

# 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**

- **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**

- **Student Advisor.** Fall 2025  
Assigned eight student advisees
- **Communication Workshop / mini-bootcamps.** Spring 2026  
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.** 2026  
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***

### **Cornell**

- **Faculty Reader.** (Nolan) Admissions Committee, Fall 2025-present

- **Member.** Marketing and Management Communication Peer Evaluation of Teaching Committee, Fall 2025-present
- **Member.** MMC Area PhD Course Curriculum Planning Committee, Fall 2025-present

### **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.** Invited to PPFB Advisory board by Karen Thomas, currently with Rommel Jimenez, Spring 2019-Spring 2023
- **Member.** Phase II BBA Curriculum Team, 2015-2017
- **Workgroup.** Redesign 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**

### ***Cornell***

**Course Chair: HADM 1650**, Aug. 2025-present

### ***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, Composition 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 20<sup>th</sup> 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