

Michael Joseph Cervetti

(901) 834-2050 cell

Current Employer: University of Memphis, FCBE
Department of Marketing and Supply Chain Management
Memphis, TN 38152
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Academic History: Ed. D. (Spring, 1984) Educational Research and Statistical
Methodology University of Memphis

M.S. (Spring, 1978), Individual Studies with concentration in Research
Methodology and Statistics University of Memphis

B.S. (Cum Laude, Summer, 1976), College of Education with
endorsement areas of mathematics and political science
University of Memphis

Current Position: Associate Professor. University of Memphis. Fogelman College of
Business and Economics. Department of Marketing and Supply Chain
Management. Teaching: 2710 Business Statistics, 3711 Quantitative
Tools, and 7110 Quantitative Tools for Managers (graduate level).

Awards:

FCBE George Johnson Distinguished Teaching Award, 2016.

I was honored to be invited to St. George's University on the east Caribbean
island of Grenada from November 20th to November 29th, 2015. I was there
to support the medical and school of veterinary medicine faculty and staff
regarding their individual research and provide statistical and/or
methodological support. I conducted seminars entitled: "Demystifying
Statistical Analysis" and "Moving Toward Quality Outcomes-Based
Educational Research".

Distinguished Teacher Award. (2012). University of Memphis
This award was presented by the University of Memphis' Fogelman
College of Business and Economics the Department of Marketing
and Supply Chain Management for distinguished service to
students and the university.

Cervetti, Michael J. & Royne, Marla B. **Best Paper Award** for "The Use of
Performance Control Charts in Higher Education." The award was
presented at the 2010 International Conference on Learning and
Administration in Higher Education held in Nashville, Tennessee.

Perfect Attendance Award. (1999 and 2001) Memphis City Schools. In recognition of dedication and commitment for having maintained a perfect record of attendance for the year.

Distinguished Adjunct Faculty Award. (1998). University of Memphis
This award was presented by the University of Memphis' Fogelman College of Business and Economics for distinguished service to students and the university.

Customer Service Award. (1992). Memphis City Schools
The first recipient of the Data Center Services Division of the Memphis City Schools Customer Service Award in recognition of outstanding commitment to quality service and dedication to customer satisfaction.

Graduate Student Award. (1979). Memphis State University
The first recipient of the Foundation of Education Graduate Award for excellent academic performance and contributions to the department.
Memphis State University

2007-2021. *Instructor. University of Memphis. Fogelman College of Business and Economics.*

1999-2007. *Planning Consultant, Division of Strategic Planning.*
Functions and responsibilities of this position have major financial and economic implications for the school district. The incumbent conducts strategic long and short-term planning activities for the Memphis City Schools including the analysis of city/county population trends to project student enrollment; the analysis and logistical assignment of students utilizing the Pupil Locator System; on-going monitoring and analysis of district demographic data, local construction and residential housing trends; the monitoring of district facility utilization; and the research, analysis and recommendations for other related special projects. Research, analysis and recommendations of this position determine future school construction, conversions, and closings. Also, responsibilities include the coordination and implementation of the Educational Logistics Boundary/Geographic Planning, and Student Transportation System. Additionally, this position audits the State of Tennessee Child Plan for funding adjustments with the state.

1985 - 2007. *Part-time Instructor of Statistics, Fogelman College of Business, University of Memphis, Memphis, Tennessee.*

1993 - 1997. *Part-time Instructor of Computer Literacy and Business Math, Department of Mathematics, Southwest (a.k.a. Shelby State) Community College, Memphis, Tennessee.*

Experience:

1999. *Senior Statistical Analyst*, Department of Pupil Services, Memphis City Schools.
Responsible for providing analysis of district and school level student data to determine future economic impact on the school district. In addition, provided technical assistance at both the district and school levels to ensure the accurate transfer of student related data from the schools to the district and to the state.
- 1990 - 1998. *Senior Network Control Analyst*, Department of Information Systems and Personnel Services, Memphis City Schools.
Responsible for providing technical mainframe and micro-computer assistance to users. Responsible for developing and coordinating computer information services for users. Position was a highly visible public relation and customer service station.
- 1989 - 1990. *Senior Systems Analyst*, Department of Computer Operations, Memphis City Schools.
Responsible for providing technical mainframe and micro-computer assistance to users, especially as concerns SAS and QMF problems. Responsible for developing computer information center procedures. Responsible for writing mainframe and micro programs. Highly visible public relation and customer service position.
- 1984 - 1989. *Research Evaluator/Analyst*, Division of Research Services, Department of Pupil Services, Memphis City Schools.
Responsibilities were to collect and organize data required to evaluate instructional programs via the Statistical Analysis System (SAS), to prepare assessment designs, to develop and design evaluation and survey instruments, to prepare statistical analyses, and to prepare comprehensive research/evaluation reports regarding the educational and economic effectiveness of these programs.
- 1987 - 1989. *Marketing Consultant* with Research Communications, Limited, Springfield, Massachusetts
Activities included marketing research with families and groups for pilot educational videos and potential advertising campaigns.
1984. *Mathematics Coordinator* of the Job Training Partnership Act, Shelby State Community College.
- 1981 - 1983. *Supervisor* for the data collection and data analyses required to implement and evaluate the Basic Skills Program in English and Mathematics at Shelby State Community College.
1979. Academic Remedial Training Project, Department of the Navy.
Data analyst for the Bureau of Educational Research and Statistics at Memphis State University.
- 1978 - 1979. *Assistant* in the "Adaptive Design Strategies" project. In this position I

designed and implemented the data analysis evaluation system utilized.

1978. *Coordinator* of the evaluation of the Teacher Apprentice Program at Memphis State University with Dr. Steven Ross, Dr. Henry Zurhellen and Dr. Frank Raines.
- 1977 - 1980. *Statistical Lab Assistant* at College of Education, Memphis State University. In this capacity I assisted students and taught computer usage and various statistical packages necessary for students to complete their course of study.
- 1976 - 1977. Assisted in a research project entitled "Adaptive Instructional Models" at Memphis State University. I participated in the data analysis, planning, and implementation of experiments for this project.
1976. Assisted in the implementation of the Department of Foundations of Education course evaluation system at Memphis State University, and implemented the analysis of survey results.
- 1973 - 1975. *Manager* of The Sole Shop. A shoe store at South Brook Mall. Responsibilities included development of product marketing strategies, as well as, personnel management, assessment of store policies and procedures and the analysis of the business' financial progress.

Publications:

- "What Works". Department of Research, Standards and Accountability, Memphis City Schools, March, 2000.
- "Classroom Climate Properties for the Memphis Effective Schools Project on the Learning Environment Inventory". Resources in Education, August, 1987, p. 60.
- "Three Experts: Practice Teaching Is Essential" (with S. Ross, and F. Raines). The Christian Science Monitor, 1978, November 6, p. 39.

Teaching Experience:

- 1980 - 1985. Part-time Instructor of Mathematics, Shelby State Community College.
- 1978 - 1980. Graduate Assistant, Memphis State University. Taught computer and SPSS for 7521 Introduction to Research.
- 1976 - 1977. Graduate Assistant, Memphis State University. Taught 4541 – Elementary Statistics.
1977. Substitute teacher at Bishop Byrne High (Mathematics and Government).

Papers:

Cervetti, Michael J. & Royne, Marla B. "Performance Control Charts in a College Business Statistics Course". A paper presented at the International Academy of Business Conference, Las Vegas, NV, May, 2010.

Cervetti, Michael J. & Royne, Marla B., "The Use of Performance Control Charts in Higher Education". A paper presented at the International Conference on Learning and Administration in Higher Education, May 31-June 2, 2010, Nashville, Tennessee.

'What Works? Strategies for preventing students from dropping out of high school'. (with Lydia Abell)

A paper published by the Department of Research, Standards and Accountability of Memphis City Schools, 2000.

'Realist, Analyst, Idealist? Preferred Modes of Inquiry Among Teachers of At-Risk First Graders'.

(with Lou Franceschini and David Sojourner). A paper presented at the Annual Meeting of the Mid-South Educational Research Association, Little Rock, Arkansas, 1989.

'Classroom Climate Properties in the Effective Schools Project'.

A paper presented at the Annual Meeting of the Mid-South Educational Research Association, Mobile, Alabama, 1987.

'Memphis Effective Schools Project Assessment of Percent of Boys and Percent of Girls at Each Grade Level of the California Achievement Test'. This study provided in depth analyses of the performance of students on the reading, language, and mathematics subtests of the CAT. Division of Research Services, Memphis City Schools, 1987.

'Final Report for the New Parents as Teachers Project'.

This evaluation consisted of a program description and program goals, a statement of the evaluation activities, the results of the analyses, and recommendations. Division of Research Services, Memphis City Schools, 1987.

'Final Report for the Race Relations Component of the Division of Community Involvement'. This evaluation consisted of an overview of the race relations component, a statement of the objectives and activities, the results of the analyses, and the final recommendations' Division of Research Services, Memphis City Schools, 1987.

'School Effectiveness and Achievement Trends - Disaggregating the Data by Gender' (with Dr. Grace Iverson). A paper presented at the Annual Meeting of the American Educational Research Association, San Francisco, California, 1986.

'An Evaluation of a Developmental Mathematics Program in an Urban Community College'. A paper presented at the Annual Conference of the Mid-South Educational Research Association, New Orleans, Louisiana, 1984.

'Instructional Adaptation for Self-Managed Learning Systems' (with S. Ross, E. Rakow, and A. Bush). A paper presented at the Annual Meeting of the American Educational Research Association, Boston, Massachusetts, 1980.

'Assessing the Impact of Cultural Adaptation Variables on Length of Service of U.S. Teachers in Latin America'. A paper presented at the Annual Meeting of the American Educational Research Association, Boston, Massachusetts, 1980.

'Public School Field Experience for Teacher Candidates: A Comparison Between Broad and Narrow Program Orientations on Student Activities'. (with S. Ross, F. Raines, and D. Dellow). Memphis State University, November, 1979.

'Individualizing Learning Materials and Incentives in Self-Paced Instruction'. (with S. Ross, E. Rakow, and A. Bush). A paper presented at the Annual Meeting of the Mid-South Educational Research Association, Little Rock, Arkansas, November, 1979.

'An Adaptive Design Strategy for Selecting Study Materials and Incentives in Learning Mathematics'. (with S. Ross, E. Rakow, and A. Daruwalla). Memphis State University, October, 1978.

'I Can Do It and We Can See It: Self, Peer, and Professional Evaluation of Teaching'. (with G. Etheridge). A paper presented at the Annual Conference of the Mid-South Educational Research Association, New Orleans, Louisiana, November, 1978.

'A Description and Comparison of Alternative Field Experience Program for Teacher Candidates'. (with S. Ross and F. Raines). A paper presented at the Annual Conference of the Mid-South Educational Research Association, New Orleans, Louisiana, November, 1978.

'Analysis of Student Evaluation of Courses and Instruction'. (with E. Rakow). A paper presented at the Annual Conference of the Mid-South Educational Research Association, Birmingham, Alabama, November, 1977.

'Adaptive Models for Computer-Based Training Systems'. (D. Hansen, S. Ross, and E. Rakow). Final report for contract N. 1-22890-1903, Navy Personnel Research and Development Center, Memphis, Tennessee. Memphis State University, 1977.

'A Modular Approach to Introductory Statistics'. (with S. Ross).

Bureau of Educational Research and Services, Memphis State University, August, 1975.

References:

Dr. Marla Stafford, Dean
College of Hospitality
University of Nevada, Las Vegas
(901) 336-2752 cell

Dr. James Lukawitz,
Department of Accounting
University of Memphis
(901) 678-3030 Work

Dr. Andy J. Bush, Chairman, Retired
Masters Program in Epidemiology
Department of Preventive Medicine
College of Medicine, UTHSC