

Jason Ravitz, Ph.D.
Strategy • Measurement • Analytics • Insight

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PROFILE

Evaluation strategist and measurement expert with 25+ years helping mission-driven organizations translate strategy into credible evidence and insights to support more confident decisions and funding. Founder of Evaluation by Design and former Google evaluation leader supporting education, technology, workforce, and social impact initiatives.

PROFESSIONAL EXPERIENCE

Evaluation by Design, President & Founder **2019 - present**

- Developed evaluation framework for \$1.3M NIH-funded AI-enabled education initiative
- Led cross-agency data integration strategy for \$600K U.S. HHS initiative
- Designed evaluation framework for \$1M SBIR education technology innovation initiative
- Co-authored research design and evaluated \$1M New Mexico Public Education Department pilot
- Designed theory of change, research and report for Last Mile Education Fund (\$27M+ raised)
- Built workforce skills dashboards supporting 11 workforce board coaches and four cohorts
- Strengthened computational thinking assessment framework for Alabama CS Pathways study
- Delivered assessment training to applicants for \$178M U.S. Department of Education grants
- Designed and led \$70K social-emotional learning (SEL) evaluation for Gift of Hope Foundation
- Evaluated charitable investment programs serving low-income communities in Mexico
- Presented at national School-Based Health Alliance conference with Senior VP of Research

Digital Promise, Senior Research Scientist **2018-2019**

- Led Years 2–3 evaluation of Google's Dynamic Learning Project and measurement strategy for its school coaching model

Google, Senior Program Manager / Education Outreach Evaluation Manager **2014-2018**

- Developed and operationalized enterprise-wide impact measurement for education outreach
- Leveraged large-scale data systems to generate decision-ready evidence and insights
- Managed \$1.5M program budget and secured additional headcount and 20% budget growth
- Directed national study of IT Support Professional Certificate with Coursera (now in 100 colleges)
- Designed evaluation of CS in Media influence on national TV programming (USA Today article)
- Contributed survey items to Gallup study on K–12 CS education (cited by President Obama)
- Created and delivered "Basics of Evaluation" professional learning to 25+ cross-functional teams
- Co-edited Google AI research blog and social channels (1.1M+ followers) sharing insights

Buck Institute for Education, Director of Research **2001 – 2013**

- Co-led organizational growth from 3 to 10+ staff and from \$0.5M to \$20M+ in annual revenue
- Established user-centered design and continuous evaluation for products and services
- Integrated performance assessment, surveys, observations, interviews, and data strategies
- Led implementation of organization-wide Salesforce CRM and data infrastructure
- Co-authored Project Based Learning Handbook (20,000+ copies sold; now in 7 languages)
- Chaired AERA Special Interest Group on Project-Based Learning research
- Led national research collaboration spanning 58 researchers in 19 states and 5 countries
- Designed pilot for Problem-Based Economics leading to IES-funded RCT by WestEd

SRI International / UC-Berkeley. Postdoctoral Scholar **2000 – 2001**

- Oversaw seed grants for 50+ scholars led technology-supported assessment course and pilots

UC- Irvine, CRITO. Postdoctoral Scholar, Research Specialist **1998 – 2000**

- Conducted NSF- and DOE-funded national teaching, learning, and computing survey of 4,000+ teachers

EDUCATION

- Ph.D./M.S., Instructional Design, Development & Evaluation – Syracuse University 1999
- National Teaching Certificate — Harvard Graduate School of Education 1989
- B.A., Sociology & Psychology with honors — Harvard College 1988

SELECTED PUBLICATIONS AND THOUGHT LEADERSHIP

50+ academic and practice publications | 8,600+ citations | i10-index: 51 | Top 10% Overall Interest (ResearchGate)

Books & Chapters

- Fetterman, D.M. & **Ravitz, J.** (2018). Evaluation capacity building. In B. Frey (Ed.), *Sage Encyclopedia of Educational Research, Measurement, and Evaluation*. Thousand Oaks, CA: Sage.
- Fetterman, D.M. & **Ravitz, J.** (2018). A Google-enhanced empowerment evaluation approach in a graduate school program. In *Collaborative, Participatory, and Empowerment Evaluation Approaches: Stakeholder Involvement Approaches*, Guilford: NY, 105–117.
- Mergendoller, J. R., Markham, T., **Ravitz, J.**, & Larmer, J. (2006). Pervasive management of project based learning: Teachers as guides and facilitators. In C. M. Evertson & C. S. Weinstein (Eds.), *Handbook of Classroom Management: Research, Practice, and Contemporary Issues*, Mahwah, NJ: Lawrence Erlbaum.
- Markham, T., Larmer, J. & **Ravitz, J.** (2004). *Project based learning handbook: A guide to standards-focused project based learning*. Novato, CA: Buck Institute for Education (Translated into 7 languages).

Refereed Journal Articles

- **Ravitz, J.**, Stephenson, C., Parker, K. & Blazeovski, J. (2017). Early lessons from evaluation of computer science teacher professional development. *ACM Transactions on Computing Education*, 17(4), 21:16.
- **Ravitz, J.** & Blazeovski, J. (2014). Assessing the role of online technologies in project-based learning. *Interdisciplinary Journal of Problem-based Learning*, 8(1).
- **Ravitz, J.** (2010). Beyond changing culture in small high schools: Reform models and changing instruction with project-based learning. *Peabody Journal of Education*, 85, 290–313.
- **Ravitz, J.** (2008). Introduction: Summarizing findings and looking ahead to a new generation of PBL research. *Interdisciplinary Journal of Problem-based Learning*, 3(1), 4–11.
- Yarnall, L., Penuel, W., **Ravitz, J.**, Murray, G., & Means, B. (2003). Portable assessment authoring: Using handheld technology to assess collaborative inquiry. *Education, Information & Communication*, 3(1), 7–55.
- **Ravitz, J.** (2002). Using technology to support ongoing formative assessment in the classroom. *Journal of Science Education and Technology*, 11(3).
- Becker, H. & **Ravitz, J.** (1999). The influence of computer and Internet use on teachers' pedagogical practices and perceptions. *Journal of Research on Computing in Education*, 31(4).

Selected Peer-Reviewed Conference Papers

- **Ravitz, J.**, Gallos, L.K., & Ravitz-Dworkin, A. (2022). *Dashboarding research experiences for undergraduates*. Paper presented at the Annual Meetings of the Association for Educational Communications and Technology (AECT), Las Vegas, NV.
- **Ravitz, J.**, Gerry, J. & Heine, C. (2022). *A tool for measuring student skills in a successful entrepreneurship curriculum*. Paper presented at the Annual Meetings of the Association of Educational Communications and Technology (AECT), Las Vegas, NV.
- **Ravitz, J.**, Farmer, R., Grady, K., & Clash, K. (2021). *Emergency funding for women in undergraduate computing: Toward an asset-based model and research framework*. Proceedings of the Conference on Research in Equitable and Sustained Participation in Engineering, Computing, and Technology (RESPECT), IEEE, 1–9.
- Bakhshaei, M., Hardy, A., **Ravitz, J.**, & Seylar, J. (2020). *Fostering powerful improvements in teaching: Essential components of successful instructional coaching programs*. International Society for Technology in Education (ISTE), Anaheim, CA (Top 5 Paper Award)