Joe Jurczyk
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Business, technical and education professional with an M.A. in Education/Instructional Technology, an M.B.A. in Marketing, a certificate in Distance Education, and a B.S. in Systems Engineering.

EXPERIENCE

Advisory Board Member, Web Designer
Strategic Business Institute, Remote
October 2016 - Present
Provide web design and development to Florida-based training company. Skills Used: Web Design and Development (WordPress), Search Engine Optimization.

Advisory Board Member, Marketing and Internet Promotion
Archevos Corporation, Remote
January 2015 - Present
Provide web design, development and online marketing support to software company. Skills Used: Web Design and Development (WordPress), Search Engine Optimization, E-Mail Marketing (Constant Contact).

Partner/Co-Founder
Western Reserve Racing, Hudson, Ohio
December 2012 - Present
Manage and co-direct more than 20 running events annually including the Burning River Runs and Relays as well as the Dirty Trail Series.

Web Developer / Webmaster (freelance)
CLIKT.com
March, 2007 – Present
Provide design, development, Search Engine Optimization, Search Engine Marketing, and administration for several web sites (portfolio at ProjectsByJoe.com). Sample work includes:
- TCI Software.com / RoundsROI.com – WordPress-based web site and landing page for national medical software company.
- Experdocs.com – WordPress-based site for national document management software company.
- SroubConsulting.com – WordPress-based site for local consulting company.
- InsiteAdvisoryGroup.com – WordPress-based site for new local consulting company.
- MabelDental.com – Joomla-based web site for dental laboratory.
- GatewayTitle.com – Joomla-based web site for local title agency.
- BrecksvilleChamber.com – Joomla-based web site for local Chamber of Commerce.
- CuyahogaValleyChamber.org – Joomla-based web site for local Chamber of Commerce.
- CLIKT.com – Created new design/SEO organization to provide Internet services for local businesses.
- TJKConcessions.com – Joomla-based site for local food service company.
- Consultionic.com – Joomla-based web site for Canadian consulting company.
- Electrodata.com –Joomla-based web site for local electronics manufacturing company.
- EaglestoneProducts.com – HTML-based web site for local sign manufacturer/distributor.
- ASGC.org – Joomla-based web site of Greater Cleveland chapter of Autism Society.

Instructional Designer (contractor)
AlphaPort, Inc., Cleveland, Ohio
July, 2008 – October, 2010
NASA subcontractor providing technical and educational services.
- Designed web-based software engineering course covering software requirements for Office of Chief Engineer.
- Developed web-based mishap investigations course for engineers and managers.
- Designed web-based software assurance course for software engineering managers.
- Courses were designed in PowerPoint and Word and developed in HTML and Flash for implementation on NASA's LMS

Instructional Designer/Technical Writer (contractor)
Radcom, Inc., Hudson, Ohio
August, 2007 – August, 2010
Documentation and training service
● Performing instructional design of teacher training materials for statewide program (Ohio e-Read) managed by the University of Akron. The work included design of several courses, including the complete design of two professional leadership courses for school administrators, learning object asset management and testing.
● Designed and developed two web-based sales training courses for local financial institution (National City Bank) using Lectora Publisher.
● Assisted in development of face-to-face employee training materials for national medical insurance company (Humana).
● Content development utilizes information collected from existing internal and external documents as well as interviews with organization personnel. Process includes storyboarding, editing, development and implementation onto online learning platform or development of written course materials.

Project Coordinator (contractor)
Monarch Teaching Technologies, Remote
October, 2006 – April, 2007
Consulting company providing technical services to private school
● Assisted in development of new computer-based instruction tool for teaching autistic children.
● Developed and marketed new informational web site (AutismAhead.org) covering visual learning technology applications for autism.

Program Director / Executive Director
Grassroots.org, Remote
July, 2004 – October, 2006
Nonprofit service provider that assists charities and other nonprofit organizations to utilize Internet technology
● Responsible for various aspects of operations and management of the organization, including program management, volunteer management, client support, and building partnerships.
● Expanded business to 250+ web hosting clients and 125+ web design clients.
● Managed content development for 45 topical web sites and discussion forums.
● Established national partnership with HUD's Neighborhood Networks program to offer free web services to technology centers in the program located across the country.
● Developed two newsletters (35,000+ subscribers) and daily blog (500 daily viewers) of nonprofit technology content.
● Started web-based volunteer program which grew to 200 total volunteers, including 100+ web design volunteers.
● Profiled on VolunteerMatch.org web site and "Nonprofits - Making a Difference" newsletter in July, 2006.
● Created online donation service to accept contributions from the general public.
● Performed accounting tasks including completion of organization's first financial audit.
● Attended conferences and events to promote Grassroots.org services.

Institutional Research Analyst
Cleveland State University (CSU), Cleveland, Ohio
January, 2003 – June, 2004 (temporary position)
Higher education institution
● Performed various analysis and reporting tasks on existing university data and secondary data using database and statistical analysis software.
● Wrote and edited department reports and briefs for internal and external use.
● Revised department web site. Responsible for developing web content and implementing Section 508 compliance.
● Staff member of University Planning Steering Committee responsible for authoring reports and associated materials.

Freelance Technical Writer (contractor)
Weber Associates, Remote
July, 2001 - January, 2003
Documentation and training service
● Developed sales training material for various AT&T business services as technical writing subcontractor.
● Work involved compilation of information from technical documents and interviews with product managers and creation of documentation for sales staff.

Volunteer Activities
- Mountain Ultra Trail (MUT) Championship Chair, USA Track and Field, July 2016 – Present.
- Founding member of Western Reserve Trail Running, Inc., an Ohio-based nonprofit running organization; Race Director of organization's inaugural run, the Burning River 100 Mile Run, co-director of the Green Jewel 100K Fun Run. Designed web sites for BurningRiver100.org, WRTR.org, and GreenJewel.org, 2006-Present.
- Founder of the Buckeye Trail 50K Fun Run and Winter Buckeye Trail 50K Fun Run, 1994-2003.
- Assistant Head Coach, St. Basil CYO Cross Country team, 2008 - 2009, Head Coach, 2010-2012
- Internet mailing list (LISTSERV) administration; manager of several lists including ULTRA (a 1750+ subscriber discussion group for the sport of ultramarathoning), RACEADM (running race administration), and MKTRSRCH (market research), 1993-Present.
- Race Director and webmaster, Buckeye Trail 50K Fun Run, 1994-2003 (50K running event in Brecksville, OH)
- Race Director and webmaster, Mohican 100 Mile Trail Run, 1996-2002 (100 Mile race in Loudonville, OH); Webmaster, 1996-2002, 2005– 2008.
- Managed design and development of 7-node networked computer lab for parishioners at St. Catherine Catholic Church in Cleveland, Ohio, 2001-2002

PROFESSIONAL
Publications
- Jurczyk, J., Kushner-Benson, S.N., & Savery, J. "Measuring Student Perceptions in Web-Based Courses: A Standards-Based Approach", Online Journal of Distance Learning Administration (Winter, 2005).
- Pachnowski, L. & Jurczyk, J. "Perceptions of Faculty on the Effect of Distance Learning Technology on Faculty Preparation Time", Online Journal of Distance Learning Administration (Fall, 2003).
- Jurczyk, J. & Loparo, K. "Mathematical Transforms and Correlation Techniques for Object Recognition Using Tactile Data", IEEE Transactions on Robotics and Automation (June, 1989).

Papers/Presentations
- Ramlo, S. & Jurczyk, J. "Introduction to Q Methodology", MidWestern Educational Research Association Annual Conference (2007)
- Jurczyk, J. "Q-Sort.com: A Web-Based Tool for Administering Data Collection for Q Methodology Studies", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2007)
- Ramlo, S. & Jurczyk, J. "Introduction to Q Methodology", Eastern Educational Research Association Annual Conference (2007)
- Jurczyk, J. "Technology Resources for Nonprofits", showcasing low-cost and free tools for nonprofit organizations, at Neighborhood Networks Regional Workshops and Foundation Center – Cleveland brown bag lunch (2006).
- Panel Member, "At Your Assistance: Technology Resources for Museums Small and Not-so-Small", Annual Meeting of American Association of Museums (2006)
- Jurczyk, J. "Needs Assessment of Business Services for Nonprofit Organizations, Mid-Western Educational Research Association Annual Conference (2005).
- Jurczyk, J. "Needs Assessment of Business Services for Nonprofit Organizations: A Q Methodology Approach", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2005).
- Jurczyk, J. "Assessing the Need of a Nonprofit Organization for Internet Services", Eastern Educational Research Association Annual Conference (2005).
- Jurczyk, J. "Creating Your Online Presence: The Basics of Web Development", Neighborhood Networks Annual Conference (2005).
- Jurczyk, J. & Ramlo, S. "A New Approach to Performing Course Evaluations: Using Q Methodology to Better Understand Student Attitudes", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2004).
- Jurczyk, J. "Identifying Student Attitudes During the Distance Learning Process", Conference on Distance Teaching & Learning (2004)
- Jurczyk, J. "Measuring Perspectives: The Q Methodology Approach", Association for Institutional Research Annual Conference (2004)
- Jurczyk, J. & Triplett, S. "Measuring the Effect of Freshman Mentoring on Second Year Student Retention", Eastern Educational Research Association Annual Conference (2004)
- Jurczyk, J. "Web Accessibility Issues for Institutional Research", North East Association for Institutional Research Annual Conference (2003)
- Khanom, H. & Jurczyk, J. "Experience of Freshman Experience Courses and Student's First Semester Exposure to Full-Time/Part-Time Faculty on Overall Academic Achievement and Retention Rate", Mid-Western Educational Research Association Annual Conference (2003)
- Jurczyk, J. "Web-Based Data Collection for Q Methodology Studies" , International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2003)

- Jurczyk, J., Benson, S. & Savery, J. "Teaching Web-Based Research Methods Courses: Using the IHEP Standards To Evaluate Student and Instructor Experiences", American Educational Research Association Annual Meeting (2003)
  Jurczyk, J., Benson, S. & Savery, J. "Benchmarks of Web-Based Instruction: A Comparative Study of Student and Instructor Expectations", Mid-Western Educational Research Association Annual Conference (2002)
- Pachnowski, L. & Jurczyk J. "Perceptions of Faculty on the Effect of Distance Learning Technology on the Teaching/Learning Process", Mid-Western Educational Research Association Annual Conference (2002)
- Pachnowski, L. & Jurczyk J. "Correlating Self-Directed Learning with Distance Learning Success", Eastern Educational Research Association Annual Conference (2000)
- Pachnowski, L., Newman, I & Jurczyk J. "Immediate Data: The World Wide Web as a Resource for Teaching Research Methods", Eastern Educational Research Association Annual Conference (1997)

EDUCATION
Professional Development Classes
Data Science: Data to Insights (2017)
MIT Digital Program, Massachusetts Institute of Technology, online
- Six-week online course focusing on analytics. Topics include Making Sense of Unstructured Data, Regression and Prediction, Classification, Hypothesis Testing and Deep Learning, Recommendation Systems, and Networks and Graphical Models.

M.A. (2008): Educational Foundations and Leadership emphasizing Instructional Technology College of Education, University of Akron
Akron. Ohio
- Curriculum included various technology management, instructional design and software application courses.

Various Classes (2001-2004): Internet Business and Technology (formerly Electronic Commerce) University of California Berkeley Extension, University of California-Berkeley
Berkeley, California (distance learning program)
- Distance learning program with curriculum covering the business and technical issues of Internet technology.

Certificate (2003): Distance Education
University of Wisconsin-Extension, University of Wisconsin-Madison Madison, Wisconsin (distance learning program)
- Curriculum covered aspects of distance learning including teaching, learning, technology, instructional design, evaluation, learner support services, and management of online courses.

M.B. A. (1988) Concentration: Marketing
Weatherhead School of Management (WSOM), Case Western Reserve University Cleveland, Ohio
- Graduate assistant for WSOM Banking and Finance Department, aiding in faculty research projects, including comparative studies of financial institutions and analysis of the prime rate.

B.S. (1987) Major: Systems Engineering
Case Institute of Technology, Case Western Reserve University Cleveland, Ohio
- Senior project detailed the use of computer algorithms to compute frequency information of tactile sensor data.

SKILLS

- Research techniques: primary data collection using surveys and focus groups, secondary data collection using the Internet, academic and commercial online databases, and library resources.
- Analytical techniques: multivariate analysis, mixed methods, machine learning, neural networks.
- Writing and editing: technical writing, business writing, report writing, and academic writing using APA style.
- Internet design and development using various tools including: WordPress, Joomla, Drupal, Dreamweaver, Flash, Flex, Photoshop, Fireworks, Authorware, CourseBuilder, and Microsoft FrontPage using HTML, Cascading Style Sheets (CSS), Active Server Pages (ASP), ColdFusion, PHP, CGI and Perl.
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tools and techniques: PPC campaigns, Google AdWords and AdSense programs, Google Analytics, meta tagging, directory and search engine submission, link exchange programs, domain name research and acquisition.
- Proficient in various software applications: Microsoft Office Professional (Word, Excel, PowerPoint, Access), Microsoft Publisher, Visio, SPSS, SAS, 2Way, WebCT, Lectora, Quickbooks, Oracle PL/SQL, MySQL, Infomark demographic software, ArcView and Business Objects.
- Proficient in various online applications: Salesforce.com, PeopleSoft, VolunteerMatch.org, PRWeb.com and Idealist.org.

FIELDS

- Data Science, Q Methodology, Student Course Evaluation Methods, Factor Analysis, Multivariate Analysis, Regression Techniques, Distance Education, Analysis of Online Discussion Groups, Content Analysis, Learning Objects.

PERSONAL INTERESTS

- Running and ultramarathoning (distances more than 26.2 miles): completed more than 125 marathons and ultramarathons.