

Danica Lee Schieber

200D, Smith-Hutson Business Building, SHSU ■ Huntsville, TX ■ (936) 294-1291 ■
dschieber@shsu.edu

Education

- Ph.D. Rhetoric and Professional Communication** 2016
Iowa State University, Ames, IA
Dissertation title: *Transfer of Learning from the Business Communication Classroom to the Workplace*
- M.A. Technical Communication** 2011
Minnesota State University, Mankato, MN
Thesis title: *Homemaker to Seductress: A Content Analysis of Online Embedded Advertisements*
- B.A. English, minor in English Writing** 2005
Austin Peay State University, Clarksville, TN

Publications

- Schieber, D. & Sherrill, K. (2017). The hidden cost of words: The language of earnings presentations and the differences in word usage based on stock returns. *Southern Journal of Business and Ethics*. 9, 216-222.
- Schieber, D. (2016). "Invisible transfer: An unexpected finding in the search for transfer." *The Journal of Business and Professional Communication Quarterly*. 79(4), 464-486.
- Schieber, D. (2015). Book Review of "Rhetoric in Financial Discourse. A Linguistic Analysis of ICT-Mediated Disclosure Genres." *Journal of Business and Technical Communication*. 29(2), 245-248.
- Hansen, B., Tesdell, L., and Schieber, D. (2011). "Plagiarism: What's the Big Deal?" *Business Communication Quarterly*. 74(2) 188-91.

Teaching Experience

- Assistant Professor of Business Communication** August 2016 – Present
Sam Houston State University, General Business and Finance Department, Huntsville
Instructor of BUAD 3335: Business Communication. Teach ACE course projects with community partners. Conduct mock interviews with students to help them prepare for job interviews.
- Graduate Teaching Assistant/Instructor of Record** August 2011 – May 2016
Iowa State University English Department, Ames
Instructor of record for Composition I, Composition II, Business Communication, Business Communication for Pre-Veterinary majors (Learning Community), and Technical Communication.
- Adjunct Instructor- Composition** 2011

Danica Lee Schieber

200D, Smith-Hutson Business Building, SHSU ■ Huntsville, TX ■ (936) 294-1291 ■
dschieber@shsu.edu

Minnesota State University English Department, Mankato

Graduate Teaching Assistant/Instructor of Record, Department of English 2009-2011

Minnesota State University English Department, Mankato

Instructor of record for First Year Composition and Developmental English. Designed syllabi and lesson plans, evaluated student work.

Online Business Communication Instructor (Internship) 2011

Minnesota State University Technical Communication Program, Mankato

Studied business communication and online pedagogy to prepare to teach Business Communication in traditional and online formats. Work included curriculum development and teaching a unit in the online format during the Spring 2011 semester.

Curriculum Development and Administrative Work

ACE Coordinator for College of Business Administration, SHSU 2018

Center for Community Engagement, SHSU, Huntsville

For COBA, prepare interested faculty, organizationally and pedagogically, for community-based teaching, learning, and research through consultations, workshops, resources, and invited speakers. Oversee Ace course review, approval, and renewal processes. Connect courses and programs with community partners to enhance student learning and meet community needs.

Teaching Assistant/Curriculum Designer 2013 - 2016

Iowa State University English Department, Ames

Collaborated with the College of Business's faculty to create a Business Communication course specifically for business majors. Led curriculum development meetings, piloted two sections of the course, trained and mentored six new instructors teaching the course. In Spring 2015, the Business Department offered 24 sections of the course, with all instructors using materials I designed and piloted.

Curriculum Development Committee Member 2011

Minnesota State University English Department, Mankato

Worked with the Director of First Year Composition to design and prepare the curriculum for the new English 100 Stretch Course. The course prepared first generation college students for composition courses, by giving them a two semester introduction into writing with the same instructor, rather than one semester.

Editorial and Business Experience

Document Design Consultant June 2017

SAAFE House, Huntsville, TX

Danica Lee Schieber

200D, Smith-Hutson Business Building, SHSU ■ Huntsville, TX ■ (936) 294-1291 ■
dschieber@shsu.edu

Volunteered to re-design and reformat the Volunteer Training Manual for the SAAFE House women's shelter.

Editor, Journal of Critical Thought and Praxis (JCTP)

Jan 2014 – Jan 2016

ISU School of Education, Ames

Review social justice-oriented submissions, find external reviewers for special issue submissions, run editorial meetings, design call for submissions for special issue, and prepare articles for publication.

Publications Coordinator of ISUComm

2014-2016

Iowa State University English Department

Collaborate with the Director of ISUComm Foundation Courses to update and organize the ISUComm Student and Instructor Guides and prepare them for publication, using InDesign.

Contributing Writer, *Business and Administrative Communication, 11th Edition*

2012-2013

Freelance

Wrote new exercises, sidebars, and chapter introductions for the 11th edition of this textbook, in collaboration with the author, Donna Kienzler.

Assistant Editor, *Composition Merit Awards Journal*

2008-2011

Minnesota State University, Mankato

Read and evaluated students submissions for a journal featuring work from composition essays.

Contributing Writer, *The Corresponder*

2010

Minnesota State University, Mankato

Reviewed a book of poetry for *The Corresponder*, a biennial review of new books of poetry, fiction, creative nonfiction, and other selected works by Minnesota writers.

Analyst Assistant, Ehlers and Associates

2006-2007

Roseville, MN

Worked with the Analysis Team to compile clients' information for their Official Statements for an independent financial consultation firm.

Invited Presentations

Résumé and Cover Letter Writing Workshop

1 hour workshop for clients of SAAFE House, Huntsville, TX, June 27, 2017

How to Not Suck at Writing Notices, Memos, and other pieces of Communication

2 hour workshop for Iowa Municipal Professionals Institute, Ames, IA, July 31, 2015

Danica Lee Schieber

200D, Smith-Hutson Business Building, SHSU ■ Huntsville, TX ■ (936) 294-1291 ■
dschieber@shsu.edu

Publishing Tips for Graduate Students

MANNRS Conference (Minorities in Agriculture, Natural Resources and Related Sciences), Ames, IA, October 18, 2014

Written Communication

4 hour workshop for Iowa Municipal Professionals Institute, Ames, IA, July 17, 2014

Academic Presentations

The Effect of Case Studies on Students' Audience Awareness

With Dr. Vince Robles at the FBD/ABC Southwest Conference in Albuquerque, NM, March 9, 2018. (unable to attend in person)

CEO to Stakeholders: "We Definitely Care About the Earth." How Healthcare Annual Reports Discuss Corporate Social Responsibility Issues

With Dr. Roger Conaway at the International Association for Business Communication Conference, Dun Loaghaire, Ireland, October 19, 2017.

The Effect of Case Studies on Students' Audience Awareness

With Dr. Paula Lentz, Dr. Marcy Orwig, Dr. Dale Cyphert, and Dr. Matt Sharp at the International Association for Business Communication Conference, Dun Loaghaire, Ireland, October 20, 2017.

Encouraging Action and Confronting Conflict in ACE'd Business Communication Courses

With Dr. Ashly Smith at the SHSU Teaching and Learning Conference, SHSU, Huntsville, TX, August 17, 2017.

Business Communication in Action: A Client-based Project

With Ms. Ashley Foster at the General Business Conference, SHSU, Huntsville, TX, April 7, 2017.

The Hidden Cost of Words: The Language of Earnings Presentations and their Impact on Stock Returns

With Dr. Karen Sherrill at the General Business Conference, SHSU, Huntsville, TX, April 7, 2017.

It's Not Easy Being Green: How Healthcare CEO Letters Discuss Corporate Social Responsibility Issues

With Dr. Roger Conaway at Federated Business Disciplines (FBD) (ABC SW) Conference, Little Rock, AR, March 9, 2017

The Story of an Entrepreneur: Engaging Students in the Business Communication Classroom

Association for Business Communication (ABC) International Conference, Albuquerque, NM, October 21, 2016.

Danica Lee Schieber

200D, Smith-Hutson Business Building, SHSU ■ Huntsville, TX ■ (936) 294-1291 ■
dschieber@shsu.edu

Business Students Transferring Genre Knowledge from Major Courses to Bizcomm Courses: an Unrecognized Phenomenon?

Association for Business Communication (ABC) International Conference, Seattle, WA, October 30, 2015.

Identities Across the School/Work Divide

Conference on College Composition and Communication (CCCC), Tampa, FL, March 19, 2015

Transfer From the Business Communication Classroom to the Workplace

Association for Business Communication (ABC) International Conference, Philadelphia, PA, October 24, 2014.

Business Communication for Business Majors, or “Why can’t business majors write good?”

Midwest Association for Business Communication (ABC) Conference, St. Thomas University, St. Paul, MN, April 2, 2014.

The Book of Esther as a Sophistic Rhetoric Text

Feminisms and Rhetorics Conference at Stanford University, Palo Alto, CA, September 27, 2013

Ciceronian *Imitatio* in Business Communication Pedagogy

Red River Graduate Student Conference at North Dakota State University, Fargo, ND, April 5-6, 2013.

In Search of Happiness: A Corpus-based Search

Annual Humanities Conference at Oklahoma State University, Stillwater, OK, March 1-2, 2013

The Impact of Political Campaign Ads on the Political Engagement of College-aged Students

Great Plains Alliance of Computers and Writing Conference MNSU, Mankato, MN, Nov. 9, 2012.

Revolutionizing the Pink Aisle: A Critical Rhetorical Analysis of Toys that Promote the Sexualization of Girls

12th Annual Craft Critique Culture Conference: The Art of Revolution, University of Iowa, March 30-April 1, 2012.

The XO Laptop: More Useful as an Object of Study than as a Teaching Tool?

Presented with Dr. Lee Tesdell at the Great Plains Alliance of Computers and Writing Conference at North Dakota State University, October 8, 2010.

A ‘Real World’ Writing Project for the Community in Composition 101

Danica Lee Schieber

200D, Smith-Hutson Business Building, SHSU ■ Huntsville, TX ■ (936) 294-1291 ■
dschieber@shsu.edu

Presented with Paul Dobratz at the Minnesota Colleges and Universities English and Writing Conference in St. Paul, MN. April 2, 2010.

Awards

- Distinguished Researcher Award from Association of Business Communication, SW 2018
- Marty Baker Graham Dissertation Research Award (Association for Business Communication) 2014
- Faculty Teaching Certificate Program, MSU Mankato Center for Excellence in Teaching and Learning 2010
- *Cum Laude* graduate from Austin Peay State University (APSU) 2005

Service and Activities

- Member of Hiring Committee, General Bus. and Finance Dept Fall 2017
- Proceedings Editor for ABC SW Chapter 2017-present
- COBA Scholarship Committee 2016-present
- Business Communication Committee 2016-present
- Member of PACE Faculty Writing Circles 2016-present
- Meta-analysis for AACSB Dec. 2016
- Chair of the Rhetoric Special Interest Group (SIG) at ABC 2016-17
- Member of Pathfinders (new faculty mentor group) 2016-17
- Mentor for instructors teaching Business Communication Spring 2014-2016
- ISU Continuous Improvement Plan Committee, member Spring 2014- 2016
- Graduate Student Phorum, ISU English Department 2011-2016
- Society for Technical Communication (STC), MNSU Chapter President 2011
- Society of Technical Communication, member 2005-2011
- STC Technical Documentation Competition, volunteer judge 2010