

Jonathan A. Morell, Ph.D.

2279 Mershon Drive
Ann Arbor, MI 48103
(734) 646-8622
Director of Evaluation Fulcrum Corporation

jamorell@jamorell.com
website: www.jamorell.com
blog: www.evaluationuncertainty.com
Editor-in-Chief, Evaluation and Program Planning

Principles that guide my work

- Respect data, trust judgment.
- Jointly optimize methodological rigor and practical use.

Brief Biography

Jonathan A. Morell PhD (Jonny) is an organizational psychologist with extensive experience in the theory and practice of program evaluation. He believes that evaluation requires a systems oriented approach because interventions produce complex outcomes, but that evaluations should be as simple and straightforward as possible.

Jonny's current hands-on evaluation activity involves safety programs in industry, evaluating R&D, developing tools to monitor R&D outcomes, distracted driving, and evaluation capacity building. Some of his previous work has involved organizational culture in government, the organizational impact of business IT systems, automotive supply chains, health, mental health, and education. He has also spent time constructing an evaluation plan for determining the relationship between development and democracy, and evaluating small business support programs in Africa.

Based on his practical evaluation experience, Jonny has made theoretical contributions to the field involving evaluation methods for programs that exhibit unexpected behaviors. His views are set out in his recent book: [Evaluation in the Face of Uncertainty: Anticipating Surprise and Responding to the Inevitable](#) (Guilford, 2010). Jonny has been recognized by the American Evaluation Association, who awarded him their Paul F. Lazarsfeld Evaluation Theory Award. Jonny is presently the Director of Evaluation at the [Fulcrum Corporation](#), and Editor-in-Chief of the journal [Evaluation and Program Planning](#). Details of his work can be found at his website www.jamorell.com, and his blog, www.evaluationuncertainty.com.

Recent Work – System Approaches to Evaluation

- Morell, J.A. (2014) [Converting an intellectual understanding of complexity into practical tools](#) American Evaluation Association
- Morell, J.A. (2014) [What to Do When Impacts Shift and Evaluation Design Requires Stability?](#) American Evaluation Association
- Parunak H. V.D. and Morell, J.A. (2014) [Emergent Consequences: Unexpected Behaviors in a Simple Model to Support Innovation Adoption, Planning, and Evaluation](#) in Kennedy W.G., Agarwal N. and Yang, J. S. eds. *Social Computing, Behavioral-Cultural Modeling, and Prediction* 7th International Conference, SBP 2014 Washington, DC, USA, April 1-4, 2014
- Morell, J.A. (2010) [Evaluation in the Face of Uncertainty: Anticipating Surprise and Responding to the Inevitable](#) Morell, J.A., Guilford Press, N.Y.
- Morell, J.A., Hilscher, R., Magura, S. and Ford, J. (2010) [Integrating Evaluation and Agent-Based Modeling: Rationale and an Example for Adopting Evidence-Based Practices](#) *Journal of Multidisciplinary Evaluation*, Vol. 6, No 14, 35 - 57

Recent Work – Safety and Safety Culture

- [U.S. DOT Federal Railroad Administration](#), Research Results, RR08-33, Confidential Close Call Reporting System: Preliminary Evaluation Findings [December 2008](#)
- [U.S. DOT Federal Railroad Administration](#), Research Results RR12-04, Derailments Decrease at a C3RS Site at Midterm [April 2012](#)
- [U.S. DOT Federal Railroad Administration](#), Research Results RR12-09, Senior Cross-Functional Support—Essential For Implementing Corrective Actions at C3RS sites [August 2012](#)
- [U.S. DOT Federal Railroad Administration](#), Research Results RR13-49, Another C3RS Site Improves Safety at Midterm [December 2013](#)

- [U.S. DOT Federal Railroad Administration, Research Results RR14-17](#), Update from C3RS Lessons Learned Team: Four Demonstration Pilots July 2014
- [U.S. DOT Federal Railroad Administration, Research Results RR14-18](#), Update from C3RS Lessons Learned Team: Safety Culture and Trend Analysis July 2014
- [New Vectors LLC, Confidential Close Call Reporting in the Railroad Industry: A Literature Review to Inform Evaluation](#). April 2006

Recent Work – Research and Development

- Project/Program/Portfolio Outcome Monitoring (POM) Tool. (Demonstration available.)
- Autonomous Track Geometry Measurement Systems
- E3 (Energy, Environment, Engine) Program, FRA

Workshops and Webinars

- [Program Logic, Program Theory, and Unintended Consequences: Understanding Relationships. Implementing Action](#)
- [Logic Models As Simple Pictures - and So Much More](#)
- Workshop based on *Evaluation in the Face of Uncertainty*. [Webinar](#), [Slide deck](#)
- [Logic Models - Beyond the Traditional View: Metrics, Methods, Expected and Unexpected Change](#)
- Integrating Agent-based modeling and traditional evaluation Demo available upon request. [Presentation/Webinar](#)
- Program Logic, Program Theory, and Unintended Consequences: Understanding Relationships. Implementing Action
- Integrating Evaluation into Planning for Impact: Using Computer Simulation to Aid Program Implementation and Evaluation [part 1](#) [part 2](#), [part 3](#)
- [Conducting Program Evaluation by Combining “Traditional” Knowledge and Complex Adaptive System Understanding of how the World Works](#)
- [Strong evaluation designs for programs with unexpected consequences UNDP version](#), [Population Health Intervention Research Network version](#)

Professional Association Activity and Recognition

- Editor -in-Chief Evaluation and Program Planning
- Robert Ingle Service Award – American Evaluation Association
- Board Member – 2013 – 2015 – American Evaluation Association
- Paul F. Lazarsfeld Evaluation Theory Award – American Evaluation Association

Work History

- Fulcrum Corporation, Director of Evaluation 2010 – present
- Vector Research Center Ann Arbor, Michigan 2006 – 2010 Senior Policy Analyst
- New Vectors, LLC 2005 – 2006 Senior Policy Analyst
- Altarum Institute (successor to ERIM) 1998 – 2005 Senior Policy Analyst
- Industrial Technology Institute, Ann Arbor MI: Principal Member Technical Staff, 1988 - 1998
- Martin Marietta Energy Systems, Oak Ridge National Laboratory, TN: Technical Staff, 1985 – 1988 Technical Staff
- Hahnemann University, Philadelphia PA: Associate Director and Professor, Graduate Program in Evaluation, 1975 - 1985

Educational History

- Bachelor of Science (Sociology) McGill University, Montreal Canada, 1968
- Ph.D. (Social Psychology) Northwestern University, Evanston IL. 1974