

CROSS & JOFTUS

Scott Joftus

8610 Ridge Rd. | Bethesda, MD 20817 | 301-229-3049 Office | 301-524-2603 Cell | scott@edstrategies.net

Experience

President, Cross & Joftus, LLC

2004-present

Co-founded and directs all functions of a consulting firm that provides education leaders with personalized, expert assistance with policy analysis and development, evaluation, executive coaching, planning, and communication strategies. Developed and directs The Learning Network, a school and district improvement model. Serves as Director of the Reform Support Network, a \$43 million initiative funded by the U.S. Department of Education to support bold reforms and dramatic improvements in student achievement in states across the country. Information about the firm, including a description of major clients, is available at www.edstrategies.net.

Adjunct Professor, Education Policy, Program Evaluation, and Leadership, The George Washington University, Graduate School of Education and Human Development

2003-present

Policy Director, The Alliance for Excellent Education

2002-2003

The Alliance for Excellent Education was a newly created policy and advocacy organization that seeks to improve the academic outcomes for this country's six million middle school and high school students most at risk of dropping out of school. The organization conducts policy analyses and recommends ways in which the federal government can play a more active role in ensuring that all students graduate from high school prepared for college. Responsible for shaping the organization's policy agenda and connecting it to policy work conducted by other organizations and government agencies. Oversaw development of all policy analyses, reports, and issue briefs; briefed policymakers and analysts; presented findings and agenda at conferences; wrote proposals for funding; and assisted in the shaping of political and advocacy strategies.

Director of Policy, Research & Evaluation, The McKenzie Group

1998-2002

The McKenzie Group was a national comprehensive educational consulting firm offering a broad range of direct services to both public and private organizations. The firm assisted senior management in education, industry and government improve their performances, solve complex problems and develop capacities and strategic alliances needed to thrive in a global environment. Oversaw business and product development and project management within the division of policy, research, and evaluation, which generated revenue of \$2 million per year. Member of firm's core executive team, responsible for the overall direction and development of the firm. Responsible for supervising all professional staff in the firm, recruiting new staff and consultants, generating new revenue, helping to establish and reach firm's strategic goals, and directing and monitoring division contracts.

Senior Policy Analyst, Council for Basic Education

1996-1998

Managed projects developing and analyzing academic standards, including the first-ever analysis of rigor in state standards. Worked with states and districts to develop and improve standards and associated reforms. Developed and presented standards-based workshops for teachers, parents, and administrators. Developed and wrote proposals and articles for publication.

Analyst, Berkeley Planning Associates

1995-1996

Participated in design and implementation of two national evaluations: a high school drop-out prevention program and a short-term unemployment insurance program. Designed research protocol, conducted site visits, interviewed state officials, analyzed quantitative and qualitative data, and summarized results in reports to funders.

Analyst, Public Policy Institute of California

1994-1995

Intern, University of California, Office of the President	Summer 1994
Management Consultant, Children and Youth Policy Project and Marcus A. Foster Educational Institute	1993-1994
Corps Member, Teacher for America	1990-1992
Wilson Elementary School, Lynwood, CA (4 th Grade)	
Public School 156, Brooklyn, NY (5 th Grade)	

Education and Certifications

Doctor of Education, Education Policy and Administration, The George Washington University, Graduate School of Education and Human Development	2002
Awarded Academic Fellowship, September 1999-May 2002	
Dissertation: <i>A Study of the Influence of Title I on Districts' School Improvement Initiatives</i>	
Fellow, Education Policy Fellowship Program, Institute for Educational Leadership	1998
Master of Public Policy, University of California at Berkeley, Graduate School of Public Policy	1994
Bachelor of Arts, Public Policy and Psychology (cum laude), Duke University	1990

Professional Activities

District of Columbia Public Schools Technical Advisory Committee	2005-present
Mid-Atlantic Regional Education Laboratory, Technical Advisory Group	2006-present

Publications and Presentations

Scott Joftus, "When Education Reform Gets Personal." In *Education Next*, Summer, Vol. 12, No. 3, 2012.

Scott Joftus, *A Formative Evaluation of Districts' Use of the Arkansas Data and Information System*. Report prepared for and presented to the Arkansas Department of Education, June 2008.

Scott Joftus, "A New Philadelphia Story." In *School Administrator*, January 2008.

Scott Joftus et al., *Philadelphia Education Advisory Task Force: Full Report*. November 2007.

Scott Joftus, "Teacher Quality: Moving from 'Highly Qualified' to 'Highly Effective.'" In *Current Developments in K-12 Education: Near and Longer Term Trends*, Thompson Publishing, 2007.

Jacob Adams, Scott Joftus, and Susanna Loeb, "Multi-Study Finance Projects and Knowledge Utilization," *Presentation at the 32nd Annual Conference of the American Education Finance Association*, March 24, 2007.

Scott Joftus et al., *From Good to Great: A Comprehensive Review of Rogers (AR) Public Schools*. August 2006.

Scott Joftus, "Teacher and Paraprofessional Quality." In Center on Education Policy (editor). *From the Capital to the Classroom: Year Four of the No Child Left Behind Act*, Center on Education Policy, March 2006.

American Institutes for Research and Cross & Joftus, LLC, *Findings and Recommendations of the Citizens' Task Force on Charlotte-Mecklenburg Schools*. December 14, 2005.

Jim Kohlmoos and Scott Joftus, *Building Communities of Knowledge: Ideas for More Effective Use of Knowledge in Education Reform*. Discussion Paper for the National Education Knowledge Industry Association, August 2005.

Scott Joftus, *Breaking Up Is Hard to Do: Lessons Learned from the Experiences of Manual High School*, Colorado Children's Campaign, April 2005.

Scott Joftus, *Top Ten Recommendation for Creating Small High Schools*, Colorado Children's Campaign, April 2005.

Scott Joftus, "Teacher and Paraprofessional Quality." In Center on Education Policy (editor). *From the Capital to the Classroom: Year Three of the No Child Left Behind Act*, Center on Education Policy, March 2005.

Kristin Conklin, Scott Joftus, and Robin Chait, *Redesigning the American High School: Getting It Done: Ten Steps to a State Action Agenda: A Guidebook of Promising State and Local Practices*, National Governors Association Center for Best Practices, 2005.

Scott Joftus et al., *A Look Inside 33 School Districts: Year 2 of the No Child Left Behind Act*, Center on Education Policy, February 2005.

Colorado Children's Campaign, *Raising the Bar: Policy Recommendations for High School Reform: A Preliminary Report of the Colorado Commission for High School Improvement*. Author, January 2005.

Scott Joftus, *An Evaluation of the Texas Institute for School Boards*, Center for Reform of School Systems, October 2004.

Scott Joftus, *The Wager of a Lifetime: High School Graduation Rates in Colorado*, Colorado Children's Campaign, August 2004.

Scott Joftus, *Creating a Portfolio of Great High Schools*, Bill & Melinda Gates Foundation, 2004.

Scott Joftus and Elizabeth Pinkerton, "Program Design Under Title I of NCLB." *Audio-conference for school and district administrators*, Thompson Publishing, June 24, 2004.

Scott Joftus, "Can Value-Added Assessment Advance NCLB's Goals?" *Title I Monitor*, Thompson Publishing, June 2004.

Scott Joftus, "Local, State, and Federal Implementation of NCLB's Highly Qualified Educator Provisions." *Keynote speaker at the Comprehensive System of Personnel Development Conference*, Clearwater Beach, Florida, May 12, 2004.

Scott Joftus, *Supporting Principals Who Break Ranks: Creating Systems that Support Successful High Schools*, National Association of Secondary School Principals, 2004.

Scott Joftus, "Teacher and Paraprofessional Quality." Chapter in *From the Capital to the Classroom: Year Two of the No Child Left Behind Act*, Center on Education Policy, January 2004.

Scott Joftus, *Higher Education Reform: Incorporating the Needs of Foster Youth*, Casey Family Programs, November 2003.

Scott Joftus, *High Schools for the New Millennium: Imagine the Possibilities*, Bill & Melinda Gates Foundation, September 2003.

Scott Joftus and Brenda Maddox-Dolan, *Left Out and Left Behind: NCLB and the American High School*, Alliance for Excellent Education, April 2003.

Scott Joftus and Brenda Maddox-Dolan, *New-Teacher Excellence: Retaining Our Best*, Alliance for Excellent Education, December 2002.

Scott Joftus, *Every Child a Graduate: A Framework for an Excellent Education for All Middle and High School Students*, Alliance for Excellent Education, September 2002.

Scott Joftus, Becky Skinner, Sarah Priestman, Elizabeth May, *An Administrator's Guide to the No Child Left Behind Act*, Thompson Publishing, 2002.

Bill Caritj and Scott Joftus, *Secondary Counseling and Guidance Programs in Virginia Beach City Public Schools: Findings and Recommendations*, The McKenzie Group, May 2002.

Becky Skinner and Scott Joftus, "Mapping Community Resources," *Presentation to Maryland's Career Connections Sustainability Institute*, Annapolis, Maryland, April 11-12, 2002.

Scott Joftus, *The Influence of Title I on the School Improvement Initiatives of Urban Districts*, Unpublished Dissertation, March 2002.

Becky Skinner, Scott Joftus, Robert Kahn, Janice Hamilton-Outz, *Mapping the Use of Federal Resources for High School Reform*, U.S. Department of Education, Office of Vocational and Adult Education, January 2002.

Scott Joftus, Wendy Jo New, Frank Sobol, Edith Stevens, Dona Kilpatrick, William Caritj, and Denise Borders, *A Review of Lansing School District's Title I and At-Risk Program*, The McKenzie Group, June 2001.

Scott Joftus, "From Race, to Equity, to Adequacy: Litigation and Standards," *Presentation at the Association for Supervision and Curriculum Development Annual Conference*, October 23, 2000.

Scott Joftus and Becky Skinner, "Resource Mapping: Strategies for Identifying Resources and Assessing Effectiveness," *Presentation at the National School-to-Work Conference 2000: Thinking about Tomorrow*, Washington, D.C., October 13, 2000.

Scott Joftus and Becky Skinner, "Sustaining and Enhancing School-to-Work Programs: Mapping Methodologies and Resources," *Presentation at the Oklahoma State School-to-Work Training Institute*, Edmond, OK, September 27, 2000.

Becky Skinner and Scott Joftus, "School-to-Work Resource Mapping," *Final Report to the National School-to-Work Office*, U.S. Departments of Education and Labor, 2000.

Scott Joftus, "Education's Responses to Columbine," *Presentation at the Association for Supervision and Curriculum Development Annual Conference*, New Orleans, LA, March 26, 2000.

Scott Joftus, "Mapping Federal Funding to High Schools," *Presentation at the American Education Finance Association Annual Conference*, Austin, TX, March 11, 2000.

Scott Joftus et. al, *Student Achievement and Reform Trends in Urban Districts*, The McKenzie Group, Inc., Paper written for the U.S. Department of Education in support of the *National Assessment of Title I*, May 2000.

Scott Joftus and Denise Glyn Borders, "Student Achievement and Accountability Systems in Large Urban School Districts," *Presentation at the Association for Supervision and Curriculum Development Annual conference*, San Francisco, CA, March 8, 1999.

Denise Glyn Borders and Scott Joftus, "Engaging Stakeholders in Systemic Reform," *Presentation at the Association for Supervision and Curriculum Development*, San Francisco, CA, March 7, 1999.

Scott Joftus and Denise Glyn Borders, "Symbolism or Vision? The Federal Role in Education," *The School Administrator*, March 1999.

U.S. Department of Education, *Integrated Reviews of ESEA and Goals 2000 Formula Programs*, December 1998.

Scott Joftus and Terry Whitney, "High Standards without Big Lawsuits," *Education Week*, November 18, 1998.

Scott Joftus, "Parents and School Reform," *Basic Education: A Monthly Forum for Analysis & Comment*, Volume 42, No.9, May 1998.

Scott Joftus and Ilene Berman, *Great Expectations? Defining and Assessing Rigor in State Mathematics and English Language Arts Standards*, Council for Basic Education, January 1998.

Christopher T. Cross and Scott Joftus, "Are Academic Standards a Threat or an Opportunity?" *NASSP Bulletin*, September 1997.

Scott Joftus and Sylvia Soholt, *Involving Families to Raise Student Achievement in Ohio: Recommendations for the Ohio Department of Education's Office of Family and School Partnerships*, Council for Basic Education, September 1997.

Christopher T. Cross and Scott Joftus, "U.S. Educational System Seeks Wholesale Reform," *Forum for Applied Research and Public Policy*, Volume 12, Number 3, University of Tennessee, Fall 1997.

Scott Joftus, "Academic Standards and Family Involvement: Foundations of Student Achievement," *Presentation at the Ohio Department of Education's Office of Family and School Partnerships Retreat*, Granville, Ohio, August 20-21, 1997.

Christopher T. Cross and Scott Joftus, "LAUSD is Setting the Right Standards," *The Los Angeles Daily News*, July 2, 1997.

Christopher T. Cross and Scott Joftus, "The Superintendent's Role in State Assessments," *The School Administrator*, June 1997.

Christopher T. Cross and Scott Joftus, "Stumping for Standards," *Education Week*, April 9, 1997.

Christopher T. Cross and Scott Joftus, "Do Public Schools Need State-Mandated Educational Standards?" *Insight Magazine*, February 17, 1997.

Christopher T. Cross and Scott Joftus, "Using Standards in Charter Schools," *Presentation at the Charter School Developers Conference*, Teachers College, Columbia University, January 16-18, 1997.