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21 February 2018

Committee on Fellows
American Statistical Association

Re: Professor Milo Schield

Dear Committee,

I have known Milo Shield for over 15 years through activities of the International Association for Statistical Education and the ASA's Section on Statistical Education. I am very pleased to support the nomination of Milo as a Fellow of the American Statistical Association for his leadership in, and service to, the field of statistics education over a very career of more than 30 years.

Promoting and increasing statistical literacy and capability, especially amongst decision leaders in the wider society, is statistics' single most important "missionary" activity. Milo has been our most indefatigable worker for the cause of statistical literacy for many years. He began writing on and promoting statistical literacy in about 1998.

From his background in the business world and teaching in a business school Milo knew that there were important topics that had long been deemed "too complicated for introductory statistics" are absolutely critical to get into the brains of decision makers and, moreover, introductory statistics is the best vehicle we have for spreading critical messages widely. Making key ideas and thinking modes accessible at low levels is absolutely critical to this endeavour and Milo has been an important leader in that regard. Most important to Milo were messages around causal reasoning and confounding that extend much beyond the traditional bromide that "correlation is not causation". These are areas that introductory statistical education is even now only beginning to engage seriously with.

The impact of Milo's own work is attested to by the upwards of a quarter of a million downloads of his own papers, sets of slides and exercises. But his most important work is the website site http://www.statlit.org/ that he has been building since 2003. This is by far the most comprehensive compendium of publications and commentary related to statistical literacy in the world. Statistical literacy and this rich and engaging site have been a labour of love for 20 years, boosted by his 2001-5 Keck Foundation grant with Donald Rubi, n and Judea Pearl. The site is very heavily used having had millions of downloads from all over the world of its more than a thousand papers.

Another major vehicle for getting the message out has been conferences. For example, Milo has organised Topic Contributed paper sessions on statistical literacy at virtually every JSM since 2001 and he has attracted important speakers from outside statistics to JSM including popular writers like Joel Best.

He is US Director of the International Statistical Literacy Project. And he has reached outside statistics education becoming a key member of the Mathematical Association of America's Special Interest Group promoting Quantitative Literacy and the US National Numeracy Network, of which he has been Vice President. I am very pleased to support the nomination of Milo as a deserving Fellow of ASA.

Yours sincerely,

Chris Wild