

# KRYSTIN MARTENS

## EVALUATION SPECIALIST | DIRECTOR OF PHYSICAL LITERACY

### EDUCATION

HOPE COLLEGE, BA, PHYSICAL EDUCATION  
GRAND VALLEY STATE UNIVERSITY, GRADUATE TEACHER CERTIFICATION: PHYSICAL EDUCATION (K-12); ELEMENTARY EDUCATION  
WESTERN MICHIGAN UNIVERSITY, MA, PHYSICAL EDUCATION, PEDAGOGY  
WESTERN MICHIGAN UNIVERSITY, PHD, INTERDISCIPLINARY EVALUATION

### PROFESSIONAL POSITIONS

#### 2019 – PRESENT

#### **EVALUATION SPECIALIST | DIRECTOR OF PHYSICAL LITERACY**, MICHIGAN FITNESS FOUNDATION

As Evaluation Specialist work as part of a dynamic and progressive team to provide evaluation services to SNAP-Ed and external partners with a focus on improving lives and strengthen communities.

As Director of Physical Literacy lead the revision and rollout of the Exemplary Physical Education Curriculum (EPEC) including development of a sustainable business plan that incorporates a cycle of regular revisions.

#### 2019 – PRESENT

#### **ASSISTANT PROFESSOR**, DEPARTMENT OF PSYCHOLOGY, MICHIGAN STATE UNIVERSITY

Teach in the fully online Program Evaluation Master of Arts and Graduate Certificate program.

#### 2003 – 2019

#### **EVALUATION CONSULTANT**, VERSTEHEN EVALUATION AND DEVELOPMENT, LLC

Research and evaluation design and implementation focusing mainly on multi-year, multi-site school-based health program, policy, and curriculum evaluations.

#### 2014 – 2018

#### **LECTURER | COORDINATOR OF ONLINE LEARNING**, THE CENTRE FOR PROGRAM EVALUATION (CPE) IN THE MELBOURNE GRADUATE SCHOOL OF EDUCATION (MGSE), UNIVERSITY OF MELBOURNE

Coordinated development and implementation of the fully online Graduate Degree in Evaluation and developed and taught classes in research and evaluation methods.

#### 2005 – 2014

#### **VARIOUS**, WESTERN MICHIGAN UNIVERSITY

Worked in the Evaluation Center and as an evaluation contractor and as a full-time staff member. Worked in the Graduate Center for Research and Retention as a doctoral associate. Engaged in research and evaluation design, implementation, and capacity building in an array of international, national, state, and local settings.

### SELECTED EVALUATION REPORTS

Schröter, D., Martens, K., & Ozeki, S. (2014, Oct). Findings from the 2014 Partnership Survey of the EU-Social Literacy Project. Kalamazoo, MI: WMU, The Evaluation Center.

Wingate, L. & Martens, K. (2014, Jun). Evaluation of Delaware State University's Center for Research Excellence in Optical Sciences and Applications. Kalamazoo, MI: WMU, The Evaluation Center.

Coryn, C. L. S., Applegate, E. B., Schröter, D. C., Martens, K. S., McCowen, R. H. (2012, Nov). An evaluation of the transparency and overall quality of the Swiss National Science Foundation: Final report. Kalamazoo, MI: WMU, The Evaluation Center.

Martens, K., (with varying): Chianca, T., Clements, P., Rogers, D., & Wilson, K. (2007-2011). Final Reports of Impact evaluations of Heifer Project International in Uganda (2011), Guatemala (2008), Tanzania (2007), Albania (2006) & Global Education Outreach Programs (2010). Kalamazoo, MI: WMU, The Evaluation Center.

## SELECTED PUBLICATIONS

Martens, K. S. R. (2018). How program evaluators use and learn to use rubrics to make evaluative reasoning explicit. *Evaluation and Program Planning* 69, 25-32.

Martens, K. S. R. (2018). Rubrics in program evaluation. *Evaluation Journal of Australasia*, 18(1), 21-44.

Martens, K. S. R. (2016). Rubrics as a tool for reaching explicitly evaluative conclusions: Implications for evaluation theory, training, and practice. Dissertations. Paper 1410.

## SELECTED PRESENTATIONS

Martens, K., Astbury, B., & Laris, BA. (2018, Nov). What warrants our attention? Paper presentation at the annual conference of the American Evaluation Association. Cleveland, OH.

Martens, K. (2017, Sep). Promoting evaluation use by exploring evaluator educative roles. Paper presentation at the annual conference of the Australasian Evaluation Society. Canberra, Australia.

Martens, K., King, J., Scriven, M., Davidson, E. J., & Chianca, T. (2016, Oct). Rubric design to promote understanding and evaluation use. Panel at American Evaluation Association conference. Atlanta, GA.

Martens, K. (2014, Jul). Evaluation: A key ingredient for a successful ATE proposal. Workshop presented at the annual HI-TEC conference, Chicago, IL.

Wingate, L., Martens, K., & various (2012-2014). [Array of EvaluATE evaluation capacity building webinars], Kalamazoo, MI. Recordings available at [www.evaluate.org](http://www.evaluate.org).

Martens, K., & Smith, C. (2013, Oct). Do it better now: Resources to support evaluation practice in real time. Roundtable session at the annual meeting of the American Evaluation Association, Washington, DC.

Martens, K. & Schröter, D. S. (2012, Oct). The complexity of training and development evaluation. Paper presentation at the American Evaluation Association conference, Minneapolis, MN.

Martens, K., Robertson, K., & Rogers, D. (2012, Oct). The almighty and powerful evaluator: Pulling back the curtain of power, privilege, and oppression. Think Tank at American Evaluation Association, Minneapolis, MN.

Martens, K. (2006, Oct). Utilizing three levels of conceptual framework to examine the interconnectedness of disaster response. Paper presentation at the American Evaluation Association conference, Portland, OR.

Martens, K. (2006, Feb). How to integrate nutrition concepts and activities into elementary physical education. Interactive session at the Southwest Regional Physical Education conference. Kalamazoo, MI.

Laris, BA, & Martens, K. (2003-2005). Michigan physical education evaluation training workshops. Led trainings that focused on data collection techniques, inter-rater reliability, and diversity training.

## SELECTED PROFESSIONAL SERVICE

**Member**, Michigan Association for Evaluation Board of Directors, 2020 – present

**Secretary**, Australasian Evaluation Society's Learning & Professional Practice Committee, 2016 – 2019

## SELECTED PROFESSIONAL MEMBERSHIPS

- American Evaluation Association
- Australasian Evaluation Society
- Michigan Association for Evaluation
- International Physical Literacy Association
- Society of Health and Physical Educators (national & Michigan)