

C. Jeffrey De Witt

**Center for Evaluation & Education Policy
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EDUCATION

Bachelor of Science Degree: Sociology and History
Ball State University, Muncie, Indiana; December, 1976

SUMMARY OF EXPERIENCE

Broad experience in organizational planning, management, and marketing: establishing external partnerships and coalitions, marketing, membership/customer development, orientation and support of members and volunteer leaders at all levels, risk management, fund raising, public relations, budget planning and management, evaluation and application of evolving technologies, staff development and supervision (both, office- and field-based staff in North America and Latin America).

PROFESSIONAL EXPERIENCE

August 1999 – Present: Center for Evaluation & Education Policy (CEEP)
(Formerly the Indiana Center for Evaluation)
Indiana University; Bloomington, Indiana

Assistant Director for Marketing/Outreach & Facilities
(February 2004 – Present)

Responsibilities include:

- monitor opportunities for new projects
- present CEEP to prospective clients
- assist with building relationships between CEEP and other IU entities and external organizations and individuals that may have mutual interests
- lead or support assigned special projects
- assist with preparation of proposals
- select and attend exhibits where CEEP should be present
- develop promotional materials
- monitor media hits and help proof media releases
- distribute CEEP e-News Alerts to subscribers
- supervise CEEP's Internet site
- manage logistics for special CEEP/CESSR events and conferences
- acquire and manage center facilities and technology

Associate Director for Business Operations
(April 2003 – February 2004)

Worked to ensure quality and consistency in the day-to-day functioning of the support and administrative activities of the center. This included coordination of the university's human resources policies and procedures for center staff (academic, support, professional, hourly, and student), general oversight of purchasing and staff appointment procedures, supervision of the Office Manager and second-level supervision of other support staff, and management of center facilities and technology.

Marketing/Outreach Coordinator
(August 1999 – March 2003)

Worked with clients and prospective clients to discover how their needs for objective program evaluation could be met by the center; supported the development of partnerships between clients and the center; worked with other staff to assure the satisfactory delivery of the Center's services; and participated in the strategic planning and general management activities within the center.

February 1999 – August 1999: Indiana Center for Evaluation
Indiana University; Bloomington, Indiana

Consultant

Worked with the Indiana Center for Evaluation to outline strategies for growth through the pursuit of external project contracts.

October 1986 – October 1998: Kiwanis International Headquarters
Indianapolis, Indiana

Coordinator, Field Operations
(February 1995 – October 1998)

Senior management position, responsible for three departments focused on operations in the Americas and Asia/Pacific regions, and advisory support for evolving operations in Europe and Africa. Helped design and gain Board of Trustees' acceptance of comprehensive long-range plans for development and operations in each region. Responsible for staff of 18 employees and budget of \$1,160,000; participated on staff strategy committees on office technology, Internet use, and redesign of the database of 330,000 members and 8,200 local clubs in 81 nations; and served as liaison to Board of Trustees for growth and member services issues. Served on the committee to organize the solicitation of staff participation in the organization's first capital campaign. Selected to assist with hiring a new Management Information System Director and a new Human Resources Director.

Acting Assistant Secretary, Membership
(June 1991 – November 1991)

Temporary senior management over seven departments related to worldwide membership development and support. Responsible for combined staff of 33 employees and budget of \$2,300,000. Later assisted with orientation of the new Assistant Secretary and restructuring of the Membership Division.

Director, Field Operations-North America
(October 1987 – October 1998)

Led the development and initial implementation of the first marketing-style approach to Kiwanis operations. Tested ideas in the field with members and non-members. Redefined growth related roles of staff and lead volunteers at international, district, and local levels. Developed new training plans and materials for volunteers. Reorganized and expanded the role of field staff in North America and hired a new style of field staff. Organized interdepartmental project teams to reshape North American operations.

Manager, Field Operations
(October 1986 – September 1987)

Worked with staff and volunteers in the field throughout North America to learn the strengths and weaknesses of growth-related programs and the general operations of the organization.

**January 1981 – September 1986: Alpha Tau Omega Fraternity Headquarters (ATO)
Champaign, Illinois**

Director, Alumni and Volunteer Services

Assisted with the initial development of the LeaderShape Institute and the capital campaign to launch the program.

Initiated a series of city alumni receptions to identify potential volunteers and donors, inform them of current issues, and learn their ideas and needs as members.

Established regular contact with local alumni associations throughout the country, and promoted their awareness of, and involvement in the current agenda of the national organization.

Coordinated the appointments of non-elected national leaders. Redesigned the orientation programs for volunteers to be more comprehensive.

Began a series of regional alumni volunteer conferences with the National President to bring more national, regional, and local volunteers face to face to discuss current issues and needs.

Assisted with establishing the headquarters' first in-house membership database, containing records of 110,000 alumni and 8,100 undergraduates.

Coordinated site selection, programming, staff assignments, and on-site management for national conventions. Worked with the Executive Director, local "host" alumni, and hotel staff to produce the conventions within budget.

Temporary supervision of Chapter Services Department, including five field staff (June – September 1986).

Worked regularly with alumni, students, and administrators of a wide variety of colleges and universities throughout the United States.

**October 1979 – January 1981: Circuit & Superior Courts of Wayne County
Richmond, Indiana**

Assistant Probation Officer

Supervision of assigned adult and juvenile cases; including investigations, evaluations, counseling, and recommendations to the Courts.

**April 1977 – October 1979: Circuit & Superior Courts of Jay County
Portland, Indiana**

Deputy Probation Officer & Coordinator of Volunteers

Supervision of assigned adult and juvenile cases; including investigations, evaluations, counseling, and recommendations to the Courts. Management of the Volunteers In Probation program, including recruiting and training volunteers, matching volunteers with juveniles, and preparation of grant proposals and reports for federal and state funding. Designated community liaison, representing the Courts to civic organizations, religious groups, and schools, and the Courts' representative on the organizing committee for the Jay County Big Brothers/Sisters Program.