

Professor Woodcock Receives Lifetime Achievement Award



Dr. Richard W. Woodcock displays the plaque presented to recognize his lifelong "contributions to the education and support of children."

The Texas Statewide Evaluation Project (SWEPE) Conference has awarded its first *Lifetime Achievement Award* to Richard W. Woodcock, EdD, in recognition of his contributions to—and influence on—the field of psychoeducational assessment. Dr. Woodcock accepted the award at the 13th Annual SWEPE conference in Houston, Texas, on February 11, 2010. At the conference, he presented the keynote address for the more than 850 educational diagnosticians, school psychologists, and speech and language pathologists in attendance.

In his address, Dr. Woodcock reviewed the past, present, and future of educational and cognitive assessment and described the major historical advances of the field during the past 100 years. He pointed out that early twentieth century intelligence batteries evaluated only one or two general abilities. As conceptualizations of cognitive ability evolved over time, assessment tools were developed in order to evaluate more broad cognitive abilities and, ultimately, the underlying narrow abilities. Dr. Woodcock emphasized that improved cognitive theory was the driving force behind better cognitive and achievement measurement, and, as a practical consequence, has resulted in improvements in clinical decision-making and instructional planning.

Dr. Woodcock is widely known as a leading developer of cognitive and achievement assessments including the *Woodcock–Johnson® III (WJ III™) Tests of Achievement*, the *WJ III Tests of Cognitive Abilities*, the *Bateria III Woodcock–Muñoz®*, the *Dean–Woodcock™ Neuropsychological Battery*, and the *Woodcock–Muñoz Language Survey®—Revised*. In 1972, he founded Measurement Learning Consultants, a test development and research organization. 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.