

Curriculum Vitae

William A. Treadwell, Ph.D.
Organizational Development Consultant
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My work objective is 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 covers two realms of business industry. The first industry is market research and evaluation projects. The second realm is in computerized system projects involving system management, re-engineering business systems, IT system design, database programming, and teaching/mentoring applied Computer Science.

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) – currently renamed: The USC Sol Price School of Public Policy.

WORK EXPERIENCE SUMMARY

Opinion Research of California, Inc. 1972-1997; turned sole proprietor 1998- Current
Starting as a Research Associate/Statistician, Dr. Treadwell progressed to Director of Research and Data Processing at Opinion Research of California, Incorporated. His major responsibilities involve client interface, planning and budgeting, development and implementation, analysis and evaluation, report writing and presentations. Dr. Treadwell has worked as Research Director at Opinion Research of California on projects with the following 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
- YMCA of Greater Long Beach
- Wounds, Ostomy, & Continence Nurse Society

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Historically Opinion Research had been focused on conducting survey based research projects; however in more recent years, Dr. Treadwell's projects have been related to 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.
- For Big Bear Valley Domestic Violence Education & Services (DOVES) conducted a psychological study among women staying at DOVES Domestic Violence Shelter.

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 city, state government agencies, and private corporations. In addition, Dr. Treadwell has mentored master degree Computer Science graduates.

Dr. Treadwell has worked with the following customers with the responsibilities of meeting with their management teams to re-design/re-engineer business processes and document filing structures, conduct preliminary system configuration, design data migration plans/upgrades, and provide training for administrative staff and system end-users.

- **Commercial Clients:** FedEx (Account 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 Timeshares), 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), and Onyx Acceptance Corporation (Automobile Loan Management System).

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- **Government Clients:** **Montana Higher Education Student Assistant Corporation** (Complete document management college loan system interfacing State and Federal operations), **Colorado Division of Water Resources** (Convert all historical records to electronic repository and implemented day forward operations), **Colorado Water Conservations 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).
- **Non-profit:** **Catholic Charities Los Angeles Archdiocese** (designed 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, created donor database); **Union Rescue Mission** downtown Los Angeles (IT manager for fundraising program); **Friends of the Big Bear Alpine Zoo** (moved operations from kitchen table to actual business office and built financial infrastructure and a browser based Internet database system to manage memberships and donations).
- **Universities:** **University of Utah** (Student administration document management) and **Duke University** (document management), **Northridge California State University** (Designed browser based Faculty Management System).

PUBLICATIONS

- I have not had a publish or perish styled job; however, one peer reviewed paper 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
- Software: IBM Enterprise Content Manager & associated IBM products, Kofax Products
- Statistical: R, SPSS, SurveyPro, & Uncle CSSTAB
- Languages, Web, & Tools: Visual Basic, WordPress, HTML, CSS, JavaScript & deploy SQL queries

PROFESSIONAL MEMBERSHIP AFFILIATIONS

- American Evaluation Association (AEA)
- American Society for Public Administration (ASPA)