

DEBBIE L. MCMAHON

Center for Community Research and Development
Baylor University
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Senior Research Analyst
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EDUCATION

- Ph.D., Sociology Baylor University Waco, TX** Expected Dec., 2011
Dissertation Proposal: Effects of Religiosity on Delinquency; A Fixed Effects Model For Longitudinal Data
- M.A., Applied Sociology Baylor University Waco, TX** May, 2008
Thesis: "Hispanic Assimilation: Are We There Yet?"
- B.A., Psychology, minor Business Our Lady of the Lake University** May 2006
San Antonio, TX
Summa Cum Laude GPA: 3.94 Psychology GPA: 4.0
McNair Scholar Undergraduate Research: "Technology in Minority Serving Institutions".
- University of Texas at Arlington** 1999
MS DOS I, II, PC Upgrade and Maintenance.
Microsoft Certified Professional x 4.
- Tarrant County Junior College** 1989
Computer Applications, Bookkeeping, Business.

TEACHING EXPERIENCE

- Instructor, University of Mary Hardin Baylor** 2009 - present
Introduction to Sociology 1311, Racial and Ethnic Relations 3317,
Population Studies 4312, The Community 3315
- Instructor, Baylor University** 2008- present
Introduction to Sociology SOC 1305, Telephone Survey Methods
SOC 6303, Marriage & Family SOC/SWO 3354
- Guest Lecturer or Co-lecturer- Baylor University, McLennan Community College** 2006-2008
Introduction to Sociology 1305, Marriage and Family 3354,
Introduction to Gender Studies 1100, Introduction to Health Careers
1100, Women in Society 3330
- Teaching Assistant, Baylor University** 2006-2008
Introduction to Sociology 1305
Marriage and Family 3354
- Trainer/Supervisor - One Call Communications, San Antonio TX** 2000-2002
RF receiver concepts and basic troubleshooting electronic circuits
- National Service Training, - NEC America Inc., Irving TX** 1990-1995
National Service Training for cell phone repair, Sales and
Management staff training in cellular protocols and newly
introduced cell phone feature sets.

July 2011

McMahon

RESEARCH EXPERIENCE

**Senior Research Analyst – Baylor University
Center for Community Research and Development**

August 2006 – Present

Principle Investigator/ McLennan County Client Survey

November 2009
November 2008

- Client driven survey of McLennan county residents.
- Scripted and programmed survey instrument into WinCATI software system using Sawtooth Technologies Sensus programming language and software.
- Created and loaded computer generated RDD sample from McLennan county exchanges.
- Supervised training, software, field testing, and performed field modification of questionnaire.
- Trained colleagues in survey management, procedures and organization, WinCATI software, and technical supervision of call center computer equipment.

HOTCOG Rural Transportation Survey

- Principle Investigator and coordinator for research project involving three universities.
- Wrote and scripted questionnaire, supervised data collection, 14 staff and interviewers.
- Created and managed random sample for 5 county telephone survey using CATI technology.
- Conducted data analysis and produced written formal report, with recommendations for HOTCOG Board of Directors.

June 2009 – Sept 2009

Primary Researcher/Supervisor, Community Telephone Survey.

- Supervisor undergraduate research methods class, collecting data for their own and my research; wrote Sensus scripting, cleaned, weighted and analyzed data, supervised callers.

March 2009

Set up and configure 10 station networked CCRD call center;

- Configure hardware/software
- Install and test 3rd party WinCATI software.
- Recruit call volunteer staff and supervise McLennan County telephone survey for clients.
- Assist writing and compiling statistics for client report.

Fall 2008

Recruit Focus groups for Downtown Waco PID study

Summer 2009

Waco Public Improvement District Project

- Recruited Focus groups for Downtown Waco study

Summer 2008

Supervise client driven McLennan County telephone survey

- Conducted telephone surveys, market research for clients, supervising interviewers using WinCATI

Spring 2008

RESEARCH EXPERIENCE *continued*

- Governor's Mentoring Initiative** Fall 2006
➤ Conducted detailed personal interviews of mentoring organizations in Texas.
- McLennan County client driven poll** Fall 2006

SOFTWARE PROFICIENCY

SAS	ArcGIS	Ci3/Sensus Scripting
SPSS	WinCati	Microsoft Office Suite

PROFESSIONAL PRESENTATIONS

Professional Presentations:

- AAPOR 65TH Annual Conference May, 2010
Oral Presentation: List-Assisted RDD Telephone Surveys in Rural Areas: Central Texas
- Southwester Social Science Association Annual Meeting March 2009
Oral Presentation: "The Decision to Offend: The Effect of Religiosity on Juvenile Crime."
- Association for Clinical and Applied Sociology October, 2009
Oral Presentation; "The Decision to Offend: The Effect of Religiosity on Juvenile Crime."
- Southwestern Social Science Association Annual Meeting
Oral Presentation; "Latino Assimilation: Are Values Tied to Assimilation?"
Poster Presentation: "The State of the Elderly".
- Southwestern Social Science Association Annual Meeting March, 2007
Oral Presentation; "Effects of Urban Factors on Personal Bonds and Religious Participation: An Examination of Wirth's Urbanism"; Session Chair - "Internet, Technology and Society".
- Penn State McNair Research Conference July, 2005
Oral Presentation: "Technology and Knowledge At Minority Serving Institutions"
- ASA/SPA Annual Meeting August, 2005
Paper Presentation: "Technology and Knowledge At Minority Serving Institutions"
- Richard Tapia Celebration of Diversity in Computing Conference October, 2005
Poster Presentation: Technology, Access and Opportunity In Hispanic Serving Institutions

PUBLICATIONS

McMahon, Debbie and Robyn Driskell. 2008. "Las Posadas- The Christmas Pageant." In Maria Herrera-Sobek (ed.), *Encyclopedia of Latino Folklore*. Westport: Greenwood Press. Forthcoming.

Contract Editor, Cengage Learning 2008 - 2010
Sociology in our Times 7th Ed. (Kendall)
Sociology in our Times Study Guide 8th Ed. (Mueller)

July 2011

McMahon

PROFESSIONAL AFFILIATIONS

Southwest Sociological Association	American Sociological Association
Association for Applied and Clinical Sociology	American Association for Public Opinion Research

HONORS AND AWARDS

Alpha Chi	Inducted November, 2004
	President 2005-2006
Our Lady of the Lake University	
Barragy Outstanding Senior in Psychology Award	2005-2006
President's List	2003-2005
University Dean's List	2002-2005
National Dean's List	2003-2005
McNair Scholar	2004-2006
Psi Chi, Psychology Honor Society	Inducted Spring, 2005
Talbot Women's Scholarship	October, 2005
AACS Student Problem Solving Competition Winner	October, 2005
"New Funding Options for Philaposh"	
Graduate Travel Award-Southwestern Social Science Assoc	March, 2008
Graduate Travel Award-Southwestern Social Science Assoc	March, 2007
Graduate Travel Award - AAPOR	May, 2008
Dean's Scholarship	2006 -2011

LEADERSHIP

Consult, train, and supervise graduate students in Telephone survey methods, data collection, WinCati operation, Call center operation	Summer 2010 - Present
Board of Directors - Heart of Texas Search & Rescue, Inc.	2009 - Present
Supervisor, client driven surveys, Baylor University	2006 - Present
Center for Community Research and Development	
Lay Chaplain -Episcopal Diocese of West Texas	2006 - Present
President - Alpha Chi Honor Society	2005-2006
Owner/Operator - <i>R&D Enterprises</i> Fort Worth, Texas	1996-1998
Owner/Operator - <i>Maid In America</i> Southlake, Texas	1996-1998

GRADUATE COURSEWORK

Social Science Data Analysis	Advanced Sociological Theory
Data Sources/Publ. in the Soc. of Religion	Sociology of Regional Processes
Community Spatial Analysis	Demographic Techniques
Multivariate Statistical Methods	Rural Sampling
Statistical Methods in Survey Research	Evaluative Research
Advanced Quantitative Analysis	Sociology of Latino Community
Telephone Surveys	Advanced Latino Sociology
Advanced Telephone Surveys	Seminar in Teaching
Web Survey Methods	Social Deviance
Advanced Web Survey Methods	Social Cognition and the Internet
Seminar on the Community	