Heather J. Stone

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EDUCATION

PhD Candidate (ABD), University of Utah, Salt Lake City, Utah.   2012-2018
Dual Enrollment: Communication and Writing/Rhetoric Studies

GPA: 3.9/4. Member of nomination-only Phi Kappa Phi Honor Society.

Teaching Focus: Helping teachers use technology to improve learning in online, hybrid, and face-to-face environments.

Research Focus: The social tensions people encounter as they move in and out of groups, and the language they use to remember and reconcile those tensions later.

Dissertation: Young Mormon Women as Insiders/Outsiders: Exploring Tensions of Organizational Membership in Tight-Knit Communities, 1975-2000.

Committee: Kimberley Mangun (chair), W. Paul Reeve, Robin E. Jensen, Natalie Stillman-Webb, James Anderson.

Master of Business Administration (MBA), University of Phoenix. Orem, Utah.   1993

Emphasis: Marketing/Strategic Planning.

Thesis: Designed marketing, operations, and financial plans for training business. Conducted empirical, quantitative research and statistical analysis of results in order to evaluate market.

Bachelor of Arts (BA) in English, Brigham Young University. Provo, Utah.   1990

Emphasis: Grammar and Composition with teacher-training courses.

Writing Program Experience: Tutored students in Reading/Writing Center.

RESEARCH

PUBLICATIONS

- "Study of Mormon Studies (SOMS) Bibliography," *Mormon Studies Review* (Forthcoming, Summer 2017). Beta version available at https://atom.lib.byu.edu/soms/advanced/.

WORKS IN PROGRESS

- "'A Crater in the Mind': Seismic Shifts in LDS Ideologies of Mental Illness." Analysis of the <eternal mind> ideograph in historical and contemporary LDS discourse about mental illness.

- What is Digital Humanities, and Why is Everyone Defining it?" Collaborative project with Elizabeth Callaway, Adam Halstrom, and Jeffery Turner to use digital research tools and methodology to analyze Digital Humanities as a genre.

- "Ambiguity, Prescription, and Metaphor: Virtue Rhetoric and Young Latter-day Saint Women." Analysis of LDS Church Personal Progress Program virtue value, its connection to Evangelical purity culture, and potential implications for young women.

AWARDS & APPOINTMENTS

- Recipient of Communication Institute Graduate Student Research Grant, $500, University of Utah (2016).

- Recipient of university-wide Floyd O'Neil Fellowship in Western American Studies and $2,000 award, American West Center, University of Utah (2016).

- Recipient of the Oral History Association non-presenter scholarship, $500 (2016).

- Selected as semifinalist for "The Decline of Traditional Organizations," TedxSaltLakeCity (2016).

- Nominated, James A. Anderson Excellence in Research Award, U. of U. Dept. of Communication (2014).

- Selected to participate in six-week BYU Cultural History Summer Seminar and awarded $3,000 stipend (2014). Studied with Drs. Richard and Claudia Bushman and produced original paper for public symposium.

- Paid research assistant for Dr. Kimberley Mangun. Conducted historical research on the *Birmingham World* African-American newspaper, its editor, and the Civil Rights Movement (2013-14).

CONFERENCE PRESENTATIONS

Presenter, "'It Was Like Going to Mars!': Narratives from LDS Young Women Who Gathered to Zion in the Late 20th Century," Mormon History Association Annual Conference (June 2017). *How LDS young women establish and sustained identity in shifting organizational and social circumstances.*

Panel Chair/Discussant, "Mormonism & the Domestic Sphere," Western Association of Women Historians Conference (May 2016).

Presenter, "Remembering Membership: How Young LDS Women Constructed Social & Religious Position in the 1980s," LDS Church History Symposium (March 2016). *Methodological innovations with oral history and rhetorical analysis.*

Presenter, "Joining the Club: How Moving to Utah Affected LDS Young Women in the 1980s," Mormon History Association Annual Conference (June 2015). *Oral history research exploring rhetorical strategies used by LDS young women to negotiate social and religious position.*

Presenter, "African-American Newspapers & Brown v. Board of Education: Six Decades of Mediated Commemoration," Making Sense of Memory and History Pre-Conference, International Communication Association (May 2014). *Media history research examining commemorative journalism and social memory.*

Presenter, "A Case Study: Working Women at Hill Air Force Base 1966," American Journalism Historians Association Conference (September 2013). *Historical media research on working women in federal service immediately before U.S. Executive Order prohibiting sex discrimination was signed.*

Presenter, "Obama & Boehner Sequester Discourse: Private Sphere Encroachment on Public Argument?" Alta Argumentation Conference (August 2013). *Discourse analysis of political speeches.*

Presenter, "Naming & Silence: Critical Discourse Analysis of U.S. History Curriculums in Texas," Central States Communication Association Conference (April 2013). *Discourse analysis of Texas U.S. History curricula.*

AFFILIATIONS

- American Journalism Historians Association (AJHA)

- Coordinating Council for Women in History (CCWH)

- International Communication Association (ICA)

- Mormon History Association (MHA)

- National Communication Association (NCA)

- Oral History Association (OHA)

- Rhetoric Society of America (RSA)

- Western Association of Women Historians (WAWH)

ACADEMIC SERVICE

Elected member of national 7-person Graduate Organization Committee, Council of Writing Program Administrators (2013-15).

- Co-chair of Mentoring/Professional Development and Awards/Grants Subcommittees.

- Created Inclusivity Award to recognize diversity in writing classrooms, programs, and the WPA profession.

- Administered organizational elections and peer-review process for travel grant awards.

- Helped organize and publicize mentoring and social events.

TEACHING & FACULTY DEVELOPMENT

AWARDS, APPOINTMENTS, & DESIGNATIONS

- Recipient of university-wide Thomas Stockham Medal for Conspicuously Effective Teaching and $1,000 award, University of Utah (2016).

- Earned Higher Education Teaching Specialist (H.E.T.S.) designation, University of Utah (Fall 2016).

- Editor, *Tech Tips for Teachers*, electronic publication (2015-2016). Founder and editor of semi-monthly subscribed video email with practical tips for using technology in online, hybrid, and face-to-face classrooms.

- Paid Graduate Fellow/Online Specialist, Center for Teaching and Learning Excellence, University of Utah (2014-2016). Observed teachers in online and face-to-face environments, created teacher-training materials, consulted on teaching strategies.

- Curriculum Development Award, Teaching and Learning Technologies/TACC, University of Utah (2012). Wrote and submitted proposal for grant to fund course creation. Awarded $5,000.

COURSES TAUGHT

Instructor of Record, Department of Communication, Utah Valley University
 COMM 1130 Writing for Mass Media—1 section (Face-to-Face, Spring 2017)

Instructor of Record, Department of Communication, University of Utah
 COMM 6090 Teaching College Communication—1 section (Face-to-Face, Fall 2016)
 COMM 3640 Writing for New Media—1 section (Online, Spring 2013)
 COMM 1020 Public Speaking—1 section (Face-to-Face, Spring 2014)

Instructor of Record, Department of Writing & Rhetoric Studies, University of Utah
 WRTG 4001 Business Plan and Proposal Writing—2 sections (Online, Fall 2013 & 2014)
 WRTG 2010 Intermed. Writing—1 section (Face-to-Face, Fall 2014) and 2 sections (Hybrid, Spring 2015 & 2016)

Co-Instructor, Department of Electrical & Computing Engineering, University of Utah
 ECE 3940 Technical Communication I—2 sections (Face-to-Face, Fall 2012 & 2013)
 ECE 3950 Technical Communication II—2 sections (Face-to-Face, Spring 2012 & 2013)
 ECE 4900 Senior Capstone Project I—2 sections (Face-to-Face, Fall 2012 & 2013)
 ECE 4910 Senior Capstone Project II—2 sections (Face-to-Face, Spring 2012 & 2013)

Teaching Assistant, Center for Teaching & Learning Excellence, University of Utah
 CTLE 6510 Cyber Pedagogy—5 sections (Online; Fall 2014; Spring, Summer, Fall 2015; Spring 2016)

GUEST LECTURER

 Computer Science Program, University of Utah
 Department of Communication, University of Utah
 Department of Writing & Rhetoric Studies, University of Utah
 Business School and Computing School, Stevens-Henager College

CURRICULUM DEVELOPMENT

- Proposed, created, and taught first-ever hybrid Writing 2010 course at University of Utah. Course used as model for other first-year composition classes in hybrid, online, and face-to-face formats.

- Proposed, created, and taught "differentiated learning" curriculum for upper-division online proposal course. Earned provisional Community Engaged Learning (CEL) designation for course.

- Helped revise course-development sequence for a graduate-level Cyber Pedagogy teacher training course.

- Helped create a Quick Start tutorial online course for faculty and graduate students.

- Developed two upper-division technical courses for successful submission to an accreditation body.

- Created full-year high-school entrepreneurship course.

- Created course manuals for multiple corporate training programs.

- Created curriculum for five-day Hiring Fundamentals and eight-day Job Search workshops.

SPECIALIZED TRAINING

- Two university courses in online teaching and course development: CTLE 6510 Cyber Pedagogy (2013) and WRTG 6050 Online Writing Pedagogy (2014).
- Two university courses in discipline-specific higher education teaching: COMM 6090 Teaching College Communication (2011) and WRTG 6500 Studies in Writing & Pedagogy (2014).
- Faculty Development for Online Teaching, Workshop by Ray Schroeder, University of Illinois (2015).
- Symposium on Emerging Technology Trends in Higher Education, University of Utah (2015).
- Annual Teaching Symposium, Center for Teaching and Learning Excellence, University of Utah (2014, 2015).
- Educational Game Developer Conference, Reacting to the Past Consortium, Simpson College (2014).
- Online Writing Pedagogy 2-Day Workshop, Writing/Rhetoric Studies Department, University of Utah (2013).

PRESENTATIONS

Invited Workshop Leader, "Online & Hybrid Teaching Formats," Communication Department, University of Utah (February 2017). *Principles for technology-assisted instruction and Canvas tips.*

Paid Co-Instructor, "Using Online Course Materials to Individualize Student Learning," Tanner Humanities Center, Gateway to Learning Educator Workshops, University of Utah (June 2016). *Helping K12 teachers use technology to better meet the needs of their students. Continuing education credit course.*

Invited Workshop Leader, "Developing a Hybrid Course," Center for Teaching & Learning Excellence, University of Utah (March 2016). *Theory and practice for successful hybrid course development.*

Invited Presenter, "Survival Skills for Online Instructors: Managing Workload, Time, & Student Interaction to Preserve Teacher Sanity," Annual Teaching Symposium, University of Utah (August 2015). *Tips to help teachers who work in online environments.*

Invited Workshop Leader, "Survival Skills for Online Instructors: Managing Workload, Time, & Student Interaction to Preserve Teacher Sanity," Faculty Online Teaching Boot Camp, University of Utah (June 2015). *Information, coaching, and exercises to help novice faculty become more comfortable teaching online.*

Presenter, "Making Space for Multilingual Risk-Taking: Authenticating Teacher and Student Experience in Technical and Digital Environments," CCCC (March 2015). *Discipline-specific cultural factors that complicate learning for international engineering students.*

Roundtable Presenter, Great Ideas for Teaching Students (G.I.F.T.S.), "Internet Based Audience Awareness Activity," International Communication Association (May 2014). *Presentation of an online learning exercise.*

Participant, Research Network Forum, "Online Education for L2 Engineering Students: Expanding Composition and Communication Instruction Beyond the Face-to-Face Classroom," CCCC (March 2014). *Technology-assisted teaching in cross-disciplinary, multicultural technical communication classes.*

Panelist, "Using Multimedia to Engage Students, Facilitate Learning, & Enhance Critical Thinking," American Journalism Historians Association Conference (September 2013). *Best practices in technology-assisted teaching.*

BUSINESS EXPERIENCE

Owner, AsktheStones.com LLC. American Fork, Utah.   2015-present
Help organizations and individuals succeed in fast-moving environments. Process, project, and
  communication consulting and training. Setting up and managing online and face-to-face learning
  programs.

Owner, Business Plans LLC. Roy, Utah.   2000-03 and 2007-11
Wrote business plans and proposals. Seven-State Finalist for *Working Woman* Magazine Entrepreneurial
  Excellence Awards.

President, ATA Services. Salt Lake City, Utah.   2005-07
Executive Vice President, ATA Services. Salt Lake City, Utah.   2003-05
Responsible for a $6M sales budget, financial accountability for all departments, and direct oversight of
  marketing. I took the company through a turnaround, moving it from a $1M loss to a $100,000 profit
  in two years.

President, myjobsearch.com. Salt Lake City, Utah.   1999-2000
Built startup Internet company with partner. Grew from zero to 1,000,000 "hits" on web site in 4 months.
  Managed 42 employees. Recruited and managed executive team and controller. Oversaw two rounds
  of funding. Wrote business plans and defined strategy. Hired and managed advertising and public
  relations agencies. Interviewed on 28 television programs including *CNN Financial Network* and 40
  radio programs. Named one of Top 25 Business Women in Utah by *Utah Business* Magazine.

President, The Murdock Group. Salt Lake City, Utah.   1997-99
With partner, grew operation from 700 square feet, $40,000 in annual revenue, and no employees to
  40,000 square feet, $3M in revenue, and 51 employees in three states. Opened and managed first
  remote branch office.

Director of Product Marketing/Product Management, Viewsoft, Inc. Provo, Utah.   1994-96
Supervised channel marketing, marketing communications, technical support, and documentation staff.

Product Line Manager, Novell, Inc. Provo, Utah.   1996-97
Product Marketing Manager, Novell, Inc. Provo, Utah.   1993-94
Technical Writer, Novell, Inc. Provo, Utah.   1991-93
Wrote business plan for $48 million division. Played key role in implementing product life cycle
  procedures in 204-person division. Taught engineers, product marketers, and technical writers how to
  release software efficiently. Planned and participated in several product launches.

COMMUNITY SERVICE

- Disaster Action Team Leader for Red Cross of Northern Utah (2011-12).
- 3-Week Humanitarian Mission to Moscow, Russia (2010).
- Community Emergency Response Team Certified (2010).
- Board of Directors/Credit Committee for Non-Profit Utah Microenterprise Loan Fund (2003-07).
- Marketing Advisor for Non-Profit Utah Microenterprise Loan Fund (2004-2005).
- Counselor for Service Corp of Retired Executives (2001-02).