

ROCKMAN ET AL

What is ROCKMAN ET AL?

As an independent evaluation, research, and consulting firm, specializing in studying the use of technology and its impact on learning, ROCKMAN ET AL works directly with clients to assess and analyze diverse projects in all areas of traditional and non-traditional education. Our interests include school reform and technology policy as well as telecommunications and media. As independent researchers, we often serve as external evaluators for grant-funded projects, foundations, and private industry.

Our work is based on information gathered from primary sources: districts, schools, communities, and classrooms; administrators, teachers, parents, and learners of all ages. Through our research and direct classroom experience, we understand the inner-workings of schools, educational systems, and technology.

The staff of ROCKMAN ET AL includes evaluators with advanced degrees in education, cognitive science, child development, and psychology, and with a wide range of quantitative and qualitative research methods and data analysis strategies.

Where can I find more information?

<http://www.rockman.com>

We seek diverse and interesting projects with clients in school districts, higher education, corporations, museums, government and nonprofit organizations. Our goal as researchers is to help clients answer critical questions in a clear, direct, and honest way.

ROCKMAN ET AL adds real-world insight and experience to each project. We identify project strengths and weaknesses and offer an outside perspective. We're committed to providing quality and value by helping clients improve teaching, training, and learning.

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ROCKMAN ET AL
Bringing Technology and Learning Together
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FAQs about ROCKMAN ET AL

What is the scope of ROCKMAN ET AL research?

Our research spans all areas of learning, from early childhood to elementary and secondary schooling, to adult and informal education. We evaluate online projects, teacher preparation and training programs, business learning, and school reform initiatives. We also evaluate consumer products and initiatives, conduct market research and competitive analyses, and develop marketing materials.

We think ROCKMAN ET AL is outstanding. They've been very good at drawing a comprehensive picture for us, helping us realize where we need to put the resources we have to be more effective. We've learned things that can help us move forward.

They're just good people — they are knowledgeable, sensitive, and they're extremely good writers. When they put together an evaluation it's literally packed with ideas. I don't think everyone can say that when they retain an outside evaluator, they enjoy reading and learning from the evaluation.

Duel Richardson
Director of Neighborhood Relations
& Educational Programs
University of Chicago

How does ROCKMAN ET AL conduct research?

ROCKMAN ET AL uses quantitative and qualitative methods based on academic models, market research strategies, and field experience. For every project, we identify trends, determine strengths and weaknesses, and offer feedback and recommendations to help our clients succeed. Our strategies include interviews, focus groups, surveys, case studies, authentic assessment, and experimental studies based on formal research designs. We design and implement formative evaluation studies to help our clients develop the most effective products and interventions and conduct summative research studies to assess impacts and outcomes.

I think ROCKMAN ET AL has been an excellent partner and has given greater credibility and validity to what we do. They provide a sound research base for the implementation of our program and its effectiveness. Their reports provide us with the means to be responsive to our customers.

Terrie Gray , Dean
Classroom Connect's Connected University

Who contracts with ROCKMAN ET AL?

We work with nonprofit organizations, school districts, independent schools, state and federal government agencies and departments, higher education institutions, and a wide range of commercial clients.

We've evaluated projects funded by the National Science Foundation, U.S. Department of Education, Public Broadcasting System, and state education departments, as well as educational institutions such as the University of Chicago, the Harvard Graduate School of Education, and Clemson University. We've worked with large urban school districts including Boston, Chicago, and Oakland, California. Our corporate client list includes Apple Computer, Microsoft, Adobe, Classroom Connect, Apex Learning, and Scholastic.

Their evaluators are excellent listeners and thoughtful observers. They have a unique ability to encourage people to share their beliefs, their attitudes, their concerns, their fears, their hopes and their vision.

Ruthie Blankenbaker, Executive Director
Center for Interactive Learning
and Collaboration

Why should I hire ROCKMAN ET AL?

We customize our work to meet our clients' individual needs; we don't just apply one solution to every project. We are skilled at working with program managers and participants. As objective partners, we identify ways for our clients to use their tools and resources wisely and effectively. ROCKMAN ET AL provides a valuable, independent perspective that helps project leaders build successful programs and products.

The offices of ROCKMAN ET AL are located in San Francisco, Chicago, and Bloomington, Indiana; the company has working relationships with contractors, university faculty, and research groups in all regions of the country.

I saw first-hand how ROCKMAN ET AL researchers get involved in their evaluations when they visited the school where I was teaching. It is this level of collaboration with all stakeholders that adds tremendous credibility and authenticity to their evaluations, and makes their evaluations so successful.

They are able to become partners in each project without sacrificing objectivity. They have an ability to push the team to ask significant questions and to move to the next level of inquiry.

Lynn Nolan
Director of Professional Development Services
International Society for Technology
in Education

Their comments were instrumental in making important changes and improvements in our program for the second year.

Bill Fisk
Co-Director
Clemson University PT3 project