

JOHN P. HAGLUND

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QUALIFICATIONS

Results-oriented editor and educational assessment expert with extensive social studies content development expertise. MBA professional with enviable track record of exceeding goals and achieving unprecedented results in assessment development, assessment project management, training and development, and customer/client relations. Resourceful, tactical competitor; repeatedly commended for blending insightful analysis with innovative thinking, creating new strategic initiatives that deliver outstanding increases in product quality, business growth, and revenues. Diplomatic self-starter with superior interpersonal and cross-functional teambuilding skills; interacts effectively at all organizational levels including customers, clients, and vendors. Additional capabilities include:

- ◆ Project Management
- ◆ Strategic Planning
- ◆ Customer Relations
- ◆ Writing & Editing Skills
- ◆ Technical Research
- ◆ New Business Development

CAREER ACCOMPLISHMENTS

Product Development and Management

- Led Social Studies development for the Ohio Performance Assessment Pilot Program (OPAPP) for elementary and high school. OPAPP is a Race to the Top (RttT) funded program which is piloting performance-based assessments in Ohio as well as defining the nature and implementation of the tasks to be used as statewide test instruments. OPAPP participants include English, Mathematics, Science, Social Studies and Career-Technical Pathways teachers in grades 3, 4, 5, 9, 10, 11, & 12.
- Led development teams for reading/language arts and social studies contracts for grades 2 – 12. Ensured content accuracy and proper alignment of items. Hired and trained writing and editorial staff. Managed creation of test forms according to psychometric guidelines using both custom and shelf content.
- Managed CTB's Colorado and North Dakota custom contracts. Praised by customers for successful implementation of quality measures needed to meet peer review requirements, including use of universal design, alignment of items to Depths of Knowledge, and development process documentation.
- Supervised Riverside Publishing's largest custom contract in 2003 – 2004, resulting in the timely completion of 100 field test and 72 operational test forms.
- Led on- and off-site staffs of cross-functional teams for project development of published assessment materials for Georgia, Wisconsin, Maryland, Louisiana, and Oklahoma Departments of Education.
- Consistently met tight deadlines while satisfying demanding customer specifications.
- Researched and developed materials to meet exacting specifications on custom contracts for state history assessment needs in Louisiana, Oklahoma, and West Virginia.
- Managed development team conducting first-time assessment of social studies for inclusion in national Test of Adult Basic Education.

Training and Development

- Served as primary trainer of new development staff, implementing new training processes to improve product quality.
 - ✓ Commended for training and implementation of assessment best practices, including use of universal design (CSAP, 2006 - 2009) and item alignment principles (CSAP, 2007 and North Dakota, 2008)

- ✓ Named Employee of the Month out of several hundred employees for department-wide training and process improvement presentations (December 2002)
- ✓ Commended for facilitation of writing workshops (1999)
- Conducted cross-functional team meetings using process improvement tools such as Root Cause Analysis and CTB's "Red Team Review."

Customer/Client Relations

- Presented and facilitated multiple meetings with educators, administrators, and staff members of the Departments of Education in Colorado, North Dakota, Georgia, Maryland, Wisconsin, Louisiana, Oklahoma, Missouri, and West Virginia.
 - ✓ Commended for development of positive client relationship in management of Georgia CRCT Content Development team (2004)
 - ✓ Commended by customers for facilitating content review of assessment materials on West Virginia project (2002)
- Established content specifications for Wisconsin's new project assessment materials, content that previously had not been assessed at CTB.
 - ✓ Commended for ability to secure customer confidence, thereby increasing new product development and business growth at CTB (2001)

PROFESSIONAL EXPERIENCE

Total Assessment LLC, San Antonio, Texas

2012-Present

Social Studies Assessment Development Lead for the Ohio Performance Assessment Pilot Program, Measured Progress

- Led Social Studies development for the Ohio Performance Assessment Pilot Program (OPAPP) for elementary and high school
- Led content review meetings and professional development meetings for OPAPP
- Trained Ohio teachers in development of Learning Tasks
- Trained writers in development of Learning Tasks and Assessment Tasks

Social Studies Assessment Development Specialist

- Developed Social Studies items for grades 6 – 8 and High School for NWEA/Certica Solutions
- Developed GED and Colorado CMAS materials for Social Studies (under Pearson Education) including Technology Enhanced Items (TEIs)
- Developed materials for the NWEA/Certica Solutions Formative Item Bank
- Developed materials for Louisiana U.S. History End of Course Examination (under Pacific Metrics)
- Developed Social Studies stimuli and items for the Rhode Island Interim Assessment (under Measured Progress)
- Developed Social Studies stimuli and items for Louisiana's PASS and EAGLE projects (under Pacific Metrics)
- Conducted expert reviews of U.S. History and Civics development for FCAT (under Pearson Education)
- Completed Social Studies item writing for Gwinnett County, Georgia Grades 3 – 6 U.S. History (under Measured Progress)
- Completed Social Studies item writing for Apex Learning, High School U.S. History (shelf online assessment)
- Completed Social Studies passage and item development for the Florida Item Bank, Grades 6 – 8 U.S. History (under Pearson Education)

Center Point Assessment Solutions, Inc., El Dorado Hills, California

2010-2011

Assessment Development Specialist

- Led development of 2011 high school U.S. History assessment for the Department of Defense Educational Activity (DoDEA) program
- Developed assessments for the District of Columbia Comprehensive Assessment System, Grades 7 and 10
- Developed high school Reading assessments for standard and online administration for a CTB/McGraw-Hill shelf product

CTB/McGraw-Hill, Monterey, California

2004 - 2009

Development Manager, Publishing

- Edited and supervised editorial teams in creation of social studies components for multiple custom contracts, including Bermuda, Georgia, and West Virginia. Hired and supervised writing and editing staff for social studies contracts.
- Managed large-scale assessment projects for content development, including the Massachusetts Comprehensive Assessment System (MCAS), the Colorado State Assessment Program (CSAP), and the North Dakota State Assessment (NDSA).
- Reduced turnaround times, improved quality, and achieved cost savings for multiple custom contracts. Created effective partnerships with editorial and page production vendor staff.
- Facilitated trainings of educators and department of education staff in item development, item alignment, content and bias/sensitivity reviews, and creation of assessment standards. Created training materials for in-person and online trainings.
- Managed translation of assessment materials into Spanish and Braille, and managed creation of other needed accommodations.
- Contributed to cross-functional task force chartered to improve Development and Handscoring partnerships. Developed methods to improve quality of constructed response items and decrease Handscoring read times.
- Supervised migration of assessment materials (including 3000+ items) into content management database, ensuring accuracy of item attributes.
- Drafted proposal text to secure new assessment projects.

Riverside Publishing, Itasca, Illinois

2003-2004

Project Supervisor, Georgia CRCT Content Development Team

- Supervised Riverside Publishing's largest custom contract in 2003 – 2004, commended for calm and professional approach in managing project challenges, including abbreviated timelines and first-time broad-scale implementation of web-based content management system.
- Demonstrated leadership within Georgia CRCT project team, led large cross-content area development staff through development process of tests for Grades 1 – 8 in Reading, Mathematics, English/Language Arts, Science, and Social Studies.
- Travelled extensively to attend high-level state department, content/fairness committee review, and forms review meetings, prepared and presented training materials.
- Ensured completion of program documentation by content development staff, tracked and analyzed program issues, generated and implemented ideas for process improvement.

- Authored and reviewed complex program schedules, revised schedules per changing program needs.
- Oversaw completion of assessment design documents, including test blueprints and test specifications.
- Oversaw creation and implementation of quality assurance procedures for all documents and deliverables, such as test items and test forms.

CTB/McGraw-Hill, Monterey, California

1994 - 2003

Development Supervisor, Publishing (1999-2003)

- Trained and supervised editorial and writing staff in development of high-stakes social studies assessments for Wisconsin High School Graduation Test and Maryland High School Assessment.
- Supervised West Virginia social studies project including form selection from norm-referenced shelf product and development of custom criterion-referenced items.
- Presented training materials for documentation and improvement of CTB publishing processes.
- Developed processes for efficient review of off-site content development; improved communication between home office and off-site staffs.
- Conceptualized test maps and item specifications for new shelf projects including the Test of Adult Basic Education (TABE).
- Coordinated projects across multiple content areas including manuscript preparation for Alabama high school assessment in Reading, Language, Mathematics, and Science.

Content Editor (1997-1999)

- Developed educational assessments and ancillary materials for grades K-12 for social studies projects in Louisiana, Maryland, Oklahoma, and Missouri.
- Interpreted educational objectives; wrote assessment specifications; supervised writers and editors.
- Prepared, revised, and reviewed manuscripts through all development phases.
- Managed time to ensure manuscript flow met deadlines and produced quality materials within schedule and budgetary limits.

Item Writer (1996-1997)

- Developed social studies items and rubrics for custom and shelf products per specifications.

Table Leader and Handscorer (1994-1996)

- Trained handscoring personnel in holistic and analytic approaches to scoring assessments.
- Organized scorers into teams to ensure project quality and timely project completion.

EDUCATION

GOLDEN GATE UNIVERSITY, Monterey, California

Master of Business Administration, Emphasis in Management, 2002

- ✓ Maintained 3.7 GPA while holding full-time position with work-related travel
- ✓ Served as cohort commencement speaker at University graduation ceremony and at CTB's annual company meeting

BROWN UNIVERSITY, Providence, Rhode Island

Bachelor of Arts, Semiotics, 1992