Design, conduct, and disseminate program evaluations
- Analyze quantitative and qualitative data, write and present reports
- Utilize multiple assessment techniques: surveys; focus groups; interviews; document and content analysis; and classroom observations
- Develop instruments
- Present findings to district- and school-level audiences and conferences
- Liaison with school and administrative staff and outside agencies
- Supervise clerical staff

### **Personal and Computer Skills**

- Excellent communication, organizational, and project management skills; skilled at working in teams as well as independently; and able to work respectfully with diverse community.
- SPSS, Excel, Word and WordPerfect, Power Point, Visio, utilization of Internet to locate and acquire data and project-related information and research.

### **Professional Experience**

Research and Evaluation Consultant, Austin, Texas. 2012 to present.  
Coordinator of Evaluation, Hillsborough County Public Schools, Tampa, Florida. 2005 to 2012.  
Evaluation Consultant: Hillsborough County School District, Tampa, Florida. 2004-2005.  
Research, Teaching, and Graduate Assistant: University of South Florida. 2001-2004.

### **Non-Academic Work Experience**

Senior Executive Secretary: Board of County Commissioners, Tampa, Florida. 1994-2001  
Executive Secretary: Hillsborough County Sheriff's Office, Tampa, Florida. 1985-1994.  
Medical Records Transcriber/Manager: Tampa, Florida. 1977-1983.

### **Selected Evaluation Reports**

All reports available from the Division of Information and Technology, Hillsborough County Public Schools, 901 East Kennedy Boulevard, Tampa, Florida 33602.

- Interim and Final Evaluation of Reading Results Optimized by Computer Software—Reading ROCs!, 2005.
- Magnet School Assistance Program: Years 1, 2, and 3 Annual Progress Reports and Final Report in concert with Tina P. Bacon, Ph.D. (outside consultant), 2005-2009.

- Initial Feedback on Renzulli Learning Systems, 2006-2007.
- Title III Evaluation Report, English Language Learners, 2007.
- Emergency Response and Crisis Management Final Report, 2007.
- Reading Between the Lines: An Evaluation of Reading Endorsement Program, Reading Instruction, Student Motivation, and Student Performance with Linda Gaughan, Ph.D., and Patti Simmons, Assessment and Accountability, and Sandra Tune, District Resource Teacher. 2008
- Formative Evaluation of Single Gender Instruction, 2009.
- Formative Evaluation of Salary Differential Program, 2009, with Julie McLeod, federal programs evaluator.
- Compliance Evaluation of Single Gender Instruction, 2009, 2010 and 2011.
- Formative Evaluation of Problem Solving Response to Intervention, August 2010.
- Evaluation of District Initiatives and Mandates, 2011.

#### **Ad Hoc Assignments**

- Preparation of Department's input into Superintendent's evaluation.
- Preparation of Department's input into District Strategic Plan.
- Maintained liaison with Children's Services staff, Imagination Library project.
- Presentation on evaluation methods to Ophelia Boys' Project Initiative staff.

#### **Independent Research**

Conceptualized and created the EncStat (Encouraged About Statistics) educational program, consisting of anxiety intervention and statistical content components designed to help graduate students in their learning of statistics by directly addressing anxiety issues. Developed psychological component and helped coordinate statistics content component. Functioned as co-leader in team meetings. Participated in instrument development, research design, conference proposals and presentations, journal article, and teaching symposium. EncStat provided research opportunities and funding for faculty and graduate students.

#### **Professional Service Activities**

- Committee Member: University of South Florida. Student Life and Activities Committee. Department of Educational Measurement and Research. 2003-2004.
- Tutor: University of South Florida. Conducted pro bono semester-long review of course material offered in Statistical Analysis I for graduate students with statistics anxiety. 2002.

#### **Professional Publications**

Watson, F.S. (2009). *Shyness in the context of reduced fear of negative evaluation and self-focus: A mixed methods case study*. (Doctoral dissertation.) Retrieved from Proquest Dissertations and Theses (Accession Order No. 3420539.)

Dedrick, R.F., Watson, F. (2002). Mentoring needs of female, minority, and international students: A content analysis of academic research guides and related print material. *Mentoring and Tutoring*, 10, (3), 275-289.

#### **Presentations at Conferences**

Watson, F., Hess, M. R., Onwuegbuzie, T.O., Ferron, J. M., Kromrey, J. D., Hogarty, K. Y., Lunsford, D., and Dedrick, R. F. (2004, February). Anxiety and attitudes in graduate statistics education:

Measuring and monitoring change during the semester. Paper presented at the Annual Meeting of the Eastern Educational Research Association, Clearwater, Florida.

Watson, F., Lang, T., Kromrey, J. D., Ferron, J. M., Hess, M. R., Hogarty, K.Y. (2003, April). *An assessment blueprint for EncStat: A statistics anxiety intervention program*. Paper presented at the Annual Meeting of the American Educational Research Association, Chicago.

Watson, F., Kromrey, J. D., Lang, T., Hess, M. R., Hogarty, K. H., Dedrick, R. F. (2003, April). *Multifaceted Foci: The antecedents of statistics anxiety and negative attitudes toward statistics*. Paper presented at the annual meeting of the American Educational Research Association, Chicago.

Watson, F., Kromrey, J. D., Ferron, J. M., Dedrick, R. D., Hogarty, K.Y., Lang, T., & Hess, M. R. (2003, February). *Development and initial validation of the encouraging statistics professor scale*. Paper presented at the annual conference of the Eastern Educational Research Association, Hilton Head, SC.

Watson, F., Kromrey, J. D., & Hess, M. R. (2003, February). *Toward a conceptual model for statistics anxiety intervention*. Paper presented at the annual conference of the Eastern Educational Research Association, Hilton Head, SC.

Watson, F., Kromrey, J. D., Lang, T. (2002, November). *Breaking ground for EncStat: A statistics anxiety intervention program*. Paper presented at the annual meeting of the Florida Educational Research Association, Gainesville, FL.

Kromrey, J. D., Ferron, J. M., Parshall, C.G., Hogarty, K. Y., Grinnell, L., Hess, M. R., Lee, R., Romano, J., Sentovich, C., Watson, F., Dawson, G, Niles, J. (2002, February). *Evidence of achievement in systemic reform: Methodological alternatives for analyzing student outcomes*. Paper presented at the annual conference of the Eastern Educational Research Association, Sarasota, FL.

Ferron, J. M., Kromrey, J. D., Parshall, C. G., Hogarty, K.Y., Grinnell, L., Hess, M. R., Lee, R., Romano, J., Sentovich, C., Watson, F., Dawson, G, Niles, J. (2002, November). *Representing and Communicating Student Outcomes in Systemic Reform*. Paper presented at the annual meeting of the Florida Educational Research Association, Marco Island, FL.

Kromrey, J. D., Ferron, J. M., Parshall, C. G., Hogarty, K.Y., Grinnell, L., Hess, M.R., Lee, R., Romano, J., Sentovich, C., Watson, F., Dawson, G, Niles, J. (2002, April). *Evidence of attainment: A comparison of methods for representing and communicating student outcomes in systemic reform*. Paper presented at the annual conference of the American Educational Research Association, New Orleans, LA.

### **Professional References**

Available upon request.