

Drs. Woodcock and Jaffe and the Woodcock-Muñoz Foundation Receive the Virgil Zickel Award for Product Development



Drs. Richard W. Woodcock and Lynne Jaffe display the plaques presented at the American Printing House for the Blind 143rd Annual Meeting with Barbara Henderson, APH Test and Assessment Project Leader.

Dr. Woodcock has been advocating for and interested in tests for braille readers since early in his career. In 1964 he developed and standardized the *Colorado Braille Battery*. He is the founder of the Woodcock-Muñoz Foundation and Measurement Learning Consultants, LLC, a test development company. He is widely known as a leading developer of cognitive and achievement assessments. Currently, Dr. Woodcock is affiliated with the University of Southern California as a Clinical Professor of Psychology. He is a Fellow of the American Psychological Association and the American Academy of School Psychology.

Dr. Jaffe was the main project consultant and retired from Arizona Schools for the Deaf and blind in 2007. She is an adjunct assistant professor at the University of Arizona, the *WJ III Tests of Achievement* Braille trainer, educational consultant, and author.

The Zickel Award recognizes those creative and caring individuals whose ideas result in the development and innovative products designed to improve the quality of life for people who are blind and visually impaired. <http://www.aph.org/advisory/2011adv08.html>

The American Printing House for the Blind (APH) honored The Woodcock-Muñoz Foundation (WMF) and Drs. Richard W. Woodcock and Lynne Jaffe with the 2011 Virgil Zickel Award during the 143rd Annual Meeting. The award was presented by Barbara Henderson, APH Test and Assessment Project Leader, for the dedication and commitment to providing cognitive assessments relevant for children with blindness and visual impairments. Drs. Woodcock and Jaffe accepted the award in Louisville, Kentucky on October 14, 2011. Collaboration between APH and WMF led to the development of the large print and braille editions of the *Woodcock-Johnson III* (WJ III).

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