
Curriculum Vitae

Dr. Robert Stuart McCord

Office:

University of Nevada, Las Vegas
4505 Maryland Parkway, Box 454030
Las Vegas, Nevada 89154-3002
702-895-4167 (W)
702-895-4436 (F)
robert.mccord@unlv.edu

Home:

431 Beardsley Circle
Henderson, Nevada 89052
702-263-4548 (H)
702-263-4246 (F)
702-860-3084 (C)
rsmccord@earthlink.net

Professional Experience

Associate Professor

Emeritus College of Education

School of Environmental and Public Affairs
Greenspun College of Urban Affairs
University of Nevada, Las Vegas, Nevada (1999-2011)
Responsibilities: Tenured (7/05) faculty position assigned to teach traditional and online undergraduate and graduate-level teacher education courses with an emphasis the development of educational leaders, produce scholarly research, and direct doctoral studies. Areas of specialization include educational administration, education law and education policy analysis, and school improvement. Duties include supporting NCATE and NWCCU accreditation the development and operation the Center for Education Policy Studies (<http://education.unlv.edu/centers/ceps/>).

Partner

Education Management and Consulting Services (EdMCS)
Henderson and Incline Village, Nevada (2000-present)
Responsibilities: Partner in firm devoted to providing schools districts, colleges and universities, and corporations with a broad range of services including accreditation, grant writing, alternative education program review, editing and publication support, and school improvement review and implementation including work related to the desegregation of schools.

Deputy Assistant Superintendent	<p>Educational Accountability and Government Relations Clark County School District, Las Vegas, Nevada - K-12; Enrollment: 300,000 students (1997-1999) Responsibilities: Managed district-wide representation and lobbying at state and federal levels as well as board-level policy analysis and implementation. Duties also included oversight of public charter schools and management of district-wide state and federal mandated educational accountability programs including design and compliance features. This cabinet-level position reported directly to the Superintendent of Schools.</p>
Director	<p>Department of Government Relations and Legislation Clark County School District, Las Vegas, Nevada (1989 - 1997) Responsibilities: Directed department charged with managing federal and state relations and legislative matters. During 1994-95, responsibilities included serving as general manager of the district-owned PBS affiliate, KLVX Channel 10, ITFS operations, and television production facilities. Position reported directly to the Superintendent of Schools.</p>
Director	<p>Department of Grant Administration and Government Relations Clark County School District, Las Vegas, Nevada (1986-89) Responsibilities: Administered district-wide grants application process (\$20M), compliance monitoring, fiscal management, funding agency negotiations, and government relations operations.</p>
Assistant Director	<p>Department of Research and Development/Federal Programs Clark County School District, Las Vegas, Nevada (1982-86) Responsibilities: Administered district-wide research and development activities, grantsmanship, funding agency negotiations, compliance monitoring, and personnel supervision.</p>
Principal	<p>Madison Elementary School Clark County School District, Las Vegas, Nevada (1980-82) Responsibilities: School administration included supervision of instruction, curriculum development, staff development, pupil personnel, contract management, community relations, and personnel supervision.</p>
Assistant Principal	<p>Ed W. Clark High School Clark County School District, Las Vegas, Nevada (1978- 80) Responsibilities: Line school administration included supervision of instruction, budget management, curriculum development, contract management, and personnel supervision.</p>
Curriculum Advisor	<p>Department of Educational Research and Development Clark County School District, Las Vegas, Nevada (1977-78) Responsibilities: Staff-level assignment with responsibility for evaluating locally and federally funded projects and curriculum development programs.</p>
Dean of Students	<p>William Orr Junior High School Clark County School District, Las Vegas, Nevada (1976-77)</p>

Responsibilities: Line school pupil personnel.

**Dean of
Students**

Valley High School
Clark County School District, Las Vegas, Nevada (1975)
Responsibilities: Line school pupil personnel.

**Counselor
Department
Chairman**

Hyde Park Junior High School
Clark County School District, Las Vegas, Nevada (1971-74)
Responsibilities: Intermediate school counselor and counseling
department chairman.

Educational Preparation

Doctorate

University of Nevada, Las Vegas (1978)
Major: Educational Leadership and Higher Education

Master's

University of Wisconsin - Stout (1971)
Major: Guidance and Counseling

Bachelor's

University of Wisconsin - Stout (1970)
Major: American Industry and Industrial Education

Diploma

Conestoga High School (1966)
Berwyn, PA

Professional Publications and Presentations

Books

Kowalski, T.J., McCord, R. S., Peterson, G. J., Young, I. P., & Ellerson, N. M. (2010). *The American school superintendent: 2010 decennial study*. Lanham, Maryland: AASA/Roman & Littlefield Education (160 pages).

Kops, G. C., Flanders, G. W., & McCord, R. S. (2003). *Nevada school law: cases, materials, & Nevada constitution (Sixth Edition)*. Dubuque, Iowa: Kendall/Hunt. (503 pages)

Articles in refereed journals

Kowalski, T., Young, I. P., & McCord, R. S. (2011). Factors accounting for variability in superintendent ratings of academic preparation. *Journal of Scholarship and Practice*. Summer 2011, (14 pages).

McCord, R., Mattocks, T., & Hager, J. (2007). Zero tolerance: balancing an uncertain expulsion policy. *Rice University NCPEA Connexions*, February 2007, (15 pages).

McCord, R. S. (2004). Fiscal accountability: cost of everything - value of nothing (Tenth Edition). Washington, D. C.: *American Education Research Association Monograph on School Finance* (6 pages).

McCord, R. S. (2002). Breaking the school district boundaries: collaboration and cooperation for success. *Education*, 123, (2), 386-389.

Jordan, T. S., McCord, R. S. (2001). *Nevada public school finance programs of the United States and Canada (Seventh Edition)*. Washington, D. C.: National Center for Education Statistics (18 pages). [Also issued as AERA monograph]

Articles published in non-refereed journals

McCord, R.S. (2009). Strengthening the superintendent pipeline and professional development options. *UCEA Implications*, February.

McCord, R.S. (2008). Networks as a remedy for superintendent isolation. *AASA New Superintendent E-Journal*, <http://www.aasa.org/publications/content.cfm?ItemNumber=10839>.

McCord, R. S. (2008). Building political affluence as a superintendent. *AASA New Superintendent E-Journal*, <http://www.aasa.org/publications/content.cfm?ItemNumber=10192>.

McCord, R. S. (2007). Avoiding death by a thousand cuts: a systems thinking approach. *School Administrator* 10, (64), 54.

Drake, D. D. & McCord, R. S. (2004). A professional shift: the transition from superintendent to professor. *AASA Professor*, 26 (3), 8-14.

McCord, R. S. (2001). Edison comes to town. *American School Board Journal*, 188, (12), 24-26.

McCord, R. S. (2001). Collaboration in Nevada rural and urban schools. *ECS: State Education Leader*, 19, (1), 4-5.

McCord, R. S. & Kops, G. C. (1992). Executive pay linked to market. *The School Administrator*, 11 (49), 36-37.

McCord, R. S. & Edwards, C. (1989). Political neutrality: A formula for school failure. *NASSP Bulletin* 73 (520), 17-19.

Articles in refereed conference proceedings

Stengel, L. A., McCord, R. S. & Kops, G. C. *Zelman v. Simmons, where we stand one year later*, Education Law Association, National Conference, November, 2003. (16 pages)

Research reports to sponsor

Ellerson, M.N., McCord, R.S., (2009). *One year later: how the economic downturn continues to impact school districts*. Report of findings prepared for the American Association of School Administrators (27 pages).

McCord, R.S., et al. (2009). *Looking back, looking forward: how the economic downturn continues to impact school districts*. Report of findings prepared for the American Association of School Administrators (34 pages).

McCord, R.S., et al. (2008). *Impact of the economic downturn on schools*. Report of findings prepared for the American Association of School Administrators (26 pages).

McCord, R.S., Jordan, T.S., Jordan, K. F. (2007). *Study of pipeline of superintendents for the future*. Report of findings prepared for the American Association of School Administrators Center for Systems Leadership (20-pages).

Smith, N., McCord, R. S. (2007). *Study of national conference attendees/non-attendees*. Report of findings prepared for the American Association of School Administrators Center for Systems Leadership (98-pages).

McCord, R. S. (2005). *A study of alternative education in Washoe County Nevada*. Report of findings prepared for the Washoe School County School District Board of School Trustees (55 pages).

Jordan, T. S., Jordan, K. F., & McCord, R. S. (2003). *A study of transportation services in the Clark County School District*. Report of findings prepared for the Clark County School District. Las Vegas: Center for Education Policy Studies (24 pages).

McCord, R. S. (2002). *Survey of special services directors: privatization of special education transportation services*. Report of findings prepared for Clark County School District. Las Vegas: Center for Education Policy Studies (10 pages).

McCord, R. S. (2002). *Survey of parent conference preference*. Report of findings prepared for the Clark County School District. Las Vegas: Center for Education Policy Studies (11 pages).

McCord, R. S. (2002). Facility assessment: selected schools – San Francisco Unified School District. Las Vegas: Center for Education Policy Studies (130 pages). [Expert witness research submitted to United States Federal District Court re: San Francisco NAACP, et al., v. San Francisco Unified School District, et al.; Brian Ho v. San Francisco Unified School District, et al. It is noted that this work was subject to very close scrutiny by the Federal District Court and litigants].

Mattocks, T. C., McCord, R. S. (1999). *Superintendent compensation study*. Report of findings prepared for the Urban Superintendents Association of America (74 pages).

Monographs

McCord, R. S. & Stengel, L. S. (Editors) (2002). *Milken monograph: Teacher quality*. Carson City: Nevada Department of Education. (16 pages).

Published book reviews and other published reviews

McCord, R. S. (2003). Nevada education law: federal and state law governing K-12 education in question/answer format (Second Edition). *West's Education Law Reporter*, 176, (2), 537-539.

McCord, R. S. (1999). Nevada education law: federal and state law governing K-12 education (First Edition). *West's Education Law Reporter*, 135, (1), 21-23.

Books reviewed

Caldes, S. J. & Bankston, C. L. *Fifty years after brown: school desegregation and civil society in the twenty-first century*. Thousand Oaks, CA: Sage Publications. (May 2004)

Weishaar, M. K. & Borsa, J. C. *Inclusive educational administration: a case study approach*. Boston: McGraw Hill. (November 1999)

Presentations at professional meetings – Invited

McCord, R. S. (June 2011). *Critical legal issues for superintendents*. Wyoming Association of School Administrators, Cody, WY.

McCord, R. S. (June 2011). *10 Legal issues facing superintendents and principals*. Kentucky Association of School Administrators & University of Kentucky, Lexington, KY.

McCord, R. S. (February 2011). *Critical legal issues facing secondary school principals*. National Association of Secondary School Principals, San Francisco, CA.

Kowalski, T., McCord, R. S., Ellerson, N. (February, 2011). *The American school superintendent*. American Association of School Administrators, Denver, CO.

McCord, R. S. (February 2011). *Courts and the superintendency: 10 critical issues*. American Association of School Administrators, Denver, CO.

McCord, R. S., Hager, J. (February 2011). *Positioning your school district for effective legislative representation*. Nevada Association of School Superintendents, Reno, NV.

McCord, R. S., Kowalski, T. (December 2010). *The American school superintendent*. 2010 State Superintendent of the Year Forum, Washington, D.C.

McCord, R.S. (March 2010). *School law developments affecting secondary school principal decision making*. Annual Meeting of the National Association of Secondary School Principals, Phoenix, Arizona.

McCord, R.S. (October 2009). *Are the courts redefining the role of the principal?* Annual Meeting of the Wyoming Association of Secondary School Principals, Jackson, Wyoming.

McCord, R.S, Hager, J., & Mattocks, T.C. (February 2009). *Critical issues in school law affecting principals*. Annual Meeting of the National Association of Secondary School Principals, San Diego, CA.

McCord, R.S. (January 2009). *The impact of the current economy on the superintendency*. Nevada Superintendent' Academy, Las Vegas, NV.

McCord, R.S. (November 2008). *Leadership matters: Superintendent supply and the impact of the economic downturn*. Nevada School Boards Association annual meeting, Reno, NV.

McCord, R.S., Hager, J. (October 2008). *Aspiring leaders institute*. American Association of School Administrators Women's Conference on Education, Tampa, FL.

McCord, R.S., Hager, J., & Pierczynski (August 2008). *Legislative relations and lobbying*. Nevada Superintendents' Academy, Reno, NV.

McCord, R.S. (July 2008). *2007 State of the superintendence: Aspiring to the superintendency*. AASA Summer Leadership Institute, St. Louis, MO.

McCord, R.S. (May 2008). *2007 State of the superintendency mini-survey: Aspiring to the superintendency*. State Leadership Conference, San Francisco, CA.

McCord, R.S., Hager, J. (February 2008). *Aspiring leaders institute*. American Association of School Administrators National Conference on Education, Tampa, FL.

McCord, R. S. (December 2007). *Superintendent pipeline study implications*. Research finding presented to annual meeting of National Systems Advisory Committee, Washington, DC.

McCord, R.S. (September 2007). *State of superintendency study*. Paper presented to Eastern States Consortium for Learning & School System Excellence, Greeneville, TN.

McCord, R.S., (July 2007) *The state of the superintendency: additional perspectives on leadership*. Presentation to summer leadership institute, American Association of School Administrators, Minneapolis, MN.

McCord, R.S., Ashby, T., Butts, D., Hurt, P. & Starr, J. (March 2007) *Newly appointed superintendents*. Presentation to annual meeting of the American Association of School Administrators, New Orleans, LA.

McCord, R. S. & Hager, J. (March 2006). *Commercialism in schools*. Paper and legal research findings presented to the Nevada Association of School Administrators Assistant Principal Conference, Las Vegas.

McCord, R. S., Hager, J. (October 2005). *Commercial Activities in Schools and the Law*. Paper and legal research findings presented to the Nevada School Law Conference, Las Vegas & Reno, Nevada.

McCord, R. S. (September 2005) *Lobbying in Nevada: The Role of the Superintendent*. Presentation to the Nevada Superintendents' Association, Reno, Nevada.

McCord, R. S., Hager, J., & Boudreau, S. (October 2004). *Bullying: Exploring Legal & Policy Implications*. Paper and legal research findings presented to the Nevada School Law Conference, Las Vegas & Reno, Nevada.

McCord, R. S. & Olafson, L. (January 2004). *Translating test jargon*. Invited presentation to the Nevada State Legislature Legislative Committee on Education, Las Vegas, Nevada.

McCord, R. S. (March 2003). *Gaining leverage over decisions: Legislative tracking*. Paper presented to a meeting of the Nevada PTA, Las Vegas, Nevada.

McCord, R. S. (June 2002). *Nevada kids count: An education policy perspective*. Presentations to Center for Business and Economic Research: Statewide Meeting on Annie Casey Kids Count Data Book, Las Vegas, Nevada.

McCord, R. S. (October 1999) *Hot topics in Nevada school law—erosion of local autonomy*. Presentation to the National Business Services and Lorman Education Services, Las Vegas and Reno, Nevada.

McCord, R. S. (August 1999) *Study of superintendent compensation—USAA*. Paper and research report presented at the annual conference of the American Association of School Administrators, San Diego, CA.

Presentations at professional meetings

McCord, R. S. (February 2011). *New superintendents: surviving the first two years*. Annual Meeting of the American Association of School Administrators, Denver, CO.

McCord, R. S. (August 2009). *Impact of economic downturn on superintendent decision making*. Annual Meeting of the National Association of Professors of Educational Administration, San Antonio, TX.

McCord, R.S., Orr, M., Lemons, R. (July 2008). *Superintendent critical supply realities and imperatives for on-going superintendent education and development*. Symposium and papers presented to annual meeting of the National Council of Professors of Educational Administration, San Diego CA.

Hager, J., McCord, R.S. & Robison, M. (March 2007). *NCLB – High consequences for buildings, low consequences for central office*. Paper presented to annual meeting of the American Association of School Administrators, New Orleans, LA.

McCord, R. S., Hager, J., & Mattock, T.C. (March 2007). *Zero tolerance: a changing definition and the legal consequences*. Paper presented to annual meeting of the American Association of School Administrators, New Orleans, LA.

McCord, R. S., Robison, M. (March 2007). *Unsatisfactory employees – Weingarten rights*. Presentation to 8th Annual NASA Conference, Las Vegas, NV.

McCord, R. S. & Lewis, D. W. (2006, February). *Learning systems to develop urban policy leaders*. Paper presented to annual meeting of American Association of School Administrators, San Antonio, TX.

McCord, R. S. & Drake, D. (2004, February). *A professional shift: the transition from superintendent to professor*. Paper presented to annual meeting of American Association of School Administrators, San Francisco, CA.

McCord, R. S. & Mattocks, T. C. (2003, February). *Paced leadership: deciding what to do first on the new job*. Paper presented to the annual meetings of the American Association of School Administrators, New Orleans, LA.

Steinhoff, C. R. & McCord, R. S. (2003, February). *Save the world, Become a professor of educational leadership*. Paper presented to the annual meeting of the American Association of School Administrators, San Diego, CA.

McCord, R. S. & Mattocks, T. C. (2002, November). *Doing business with entrepreneurial America: Protecting school district interests*. Paper presented at the annual conference of the Education Law Association, National Conference, New Orleans, LA.

McCord, R. S., Mattocks, T. C. & Jordan, T. S. (2002, February). *Privatizing schools in neon city: lessons learned*. Paper presented at the annual meeting of the American Association of School Administrators, National Conference, Orlando, FL.

McCord, R. S., Jordan, T. S., & Ackerman, R. (2002, February). *From practitioner to professor: moving from the fire into the frying pan*. Paper presented to the annual meeting of the American Association of School Administrators, National Conference, Orlando, FL.

Jordan, T. S., McCord, R. S. & Ackerman, R. (2002, March). *Nevada: state of the state in public finance*. Paper presented at the annual meeting of the American Education Finance Association, Indianapolis, IN.

Jordan, T. S. & McCord, R. S. (2001, March). *Nevada: state of the state in public finance*. Paper presented at the annual conference of the American Education Finance Association, Orlando, FL.

McCord, R. S. (2001, January). *Recruiting in the 6th largest school district in the country*. Presentation at the annual meeting of the Western States Certification Conference, Las Vegas, Nevada.

McCord, R. S. & Mattocks, T. C. (2000, March). *Early voting: The changing dynamic of campaigns*. Paper presented at the annual conference of the American Association of School Administrators, National Conference, San Diego, CA.

McCord, R. S., Mattocks, T. C., & Kops, G. (2000, March). *Growing intolerance of violence and disruption in schools produces a disjointed legal response*. Paper presented to the winter conference of the Education Law Association, Lake Tahoe, CA.

McCord, R. S. & Mattocks, T. C. (1999, March). *Make sure you don't handcuff the good guys*. Paper presented at the annual conference of the American Association of School Administrators, Orlando, FL.

McCord, R. S. & Rose, R. L. (1999, February). *Getting school districts and state associations ready for the legislative session*. Paper presented at the annual meeting of the American Association of School Administrators, San Francisco, CA.

McCord, R. S. & Mattocks, T. C. (1999, February). *Superintendent Compensation*. Paper and research findings presented to the annual conference of the Urban Superintendents' Association of America, Lake Tahoe, CA.

Abstracts

McCord, R. S. et al. (1991-99). *Analysis of education-related legislation*. Carson City: Nevada Department of Education. (Seven editions of 150-pages each)

Journal Editor

Editor (2007-Present). *American Association of School Administrators New School Superintendents Journal*.

Editor (2006-Present). *American Association of School Administrators New Superintendents E-Journal*.

Journal Editorial Board Membership

Editorial Board Member (2010 - Present). *Journal of Educational Publication Relations*.

Editorial Board Member (2005 - Present). *Journal of Scholarship and Practice*.

Editorial Board Member (2008 - Present). *Rural Educator*.

Editor (2005). *Student Achievement and Graduation Rates in Nevada: Urgent Need for Improvement*. Published by WestEd.

Consultant and Expert Witness Activities

San Mateo/Foster City School District (2009) - Magnet Schools Assistance Program.

K-12, Inc. (2006) - Corporate Strategic Planning and Product Placement.

Instituto CEFI (2002-Present), Monterrey, Mexico – Development and Operation of a School in Mexico.

Clark County School District (2005-2006) – Superintendent Search; Research Projects.

Washoe County School District (2004-2005) – Alternative School Assessment.

Edumetrics (2004-present) – Corporate Strategic Planning and Product Placement.

Nevada State Legislature (2003) - New Legislator Training; NCLB/NSR Alignment.

Nye County School District (2000-2002) – Superintendent Search and Strategic Planning.

Churchill County School District (2002) - Education Programs at Coal Canyon Corrections.

CompassLearning Corporation (2001) – Corporate Strategic Planning and Product Placement.

Harcourt Educational Measurement (2001-2002) – Corporate Strategic Planning and Product Placement.

Clark County School District (1999-Present) – Government Relations; Staff and Management Development.

United States Open University (2001) – Government Relations and Long Term Planning.

San Francisco Unified School District (2000 – 2001) – Expert Witness on Desegregation and Facilities.

Tempe Elementary School District (2000) – Government Relations Training.

Other Professional Activities

Research Professor-in- Residence	American Association of School Administrators, 2006 - present.
---	--

Treasurer	Board of Directors, Stout University Foundation, University of Wisconsin, Stout - 2008 - present.
Member (Affiliate)	Board of Directors, National Council of Professors of Educational Administration (NCPEA) - 2007 - present.
Co-Chair & Member	Board of Directors, WestEd. Service includes two terms as Board of Directors co-chair and four terms as Management Committee chair 1994 - present.
Chairman	Board of Directors, Southwest Regional Education Laboratory, 1994 - 98.
Chairman	Education Committee, Nevada Kids Count - 2004 - present.
Member	Horace Mann League - 1999 - present.
Member	The Century Club 100 - 1999- present.
Member	Cooperative System - National Forum on Educational Statistics, OERI, United States Department of Education, 1997-1998.
Graduate	National Superintendents Academy, American Association of School Administrators, Colorado Springs, CO, 1991.
Secretary	National Committee for Adequate School Housing, Washington, D.C., 1992-94.
Member	Negotiations Team - Representing management in negotiations of contract with NEA affiliate, 1989.
Member	Clark County School District (CCSD) Board Investment Committee - Designed to manage the district investment portfolio, which exceeded \$600 million in negotiable securities, 1983-1999.
Member	Urban Schools Advisory Committee, American Association of School Administrators, 1987-90.
Member	Federal Relations Corps, American Association of School Administrators, 1986-present.

Professional Organizations

Phi Kappa Phi

National Association of Secondary Principals

American Association of School Administrators
American Educational Research Association
Association for Supervision and Curriculum Development
National Council of Professors of Educational Administration
Education Law Association
Nevada Association of School Administrators
Phi Delta Kappa

Honors and Awards

Inductee, Clark County School District Hall of Fame, 2010.
Faculty Inductee, Phi Kappa Phi Honor Society, Chapter 100, 2008.
Excellence in Educational Leadership Award, University Council for Educational Administration, 1998.
Outstanding Alumni Award, Department of Educational Leadership, College of Education, University of Nevada, Las Vegas, 1998.
James R. Kirkpatrick National Government Relations Award, American Association of School Administrators, 1994.
Honorary Member, Nevada School Boards Association, 1994.
Outstanding Educator, Phi Delta Kappa Chapter, 1989.
Life Member, PTA, 1982.
Outstanding Young Men in America, 1980.
President's Award, University of Wisconsin - Stout, 1979.
Medallion Award, University of Wisconsin - Stout, 1970.
Who's Who Among American University Students, 1970.

Certification

Arizona Administrator Endorsement

California	Administrator, School Counselor Endorsements
Colorado	Superintendent of Schools, Secondary School Principal, Industrial Arts, Counselor Endorsements
Nevada	Administrative K-12, Vocational Administrator, Professional School Counselor, Specialized - Industrial Arts Endorsements
Oregon	Administrative and Superintendent Endorsements
Washington	Administrative Endorsement
