

Heather M. Hoyt

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EDUCATION

Ph.D. English, August 2006

Dissertation title: "An 'I' for Intimacy: Rhetorical Appeal in Arab American Women's Literature"
Committee: Prof. Daniel Bivona (Chair), Prof. Mark Lussier, and Prof. Roger Adelson (History).
Arizona State University, Tempe, Arizona

M.A. English, May 1999

Thesis: "Through a Bird's Eye: *The Shoe Bird* as a Guide to Essential Elements in Welty's Texts"
Committee: Prof. Alleen Pace Nilsen (Chair), Prof. Del Kehl, and Prof. Thelma Richards.
Arizona State University, Tempe, Arizona

B.A. English with Business Minor, May 1993

Magna Cum Laude
University of Arizona, Tucson, Arizona

APPOINTMENTS

Lecturer, Department of English, Arizona State University, August 2013-present

Instructor, Department of English, Arizona State University, August 2006-August 2013

Faculty Associate, Arizona State University, Tempe and Polytechnic Campuses, Summer 2005 & 2006

Teaching Associate, Department of English, Arizona State University, August 1999-May 2004

TEACHING

English 302: Business Writing

Online

English 200: Critical Reading and Writing about Literature

ASUOnline

English 217: Writing Reflective Essays

Online 7.5 weeks

English 218:

Online; *Selected authors participated in online discussions

English 301: Writing for the Professions

Face-to-face, hybrid

English 394: Travel Writing in Italy

Special topics course for ASU's Florence Summer Study Abroad Program

English 364: Women in Literature

Online; *Selected authors participated in online discussions.

English 394: Arab Women Authors

Online, hybrid, Face-to-face; *Selected authors participated in online discussions.

English 194: First-Year Composition for Learning Communities

For "Sex, Society, & the Media" Learning Community

English 101: First-year Composition

Face-to-face, Hybrid

English 101 in Learning Community, "War, Culture, and Memory "

With Prof. Keith Miller; course integrated with History, Political Science, and Religious Studies

English 102: First-Year Composition

Face-to-face, Hybrid

English 107: First-year Composition for International Students

English 222 Online: Survey of British Literature II

Developed and facilitated first iCourse sections.

English 332: Major American Novels

Online, Face-to-face

English 352: The Short Story

CURRICULUM DEVELOPMENT

Curriculum Designer: Appointed to redesign ENG 302: Business Writing onground & iCourse curriculum & develop a new O-course at the request of the W. P. Carey School (WPC). Working in collaboration with WPC deans & chair of their Undergraduate Curriculum Committee, April 2016-present.

HONORS THESIS COMMITTEES, STUDENT MENTORING, & PEER MENTORING

Reader, Honors Thesis Committees for students of English, the W.P. Carey School of Business, the School of Global Studies & the College of Engineering. Spring 2007-present.

Gergey Moussa, Biomedical Engineering, Projected defense Fall 2017

Sophia McGovern, School of Global Studies, November 2015

Jerasimos Moschonas, English, April 2015
 Todd Van Duzer, Business (Marketing), November 2012
 Samantha Velez, English, April 2012
 Morgan Day, English, November 2011
 Gabrielle Delmer, English, April 2011
 Charles D'Ardenne, English, April 2011
 Matthew Parker, English, April 2007

Honors Contracts

Trent Teixeira, Online ENG 302: Business Writing, Fall 2016
James Cannella, Online ENG 302: Business Writing, Fall 2016
Alex Garcia, Online ENG 302: Business Writing, Spring 2016
Todd Van Duzer, ENG 302: Business Writing, Fall 2011

Mentor, M.A. and Ph.D. candidates outside the US requesting mentoring on their projects in Arab and Arab American studies. 2006-present.

Peer Mentor: Provided 14+ hours of training for an Instructor new to online teaching. Gave assistance with Blackboard set up & practice with various tools, as well as feedback on assignment design, course schedule, supplemental materials, textbook choices, & discussion board facilitation. October-December 2016

PUBLICATIONS

"Teaching from Cover to Cover: Arab Women's Novels in the Classroom." *The Edinburgh Companion to the Arab Novel in English: The Politics of Anglo Arab and Arab American Literature and Culture*. Nouri Gana, Ed. Edinburgh UP: 2013. 405-25.

"Engaging the Middle East: A Literary Experience." *ASU Insight*, June 2011 and ASU's Project Humanities website, June 2011.

"Welty's Texts for Children and Adults." *The Eudora Welty Review*. Vol I, No. 1. (By editor's invitation.) Summer 2009.

Review of *Under the Persimmon Tree*, by Suzanne Fisher Staples. *Journal of Adolescent & Adult Literacy*. December 2005.

"The Mediating Voice of Humor: Welty's Texts for Children and Adults." *Eudora Welty Newsletter*, Winter 2005. Vol. XXIX No.1. (10-15).

Review of *Story Time*, by Edward Bloor. *Journal of Adolescent & Adult Literacy*. March 2005.

Review of *The Shadows of Ghadames*, by Joelle Stolz. Catherine Temerson, Trans. *Journal of Adolescent & Adult Literacy*. February 2005.

Review of *Blushing: Expressions of Love in Poems & Letters*, by Paul B. Janeczko (Ed.). *Journal of Adolescent & Adult Literacy*, December 2004/January 2005.

"Eating through Imaginary Borders." *Eating Power*. The New School University. December 2004. (31-33).

Review of *Refugee Boy*, by Benjamin Zephaniah. *Journal of Adolescent & Adult Literacy*. September 2004.

Essay for Editor's Forum: What is Arab American literature? *RAWI: Radius of Arab American Writers Newsletter*. Spring 2004.

"*The St. Martin 's Guide to Writing in the ESL Classroom*." (review). *inReview*. Arizona State University: Tempe , Arizona. November 2003. <http://www.asu.edu/inreview> .

WORK IN PROGRESS

"‘Eat This. It’s Good for You!’ Rhetoric of Food as Medicine in Cotemporary Women’s Magazines."

"Cyber-Mentoring: Connecting with Students Globally and Locally."

"Arab Women's Texts in the Classroom: Student Expectations and Experiences."

"Meeting Wealththeow, Consort/Queen/Wife? The Power of Translation over Representation."

CONFERENCES & PRESENTATIONS

International & National:

1. Symposium on Second Language Writing, October 2016, Arizona State University, Tempe, AZ. (Attended sessions about supplemental resources to aid L2 students, particularly in ENG 302.)
2. “Lammas Day Bread and Fairy Bread: From Celebration Foods to Protection Charms,” with Judith Lanzendorfer, University of Findlay. *The Spiritual Fantastic: When Spiritual Need Meets Secular Lore in the Middle Ages and Early Modern Period*. American Folklore Society Annual Conference 2015, October 2015, Long Beach, CA.
3. TESOL (Teaching English as a Second Language) Annual Convention 2015, Toronto, Canada. March 2015. (Attended sessions on Teaching Business Writing for L2 Students.)
4. The 2013 Annual Convention Conference on College Composition and Communication (CCCC), March 2013, Las Vegas, Nevada. (Attended workshops & panels on teaching methods.)
5. Middle East Studies Association (MESA) Conference, November 2012, Denver, Colorado. (Member of committee to establish the Arab American Studies Association as an affiliate of MESA.)

6. American Folklore Society Conference, October 2012, New Orleans, Louisiana. (Attended sessions on communities of discourse, which informed composition teaching.)
7. “Kneading Culture: Bread in Arab-American Women’s Writing.” American Folklore Society Conference, October 2011, Bloomington, Indiana.
8. “Defusing Tensions, Disarming Readers: Humor in Arab-American Women’s Literature” for Arab Culture in the U.S. section of the Popular Culture Association/American Culture Association National Conference, April 2011, San Antonio, Texas.
9. American Folklore Society Conference, October 2010, Nashville, Tennessee. (Attended sessions to develop Business culture and discourse materials, as well as meet with fellow scholars of Arab cultures to plan future sessions.)
10. “From Tribes to Tourists: The Camel as Site of Cultural Change in the Middle East.” American Folklore Society Conference, October 2009, Boise, Idaho.
11. “Sharing Virtual Meals and Cultural Appreciation: Rhetorical Appeals of Arabic Foodlore on the Internet.” American Folklore Society Conference, October 2008, Louisville, Kentucky.
12. “Sparrow Sings in Arabic: Humor and Teaching in Jordanian Folksong.” American Folklore Society/ Association Canadienne d’ethnologie et de folklore, October 2007, Quebec, Canada.
13. “Cover Girls and Catch Words: Packaging Arab Women’s Novels in English.” RAWI’s second international conference on Arab American Studies, May 2007, Dearborn, Michigan.
14. “When Sex Meets Irony: Humor in Mohja Kahf’s Works.” RAWI’s second international conference on Arab American Studies, May 2007, Dearborn, Michigan.
15. “Testifying and Demystifying: Suheir Hammad’s Poetry as Activism.” 122nd Modern Language Association Convention, December 2006, Philadelphia, Pennsylvania.
16. “Who’s in the Classroom? Teaching Arab American Literature,” Presenter & Session Coordinator. RAWI: Radius of Arab American Writers international conference, “Kallimuna—Speak to Us,” June 2005, Hunter College, New York, New York.
17. “Meeting Wealththeow, Consort/Queen/Wife? The Power of Translation over Representation.” 37th International Congress on Medieval Studies, May 2002, Kalamazoo, Michigan.

Regional & Local:

1. “Honors Contracts: Engaging Creative Pedagogy & Student Interests” Roundtable Discussant & Organizer. ASU Composition Conference, February 2016, Tempe, Arizona.
2. “Rhetorical Concepts in Workplace Writing Classes,” Roundtable Discussant & Organizer, ASU Composition Conference, February 2015, Tempe, Arizona.
3. “Analyzing ASU’s Public Image in ENG 302.” Challenges in Workplace Writing: Shaping an Online Presence, Solving Business-specific Problems, and Promoting Innovative Ideas. ASU Composition Conference, April 2014, Tempe, Arizona.

4. 35th Meeting of the Southwest Popular Culture/American Culture Association, February 2014, Albuquerque, New Mexico. (Attended sessions on integrating pop culture in the composition classroom, as well as sessions for Arab Culture in the US section.)
5. "Online Strategies for ENG 302," Online and Hybrid Composition Instruction II, ASU Composition Conference, April 2013, Tempe, Arizona.
6. Panel Moderator, "Arab as the Other" for Arab Culture in the U.S. section of the 34th Meeting of the Southwest/Texas Popular Culture & American Culture Association, February 2013, Albuquerque, New Mexico.
7. "Retention and Persistence: Strategies That Promote Student Success." Roundtable Discussant for ENG 302: Business Writing. 2012 ASU Composition Conference, February 2012, Tempe, Arizona.
8. "Designing and Facilitating Effective Teams in ENG 302." 2011 ASU Composition Conference, February 2011, Tempe, Arizona.
9. "Bringing the Real World to Class: Industry Journals and Business Writing." 2010 ASU Composition Conference, February 2010, Tempe, Arizona.
10. "The Continuing Allure of Arab Authors: Recent Publications in Fiction & Memoir." 30th Annual Meeting of the Southwest/Texas Popular Culture/ American Culture Associations, February 2009, Albuquerque, New Mexico.
11. "Views of 'New' Spaces: Recording Your Travels." Effective Use of Journaling/ Writers' Notebooks. 2009 ASU Composition Conference, February 2009, Tempe, Arizona.
12. "American Students Abroad: Humor in Creative Nonfiction." Creative Writing/ ENG 217. 2009 ASU Composition Conference, February 2009, Tempe, Arizona.
13. "How to Lead Effective Online Discussions." ASU Composition Conference, March 2008, Tempe, Arizona.
14. "Intimate Voices of the Middle East: Naomi Shihab Nye's Works for Young Readers." 61st Annual Rocky Mountain MLA Convention, October 2006, Tucson, Arizona.
15. Co-coordinator with Area Chair for "Arab Culture in the US." 27th Annual Meeting of the Southwest/Texas Popular Culture/ American Culture Associations, February 2006, Albuquerque, New Mexico.
16. "Signifyin(g) toward Cultural Hybridities: Humor and Metaphor in Mohja Kahf's Poetry" for panel on Arab Culture in the U.S. : Hybridity, Intertextuality, and Literature. 27th Annual Meeting of the Southwest/Texas Popular Culture/ American Culture Associations, February 2006, Albuquerque, New Mexico.
17. "Food Literacies in the Diaspora of Arab Women, or How Foodways Relate to Our Cultural Literacies." Western States Rhetorics and Literacies Conference, October 2004, Arizona State University, Tempe, Arizona.

18. Co-Presenter with Lutfi M. Hussein, Perspectives on the Middle East with focused segment on Jordan. Presented by invitation for The Lofy Group, May 15, 2003, Scottsdale, Arizona.
19. Panel Designer and Chair, "Discursive Constructions of the Middle East since the Mid-20th Century." Rocky Mountain MLA, October 2002, Scottsdale, Arizona.
20. "Marketing *A Bedouin Boyhood*" Rocky Mountain MLA, October 2002, Scottsdale, Arizona.
21. "'Speak in Your Own Language': Competing Contexts in *The Female Quixote*." WSECS Conference, February 2001, Tempe, Arizona.
22. "The Mediating Voice of Humor: Welty's Texts for Children and Adults." ASU Southwest Graduate Literature Symposium, March 2000, Arizona State University, Tempe, Arizona.
23. "Inside the House: Pater and Poe's Metaphorical Imagery." 21st Annual Meeting of the Southwest/Texas Popular Culture/ American Culture Associations, February 2000, Albuquerque, New Mexico.

Professional Development Workshops

Certificate, Boot Camp for Teaching Online, ASUOnline, Oct. 27-Nov. 7, 2014.

Teaching ENG 301/302 with Social Media in Mind, Professional Writing Faculty Workshop, ASU Writing Programs, February 2014.

Digitation Training Workshop, ASU Writing Programs, February 2014.

Developing Assignments and Teaching Resources for ENG 301 & 302, Professional Writing Faculty Workshop, ASU Writing Programs, September 2013.

SERVICE & ENGAGEMENT

Coordinator, Workplace Writing. Lead convocation breakout sessions, respond to instructors' questions and suggestions, propose ideas to improve curriculum and support for teachers. Fall 2013-present.

Elected Member (3-Year Term), Quality of Instruction Committee, College of Liberal Arts & Sciences. Fall 2015-present.

Representative for ENG 302 teachers, Task Force for Teaching L2 Students in ENG 302, ASU Writing Programs, Fall 2015-present.

Reviewer, Manuscript on Arab American women's literature for *Tulsa Studies in Women's Literature*, Dec. 2015.

Member, Research and Creative Activities Committee, Department of English, Fall 2015-present.

Co-Chair, ASU Writers' Place Committee, Fall 2015-present.

Reviewer, Fiction, Poetry, and Nonfiction submissions to *Four Chambers*, literary magazine. May 2014-present.

Facilitator, Breakout Sessions on Professional Writing, ENG 301 & ENG 302, ASU Writing Programs Convocation Fall 2013-Fall 2016.

Judge, Student essay submissions for ASU Writers' Place Awards, Spring 2014-Spring 2016.

Coordinator, Workplace Writing Faculty Development, Design, coordinate, and facilitate workshops, and related faculty development events. Fall 2013-Spring 2015.

Chair, Workplace Writing Committee, Fall 2014-Spring 2015.

Co-Coordinator, Writing Teachers Brown Bag Discussions, forums addressing current issues in composition pedagogy, Fall 2014-Spring 2015.

Member, Department of English Curriculum Taskforce, Fall 2014-Spring 2015.

Writer, Department of English Newsletter Committee. Fall 2011-Spring 2014.

Contributing Member, ASU Writing Programs' Committee for Innovation in Online Teaching (CIOT). Fall 2012-Spring 2013.

Co-Facilitator, Teaching Strategies for Engaging Online Students workshop, with Kathleen Hicks. ASU Writing Programs. Fall 2012 & Spring 2013.

Guest Speaker, ASU Writing Programs New FAs Orientation Session. Fall 2012.

Representative for Department of English, Provost's Advisory Committee on Full-Time Non-Tenure-Eligible Faculty at ASU. Fall 2007-Spring 2012.

Contributing Member, ASU Writing Programs ENG 302 Curriculum Committee. Fall 2009-Spring 2011.

Co-Leader, ASU Writing Programs Fall Convocation Breakout Session. August 2011.

Obama Scholar Mentor, ASU's Obama Scholars Program. Fall 2009-Spring 2011.

Co-Leader, Writing Programs' New Teacher Orientation for Instructors and FAs. August 2010.

Contributing Member, Department of English Homecoming Committee. Fall 2008-Spring 2010.

Panel Chair for WAC: The Building Course session for ASU Composition Conference. February 2010.

Contributing Member, ASU Writing Programs' First-Year Curriculum and Textbook Selection Committee. Fall 2006-Spring 2009.

Judge for WORD undergraduate creative writing contest. November 2008.

Contributing Member, ASU Department of English Public Relations and Outreach Committee. Fall 2006-Spring 2007.

Sessions Coordinator for Naomi Shihab Nye, award-winning Arab American writer of children's and adult literature at "Desert Nights, Rising Stars" writers' conference hosted by The Virginia G. Piper Creative Writing Center at Arizona State University, Tempe, Arizona. March 9-12, 2005.

Co-Coordinator, Visiting Lecture by award-winning Arab American author, Laila Halaby. Sponsored by ASU's Division of Graduate Studies and the Graduate Women's Association. August 3, 2004.

Designer and Facilitator, Graduate Women's Association Summer Reading Group. Developed companion Blackboard site and led discussion of Laila Halaby's award-winning novel, *West of the Jordan*. Summer 2004.

Co-Designer and Co-Facilitator, 3-day seminar for faculty developing and teaching in Learning Communities for ASU's College of Liberal Arts & Sciences. Seminar planned and facilitated in conjunction with the Center for Learning & Teaching Excellence. May 2004.

Facilitator, CLAS Learning Communities TA & Faculty online discussion forums to reflect on pilot year experiences in Learning Communities at ASU. Spring 2004.

Co-Chair for Graduate Student Colloquium Series, sponsored by ASU's Department of English & GSEA. 2003-2004.

Guest Speaker on Panel of Experienced TAs for ASU Writing Programs' New TA Training Seminar. August 2003.

ABOR Grant Reader/Evaluator for tri-university Arizona Board of Regents (ABOR) project assessing the writing and outcomes of First-Year Composition. June 2003 and September 2003.

Co-Designer for themed, 12-unit cluster in pilot of ASU's Learning Communities project. Spring 2003-Summer 2003.

Workshop Instructor, Learning Communities faculty Blackboard workshops. March 2003.

Fiction Editor, Prentice Hall Creative Writing Contest. 1998-1999; 2003.

Program Assistant for "Ahlan wa Sahlan, Cultural Immersion Program for ASU Faculty and Staff." This program provided information about the Middle East to promote cultural, historical, and political awareness in the aftermath of September 11th. ASU. April, 2002.

EDITING & PROJECT MANAGEMENT EXPERIENCE

Manuscript Reviewer, 1997-present

Review creative manuscripts by Arab American writers and scholarly manuscripts about Arab and Arab American themes. Example of Published MS.: Noble, Frances Khirallah. *The New Belly Dancer of the Galaxy*. Syracuse University Press, 2008. Also review manuscripts for college Composition and Literature texts, including children's and adolescent literature, and adult education. Example of Published

MS.: Griffith, John W. and Charles H. Frey. *Classics of Children's Literature*. 5th Ed. Prentice Hall: Upper Saddle River, 2000.

Developmental Editor (freelance), 1997-2007

Designed college texts and supplemental materials (CDs, websites, instructors' manuals) for a variety of disciplines including English Composition and Literature, Adult Education, Business Management and Technology, Mathematics, Biology, and Project Management. Collaborated closely with authors, schools, and acquisitions editors during the text development process to determine appropriate content, audience needs, and marketing strategies. Example: James, Missy and Alan P. Merickel. *Reading Literature and Writing Argument*. Prentice Hall: Upper Saddle River, 2002.

Project Manager (freelance), 1997-2007

Conducted extensive content and market research for college texts and online materials in subjects for Humanities, Business, and Adult Education programs. Developed reports and updated material for websites and CDs related to text revisions. Edited and managed curriculum development for General Studies. Negotiated textbook selection and contracts, including customized texts. Managed faculty development and pedagogy seminars to create new and revise existing courses and materials. Coordinated and conducted faculty and staff workshops and conferences.

Copyeditor (freelance), August 1997-2007

Edited manuscripts for textbooks in a range of subjects including Composition, Literature, Business and Technology, Communication, Life Sciences, Psychology, Mathematics, and Adult Education. Also edited dissertations, applied projects, and theses for various disciplines.

ACADEMIC ADMINISTRATIVE EXPERIENCE

Lead Faculty, College of Liberal Arts & Sciences Learning Communities, Arizona State University, November 2006-January 2008.

Coordinated an instructional team to develop new freshman Learning Community, "Sex, Society, and the Media." Designed interdisciplinary assignments and activities that facilitated critical synthesis of students' learning and helped build academic community among students and the instructional team. Assessed writing outcomes for the Learning Community.

Program Coordinator, College of Liberal Arts & Sciences Learning Communities, Arizona State University, July 2004-September 2005.

Coordinated with faculty the development, planning, and facilitation of interdisciplinary Learning Communities that satisfy General Studies requirements for undergraduates. Collaborated with the Division Dean to design and facilitate seminars for faculty developing and teaching in the learning communities. Surveyed and assessed outcomes of the students' Learning Communities experiences; assessment included writing goals and outcomes, first- and last-day surveys, and focus group interviews. Designed and facilitated undergraduate Peer Mentor program for Learning Communities students.

OTHER TEACHING EXPERIENCE

Business Writing Seminar Instructor, State Farm Insurance, 1994-1996

Coordinated and facilitated 3-day professional writing seminars for various levels of corporate employees. (Concurrent with Underwriting position under Other Professional Experience.)

Corporate Training Facilitator, State Farm Insurance, 1994-1996

Facilitated Agent and Staff Training Seminars introducing new company procedures and policies.
Facilitated New Employee Orientation Seminars. (Concurrent with Underwriting position under Other Professional Experience.)

OTHER PROFESSIONAL EXPERIENCE

Project Manager, General Studies (Aug. 1996-Aug. 1997). University of Phoenix, Phoenix, Arizona. Managed development of General Studies curriculum with faculty experts in Liberal Arts & Sciences. Edited course modules for both on-ground and online teaching interfaces. Designed custom texts with academic publishers. Organized and facilitated seminars and training workshops for faculty, project managers, and publishing representatives.

Senior Underwriter (July 1996), **Underwriter** (July 1993-Aug. 1996). State Farm Insurance, Sunland Office, Tempe, Arizona.

Managed underwriting and business correspondence for a district of 30 agents and their staff. Reviewed applications for property and casualty insurance. Conducted field inspections of insured properties in Arizona and New Mexico. Researched and analyzed data for various markets and databases. Also facilitated business writing seminars for the regional office.

PROFESSIONAL & ACADEMIC MEMBERSHIPS

American Folklore Society (international)
Arab American Studies Association (AASA)
Conference on College Composition and Communication (CCCC)
Middle East Studies Association (MESA)
Modern Language Association (MLA)
National Council for Teachers of English (NCTE)
Phi Beta Kappa
Phi Kappa Phi