

Keynote Speakers



John Wright

John Wright is Senior Vice-President and a managing director of the Canadian public affairs component of Ipsos-Reid—Canada's largest market research and public opinion firm.

John has been the lead media spokesperson for the company since 1990 on politics, policy and consumer trends in addition to working with clients on public affairs research. He also hosts a weekly radio show for Canada's largest news-talk station, Toronto's CFRB, called *Your Opinion Counts*, and has been a regular co-host on ROB-TV's *Squeeze Play*.

John served on the Board of Directors of the Clarica Life Insurance Company of Canada from 1999 to 2002 and Alegro Healthcare Inc. from 2001 to 2005, is currently a member of the Advisory Board of the Dominion Institute of Canada, and serves on boards of directors for the Canada Institute at the Woodrow Wilson International Center for Scholars, the Institute for Clinical Evaluative Sciences, the Alzheimer Society of Canada and the Hincks Dellcrest Centre. John's voluntary work also includes fundraising for the Prostate Cancer Research Foundation of Canada.

John is a recipient of the 2004 Arbor Award for outstanding volunteer service to the University of Toronto, a founding director, past president and life member of the Public Affairs Association of Canada and an author of the *Canadian Public Affairs Handbook*. He shared in the International Association of Business Communicators' Jake Wittmer Awards in 1995 with the Canadian Institute of Chartered Accountants and in 1997 with the Royal Bank Financial Group for outstanding research for communications programs. He is also co-author of the recently released bestseller *What Canadians Think... About Almost Everything*.



Mark Reckase

Dr. Mark Reckase is a professor of measurement and quantitative methods at Michigan State University, specializing in educational testing. Dr. Reckase's areas of expertise include quantitative research methods, computer applications to testing, standard setting, assessment and testing, psychometric theory, item response and Rasch modelling, instrument development and structural equation modelling. As an expert in K–12 standardized education testing, Dr. Reckase focuses his research on developing models of the interactions between students and educational tasks and evaluating the quality of students' classroom performance. He also specializes in the development of educational and psychological tests, educational policy related to testing and the psychometric theory that supports the assessment of cognitive skills and content knowledge.

He is Vice-President of the Measurement and Research Methodology division of the American Educational Research Association and serves on a number of advisory committees for U.S. federal and state governments. He also serves on the Psychometric Expert Panel for EQAO. A former VP for Assessment Innovations at ACT, Inc., Mark worked for one of the companies that produces U.S.-college entrance examinations.



Lorna Earl

Dr. Lorna Earl is director of Aporia Consulting Ltd. and a recently retired associate professor in the Theory and Policy Studies Department and head of the International Centre for Educational Change at the Ontario Institute for Studies in Education of the University of Toronto. Her career has spanned research, policy and practice in school districts, provincial government and academe. She was the first director of assessment for EQAO.

Lorna is a teacher and a researcher with a background in psychology and education and a doctorate in epidemiology and biostatistics. She has worked for over 20 years in schools and school boards and, as a leader in the field of assessment and evaluation, has been involved in consultation, research and staff development with teachers' organizations, ministries of education, school boards and charitable foundations in Canada, England, Australia, Europe and the United States.

Throughout her career, she has concentrated her efforts on policy and program evaluation as a vehicle to enhance learning for both pupils and for organizations. She has done extensive work in the areas of literacy and the middle years but has concentrated her efforts on issues related to the evaluation of large-scale reform and assessment (large-scale and classroom).