

Curriculum Vitae

William A. Treadwell, Ph.D.
Organizational Development Consultant
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My work objectives are to be challenged with new ideas and ventures that, in turn, will increase my personal growth in skills, knowledge and wisdom; to work in an open minded environment; to enjoy my work; and to enjoy companionship with co-workers.



My background overlaps two business industries: the first industry, and my earliest ventures, involved market research and evaluation projects. More recently, my second industry encompasses computerized system projects concerning systems management, re-engineering business systems, IT system design, database programming, and teaching/mentoring computer science internships.

EDUCATION

Dr. Treadwell received both his Bachelor Degree (BA) and Master of Arts Degree (MA) in Psychology from California State University Long Beach (CSULB) and earned a Ph.D. in Public Administration specializing in Program Evaluation from the School of Planning, Policy and Development at the University of Southern California (USC) – presently renamed: The USC Sol Price School of Public Policy.

WORK EXPERIENCE SUMMARY

Computer Enterprises, 1983-Current

Dr. Treadwell established a sole proprietor business providing organizational systems consulting, education, and database programming services. In recent years he has provided additional services in content management, document imaging and workflow systems among nonprofits, city and state government agencies, and private corporations. In addition, Dr. Treadwell has coached master degree computer science graduates.

Dr. Treadwell has worked across a large variety of businesses and industries, managing different responsibilities ranging from meeting with customer management teams to re-design/re-engineer business processes & document filing structures, conducting preliminary system configuration, designing data migration plans & upgrades, occasional programming & installations and providing administrative staff & system end-users training.

- **Non-profit Clients: Catholic Charities Los Angeles Archdiocese** (designed, programmed and implement Immigration data management system, created first agency wide integrated computerized budget, assisted establishing Long Beach Homeless Shelter now called the Elizabeth Ann Seton Residence, computerized the Poverty Program,

and created donor database); **Union Rescue Mission** downtown Los Angeles (IT manager for fundraising database program); **Friends of the Big Bear Alpine Zoo** (grew operations from kitchen table to actual business office; organized financial infrastructure; and designed a browser based Internet database system to manage memberships and donations).

- **Government Clients:** **Montana Higher Education Student Assistant Corporation** (Complete document management college loan system interfacing State and Federal operations), **Colorado Division of Water Resources** (Converted all historical records to electronic repository and implemented day forward operations), **Colorado Water Conservation Board** (Records Management System interfaced with legacy data system), **Colorado Oil and Gas Conservation Commission** (Records Management System), **Colorado Division of Minerals and Geology** (Records Management System), **City of Tulsa** (City Clerk's Office Mayoral Document Management System), **City of Boulder** (Human Resources, Central Records, Planning & Department Services, Finance and Information Technology document management systems interfacing with multiple data structures), **Utah State Department of Finance** (Document Management System), **Utah State Superior Courts** (Court Documents Repository System interfaced with Legacy System), **Utah State Department of Human Services** (Provo State Hospital Records Management interfaced with their legacy system), **Utah State Workforce Services** (Unemployment tracking and verification interface with legacy database system, Job Placement Counseling document management and Finance Department Accounts payable interfaced with State Finance Department), and **Utah State Department Children Family Services** (Audio remote recording of children interviews transferred to an audio database management system for court presentations).
- **Commercial Clients:** **FedEx** (Accounts Payable), **Stater Bros** (Personnel/Workmen's Comp System), **Toyota** (Litigation), **Diamler-Chrysler** (Upgrade Customer Service Management System), **Robinsons-May** (Personnel, warehouse distribution, Production Management, Vendor Database, Store Fraud Database), **Xcel Energy** (Accounts Payable), **Wyndham Vacation** (previously Fairfield Industries - Contract Management System for timeshare contracts), **Bridgford Industries** (National Sales Accounts Receivable), **Generali USA** (Underwriter System), **Toshiba** (copier and laptops records management), **Expresslink Insurance Service** (Insurance Document Management System), **ABC Window Company** (Enterprise Document Management System), **Wesco Aircraft** (Invoice System certified commercial airline replacement parts), **Northgate Markets** (Accounts Payable), **Onyx Acceptance Corporation** (Automobile Loan Management System), and **Jess Ranch Homeowners Association** (Records management system including interfacing public records with website).
- **University Clients:** **University of Utah** (Student administration document management) and **Duke University** (document management), **Northridge California State University** (Designed browser based Faculty Management System).

Opinion Research of California, Inc.
1972-1997 and turned sole proprietor 1998-Current

Pre-PhD era, Mr. Treadwell started as a Research Associate/Statistician, and progressed to Director of Research and Data Processing as a partner in Opinion Research of California, Incorporated. His revolving responsibilities included cliental interface, planning and budgeting, development and implementation, analysis and evaluation, report writing and presentations. Mr. Treadwell worked as Research Director at Opinion Research of California with the following group of representative organizations, covering a diverse cliental:

- American Red Cross Long Beach Chapter
- Automobile Club of Southern California
- Bienvenidos Family Services
- Big Bear Valley Domestic Violence Education & Services
- Big Bear Valley Event Resource Office
- California Environmental Engineering
- City of Encinitas, CA
- City of Long Beach, Redevelopment Agency
- City of Murrieta, CA
- City of Temecula, CA
- Community Development Commission County of Los Angeles
- Cost Care, Inc.
- Davis and Associates, Inc.
- Economic Research Associates
- Leopold, Petrich & Smith (Attorney Firm)
- Long Beach Airport
- Los Angeles County Bar Association
- Los Angeles County Commission Housing Authority
- Los Angeles District Attorney, Bureau of Family Support Operations
- National Education Centers
- Orange County Fair & Exposition Center
- Port of Long Beach
- Press Telegram (Knight Ridder)
- Public Relations Counsel
- Radiology Business Management Association
- Recycler
- Santa Ana Zoo at Prentice Park
- School of Education, USC
- Yamaha Corporation
- YMCA of Greater Long Beach
- Wounds, Ostomy, & Continence Nurse Society

Historically, Opinion Research had been focused on conducting survey based research projects; however in later years, Dr. Treadwell's projects expanded into conducting program evaluation studies. Illustrative examples follow:

- Federal Government Gateways Demonstration Project at Bienvenidos Family Services in Los Angeles: Retained to provide planning and evaluation services.
- Los Angeles County District Attorney's Office, Division of Family Services the Con Los Padres Program: Provided program consulting and evaluation services.
- Community Development Commission County of Los Angeles, Public Housing: Retained to (a) design and conduct annual longitudinal surveys for five years with respect to public housing programs and policy goals; and (b) consultation and redraft survey instruments to better frame question items for current policy issues. Work with staff to create evaluation procedures for public housing programs.

- On behalf of More Than Shelter For Seniors (MTSFS), conducted a study among eight low-income senior apartment developments to test MTSFS social programs capacity in attenuating senior health and lowering the use of medical services—hospitalization, calling paramedics, and doctor visits. MTSFS name has been changed and re-branded as Engage – The art of Active Aging.
- For Big Bear Valley Domestic Violence Education & Services (DOVES) conducted a psychological study among women staying at DOVES Domestic Violence Shelter.

PUBLICATIONS

- I have never held publish or perish, styled, job requirement; however, one peer reviewed paper has been published: Treadwell, William A. (1995) *Fuzzy Set Theory Movement in the Social Sciences*. Public Administration Review, Wiley, 55(1), 91-98.

TECHNICAL SKILLS

- General: Fluent in Microsoft Professional Office – Word, Excel, PowerPoint, & Publisher
- Databases: DB2, Microsoft Access, Aestiva HTML/OS & SQLight.
- Software: IBM Enterprise Content Manager & associated IBM products, Kofax Products
- Statistical: R, SPSS, SurveyPro & Uncle CSSTAB
- Languages, Web & Tools: Visual Basic, VBA, WordPress, HTML, CSS, PHP, JavaScript and deploy relational database SQL queries.

MEMBERSHIP AFFILIATIONS

- American Evaluation Association (AEA)
- American Society for Public Administration (ASPA)
- Big Bear Valley Community Organizations Active in Disasters (COAD)
- San Bernardino County Volunteer Organizations Active in Disasters (VOAD)
- Leafs for Wellness Foundation
- Friends of Big Bear Alpine Zoo
- Big Bear Historical Museum
- Big Bear Computer Club