

**Heather E. Campbell**  
School of Public Affairs  
Arizona State University  
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26 September 2007

## EDUCATION

PhD (August 1992), Public Policy Analysis; Carnegie Mellon University, The H. John Heinz III School of Public Policy and Management. Dissertation: *Rate Cases, Political Intervention, and Strategy: An Empirical Study of State Telephone Regulation*. May 1992. Committee: Steven Garber (Chair), Linda Babcock, Daniel Nagin. Nominated, APPAM dissertation award.

MPhil (May 1989), Public Policy Analysis; The Heinz School.

BA with Department Honors With Distinction (June 1982), Political Science; University of California at San Diego, Revelle College.

## ACADEMIC EXPERIENCE

Associate Professor, with tenure (August 1999—Present), Arizona State University, School of Public Affairs. Teaching: MPA core courses including Public Service Research II (regression analysis) and Public Affairs Economics; MPA prerequisite Public Service Statistics (online); undergraduate concentration core Public Management and Policy and Public Policy; PhD core in Policy and Program Evaluation; doctoral program of study and dissertation committees; independent study courses on special topics.

- Invited Participant (August 2007—Present) People Interested in Economics and Sustainability (PIES) working group.
- Member, WaterSim Advisory Committee (July 2007—Present). Decision Center for a Desert City (DCDC), ASU. Particular emphasis on adding policy variables to the WaterSim model.
- Invited Participant (Summer 2005—Present), Arizona Water Institute; COPP liaison (April '06 to present)  
Governor Janet Napolitano proposed the originally named Arizona/Virtual Water University as a means of combining expertise at all of Arizona's universities to produce better policy around this crucial resource.
- Affiliate Faculty (November 2003—Present), School of Justice Studies/School of Justice and Social Inquiry (SJSI). Participate in SJSI events; serve as a resource to SJSI graduate students. September 2007, requested to serve as PhD Program Faculty in Justice Studies.

Director, Graduate Studies (July 2004—May 2007), Arizona State University, School of Public Affairs. Activities include MPA Admissions; PhD Admissions; MPA policy decisions; development of new urban-focused MPP; PhD policy decisions, PhD, MPA and undergraduate course scheduling and adjunct identification; student funding including assistantships and scholarships; recruiting and advising; and mentoring doctoral students and new faculty. (Please see below for research, teaching, and other service contributions)

Director, MPA Program (July 2002—July 2004), Arizona State University, School of Public Affairs. Activities include MPA Admissions; PhD Admissions; MPA policy decisions; advertising and awarding scholarships; and recruiting and advising.

Assistant Professor (August 1992—August 1999), Arizona State University, School of Public Affairs. Teaching: MPA core classes including Public Affairs Economics, Public Service Research I and II, and Bureaucracy & Public Affairs II; Advanced MPA Electives including Advanced Policy Analysis, and Program Evaluation; PhD core class Policy Analysis & Program Evaluation; various independent study courses.

Instructor (August 1991—May 1992). Arizona State University, School of Public Affairs. Teaching: MPA core course Bureaucracy and Public Affairs; MPA area of emphasis courses Advanced Policy Analysis, and Program Evaluation.

Teaching Assistant, MS-Level Courses (August 1984—November 1987), Carnegie Mellon University, The Heinz School. Activities included grading homework, leading discussion sections, and meeting with students. Courses: Microeconomics, Cost-Benefit Analysis, Econometrics

## **RECOGNITION AND AWARDS**

NASPAA Honoree, "Best Article in the *Journal of Public Affairs Education* for 2005."

2005-2006 Faculty Recognition, ASU Student Affairs for making a difference in the lives of ASU students; across the Tempe, Polytechnic, and Tempe campuses about 60 faculty received this award.

2004 School of Public Affairs Distinguished Service Award, Arizona State University.

Nominee, Association for Public Policy Analysis and Management Policy Council, 2003.

Nominee, National Association of Schools of Public Affairs and Administration (NASPAA) Excellence in Teaching Award, 1999.

Fellow, Wakonse Fellowship for faculty who are devoted to teaching and learning, 1998—present.

1997 School of Public Affairs Distinguished Teaching Award, Arizona State University.

Nominee, Co-Curricular Programs and Service 1998 Last Lecture series.

1994 School of Public Affairs "Leg of the Stool" Award for Excellence in Service, Arizona State University.

Nominee, Association for Public Policy Analysis and Management Dissertation Award, 1992.

Recipient of Mellon Fellowship, Carnegie Mellon University, 1983—1984.

## **RESEARCH/CREATIVE ACHIEVEMENTS**

### ***REFEREED JOURNAL ARTICLES***

Sobotta, Robin R. & Heather E. Campbell, Beverly J. Owens (2007). "Aviation Noise and Environmental Justice: The Barrio Barrier." *Journal of Regional Science*, Vol. 47, No. 1: 125-154.

Steiner, Sue, Lynn Holley, Karen Gerdes, & Heather E. Campbell (2006). "Student Evaluations of Teaching: Listening to Students While Acknowledging Bias." *Journal of Social Work Education* (published by the Council on Social Work Education, Social Work's education accrediting body), 42(2): 355-376.

Campbell, Heather E. (2006). "Cheating, Public Administration Education, and Online Courses: An Essay and Call to Arms." *Journal of Public Affairs Education*, Vol 12, No. 1/Winter: 33-47.

Campbell, Heather E., Sue Steiner, & Karen Gerdes (2005). "Student Evaluations of Teaching: How You Teach and Who You Are." *Journal of Public Affairs Education*, Vol. 11, No. 3: 211-231. "Best Article in the Journal of Public Affairs Education for 2005."

Campbell, Heather E., Karen Gerdes, & Sue Steiner (2005). "What's Looks Got to Do With It? Instructor Appearance and Student Evaluations of Teaching." *Journal of Policy Analysis and Management*, Vol. 24, No. 3: 611-620.

Campbell, Heather E. with Ryan M. Johnson & Elizabeth Hunt Larson (2004). "Prices, Devices, People, or Rules: The Relative Effectiveness of Policy Instruments in Water Conservation." *Review of Policy Research*, Vol. 21, No. 5: 637-662.

Campbell, Heather E. & Barbara McCabe (2002). "Fun With Economics: Simulating Theory to Stimulate Learning." *Journal of Public Affairs Education*, Vol. 8, No. 2: 131-139.

Chanley, Sharon A., Jesse J. Chanley, Jr., & Heather E. Campbell (2001). "Providing Refuge: The Value of Domestic Violence Shelter Services." *American Review of Public Administration*, Vol. 31, No. 4: 393-413.

Campbell, Heather E (1998). "When Businesses Collide: Producer Interest Groups and the Politics of Regulation, " *Policy Studies Journal*, Vol. 26, No. 2: 310-328.

Campbell, Heather E., & BJ Tatro (1998). "Teaching Program Evaluation to Public Administration Students in a Single Course: An Experiential Solution," *Journal of Public Affairs Education*, Vol. 4, No. 2: 101-122.

Campbell, Heather E., & Marianne Barrett (1997). "An Analysis of Cable and Telephony in the Act of '96: Economics, Law, Regulation, and Politics," *Communication Law and Policy*, Vol. 2, No. 4: 477-525.

Campbell, Heather E. (1996). "The Politics of Requesting: Strategic Behavior and Public Utility Regulation," *Journal of Policy Analysis and Management*, Vol. 15, No. 3: 395-423.

Campbell, Heather E. (1995). "Influencing Bureaucracy? A Research Note on Implications of Measuring Participation in Public Utility Rate Cases," *Journal of Public Administration Research and Theory*, Vol. 5, No. 3: 319-329.

### **BOOK CHAPTERS**

Pfister, A. J. & Heather E. Campbell (2001). "Regulation and the Arizona Corporation Commission," in Jeffrey Chapman & Brent Brown, Eds., *Pieces of Power: Governance in Arizona*, pp. 63-81. Arizona Town Hall Corporation: Phoenix, AZ.

Campbell, Heather E., Susan J. Perkins, & Frank Fairbanks (1997). "Phoenix: Alternative Service Delivery Strategies," in Marga Prohl, Ed., *International Strategies and Techniques for Future Local Government, Practical Aspects Towards Innovation and Reform*, pp. 17-73. Bertelsmann: Gutersloh, Germany.

### **MONOGRAPHS**

Waits, Mary Jo, Heather E. Campbell, Rebecca Gau, Ellen Jacobs, Tom Rex, & Robert K Hess (2006). *Why Some Schools with Latino Children Beat the Odds...and Others Don't*. Morrison Institute for Public Policy & Center for the Future of Arizona: Tempe, AZ. Monograph produced with funding from Bruce T. Halle Family Foundation, City of Phoenix, Valley of the Sun United Way, Arizona Community Foundation, Honeywell, and Arizona State University.

Campbell, Heather E., & Ryan M. Johnson (1999). *Doing Multivariate Analysis of Residential Single-Family Water Conservation Programs: The Cookbook*. Morrison Institute for Public Policy: Tempe, AZ. Monograph produced under grant for the Arizona Department of Water Resources (ADWR) (Co-principal investigators: Dr. Rob Melnick, Mary Jo Waits, and Dr. Heather Campbell). Document available at <http://www.asu.edu/copp/morrison/public/Cookbook.pdf>.

### **REFEREED PROCEEDING PUBLICATIONS**

Campbell, Heather E., Laura R. Peck, & Michael K. Tschudi (2007). "Examining the Environmental Justice Component of Urban Sustainability: A Comprehensive Analysis Including Economics, Collective Action, Ethnicity, and Age." *Proceedings of the SUE-MOT Conference 2007 International Conference on Whole Life Urban Sustainability and its Assessment*, Glasgow, Scotland, UK, June 27-29, 2007. M Homer, C. Hardcastle, A Price, & J. Bebbington, Eds. Posted at <http://conference.sue-mot.org/papers> (currently password-protected).

Campbell, Heather E., & Marianne Barrett (1996). "How Did We (De)Regulate Telecommunications? A Preliminary Analysis of Cable and Telephony in the Act of '96," in Kathy Rehbein, Ed., *1996 Proceedings of the Seventh Annual Meeting of the International Association for Business and Society*, pp. 189-194.

Campbell, Heather E. (1993). "Looking in the Wrong Place? Implications of a Strategic Model of the Rate Case Process for the Effect of Election of Public Utility Regulators," in Jean Pasquero and Denis Collins, Eds., *1993 Proceedings of the Fourth Annual Meeting of the International Association for Business and Society*, pp. 211-216.

#### **NON-REFEREED PROCEEDING PUBLICATION**

Campbell, Heather E., and BJ Tatro (1995). "An Experiential Approach to Teaching Program Evaluation," in *Proceedings of the Eighteenth National Conference on Teaching Public Administration*, Panel 6C Paper 1, pp. 1-10.

#### **RESEARCH CONFERENCE PRESENTATIONS**

Campbell, Heather E. "Examining the Environmental Justice Component of Urban Sustainability: A Comprehensive Analysis Including Economics, Collective Action, Ethnicity, and Age." Presented at the International Conference on Whole Life Urban Sustainability and its Assessment, Glasgow, Scotland, 27-29 June 2007.

Campbell, Heather E & Michael K. Tschudi, "The Location of Toxic Release Inventory Facilities in Maricopa County: Economics, Collective Action—and Being Asian." Poster presentation, CAP-LTER Poster Symposium, Arizona State University, January 10, 2007.

Campbell, Heather E. "Toxics on the Edge: Poverty, Race, and Political Boundaries." Presented at the 28th Annual APPAM Research Conference, November 2-4, 2006, Madison, WI. Panel: Environmental Justice: Issues in Facility Siting, Regulatory Compliance, Neighborhood Revitalization, and Environmental Management Systems.

Campbell, Heather E. "Student Evaluations of Teaching: How You Teach and Who You Are." 2004 Association for Public Policy Analysis and Management National Research Conference, October 27-30, Atlanta, GA.

Osborn, Marcus R. & Heather E. Campbell. "An Examination of the Effectiveness of Publicly Funded Elections at Reducing Interest Group Influence: Lessons Learned from Arizona and Guidance for State Policymakers." 2004 Association for Public Policy Analysis and Management National Research Conference, October 27-30, Atlanta, GA.

- Sobotta, Robin R. & Heather E. Campbell. "Concerns, Contours, & Communities: Environmental Justice and Aviation Noise." 2003 Association for Public Policy Analysis and Management National Research Conference, November 6-8, Washington, DC.
- Campbell, Heather E. "Fixing the Telecom Act of 1996? Analysis of the 2002 Internet Freedom and Broadband Deployment Bill," 2002 National Research Conference of the Association for Public Policy Analysis and Management, November 7-9, Dallas, TX.
- Campbell, Heather E. "Is Expert Opinion Accurate? An Empirical Analysis With Implications for Public Administration, Research, and Teaching," 2002 Research Conference of the American Society for Public Administration, Van Riper Symposium, March 23-26, Phoenix, AZ.
- Campbell, Heather E. "Is Expert Opinion Accurate? An Empirical Analysis With Implications for Teaching Policy Analysis and for the Administrative State." 2001 Fall Research Conference of the Association for Public Policy Analysis and Management, November 1-3, Washington, DC.
- Campbell, Heather E. & Barbara Coyle McCabe. "Fun With Economics: Simulating and Stimulating the Curriculum." 24th Annual Conference on Teaching Public Administration, February 2001, Tempe, AZ.
- Campbell, Heather E. "Analyzing Water Conservation Policies: Prices, Regulation, People, or Stuff." Association for Public Policy Analysis and Management, 22nd Annual Research Conference, November 2-4, 2000, Seattle, WA.
- Campbell, Heather E. "Evaluating Water Conservation Policies: The Value of Using Multivariate Regression Analysis." Arizona Evaluation Network Spring Conference, April 28, 2000, Tucson, AZ.
- Campbell, Heather E. "When Businesses Collide: Interest-Group Politics in the New Telecommunications Regulation," Western Political Science Association Annual Meeting, March 13-15, 1997, Tucson, AZ.
- Campbell, Heather E. "An Analysis of Cable and Telephony in the Act of 1996: Rules, Incentives and Economics," Association for Public Policy Analysis and Management, 18th Annual Research Conference, October 31-November 1, 1996, Pittsburgh, PA.
- Campbell, Heather E. "How Did We (De)Regulate Telecommunications? A Preliminary Analysis of Cable and Telephony in the Act of '96," International Association for Business and Society 7th Annual Conference, March 21-24, 1996, Santa Fe, NM.
- Campbell, Heather, & BJ Tatro. "An Experiential Approach to Teaching Public Administration," 18th Annual Conference on Teaching Public Administration, March 1995, Seattle, WA.

Campbell, Heather Elaine. "Election *Versus* the Public Interest: the Case of Public Utility Commissioners," Western Social Science Association, 36th Annual Meeting, April 1994, Albuquerque, NM.

Campbell, Heather E. "Looking in the Wrong Place? Implications of a Strategic Model of the Rate Case Process for the Effect of Election of Public Utility Regulators," International Association for Business and Society, 4th Annual Meeting, April 1993, San Diego, CA.

### **TECHNICAL REPORTS**

Bortner, Peg, Anne Schneider, Carlos Martin, Heather E. Campbell, Laura R. Peck, Janet Soper, Geri Pavlick, Andy Hall, Jolan Hsieh, Kathy McCaghren, Yvonne Luna, Carlos Posadas, J. D. Godchaux (October 2003). *Stardust Center for Affordable Homes and the Family Resource Book: ASU Faculty Research Workshop*. University Initiatives, Office of the President: Tempe, AZ. (Contributor).

Bortner, Peg, Heather Campbell, Rob Melnick, Michael Musheno, Carlos Posadas, Anne Schneider, & Christine Yalda (2001). *Exploring Racial Profiling: Research Design Recommendations for the Chandler Police Department*. Center for Urban Inquiry: Tempe, AZ. (Primary author).

Bortner, Peg, Heather Campbell, Rob Melnick, Michael Musheno, Carlos Posadas, Anne Schneider, & Christine Yalda (2001). *Developing Understandings of Racial Profiling Issues and Practices: An Annotation and Analysis of Key Documents*. Center for Urban Inquiry: Tempe, AZ. (Co-author).

Campbell, Heather E., Elizabeth Hunt Larson, Ryan M. Johnson, Mary Jo Waits (January, 1999). *Some Best Bets in Residential Water Conservation: Results of Multivariate Regression Analysis, City of Phoenix, 1990-1996*. Morrison Institute for Public Policy: Tempe, AZ. Grant research performed for the Arizona Department of Water Resources (ADWR) (Co-principal investigators: Dr. Rob Melnick, Mary Jo Waits, and Dr. Heather Campbell).

Campbell, Heather, Ryan Johnson, and Mary Jo Waits (December, 1996). *Developing a Statistical Model for Evaluating Water Conservation Measures: A Review of Literature*. Morrison Institute for Public Policy: Tempe, AZ. Grant research performed for the Arizona Department of Water Resources (Co-principal investigators: Dr. Rob Melnick, Dr. Robert Hinks, and Dr. Heather Campbell).

Campbell, Heather, Robert Hinks, Ryan Johnson, Laurie Marin, and Mary Jo Waits (June, 1996). *Residential Water Conservation in Arizona: Expert Assessment of Provider Efforts in the Phoenix AMA*, Morrison Institute for Public Policy: Tempe, Arizona. Grant research performed for the Arizona Department of Water Resources (Co-principal investigators: Dr. Rob Melnick, Dr. Robert Hinks, and Dr. Heather Campbell).

### **WORK IN PROGRESS**

Campbell, Heather E. & Elizabeth A. Corley. *Urban Environmental Policy Analysis: Theory and Practice Toward Sustainability*.

### **ARTICLES AND LETTERS IN PROFESSIONAL NEWSLETTERS**

Campbell, Heather E. (2001). "Summary of Keynote: Yvonna Lincoln Speaks about 'The Five Futures' and Their Importance to Fourth Generation Evaluation," *AZENet Newsletter*, Fall: online. <http://aspin.asu.edu/azenet/fall01.html>

Campbell, Heather E. (2001). "Responses to the Keynote: Dr. Dennis Palumbo and Dr. Katherine McKnight," *AZENet Newsletter*, Fall: online. <http://aspin.asu.edu/azenet/fall01.html>

Campbell, Heather E. (2001). "AJ Figueredo's Commentary on Lincoln's Address," *AZENet Newsletter*, Fall: online. <http://aspin.asu.edu/azenet/fall01.html>

Campbell, Heather E. (2001). "Logic Models in Theory and Use," *AZENet Newsletter*, Fall: online. <http://aspin.asu.edu/azenet/fall01.html>

Campbell, Heather (2001). "Overlapping Concerns of Policy Analysis and Program Evaluation." *AZENet Newsletter*: Winter: 1-2. <http://aspin.asu.edu/azenet/winter01.html>

Campbell, Heather E. (2001). "Reader Distressed By May Frederickson Perspective." *PA Times*: Vol. 24, No. 7: 8.

### **LIST OF GRANTS OBTAINED**

Finding "Good To Great" Latino Schools in Arizona. PI: Mary Jo Waits. Funding by city of Phoenix, Valley of the Sun United Way, Halle Foundation, Arizona Community Foundation, plus Morrison Institute and Center for Future of Arizona. Total is approximately \$250,000 for all 3 phases of study. Lead research scientist and co-author.

Dean's Incentive Grant (January 2004—December 2004). College of Public Programs (Award approximately \$1600).

Arizona Department of Water Resources. (1994 Augmentation and Conservation Assistance Grant Program), "New Directions For Municipal Water Conservation Strategies: A Proposal to Identify and Evaluate RCMs for Non-Per Capita Programs."

- *Phase II (Evaluation)*: Co-principal investigator with Rob Melnick, Director, and Mary Jo Waits, Associate Director, Morrison Institute. Award \$62,000. 7/24/97—1/31/99.
- *Phase I (Identification)*: Co-principal investigator with Rob Melnick, Director, Morrison Institute, and Bob Hinks, Associate Professor, Civil Engineering. Award, \$29,600. 3/27/95—12/31/96

Dean's Incentive Grant (June 1994—August 1994). College of Public Programs (Award approximately \$3600).

Faculty Grant-in-Aid (June 1992—June 1993). Office of the Vice President for Research, Arizona State University (Award approximately \$4600).

## **PUBLIC/COMMUNITY SERVICE**

### ***INVITED SPEECHES***

Advancing Arizona Education Conference, Options for Excellence Program, Arizona State University. Topic: *Beat the Odds*. Fall 2006.

Chengdu City Managers Training Project. Topic: Regulation. Fall 2003.

Ecosystems Seminar. Topic: Effectiveness of residential water conservation policies. February 19, 2003

Arizona Evaluation Network (AZENet) Fall Meeting, "Overview of Cost Analysis," December 1, 1997.

AZENet, Scottsdale Cluster, "BCA [Benefit-Cost Analysis] and CEA [Cost-Effectiveness Analysis]: Tools for Evaluating Health Policies," April 28, 1997.

Graduate Women's Network. "The Transition from Graduate Student to Junior Faculty: Issues Women Face," 1995.

Metropolitan Business and Professional Womens Club. "Policy Analysis: What Is It, and What Can Be Done About It," August, 1994.

### ***WORKSHOPS***

Invited Participant, Stardust Center for Affordable Homes and the Family Workshop, October 30, 2003.

Presenter, AZENet Spring Conference, Phoenix, AZ, April 26, 2001. Topic: Cost-Benefit Analysis.

Presenter, Arizona Department of Water Resources, November 17, 2000. Topic: Meaning of water conservation research results and how to use *The Cookbook*. Presented to Non-Per-Capita RCMs [Reasonable Conservation Measures] working group.

Organizer, Arizona Evaluation Network Fall Workshop, October 27, 1999, Burton Barr Central Library, Phoenix, AZ. Topic: Evaluation and Privatization.

Presenter, Office of the Auditor General, State of Arizona, "Introduction to Policy Analysis," June 3, 1998, Phoenix, AZ (Session Leader: John Hall, Professor, School of Public

Affairs. Other presenters: Rob Melnick, Director, Morrison Institute; Peggy O'Sullivan-Kachel, Director, Advanced Public Executive Program).

Invited Participant and Workshop Facilitator, International Network for Better Local Government, "Alternative Service Delivery Strategies," June 18-19, 1996, Gutersloh, Germany.

### ***INTERVIEWS/MEDIA***

Interviewer: Sam Tyler. The *Beat the Odds* study is one of four featured examples in a one-hour PBS documentary, *Good to Great*, aired on KAET Channel 8 Wednesday, January 10, 2007 at 9 pm and Sunday, January 14, 2 pm (other times nationally).

- According to the Center for the Future of Arizona (email announcement dated 15 March, 2007), "In January, **245 PBS television stations** featured the Center's *Beat the Odds* study and one of its 12 high performing schools, the Alice Byrne Elementary School in Yuma, in a television documentary about Jim Collins and his best-selling management book *Good to Great*."

Interviewer: Debra Palka. Product: "Teaching Evaluation Study Rules Out Beauty as Factor," *ASUInsight*, November 12, 2004, p. 2.

Interviewer: Mark Brodee. Product: Radio article on water policy in Arizona, aired on KJZZ during Morning Edition, 6:30 and 8:30 am time slots, November 25, 2002.

Interviewer: David Parrish. Product: "The Illusion of Equality," *The Arizona Republic*, June 20, 1999, pp. A1, A16.

Interviewer: Karen Yamada. Product: "Competition Between Telephone, Cable Companies Not Imminent," *State Press*, Feb. 13, 1998, p. 10.

Interviewer: Jay Alpert. Product: Quote on ASU Radio Actuality Service, week of Feb. 12, 1998. [Note: an "actuality service" provides news stories to radio stations, including "actualities," which are audio quotes.]

Interviewer: Maureen Skowran. Product: "Residents Rally Against 71% Rent Raise," *Apache Junction Independent*, Nov. 19-25, 1997, pp. A1 and A13.

Interviewer: Ed Taylor. Product: "Telecom Revolution a Year Later: Mixed Results for Industry So Far," *Tribune Newspapers*, Feb. 9, 1997, pp. E1 and E6.

### **PROFESSIONAL SERVICE**

#### ***NATIONAL OFFICES AND SERVICE***

Vice-Chair, Institutional Representatives, Association for Public Policy Analysis and Management (2005—2007).

Chair, Association for Public Policy Analysis and Management (APPAM), PhD Dissertation Award Committee (2006).

Member, National Association for Schools of Public Affairs and Administration (NASPAA), Award Committee, Leslie A. Whittington Excellence in Teaching Award (2005). Chair: Eric Jacobson. Other Member: Steve Fetter.

Institutional Representative to Association for Public Policy Analysis and Management for Arizona State University School of Public Affairs (Fall 2003—present).

### ***CONFERENCE SERVICE***

Moderator, Roundtable: Evaluating the Evaluations: Research into High-Stakes Testing. American Society for Public Administration national research conference, Denver, CO, Spring 2006.

Chair, Panel: Issues Affecting Internet Use: Adoption and Divides, November, 2005. Association for Public Policy Analysis and Management

Organizer, Science and Technology Policy track, national research conference, Association for Public Policy Analysis and Management, 2005.

Chair, Panel: Info and Telecom Policy. Association for Public Policy Analysis and Management, October 2004.

Organizer, Science and Technology Policy track, national research conference, Association for Public Policy Analysis and Management, October 2004.

Chair, Panel: Governing Science and Technology Policy. Association for Public Policy Analysis and Management, November 2003.

Organizer, Science and Technology Policy track, national research conference, Association for Public Policy Analysis and Management, November 2003.

Moderator, 24th Annual Conference on Teaching Public Administration, February 2001.

Chair, Organizer and Presenter, Roundtable: "Regulating the New Economy: Telecommunications, Software and Cyberspace." Association for Public Policy Analysis and Management 22nd Annual Research Conference, November 2-4, 2000, Seattle, WA.

Respondent, Spring Conference, Arizona Evaluation Network, April 9, 1999, Orange Tree Resort, Phoenix, AZ. Presenter: Michael Q. Patton, keynote address, "Evaluation for Decision-Making."

Observer, Community Presentation, Wakonse Retreat, May 23-31, 1998, Camp Tontozona, AZ. [Note: an "observer" is a pre-assigned extemporaneous discussant on teaching methods used during the presentation.]

Panel Moderator, "Revolts, Reforms and Changes in Local Finance", 36th Annual Western Social Science Association Conference, April 20-23, 1994, Albuquerque, New Mexico.

## **REFEREE/REVIEWER**

*Journal of Public Affairs Research and Theory*

- 2005

*Journal of Public Affairs Education*

- 2005, 2002

*Journal of Policy Analysis & Management*

- 2003, 2002

*Policy Studies Journal*

- 1999, 1998

*The Social Science Journal*

- 1995

Prentice Hall. *The Art of Questioning: An Introduction to Critical Thinking*. May 2000.

SUNY Press. *Humble Analysis: How Experts Work in Public Settings*. February 2000.

Irwin Books. 11th edition of *Economics of Social Issues* for preparation of the 12th edition; review also used for preparation of the 13th edition.

McGraw-Hill. *Survey Research for Public Administrators*.

## **MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS**

Association for Public Policy Analysis and Management (APPAM)

American Society for Public Administration (ASPA)

Policy Studies Organization (PSO)

Arizona Evaluation Network (AZENet)

- Past President, member of Board, 01/02
- President, chair of Board, 00/01
- President-Elect, member of Board 99/00
- Charter Member

Faculty Women's Association

Wakonse Fellowship for College Teaching and Learning

## **UNIVERSITY, COLLEGE, AND DEPARTMENT SERVICE**

University Service

Participant, Russian and East European Studies Center (REESC) ASU-YSU (Yerevan State University, Armenia) Partnership (2004)

Participant, REESC ASU-University of Prishtina, Kosovo Partnership (2003—2002)

COLASS (Committee on Law and Social Science) Executive Committee (F01—S03)

DPA Executive Committee (98/99)  
Liaison, University Program of Faculty Development (UPFD) (1994)  
Writing Across the Curriculum Advisory Board (1993)

#### College of Public Programs Service

Director Search Committee (04/05)  
Chair, Internal Grants and Award Committee (01/02—02/03)  
Chair, Academic and Student Affairs Committee (98/99)  
Academic and Student Affairs Committee (97/98)  
Internal Grants and Awards Committee (96/97)  
Undergraduate Curriculum, Standards, and Grievances Committee (92/93)  
Grievance Committee (91/92)

#### School of Public Affairs Service

Senator, to ASU (Tempe) Academic Assembly (Fall 2006 through Spring 2007)  
Chair, Masters Committee (previous name: MPA Committee) (July 2002—2007)  
Personnel Committee (00/01, 05/06)  
Advisor, Students of Public Affairs Network (SPAN) (04/05—2007)  
PhD Committee (Fall 2001—present)  
Co-organizer, School of Public Affairs Colloquium Series (02/03—05/06)  
Ad Hoc Committee on ASU President's project to market/seek external funding for the School (S04)  
Ad Hoc Committee to Serve Our Students (development of non-profit concentration) (01/02)  
Ad Hoc DPA/PhD requirements committee (00/01)  
Core Curriculum review committees

- Public Affairs Economics (1998—2004; chair 1998, 1999, 2001—2004)
- Budgeting and Finance (1998—2000)
- Integrated Methods (1998—2004; chair 2002—2004)
- Policy Analysis (1998, 2001—2004)

MPA Admissions and Standards Committee (93/94—97/98)

- MPA Student Paper Awards Subcommittees (1994—1997)
- DPA Student Paper Awards Subcommittees (1994—1998)

Target of Opportunity/Diversity Candidate (Female) Hiring Committee (94/95)  
Director Search Committee (93/94)  
Executive Committee (Fall 94)  
Committee to Consider Undergraduate Initiatives (Spring 93, Fall 93)  
Curriculum Review Committee (Fall 91, 92/93)  
Policy Analysis and Program Evaluation Field Committee (91/92—95/96)

- Comprehensive Exam writing and grading subcommittee (91/92—95/96)

Research Methods Committee (92/93—94/95)  
Bureaucracy and Public Affairs Committee (92/93—93/94)

## **TEACHING ACTIVITIES**

### ***COURSES TAUGHT***

### MPA Core

Public Service Research II (regression analysis from OLS through heteroskedasticity and serial correlation)

- Spring of '05, 4 students submitted their research papers from this course to national conferences and were accepted (4 papers accepted to American Society for Public Administration Spring 2006 research conference, and 1 of these also accepted to 2006 BenchMark 3 conference on Nonprofit and Philanthropic Studies)

Public Affairs Economics (micro, macro, and public goods economics for public managers)

Bureaucracy and Public Affairs II (survey course on bureaucratic management)

### MPA/PhD Advanced Elective/Area of Emphasis Core

Urban Policy Workshop (PhD only)

- Several papers from this class were presented at national conferences

Advanced Policy Analysis

Program Evaluation

Seminar in the Political Economics of Regulation

### PhD Core

Policy Analysis & Program Evaluation

### Undergraduate PA-Emphasis Core

Public Management and Policy

Public Policy

### Undergraduate-Level MPA Prerequisite

Statistics (online)

### Selected Independent Studies on Special Topics

International Analysis of Effect of Freedom of Information Laws

Housing/Homelessness Policy

Americans with Disabilities Act

Women and Policy

Feminist Economics

Regulation

### ***DISSERTATION COMMITTEES***

Chanley, Jesse (2005). *An Analysis of Civic Education Policy-Making in Arizona Using the Advocacy Coalition Framework and Policy Design Theory*. Committee: Heather E. Campbell (Chair), Anne Schneider, and Michele Moses. (School of Public Affairs nomination for NASPAA dissertation award, 04/05 academic year; each NASPAA school may nominate only one per year; also School's nomination for APSA's Laswell dissertation award.)

Owens-Prindle, Beverly (2004). *Environmental Justice in Metro Phoenix: Importance of Race, Cost, and Politics*. Committee: Heather E. Campbell (Chair), N. Joseph Cayer, and Barbara McCabe.

Osborn, Marcus R. (2003). *Information or Money? Primary Influences of Arizona Legislators' Information Source Reliance*. Committee: Heather E. Campbell (Chair), N. Joseph Cayer, Michelle Chin.

Sobotta, Robin R. (2002). *Communities, Contours, and Concerns: Environmental Justice and Aviation Noise*. Committee: Heather E. Campbell (Chair), David Pijawka, N. Joseph Cayer. (School of Public Affairs nomination for NASPAA dissertation award, 01/02 academic year; each NASPAA school may nominate only one per year.)

Chanley, Sharon Anne (2000). *Domestic Violence, Welfare, and Welfare Reform: The Family Violence Option in Arizona*. Committee: Kathleen J. Ferraro (Chair), Dennis Palumbo, Heather E. Campbell, and Nicholas Alozie.

### **GRADUATE COLLEGE REPRESENTATIVE, DISSERTATION DEFENSES**

Drury, Alfred Cooper (July 1997). *Economic Sanctions and Presidential Decisions: Models of Political Rationality*. Field: Political Science. Committee Chair: Stephen G. Walker.

Noble, Charles H. (May 1996). *Implementing Marketing Strategies: A Role Base, Multi Method Study of the Middle Manager*. Field: Business Administration. Committee Chair: Michael P. Mokwa.

Kupel, Douglas Edward (May 1995). *Urban Water in the Arid West: Municipal Water and Sewer Utilities*. Field: History. Committee Chair: Bradford F. Luckingham.

Ramsden, Julia Rood (December 1994). *Goals for Attending College of Younger and Older Students*. Field: Higher and Adult Education. Committee Chair: Quentin J. Bogart.

Coleman, Karen Kay (December 1992). *Teachers' Perceptions of Evaluation Systems*. Field: Education. Committee Chair: Thomas H. Metos.

### **HONORS COLLEGE THIRD READER, SENIOR HONORS THESIS PRESENTATIONS**

Turner, Christine (May 1994). *Implementation of ISTEA Legislated Management Systems*. First Reader: John Zaniewski.

Hodgeson, Benjamin (May 1993). *A Qualitative Examination of the Roles of Boards of Directors: Correlation Between Board Composition and Activity and Company Performance*. First Reader: Marianne Jennings.

### **GUEST LECTURES**

2004, BIS core. Instructor: Charlene Roach. Guest lecture on US Macro policy.

1998, PhD core, Policy Analysis and Program Evaluation. Prof: Louis Weschler. Guest lecture on the value of quantitative analysis.

1997, MPA core, Public Affairs Economics. Instructor: Wayne Aerni. Guest lecture on Cost-Benefit Analysis.

1996, PhD core, Public Policy Analysis and Program Evaluation. Prof: Alvin Mushkatel.  
Guest lecture on substantive rationality.

1992, 1993, 1994, PhD core, Foundations of Public Administration. Prof: Louis Weschler.  
Guest lectures on Policy Analysis and Program Evaluation.

1992, MPA area of emphasis core, Public Sector Economics. Instructor: Rob Melnick.  
Guest lecture on the economic view of regulation.

### ***TEACHING DEVELOPMENT***

06/07

Special IT/COPP class on Using Technology in the Classroom. January 26, 2007

Teaching Controversy in the Classroom. Center for Learning and Teaching Excellence  
workshop. October 5, 2006.

Troubleshooting: Plagiarism and Cheating. Center for Learning and Teaching Excellence,  
Arizona State University. Facilitator: Sandra Nagy, Writing Across the Curriculum. Sept.  
13, 2006.

97/98

Arizona Wakonse Retreat 1998. Team Teaching, Creative and Critical Thinking,  
Movement Workshops 1 and 2 [on the use of body language in the classroom], and Cultural  
Diversity. May 28-May 31.

96/97

Advanced Public Executive Program. Observation of Prof. Marc Roberts leading a case-  
method course for mid-career professionals. September 11.

95/96

"Case Study Teaching Workshop." Session I: Communication Between Colleagues (on an  
on-line communication system for case-study users). Session II: Managing Case  
Discussion: A Round Table. Association for Public Policy Analysis and Management.  
November 2.

94/95

"Pre-Conference Teaching Faire." Teaching Workshop, Teaching Lab, Writing Case  
Studies, and Building Courses and Syllabi on the Internet. Association for Public Policy  
Analysis and Management, October 27.

Conference on Teaching Public Administration, March 23-25. Using Role-Playing to Teach  
Public Administration, and Intellectual Development in Adult Learners.

"The Nitty Gritty Course Preparation Workshops." Creating a Success-Oriented Course, Activating the University Classroom, and Creating a Course Syllabus. University Program of Faculty Development, August 16 and 17.

93/94

University Program of Faculty Development. At my request, UPFD videotaped and critiqued my classroom teaching.

"Cooperative Learning in Higher Education." Many of the courses I teach are inherently quantitative, and our students tend to be frightened of quantitative content, so focused especially on sessions on cooperative techniques for teaching mathematics.

91/92

Writing Across the Curriculum. Critical Thinking in the Classroom.

University Program of Faculty Development. Workshop on Cooperative Learning.

University Program of Faculty Development. Questions That Stimulate Critical Thinking, and Use of Two-Person Groups.

## **MANAGED PUBLIC SERVICE EVALUATION REPORTS**

[*Note:* One goal of the School of Public Affairs is to provide community service to government and not-for-profit agencies, particularly in the state of Arizona. I found that the goals of enhancing student learning and of providing community service could both be achieved by having students engage in program evaluation for actual clients. I contacted potential clients and arranged for them to make project presentations to the students; assisted the students in choosing appropriate projects; worked with them in developing client memos of understanding and evaluation designs; assisted them in data analysis; assisted them in producing professional reports; and worked with them on formal oral presentations. Clients consistently stated that the products were very useful, and several students went on to become professional evaluators.]

Aronstamm, Beth; Dunkleberger, Jay; Spivak, Eric; and Tutelman, Maria. *Training Evaluation: Adult Probation Department, Maricopa County*. May 1994. Prepared at the request of Mike Goss, Director of Administrative Services, Maricopa County Adult Probation Department; Heather Campbell, Assistant Professor, ASU School of Public Affairs; and BJ Tatro, Instructor, ASU School of Public Affairs and President, BJ Tatro Consulting.

Evans, Natalie; Levenson, Cheri; and Rockwell, Victor. *Quality and Capacity of Laboratory Pap Services in Arizona: A Survey Design and Pilot Study*. June 1994. Prepared at the request of Ann Urban, Project Director Arizona Department of Health Services and Women's Cancer Control Network; Mary Harmon, Data and Research Consultant to ADHS; Heather Campbell, Assistant Professor, ASU School of Public Affairs; and BJ Tatro, Instructor, ASU School of Public Affairs and President, BJ Tatro Consulting.

Allen, Lody; Cleveland, John; Hartgroves, Laura; and Sussin, Shawn. *Outcome Evaluation: East Valley Catholic Social Services Adult Substance Abuse and Mental Health Counseling Programs*. May 1994. Prepared at the request of Ellie Gersten, Executive Director, East Valley Catholic Social Services; Heather Campbell, Assistant Professor, ASU School of Public Affairs; and BJ Tatro, Instructor, ASU School of Public Affairs and President, BJ Tatro Consulting.

Post, Mike; Taylor, Paula; and McWhortor, Patrick. *Raising the Stakes: An Evaluation of the Principal for a Day Program*. May 1994. Prepared for the Corporate Involvement Committee of the Phoenix Excellence in Education Commission at the request of Deborah Dillon, Education Director, City of Phoenix; Heather Campbell, Assistant Professor, ASU School of Public Affairs; and BJ Tatro, Instructor, ASU School of Public Affairs and President, BJ Tatro Consulting.

Boush, Deborah; Crandall, Kathy; Friedson, Scott; and Johnson, Ryan. *Public Participation in the ADEQ Permit Hearing Process*. May 1993. Prepared at the request of William Thomson, Director, Mark Fleming, Manager, Arthur E. Heikkila, Senior, Performance Audit Division, Auditor General's Office; and Heather Campbell, Assistant Professor, ASU School of Public Affairs.

Donaldson, Jean; Jahnke, Christopher; and Sheard, Stacy. *Program Evaluation: Nurse Practitioner Training Support Project*. May 1993. Prepared at the request of Anne

Urban, Program Evaluation Consultant, Office of Women's and Children's Health, Arizona Department of Health Services; and Heather Campbell, Assistant Professor, ASU School of Public Affairs.

Gronseth, Dan; Gugenberger, Morene; and Hinchion, Tom. *Program Evaluation: Department of Administration's Training Unit*. May 1993. Prepared at the request of Dennis Murphy, Program Auditor, Auditor General's Office; and Heather Campbell, Assistant Professor, ASU School of Public Affairs.

Castle, Don; Landrith, Lori; Lasater, Barbara; and Russell, Larry. *Program Evaluation: Skunk Creek Landfill Vegetation and Wood Waste Mulching Program*. May 1992. Prepared at the request of Jack Friedline, Deputy Director of Public Works, City of Phoenix; and Heather Campbell, Assistant Professor, ASU School of Public Affairs.

Davis, Antoinette; Edib, Tim; Stackfleth, Elizabeth; and Trumpower, Kevin. *Evaluation: The Phoenix Office Paper Recycling Program*. May 1992. Prepared at the request of Jack Friedline, Deputy Director, Public Works, City of Phoenix; and Heather Campbell, Assistant Professor, ASU School of Public Affairs.

Hart, Stephen; Pethigal, Julie; Ukaegbu, Greg; and Wardell, Rosemary. *Final Program Evaluation: Illegal Dumping & the Citizen's Action Program--Project Halt* May 1992. Prepared at the request of Jack Friedline, Deputy Director, Public Works, City of Phoenix; and Heather Campbell, Assistant Professor, ASU School of Public Affairs.