



Sharing your passion for accurate, efficient surveys

Resume

Mark M Pierzchala
816 Fordham Street
Rockville, MD 20850-1018

MMP@MMPSurveyServices.com
www.MMPSurveyServices.com
301-830-3832

Positions

- January 2010 –** Owner, MMP Survey Services, LLC (MMPSS)
- 2002 – 2009** Mathematica Policy Research
- 2006 – 2009 Senior Fellow
- 2002 – 2006 Senior Analyst for Computer-Assisted Survey Methodology
- 1996 – 2002** Senior Systems Analyst, Westat, Rockville, MD
- 1983 – 1996** National Agricultural Statistics Service
- 1991 – 1996 Senior Mathematical Statistician, Washington, DC and Fairfax, VA
- 1987 – 1991 Mathematical Statistician, Washington, DC
- 1983 – 1987 Mathematical Statistician, Madison, WI – state office
- 1980 – 1983** High School Mathematics and Science Teacher, U. S. Peace Corps, Swaziland (now eSwatini), Southern Africa
- 1976 – 1978** Research Assistant, American Council of Life Insurance, Washington, DC
-
- 2015 –** Councilmember, City of Rockville (see note, page 4)
- 2009 – 2013 Previous Councilmember Service

Education

- 1980** M.S., Mathematical Statistics, Michigan State University
- 1976** B.S., Mathematics, Central Michigan University

Experience

MMP Survey Services, LLC (MMPSS)

MMP Survey Services, LLC: formed in January 2010. Its main work is with Statistics Netherlands, consulting on the development of Blaise 5, a leading data collection software system for governmental and scientific surveys. Consulting topics include data collection, methodology, survey operations, survey management, instrument design, multimode and multidevice electronic questionnaires, accessibility, usability, instrument testing, documentation, use of metadata and paradata, and refining marketing materials.

Several other clients have used MMPSS over the past 10 years. Tasks broadly included development of complex data collection instruments used overseas and in the United States, development of a custom one-survey management system, development of a generalized survey management capability, and a few quick consulting projects.

International Groups

Led, as chair, 17 survey-operations professionals from 8 institutes and 5 countries to define an improved **multimode management** capability for Blaise. The report was finished in late 2018 (see references). MMPSS continues to develop key parts of the system.

Leading, as chair, a group of 22 survey-taking professionals from 9 institutes from 5 countries to define **accessibility requirements** for self-administered surveys on web browsers and devices such as tablets and smart phones. This effort started in June 2020.

Special

EXPERT PANEL OF THE NATIONAL RESEARCH COUNCIL OF THE NATIONAL ACADEMIES

From January 2011 through October 2012, member of an expert panel on the redesign of the Consumer Expenditure Survey. The survey is sponsored by the US Bureau of Labor Statistics. It is a complex longitudinal survey that measures spending of US households. This key federal survey contributes to the Consumer Price Index, federal and state program administration, and fiscal policy analysis.

Special

EXPERT CONSULTANT FOR THE EUROPEAN UNION AGENCY FOR FUNDAMENTAL RIGHTS

Member of an expert team advising on a Human Rights Survey conducted across Europe. My expertise was on multimode aspects. This meeting took place in Vienna, Austria, February 4 and 5, 2016 with experts from several European institutes.

MMPSS Use of Blaise and Resulting Expertise

I have used Blaise since 1990. My considerable expertise includes implementations of Blaise in complex surveys as well as in consulting for others. Few others match my range of surveys for so many institutes, topics, and survey disciplines. With a Master's in Statistics, experience of interviewing, managing and designing surveys, and dealing with operations, I can communicate with all survey stakeholders. I am willing to consult with survey projects or programs, but not with improving other data collection systems. I no longer take on production roles.

Mathematica Policy Research

Complex Educational Studies: Led, designed, and managed major extensions to survey-taking systems to handle multi-instrument, multimode, longitudinal studies in educational settings. The Family and Child Experiences Study (FACES), a multi-year evaluation of Head Start Programs, established the paradigm for similar studies at Mathematica. For FACES, there were 4 data collection periods in a 3-year study period. Eleven data-collection instruments (up to 7 are used at any one time) were deployed across paper, CAPI, CATI, and Web modes.

Multimode Surveys: Led the design and development of Mathematica's simultaneous approach to data collection in multimode surveys. This approach features one electronic instrument and database operating all modes at once, where respondents choose how to respond. Surveys using this approach for paper, web and CATI included the 2003 and 2008 National Survey of Recent College Graduates and the Kauffman Campus Initiative freshman and senior surveys. Another survey, the Kauffman Firm Survey, deployed CATI and Web modes in a longitudinal study of businesses formed in 2004.

Multimode Instrumentation: Investigated the concept of disparate modes of data collection. An example is an item that is a 'code-all-that-apply' in one mode but a series of Yes/No questions in another. Studied how different kinds of items interact with modes to produce disparity. Described ways to reduce disparity, to efficiently deal with it when necessary, and found optimal ways to specify and program multimode instruments.

Multimode Survey Management: Evaluated MPR experiences in managing multimode surveys including setting interim and final statuses, transition of cases between modes, measures of respondent burden and effort per case, coordinating invitations to participate, the role of differential incentives between modes, and call scheduling.

International Recognition and Conferences: Invited to present on multimode surveys by the International Statistical Institute (Lisbon, 2007), the Washington Statistical Society (Washington, 2007), and the Statistics Canada Symposium 2008 (Gatineau, 2008). Co-chair of the FedCASIC session on multimode surveys 2005 - 2009 and frequent presenter. Presented or chaired at Blaise Users Conferences through 2009 while at MPR.

International Group

In 2007, chaired an international group of Blaise Corporate Users that defined the **system requirements** for the emerging Blaise Next Generation system (see references).

Westat

Blaise Systems at Westat: For governmental surveys in North America, played a key role in establishing the Blaise system as a standard data collection software. My role was to market, support, document, train, and provide expert consultation.

External Consultations: For governmental and scientific surveys, consulted with national statistical offices including the Consumer Expenditure Survey and the American Time Use Survey (Bureau of Labor Statistics and Census Bureau); the American Community Survey Telephone Follow-up (Census Bureau); the Job Openings and Labor Transition Survey

(Bureau of Labor Statistics); and the Program to Improve Provincial Economic Statistics and the Labour Force Survey (Statistics Canada).

Within Westat: Consulted on instrument development for the Disability Evaluation Survey (Social Security Administration); the Continuing Survey of Food Intakes by Individuals (Department of Agriculture); the Medical Expenditure Panel Survey (Public Health Service); the Residential Energy Consumption Survey and the Commercial Buildings Energy Consumption Survey (Department Of Energy); the Spanish Bladder Cancer Survey and the Non-Hodgkin's Lymphoma Study (National Cancer Institute); and the Early Childhood Longitudinal Study (Department of Education).

National Agricultural Statistics Service

Senior Mathematical Statistician (1991 - 1996) led investigations into multimode survey data collection and data editing including CAPI, CATI, and interactive data editing. Developed advanced metadata techniques that generated instruments for 44 versions of quarterly agricultural surveys from database specifications. Developed a second method of executing 44 versions of the June Area Frame Survey from a runtime specification database. These techniques were later applied to the Consumer Expenditure Survey.

Mathematical Statistician (1987 - 1991) established data editing system requirements and evaluation criteria. Compared data editing software from several organizations. Demonstrated the value of interactive data editing on microcomputers. Introduced Blaise into the agency. Participated in a United Nations Working Group and a national federal statistical committee on data editing. My first in-house report on data editing was revised and published in the 1990 Journal of Official Statistics.

Mathematical Statistician (1983 - 1987) in the Wisconsin state office, planned and executed state-level special surveys from specification to publication. Executed the state part of national surveys including survey operations. Conducted more than 1,000 telephone and in-person interviews of farmers and agribusinesses.

Note on Councilmember Office

In November 2019 I was reelected to the Rockville City Council. I carefully balance the demands of both positions to accommodate MMPSS clients.

Publications

"Blaise 5 Multimode Management – A report by the BCLUB Multimode Management Group." In *Proceedings of the 18th International Blaise Users Conference* (Westat), Baltimore, Maryland, US, October 2018: [http://blaiseusers.org/2018/papers/4_1.pdf] This was a report by representatives from 8 institutes in 5 countries.

"The Emerging Importance of Mixed-Mode Surveys – A Methodological Standpoint, A White Paper." *Blaise System Website* (Statistics Netherlands) September 2018: [https://www.blaise.com/images/documentation/Brochures/2018/Blaise_2018-02_white-paper_mixed-mode_web.pdf]

- “The Blaise 5 Champion Instrument Suite.” *In Proceedings of the 17th International Blaise Users Conference* (Statistics Netherlands), The Hague, The Netherlands, October 2016: [http://www.blaiseusers.org/2016/papers/post_1.pdf]
- “Blaise 5 – Is Worth the Wait.” *In Proceedings of the 17th International Blaise Users Conference* (Statistics Netherlands), The Hague, The Netherlands, October 2016: [http://www.blaiseusers.org/2016/papers/plen2_3.pdf]
- “The 2007 Blaise NG White Paper and the Blaise 5 Result.” *In Proceedings of the 16th International Blaise Users Conference* (Peking University), Beijing, China, April 2015: [http://www.blaiseusers.org/2015/papers/05_C%20PaperOnTheWhitePaper-MMPSS-20150304.pdf]
- “A Questionnaire Guide to Web Accessibility.” *In Proceedings of the 15th International Blaise Users Conference* (Westat), Washington, DC, September 2013: [<http://www.blaiseusers.org/2013/papers/8b.pdf>]
- “Measuring What We Spend: Towards a New Consumer Expenditure Survey.” Panel on Redesigning the BLS Consumer Expenditure Surveys, Don A. Dillman and Carol C. House, Editors. Committee on National Statistics, Division of Behavioral and Social Sciences and Education, National Research Council of the National Academies. Washington, DC, October 2012: The National Academies Press. [http://www.nap.edu/catalog.php?record_id=13520]
- “Optimal Ways of Developing Blaise IS Instruments.” *In Proceedings of the 14th International Blaise Users Conference* (National Centre for Social Research), London, UK, April, 2012: [<http://www.blaiseusers.org/2012/papers/07a.pdf>]
- “A New Data Entry Verification Tool in Blaise 4.8.2.” Poster session, 13th International Blaise Users Conference (Westat), Baltimore, MD, October, 2010. [<http://www.blaiseusers.org/2010/slides/Pa.pdf>]
- “How to Specify for Blaise CATI and CAPI.” MPR internal Reference. Washington, DC: Mathematica Policy Research, October 2009 (with Debra Wright, Mike Watts, and Julie Ingels). [About 90 pages, it doubles as a vehicle for documenting much of Mathematica’s Blaise CATI implementation and capability.]
- “Experiences with Multimode Surveys.” *In Proceedings of Statistics Canada Symposium 2008*. Ottawa: Statistics Canada, 2008. [www.statcan.gc.ca/pub/11-522-x/2008000/article/10965-eng.pdf]
- “Blaise Next Generation.” A white paper by the BCLUB Technical Working Group on Blaise NG. Presented at the Blaise Corporate License User Group, Annapolis, MD, September, 2007. [I led a group of 13 people from 8 countries; I was the lead author and editor.]
- “Disparate Modes of Survey Data Collection.” *In Proceedings of the 56th Session of the International Statistical Institute*. Bulletin of the ISI-Volume LXII. The Hague, The Netherlands: International Statistical Institute, 2007.
- “Disparate Modes and Their Effect on Instrument Design.” *In Proceedings of the 10th International Blaise Users Conference 2006*. Arnhem, The Netherlands: Statistics Netherlands, 2006. [www.blaiseusers.org/2006/Papers/207.pdf]
- “Programming for Navigation in the Blaise System.” *Poster Session of the 10th International Blaise Users Conference 2006*. Arnhem, The Netherlands: Statistics Netherlands, 2006.

- “MPR Web Survey Standards.” MPR Standards Report. Princeton, NJ: Mathematica Policy Research, June 2006 (with Kathy Sonnenfeld, Mark Brinkley, and Debra Wright).
- “Telephone Collection as Part of a Multimode Survey.” Contributed paper at the Telephone Survey Methodology Conference II, Miami, January 2006 (with Debra Wright, Claire Wilson, and Paul Guerino).
- “Instrument Design for a Blaise Multimode Web, CATI, and Paper Survey.” In *Proceedings of the 9th International Blaise Users Conference 2004*. Gatineau, Canada: Statistics Canada, 2004 (with Debra Wright, Claire Wilson, and Paul Guerino). [www.blaiseusers.org/2004/papers/24.pdf]
- “Blaise CATI Guide.” Rockville, MD: Westat, 2004 (with others).
- “Practitioner Needs and Reaction to Computer Sciences Approaches.” In *Survey Automation, Report and Workshop Proceedings*, National Research Council; Oversight Committee for the Workshop on Survey Automation, edited by Daniel L. Cork, Michael L. Cohen, Robert Groves, and William Kalsbeek, Committee on National Statistics. Washington, DC: National Academies Press. Presented at the National Committee on Statistics Meeting, 2002, transcript at [http://books.nap.edu/openbook.php?record_id=10695&page=174]
- “Revolutionary Paradigms of Blaise.” In *Proceedings of the 7th International Blaise Users Conference 2001*. Washington, DC: Westat, 2001 (with T. Manners). [www.blaiseusers.org/2001/papers/Pierzchala_Manners_IBUC_Paper.pdf]
- “Passing Information Between Many-Arrayed Blocks in Blaise.” In *Blaise Services at Westat Technical Note No. 5*. Rockville, MD: Westat, 2001.
- “Helping Non-Blaise Programmers to Specify a Blaise Instrument.” In *Proceedings of the 6th International Blaise Users Conference 2000*. Cork, Ireland: Central Statistical Office, 2000 (with G. Farrant). [www.blaiseusers.org/2000/papers/how_to_specify.pdf]
- Book chapter:** “Strategies for Producing CAI Instruments for a Program of Related Surveys.” In *Computer-Assisted Survey Information Collection Methods*. New York: John Wiley & Sons, 1998 (with T. Manners). Also presented at the InterCASIC Conference, San Antonio, 1996.
- “Optimal Screen Design in Blaise.” In *Essays on Blaise 1997, International Blaise Users Meeting*. Paris: INSEE, 1997. [www.blaiseusers.org/1997/papers/pierzc97.pdf]
- “Versions of Interviewing and Editing Instruments in NASS.” United Nations Statistical Commission and Economic Commission for Europe, Conference of European Statisticians Statistical Standards and Studies—*Statistical Data Editing*, vol. 2, no. 2, 1997.
- Maniplus Manual*. Voorburg, The Netherlands: Statistics Netherlands, 1997. [Westat supported this.]
- Blaise III Developer’s Guide*, edited by J. Bethlehem. Voorburg, The Netherlands: Statistics Netherlands, 1996 (with E. van der Hoeven). [NASS supported this, now out of date, contributed to updates while at Westat.]
- “CAI and Interactive Editing in One System for a Survey in a Multimode Environment.” In *Proceedings of the Data Editing Workshop and Exposition*, Alexandria, VA: American Statistical Association, 1996.

"The 1995 June Area Frame Experience." In *Essays on Blaise 1995*, International Blaise Users Conference. Helsinki: Statistics Finland, 1995.
[\[www.blaiseusers.org/1995/papers/pierzc95.pdf\]](http://www.blaiseusers.org/1995/papers/pierzc95.pdf)

Book chapter: "Editing Systems and Software." In *Business Survey Methods*, edited by B. Cox, D. Binder, and B. Chinnappa. New York: John Wiley & Sons, 1995, pp. 425-441. Presented at the International Conference on Establishment Surveys, Buffalo, NY, 1993.

"Optimal Edit Writing." *International Blaise Users Group Newsletter*, no. 3, 1994, pp. 10-13.

"Interactive Editing in Blaise." *International Blaise Users Group Newsletter*, no. 3, 1994, pp. 15-19.

"Standard Multi-Survey Shells in the National Agricultural Statistics Service." In *Essays on Blaise 1993*, International Blaise Users Conference. London: Office of Population Censuses and Surveys, 1993, pp. 133-142 (with R. Schou).
[\[www.blaiseusers.org/1993/papers/STANDARD%20MULTI-SURVEY%20SHELLS%20IN%20NASS.pdf\]](http://www.blaiseusers.org/1993/papers/STANDARD%20MULTI-SURVEY%20SHELLS%20IN%20NASS.pdf)

"Computer Generation of Mega-Version Instruments for Data Collection and Interactive Editing." In *Proceedings of the Bureau of the Census Annual Research Conference*. Washington, DC: U.S. Bureau of the Census, 1993, pp. 362-374.

"Generating Multiple Versions of Questionnaires." In *Essays on Blaise 1992*, International Blaise Users Meeting. The Hague, The Netherlands: Central Bureau of Statistics, 1992, pp. 131-145.
[\[www.blaiseusers.org/1992/papers/GENERATING%20MULTIPLE%20VERSIONS%20OF%20QUESTIONNAIRES.pdf\]](http://www.blaiseusers.org/1992/papers/GENERATING%20MULTIPLE%20VERSIONS%20OF%20QUESTIONNAIRES.pdf)

Criteria for the Evaluation of Interactive Survey Software. Interactive Survey Software Committee, National Agricultural Statistics Service, major contributor. Washington, DC: U.S. Department of Agriculture, National Agricultural Statistics Service, 1992.

"Editing Software." In *Seminar on Quality of Federal Data*. (Statistical Policy working paper no. 20.) Washington, DC: U.S. Office of Management and Budget, 1991, pp. 173-179. Also published in *Editing Software*, 1990. Seminar on Quality of Federal Data, Washington, DC.

"One Agency's Experience with the Blaise Integrated Survey Processing System." In *Proceedings of the American Statistical Association, Section on Survey Research Methods*, Alexandria, VA: American Statistical Association, 1991, pp. 767-772.

Data Editing in Federal Statistical Agencies. (Statistical Policy working paper no. 18.) Federal Committee on Statistical Methodology, major contributor. Washington, DC: U.S. Office of Management and Budget, 1990.

"A Review of the State of the Art in Automated Data Editing and Imputation." *Journal of Official Statistics*, no. 6, 1990, pp. 355-377.
[\[https://www.scb.se/contentassets/ca21efb41fee47d293bbee5bf7be7fb3/a-review-of-the-state-of-the-art-in-automated-data-editing-and-imputation.pdf\]](https://www.scb.se/contentassets/ca21efb41fee47d293bbee5bf7be7fb3/a-review-of-the-state-of-the-art-in-automated-data-editing-and-imputation.pdf) for abstract.

"A Review of Three Editing and Imputation Systems." Invited paper. In *Proceedings of the Survey Methods Section, American Statistical Association*, Alexandria, VA: American Statistical Association, 1990, pp. 111-120.

“Interactive Editing Research: A Report and Recommendations by the Interactive Editing Working Group.” Coauthor. Washington, DC: U.S. Department of Agriculture, National Agricultural Statistics Service, 1990.

“Estimating the Costs of Conducting One-Time Surveys Using Lotus 1-2-3.” Poster session. In *Proceedings of the Survey Research Methods Section, American Statistical Association*, Alexandria, VA: American Statistical Association, 1989, pp. 860-865 (with D. Doyle and J. Larson).

“A Review of the State of the Art in Automated Data Editing and Imputation.” National Agricultural Statistics Service Staff report no. SRB-88-10. Washington, DC: U.S. Department of Agriculture, National Agricultural Statistics Service, 1989. Also published in United Nations Statistical Commission and Economic Commission for Europe, Conference of European Statisticians Statistical Standards and Studies—no. 44, *Statistical Data Editing, Methods and Techniques*, vol. 1, 1994.

Professional Activities

- 2016** Member, Expert Panel for the European Union Agency for Fundamental Rights, for a pan-European Human Rights Survey
- 2011 – 2012** Member, Committee on National Statistics of the National Academies, Expert Panel on the Redesign of the Consumer Expenditure Survey
- 2011** Session Chair, Multi-Mode Surveys: Design and Effects, Joint Statistical Meetings
- 2011** Organizer and Session Cochair, Multi-Instrument and Multi-Entity Surveys, FedCASIC Conference
- 2005 – 2010** Session Cochair, Multimode Surveys, FedCASIC Conference
- 1991 –** Member, Scientific Committee International Blaise Users Group
- 2008** Session Cochair, Event History Calendars, FedCASIC Conference
- 2007** Chair of an International Group of Corporate Blaise Users that defined the requirements for the emerging Blaise Next Generation system.
- 1995 – 1996** Subcommittee on Data Editing in U.S. Federal Statistical Agencies, Federal Committee on Statistical Methodology
- 1994** Program Cochair, Statistical Computing, Washington Statistical Society
- 1990 – 1992** Interactive Survey Software Committee, National Agricultural Statistics Service
- 1989 – 1990** Subcommittee on Data Editing in U.S. Federal Statistical Agencies, Federal Committee on Statistical Methodology
- 1989, 1990** United Nations Data Editing Working Group
- 1989 – 1990** Chair, Interactive Editing Group, National Agricultural Statistics Service

Professional and Business Memberships

American Association for Public Opinion Research

American Statistical Association

Washington Statistical Society

Rockville Chamber of Commerce