**Melanie K. Hoftyzer**

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# Education

**PhD in English**, Composition & Rhetoric, December 2012

*University of Wisconsin – Madison*, Madison, WI

**Master of Arts in Writing**, Specialization in Composition & Rhetoric, August 2001

*(Southwest) Missouri State University*, Springfield, MO

**Bachelor of Arts in English**, May 1995 Magna cum Laude in the Honors College

*(Southwest) Missouri State University,* Springfield, MO

# Instructional Experience

## Cornell Peter and Stephanie Nolan School of Hotel Administration, Cornell SC Johnson College of Business; Ithaca, NY

**Senior Lecturer,** July 2023-present

*Courses*

HADM 1650: Business Writing for Hospitality Professionals

* Collaborated with colleagues to write a research assignment to help students analyze industry-focused information resources and learn about the communication expectations in their future careers, based on informational interviews and sources from their industry’s information ecosystem
* Use best practices to instruct students in the written, oral, and listening skills necessary for successful business communication in the hospitality and other industries
* Select texts for class with a focus on actionable and soft skills
* Create assignments that reinforce and build on of industry expertise and professional service
* Develop detailed feedback rubrics to provide consistent evaluation of assignment criteria and learning outcomes
* Develop curriculum and PowerPoint presentations to provide students with inclusive real-world examples of communication in hospitality
* Conduct all class sessions to allow for active learning and hands-on skill-building
* Meet with all students individually

## Wisconsin School of Business; Madison, WI

**Director of Business Communication** (working title)*,**Teaching Faculty IV*, Nov. 2021-June 2023

**Senior Lecturer**, Aug. 2014-Nov. 2021

**Lecturer**, Aug. 2008-Aug. 2014

*Courses*

General Business 360: Workplace Writing and Communication;

General Business 300: Professional Communication

* Created new assignments to introduce students to current topics in their industries
* Developed detailed rubrics for every assignment to provide skills-based feedback students can transfer to other assignments and professional contexts
* Utilized backward design to develop learning outcomes and ensure activities and assignments contribute to students’ development
* Founded new course on a skills-based pedagogy, to help students develop essential soft skills and research the communication expectations in their future careers using sources from their industry’s information ecosystem

General Business 975: Dissertation Workshop

* Updated course materials to create a peer-feedback focused class that gave students the opportunity to give and receive feedback on work in progress, following best practices for writing instruction
* Created new assignments to include practical situations for new academics (e.g., elevator pitch, presentation of a dissertation chapter)

# Professional Development and Service

## Industry-Focused Professional Development

### Cornell

* **Possible Immersion trip.** January, 2025
* **Library Resource Collaboration**. Worked with Devin Sanera to develop a more accessible list of hospitality resources to help students use more industry-specific sources. Summer, 2024
* **Faculty Cooking Throwdown.** May, 2024: worked on a team with four colleagues in a competition with other Nolen faculty teams to create, prepare, and serve a dish with a common ingredient (sea bass); worked with colleagues from other departments, as well as student helpers, learning about school facilities and to gain knowledge about school curriculum
* **Russell Technologies Hotel Simulation**. March, 2024: Hotel Simulation with Russell Technologies – competed with four new colleagues a simulation, where I learned about restaurant operations by forecasting labor and location modifications, and practiced with changing variables to learn about back-office decision considerations
* **Las Vegas Immersion Trip**. January, 2024: Immersion trip to Las Vegas, where I learned about the casino industry in specific, and also explored key topics for hospitality such as human resources expectations for employees, what makes strong candidates, and skills necessary for success
* **Dean’s Advisory Board Networking Reception and Dinner.** October 17, 2023: Networking event where I talked with Board members about their careers, current companies, and experiences with new employees, including Nolan graduates.

### Wisconsin School of Business

* **Industry Information Source List**. Oversaw the development and maintenance of an online resource to help students identify and analyze information sources, such as professional organizations, trade associations, and trade publications. 2015-2023
* **Informational Interview Assignment.** Collaborated with team to develop an assignment for a required interview with an industry professional, to provide students with an authentic networking opportunity and learn about communication from a professional in their prospective field

## Professional Development (Selected)

### Cornell

* **Cornell Making Time to Write**. Spring 2024

Participated in Cornell-organized structured opportunity to write alongside colleagues across campus

### Wisconsin School of Business

* **Bystander Intervention: Stepping in with Care and Confidence.** Spring 2022
* **Personal Brand and Leadership Awareness.** Spring 2018

## Service to Students

### Cornell

* **Communication Workshop / mini-bootcamps**. Spring 2025

Developing a series of short workshops (60-90 minutes each) for students to practice additional communication skills, such as punctuation, and to practice business writing for different situations they are likely to encounter in their careers

* **Case Study Competition** **– Writing for Hospitality Professionals**. 2025

Creating a Case Study to engage students with specific writing skills needed for leadership and relationship-building in all levels of hospitality management

* **Student Orientation**. August 2024: attended Student Orientation, welcoming incoming students and their parents, answered questions, and networked with colleagues
* **Table Talk.** September 26, 2024: Invited to for 9 students to learn more about their interests and answer questions about my own background as well as why and how I know communication is important to their future careers
* **Industry Dinner Host**. October 31, 2024: hosted dinner for Dr. Ruth Browne, where I learned more about her experience with the Ronald McDonald House of NYC, and the hospitality factors involved in creating a safe and welcoming space for families in need of housing while their children undergo medical care.
* **Lunch and Learn Brown Bag**. Spring 2025: Scheduled for Lunch and Learn, ManComm area, present information about question-asking as a skill and its importance for successful feedback conversations, which is crucial to collaboration and team-building

### Wisconsin School of Business

* **Mindfulness Workshop**. Developed mindfulness session to deliver during student worker training, with BBA Assistant Dean Jim Franzone, August 2019
* **Faculty Advisor.** Badger Business Professionals – Student Organization, 2011-2019
* **Faculty Consultant.** Business Plan Competition (previously Burrill Competition), April 2017, April 2018
* **Mock Judge.** G. Steven Burrill Business Plan Competition, April 2011, 2012

## School and Department Service

### Wisconsin School of Business

* **Chair**. Business Communication Hiring Committee, 2015-2018; 2020-2023
* **Member**. BBA Curriculum Committee, 2014-2023
* **Alternate.** MBA Curriculum Committee (alternate), 2014-2023
* **Member.** Department Chairs’ Meetings, 2015-2023
* **Member.** Invitedton PPFB Advisory board by Karen Thomas, currently with Rommel Jimenez, Spring 2019-Spring 2023
* **Member**. Phase II BBA Curriculum Team, 2015-2017
* **Workgroup**. Redesignws WSB Instructor Annual Evaluation form with Associate Dean Joann Peck and Assistant Dean Chelsea Daley, Fall 2021
* **Partner.** Worked collaboratively with Dr. Ann O’Brien (Accounting) to update, streamline, and copyedit materials for Accounting 306 and 307, including case assignments, student rubrics, and course style guide, Fall 2016

## University of Wisconsin-Madison English Department

* **Chair**. Committee for Restoration of the Composition & Rhetoric/English 100 Resource Library and Department Meeting Room, 2006
* **Co-Coordinator**. Composition & Rhetoric Colloquium, Aug. 2002-Dec. 2003
* Facilitated inter-departmental conversations through panel presentations
* Planned and implemented brown-bag lunch article discussions
* Planned and implemented roundtable discussions for all English faculty and students

# Leadership

## Wisconsin School of Business

**Director of Business Communication** (working title)*,**Teaching Faculty IV*, Nov. 2021-June 2023

**Director, Business Communication** (working title), *Senior Lecturer*, Aug. 2016-Nov. 2021

**Co-leader – Professional Communication** (working title),*Senior Lecturer*, Aug. 2014-Aug. 2016

*Instructor Management*

* Supervised, trained, mentored, and terminated instructors, a staff of 10 for the 2023 academic year
* Built a collaborative team with shared values and pedagogy through listening and a servant leader mentality
* Planned and led pre-semester retreats/team-building meetings for instructor development
* Planned and led instructor meetings (weekly in the Fall, fortnightly in the Spring)
* Ensured team cohesion through formal and informal advising
* Observed instructors’ teaching annually
* Conducted annual and mid-point reviews; discussed individual successes, weaknesses, and goals
* Coordinated and contributed to instructor professional development, including researching new training opportunities, developing a book group, and collaborating with different instructors to present at conferences
* Advised MBA coaches and helped with communication program development; appointed MBA coaches on an application system
* Selected instructors for instructional opportunities other than GenBus 360 and provided pedagogical and administrative support as needed
* Hired new instructors with the goal of increasing diversity of background and expertise
* Developed lasting mentoring relationships with instructors

*Program Administration*

* Managed collaborative development and revision of course materials; finalized and approved all core course materials
* Maintained collaborative systems for discussion and document storage
* Managed double-blind portfolio grading, which consists of 8-10 full business days when current instructors evaluate semester portfolios (~18 single-spaced pages) twice (once for scoring, once for due diligence)
* Developed an online system for blind portfolio grading during the pandemic, using Box folders, Padlet, and Microsoft Teams and trained all instructors to use them; the system was so effective that it is still in use as of December 2024.
* Advocated for instructors on human resources issues and attend to changes in status, workloads, and/or contracts
* Managed budget, purchased supplies, oversaw travel arrangements, evaluated spending requests, and approved reimbursements
* Managed scheduling and addressed problems with room assignments for ~55 sections and standalone courses per year (GenBus 360, On-line Undergraduate Degree GenBus 360, GenBus 320, GenBus 365, GenBus 765)
* Managed student enrollment and courses through the Student Information System

## UW-Madison English Department

**Assistant Director – English 201 (Intermediate Composition)**, Aug. 2004-May 2005

*University of Wisconsin – Madison,* Madison, WI

* Planned and coordinated instructor orientations, in conjunction with Director
* Planned and coordinated fortnightly pro-seminar class meetings – in conjunction with Director during Fall semester, independently for Spring semester
* Observed returning instructors and wrote teaching assessments
* Rebuilt website, then updated and expanded as needed
* Acted as a liaison between instructors and the Director and University staff

# Professional Memberships

* Association for Business Communication, 2014-present
* National Council of Teachers of English: Conference for College Composition and Communication, 2004-present
* Rhetoric Society of America, 2004-2012

# Presentations & Research

**Institutional Review Board (IRB) approval.** August 2024 – for a study investigating the use of question-asking as a skill to increase student competence, performance, and confidence in giving and receiving feedback

**Conference on College Composition & Communication (CCCC)**; April 2025, Baltimore MD

*‘Computer Love’: Extended Play, B-sides, Remix, Collaboration, and Creativity*: [Engaged Learning Experience Session]Feedback Fusion: Blending Business Practicality, Compo-sition Peer-Response Instruction, and Question-Based Pedagogy to Improve Student Agency

**Association for Business Communication National Conference**; Oct. 2024, virtual

*The Pulse of Progress: Amplifying Business Communication for Impact*: Active Listening, a Neglected Communication Cornerstone: Teaching a Fundamental Skill for Empathy and Collaboration

**Association for Business Communication National Conference**; Oct. 2023, Denver CO

Co-presenter: Scott Lasley (University of Wisconsin – Madison)

*Reaching New Heights / The Future of Business Communication*: Taking Information Literacy Instruction to New Heights: How Students Engage with Professional Sources in a Business Communication Classroom

**Conference on College Composition & Communication (CCCC)**; Feb. 2023, Chicago, IL

*Doing Hope in Desperate Times*: Active Listening, a Neglected Communication Cornerstone: Teaching a Fundamental Skill for Empathy and Collaboration (poster session)

**Association for Business Communication National Conference**; Oct. 2022, Tampa, FL

Co-presenter: Frances Laskey

*Reconnecting and Re-engaging Our Research, Teaching, and Networks*: Information Literacy in the Business Writing Classroom: A Scaffolded, Progressive Approach to Professional Research

**Conference on College Composition & Communication (CCCC)**; March 2022, virtual

Co-presenter: Dominique Bourg Hacker

*The Promises and Perils of Higher Education: Our Discipline’s Commitment to Diversity, Equity, and Linguistic Justice*: Feedback Filtering: Empowering Student Writers for the Uncertainty of Workplace Feedback

**Association for Business Communication Midwest-Southeast Symposium Series #3;** Dec. 2021, virtual

Co-presenter: Dominique Bourg Hacker

*Asking the Right Questions: Laying a Strong Foundation for Qualitative Business Communication Research*: Why Are Students and Instructors So Disappointed with Peer Feedback?: Developing Question-Seeking Pedagogy for Business Communication Peer Feedback

**Conference on College Composition & Communication (CCCC)**; March 2020, Milwaukee, WI

Co-presenter: Amanda Kenny

Accepted, unable to present due to COVID disruption and cancellation of in-person presentations

**Association for Business Communication National Conference**; Oct. 2019, Detroit, MI

Co-presenter: Laurel Bastian

*Innovations with Business Communication: Companies, Communities, and Classrooms*: Active

Listening: Using Structured Dialogue to Support Inclusivity

**Association for Business Communication National Conference**; Oct. 2018, Miami, FL

Co-Presenter: Amanda Kenny

*Celebrating Diversity and Culture in Business Communication*: Blind Portfolio Grading: Success & Challenges from One Program’s Perspective

**Association for Business Communication International Conference**; Oct. 2017, Dublin, Ireland

Co-presenter: Bess Malson-Huddle

*Shaping and Expanding the Landscape of Business Communication*: The Writing Workshop Method in the Business Communication Classroom

**Rhetoric Society of America (RSA)**; May 2010, Minneapolis, MN

*Rhetorical Uses of Public Science*: Narrative and Public Health Policy: Three Ways We’ve ‘Storied’ the Artificial Fluoridation of Water Debate

**Composition and Rhetoric Colloquium**; Oct. 2006, Madison, WI

*Composition, Rhetoric and In(ter)vention*: Narratives of Artificial Fluoridation and The Antagonist William J. Hirzy

**Rhetoric Society of America**; May 2004, Austin, TX

*The Need for a Change in Pedagogical Decorum: On Teaching a Generation of Hyper-Rhetorical Students*: Returning Pathos to the Communication Classroom: Why This Generation Demands Expressivism

**Conference on College Composition & Communication**; March 2004, San Antonio, TX

*Making Composition Matter: Students, Citizens, Institutions, Advocacy*: A Century of Change: The Politics of First-Year Composition at the University of Wisconsin-Madison, 1900 to 2000: “Composing Character: Writing Instruction at UW-Madison in the Early 20th Century”

**English 706 Colloquium**; University of Wisconsin – Madison; May 2002

*The Evaluation of Student Writing: Problems and Possibilities*: Personality and Evaluation: How the MBTI Can Help You Understand Your Grading Self

*updated January 2025*