

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

PROFESSIONAL WORK EXPERIENCE

INSTRUCTION

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

- Use best practices to instruct students in the written, oral, and listening skills necessary for successful business communication
- Select texts for class
- Create assignments and rubrics
- Develop curriculum and PowerPoint presentations
- Conduct all class sessions
- Meet with all students individually

Wisconsin School of Business; University of Wisconsin – Madison, Madison, WI

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

- Updated course materials from model syllabus beginning my first semester
- Created new assignments to include contemporary issues and situations
- Developed detailed rubrics for every assignment
- Completed a bottom-up redesign after my third semester, which included finding new, current readings written for a general, professional audience and further refining my existing assignments and writing new ones
- Founded new course on a skills-based pedagogy, using scaffolding and repetition to help students develop essential soft skills

General Business 975: Dissertation Workshop

- Updated course materials from model syllabus
- Created new assignments to include contemporary issues and situations for new professional academics (e.g., elevator pitch, presentation of a dissertation chapter)

ADMINISTRATION

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

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

Senior Lecturer (working title: *Co-leader – Professional Communication*), Aug. 2014-Aug. 2016
Wisconsin School of Business (WSB); University of Wisconsin – Madison, Madison, WI

Instructor Management

- Supervise, train, mentor, and terminate instructors, currently a staff of 10 for the 2023 academic year
- Plan and lead instructor meetings (weekly in the Fall, fortnightly in the Spring)
- Plan and lead pre-semester retreats/team-building meetings for instructor development
- Mentor individual instructors and ensure team cohesion through formal and informal advising
- Observe and instructors' teaching annually
- Conduct annual and mid-point reviews; discuss individual successes, weaknesses, and goals
- Coordinate and contribute to instructor professional development
- Advise MBA coaches and help with communication program development; appoint MBA coaches on an application system
- Select and advise instructors for instructional opportunities other than GenBus 360
- Hire new instructors with the goal of increasing diversity of background and expertise

Program Administration

- Manage collaborative development and revision of course materials; finalize and approve all core course materials
- Maintain collaborative on-line Canvas, Teams, and Box platforms for discussion and document storage
- Manage portfolio grading, which consists of 8-10 full business days when current instructors evaluate up to semester portfolios (~18 single-spaced pages) two times (once for scoring, once for due diligence) for a total of ~900 portfolios each semester
- Manage budget, purchase supplies, oversee travel arrangements, evaluate spending requests, and approve reimbursements
- Schedule GenBus 360, On-line Undergraduate Degree GenBus 360, GenBus 320, GenBus 365, GenBus 765
- Manage student enrollment and courses through the SIS system
- Advocate for instructors on human resources issues and attend to changes in status, workloads, and/or contracts

WSB Committees

- Phase II BBA Curriculum Team
- BBA Curriculum Committee
- MBA Curriculum Committee (alternate)
- Department Chairs' Meetings

WSB Partnerships

- Ongoing – Collaborate with WSB programs and colleagues, as requested
- Fall 2021 – Workgroup with Associate Dean Joann Peck and Assistant Dean Chelsea Daley to redesign WSB Instructor Annual Evaluation form

- Spring 2019-present – Invited membership on PPFB Advisory board by Karen Thomas, currently with Rommel Jimenez
- August 2019 – Developed mindfulness session to deliver during student worker training, with BBA Assistant Dean Jim Franzone
- Fall 2016, 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

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

Summer-term Director of the Writing Center, June 2001-Aug. 2001
(Southwest) Missouri State University, Springfield, MO

- Trained and supervised undergraduate and graduate tutors
- Created the summer schedule for tutor and receptionist work hours
- Managed the budget for work hours and supplies

EVALUATION

Diagnostic Evaluator, June 2001-July 2001
Southwest Missouri State University, Springfield, MO

- Performed holistic evaluation of diagnostic essays for all in-coming students
- Placed students in appropriate composition level

Portfolio Evaluator, May 2001
Drury University, Springfield, MO

- Holistically evaluated classroom portfolios of discipline-specific intensive writing courses for Assessment Office

Portfolio Evaluator, Dec. 2000
Southwest Missouri State University, Springfield, MO

- Evaluated portfolios of 22 sections of English 110 (Writing I) for Assessment Office survey

PROFESSIONAL MEMBERSHIPS

- Association for Business Communication
- National Council of Teachers of English: College Composition and Communication
- Rhetoric Society of America

SERVICE

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

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

PRESENTATIONS

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 and 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 and Communication (CCCC); March 2022, online

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, online

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 and 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 and 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