

# Keston H. Fulcher

## Office

Center for Assessment and Research Studies  
James Madison University  
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## EDUCATION

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**James Madison University**, Harrisonburg, VA--2000-2004  
**Ph.D.** in Assessment and Measurement  
Dissertation: Towards Measuring Lifelong Learning: The Curiosity Index

Temple University, Philadelphia, PA --1999-2000  
Ph.D. program in School Psychology  
Attended one year—transferred to James Madison University

**University of Kansas**, Lawrence, KS--1997-1999  
**Ed.S.** in School Psychology  
Project: The Readability of Childhood Personality Assessment Instruments (Revisited)

**University of Virginia**, Charlottesville, VA --1993-1997  
**B.A.** Major: Psychology      Minor: Biology

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## EXPERIENCE

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### **James Madison University, Harrisonburg, VA**

*Associate Assessment Specialist & Assistant Professor* – 2009 – present

- Coordinate assessment of general education Cluster 1, which includes writing, information literacy, critical thinking, and oral communication
- Serve as assessment liaison for approximately two dozen academic degree programs and the Office of the Special Assistant to the President for Diversity
- Teach
  - Intermediate Inferential Statistics
  - Measurement Theory

### **Christopher Newport University, Newport News, VA**

*Director of Assessment, Evaluation, and Accreditation* – 2005 - 2008

- Coordinate assessment of academic programs, non-academic units, and general education via “Assessment Days”
- Serve as CNU’s liaison to regional accreditor (SACS)

- Manage Quality Enhancement Project
- Analyze and manage data (Analyses include univariate and multivariate statistics, & G-Theory using SAS, SPSS, GENOVA, Lisrel)

### **Eastern Shore Community College, Melfa, VA**

*Coordinator of Research, Planning, and Assessment/JMU Intern – 2002 - 2005*

- Establish assessment day and coordinate all facets thereof (proctor training, test administration, data analysis, reporting, etc.)
- Assist Virginia Community College System with aspects of general education assessment such as instrument development, instrument selection, standard setting, and sampling methodology
- Conduct internal audit of research efforts and needs
- Coordinate assessment of academic programs and general education
- Facilitate design of survey that identifies workforce development needs on the Eastern Shore
- Analyze and manage data (Analyses include univariate and multivariate statistics, & G-Theory using SAS, SPSS, GENOVA)
- Oversee institutional research reporting
- Supervise room scheduling

### **James Madison University, Harrisonburg, VA**

*Graduate Assistant –2000-2002*

The Center for Assessment and Research Studies (CARS)

- Analyze and manage data (Analyses include univariate and multivariate statistics, SEM, G-Theory, & IRT using SAS, SPSS, Lisrel, GENOVA, Bilog-MG, & Parscale)
- Assist in all-campus assessment day activities (test administration, scoring, data analysis, and reporting)
- Consult with faculty and staff on their ongoing assessment program planning in majors and general education; technical assistance as needed including instrument development, research design, performance assessment, and data analysis
- Develop computer adaptive test for Dietetics program
- Convert paper and pencil tests to computer-based formats
- Provide assistance with assessment for Preparing Tomorrow's Teachers to Use Technology: a federally funded grant awarded to JMU

*Group Facilitator 2001*

Informal Weekly Meetings and Data Analysis Workshop (Emphasis on SAS)

Supervision by Dr. Christine DeMars

- Create and Organize Materials
- Demonstrate and Explain SAS Code

### **Institute for Behavior Change, Philadelphia, PA**

*Behavioral Specialist Consultant 2000*

- Organize behavioral plan for children with special needs
- Consult with children's parents and teachers
- Monitor progress of children
- Supervise therapeutic support staff

*Mobile Therapist 2000*

- Provide counseling to children

- Address children's behavioral objectives

### **University of Kansas, Lawrence, KS**

*Practicum Student –DeSoto Public School District 1998-1999*

- Present at student IEP, evaluation, and re-evaluation meetings
- Administer, score, and interpret IQ, achievement, and affective instruments
- Write individual psychological reports
- Consult with teachers regarding student academic and behavioral concerns
- Counsel students with emotional and/or behavioral concerns

*Teaching Assistant 1997-1999 (four semesters)*

Class: "Introduction to Learning Theory"

Supervision by Dr. Robert Hohn

- Teach classes
- Organize materials
- Evaluate students

*Graduate Assistant – First Things First Project 1999*

- Behavioral coding
- Data entry

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#### CONSULTATION

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### **Mississippi Valley State University**

Provide training for setting up academic and administrative assessment for accreditation

### **James Madison University, Harrisonburg, VA**

Assist kinesiology doctoral student with data analysis for her dissertation

### **Melfa, VA**

Advise business graduate student on multiple regression project

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#### AWARDS AND LEADERSHIP POSITIONS

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### **James Madison University, Harrisonburg, VA**

*President-Elect of Virginia Assessment Group 2009-present*

*Member, SACS 2009 Planning Committee 2008-present*

### **Christopher Newport University, Newport News, VA**

*Editor of Research and Practice in Assessment, an on-line journal associated with the Virginia Assessment Group 2006-2008*

*Member, SACS 2008 Planning Committee 2007-2008*

*CNU representative to the Southern Association of Colleges and Schools 2007-2008t*

*Co-Chair, Quality Enhancement Leadership Committee 2006-present*

*Member of Assessment of Student Learning Taskforce reporting to the State Council of  
Higher Education for Virginia 2005-2006  
Ex Officio, Program Review Committee 2005-2008  
Ex Officio, University Assessment and Evaluation Committee 2005-2008*

**Eastern Shore Community College, Melfa, VA**

*Subcommittee Chair, Institutional Effectiveness Committee 2004  
Rotary International Group Study Exchange Member (Akita, Japan) 2004*

**James Madison University, Harrisonburg, VA**

*Outstanding Graduate Teaching Award 2002  
Graduate Representative to the Academic Programs Committee 2002*

**University of Kansas, Lawrence, KS**

*President of the Graduate Association of School Psychologists 1998-1999*

**University of Virginia, Charlottesville, VA**

*University Union's Area Coordinator of Games and Recreation 1995-1996*

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SCHOLARLY ACTIVITY

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*Publications*

- Anderson, R. & Fulcher, K. "Advanced tools in assessment: It's not your grandfather's assessment, Part III" *Netresults*, April 2008. Retrieved from <http://www.naspa.org/membership/mem/nr/article.cfm?id=16231>
- Anderson, R. & Fulcher, K. "Advanced tools in assessment: It's not your grandfather's assessment, Part II" *Netresults*, February 2008. Retrieved from <http://www.naspa.org/membership/mem/nr/article.cfm?id=16235>
- Anderson, R. & Fulcher, K. "Advanced tools in assessment: It's not your grandfather's assessment, Part I" *Netresults*, January 2008. Retrieved from <http://www.naspa.org/membership/mem/nr/article.cfm?id=1623>
- Fulcher, K. & Anderson, R. "Advanced tools in assessment: It's not your grand father's assessment, Part IV" *Netresults*, May 2008.
- Fulcher, K. H. "Curiosity: A Link to Assessing Lifelong Learning" *Assessment Update*, March 2008, 20(2), 11-13.
- Fulcher, K. H. & Willse, J. T. "Value Added: Changing Back to Basics" *Assessment Update*, September-October 2007, 19(5), 10-12.
- Hart, J. W., Stasson, M. F., Fulcher, K. H., & Mahoney, J. M. "Assessing Achievement Motivation as a Multi-Faceted Construct: Examining the Reliability and the Factor Structure of the Cassidy and Lynn Scale" *Individual Differences Research*, ???2007.
- Pieper, S. L., Fulcher, K. H. "From 8-Track to DVD: Updating Current Assessment Practice" *Assessment Update*, March-April 2003, 15(2), 6-7.
- Pieper, S. L., Fulcher, K. H., Morrow, A. K., & Thelk, A. "Assessment and Measurement: Exactly Right for Student Learning" *Assessment Update*, July-August 2002, 14(4), 4-5, 14.
- Pieper, S. L., Fulcher, K. H., Sundre, D. L., & Erwin, T. D. "What Do I Do with the Data Now?: Analyzing Assessment Information for Accountability and Improvement" *Research and Practice in Higher Education* 2008, 2(1). Retrieved January 29, 2008, from <http://www.virginiaassessment.org/rpa/3/Pieper,%20Fulcher,%20Sundre,%20&%20Erwin.pdf>

*Presentations*

- Anderson, R. & Fulcher, K. H. "Using Assessment Findings II" James Madison University's Assessment Institute, Harrisonburg, VA 2005.

- Anderson, R. & Fulcher, K. H. "Advanced Tools for Assessment: It's not Your Grandfather's Assessment" International Assessment and Retention Conference, St. Louis, MO, 2007.
- Anderson, R., Fulcher, K. H., & Doolittle, D. "Assessing the QEP" SACS Annual Conference, Orlando, FL 2006.
- Busby, Katie & Fulcher, K. H. "Building a Better Survey" International Assessment and Retention Conference, St. Louis, MO 2007.
- Doolittle, D., Anderson, R., Mittura, K. & Fulcher, K.H. "Selecting a QEP Topic" SACS Annual Conference, Orlando, FL 2006.
- Fulcher, K.H. "Value-Added Assessment at the Institutional Level: Pros, Cons, and Misconceptions" International Assessment and Retention Conference, St. Louis, MO 2007.
- Fulcher, K. H. "Assessing the QEP: Roundtable Discussion." SACS Annual Conference, Orlando, FL 2006.
- Fulcher, K. H. "Assessing Lifelong Learning: Where to Start" International Assessment and Retention Conference, Phoenix, AZ 2006.
- Fulcher, K. H. & Anderson, R. "Learning Outcomes Assessment at Community Colleges" NC State Undergraduate Assessment Symposium, Cary, NC 2006.
- Fulcher, K. H. "Assessing Student Learning: Approaches to Embrace and Those to Avoid" Transnational Association of Christian Colleges and Schools Conference, Virginia Beach, VA 2005.
- Fulcher, K. H. "Gathering Validity Evidence for the Curiosity Index" Student Symposium in Research and Practice at James Madison University Harrisonburg, VA 2002.
- Fulcher, K. H. "The Curiosity Index" Guest Speaker Association of American Colleges and Universities, Dallas, TX 2002.
- Fulcher, K. H. "The Information Seeking Skills Test" Guest Speaker on Information Literacy Panel. Virginia Assessment Group: Spring Practitioners' Workshop Richmond, VA 2002.
- Fulcher, K. H. & Doolittle, D. "Long Lost Cousins: How Assessment in Business and Healthcare Can Aid Assessment Practitioners in Higher Education" Virginia Assessment Group Conference, Virginia Beach, VA 2005.
- Fulcher, K. H. & Haley, K.A. "Creating New Opportunities for Computer Adaptive Testing in Higher Education: The Stratum CAT", Poster Session American Educational Research Association Conference, New Orleans, LA 2002.

- Fulcher, K. H. & Haley, K. A. "Making Computer Adaptive Testing Feasible in Universities: The Stratum CAT" Virginia Assessment Group Conference, Virginia Beach, VA 2001.
- Fulcher, K. H. & Harper, V. "Assessment of Oral Communication, Live!" Virginia Assessment Group, Staunton, VA 2006.
- Fulcher, K. H., McCarter, W. S., & Smith, W. L. "The Writing Assessment Process: From Conception to Curricular Change" Virginia Assessment Group Conference, Williamsburg, VA 2003.
- Fulcher, K. H. & Thelk, A. "Communicating Assessment Results" Virginia Assessment Group Conference, Richmond, VA 2005.
- Fulcher, K. H. & Williams, K. "Clarity in Critical Thinking" Virginia Assessment Group Conference, Virginia Beach, VA 2001.
- Fulcher, K. H. & Willse, J. T. "Common Misconceptions of Assessment" Undergraduate Assessment Symposium, Cary, NC 2008.
- McKay, T. & Fulcher, K. H. "Simplifying the Departmental Assessment Process through Technology" NC State Undergraduate Assessment Symposium, Cary, NC 2007.
- Moore, D. & Fulcher, K. H. "Performance Assessment: Reliability and the Assessment of Individual Differences" Association of Higher Education Conference, Denver, CO 2001.
- Moore, D., Willse, J. T., & Fulcher, K. H. "Planning Your Assessment Program" Student Success Conference in Virginia, Harrisonburg, VA 2000.
- Pickering, J. W., Sharpe, M. S., Fulcher, K. H., & Zerwas, S. C. "Opening the Assessment Toolbox" SACS Annual Conference (Workshop), New Orleans, LA 2007.
- Sprague, M. & Fulcher, K. H. "Defining Good Assessment: An Example" NC State Undergraduate Assessment Symposium, Cary, NC 2007.
- Thornton, G & Fulcher, K. H. "Educational Outcomes in Higher Education: A Model Undergraduate Social Work Program Assessment" Virginia Assessment Group Conference, Williamsburg, VA 2007.

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#### TECHNOLOGY SKILLS

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- Facile with SAS, SPSS, Microsoft Office including ACCESS, Adobe Acrobat
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## MEMBERSHIPS

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- American Educational Research Association
- Virginia Assessment Group