

# LISA HOEFFNER MARTIN

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## REPRESENTATIVE WORK

- <https://lmartinwaco-alt.github.io/CV/>
- <https://www.linkedin.com/in/lisamartinwaco/>

## PROFESSIONAL SUMMARY

I like to think of myself as an energetic, creative, empathetic, and intellectually curious teacher and writer. I have a PhD in English, and, and for the last thirty years have taught every English course offered at my college, as well as humanities, developmental writing, developmental reading, integrated reading and writing, critical thinking, and college success courses. I've been part of the online teaching movement since 1999, when I developed my first online course. I've designed and taught courses online (hybrid/blended, synchronous, asynchronous, in HTML / Blackboard / Canvas / BrightSpace) every year since then. I've written several textbooks (all published by McGraw Hill), and I have written volumes of supplemental activities and tests to accompany texts and to be used in McGraw Hill Connect. I have spoken nationally on topics relevant to teaching in higher education, especially creating engagement and deep learning in online courses.

## TECHNOLOGICAL ABILITIES AND EXPERIENCE

- Effective instructional design
- Student mentoring guidance
- Proficient presenter
- Assessment design proficiency
- Complex text evaluation
- Meticulous copyediting skills
- Project timeline management
- Effective feedback delivery
- Time management mastery
- Scholarly publishing familiarity
- Curriculum design expertise
- Proficient trainer / communicator
- Excellent emotional intelligence / interaction skills
- Advanced research analysis
- Expert academic editing
- Confident public speaking
- Proficient software use (wide variety of software, including some coding)
- Digital literacy instruction
- Adaptable problem solver
- Advanced critical thinking

## TEACHING EXPERIENCE

Jan 2014 - Current

**Author & Digital Faculty Consultant**

McGraw-Hill Higher Education

- Iteratively revise three college textbooks I have written: *The Writer's Mindset*, *Common Places: Integrated Reading and Writing*, and *Common Ground: Integrated Reading and Writing Basic*
- Serve as a digital faculty consultant, providing SME content and ideation for products
- Present content to potential adopters
- Work as contractor with sales and product development teams on a wide variety of projects
- Facilitate interactive learning experiences using technology and instructional resources.
- Teach college-level English in asynchronous format
- Create learning materials to encourage engagement and facilitate learning
- Mentor and coach students working through online course work
- Taught composition and literature classes, as well as developmental reading, developmental writing, and integrated reading and writing classes.
- Developed a wide variety of course materials, from textbooks to departmental exams, teaching manuals, and supplemental content for faculty and students.
- Provided professional development on practices for creating engagement and presence in e-learning.
- Designed and taught synchronous, asynchronous, and in-person courses in accessible formats using a variety of LMS platforms and content creation tools.
- Evaluated and mentored faculty in creating effective and engaging online courses; served on Quality Matters certification team.
- Provided professional development on practices for creating engagement and presence in e-learning.
- Taught undergraduate writing classes in composition, literature, and business writing.
- Chaired multiple committees focused on PhD Program Changes
- Created a wide variety of course materials
- Mentored and coached students on success strategies

## EDUCATION

Jan 2025

**M.Ed.: Instructional Design**

Western Governors University

Jan 1996

**Ph.D.**: English Rhetoric

University of Houston | Houston, TX

Jan 1990

**M.A.**: English

University of Houston Clear Lake

Jan 1989

**B.A.**: English

University of Houston Clear Lake | Houston, TX

## REFERENCES

- Beth, Tripmacher, Project Management Leader, btripmach@gmail.com, 516-457-2116, McGraw-Hill Education, linkedin.com/in/beth-tripmacher
- Kelly, Villella-Canton, Segment Leader & Director of Product Management, Medical Education & Practice at Wolters Kluwer Health, kellycanton@gmail.com, 646-357-6433, linkedin.com/in/kellyvillellacanton
- Ashley, Sandoval, Educator/Therapist/Researcher, amoorshead@mail.smu.edu, 410-725-1350, linkedin.com/in/ashley-sandoval-ph-d-48b194a9

## PUBLICATIONS AND PRESENTATIONS

- The Writer's Mindset. McGraw-Hill, 2024.  
<https://www.mheducation.com/highered/product/writer-s-mindset-hoeffner/M9781260526349.html>
- Common Places: Integrated Reading and Writing. Kent Hoeffner, co-author. McGraw-Hill, 2024. <https://www.mheducation.com/highered/product/common-places-integrated-reading-writing-hoeffner-hoeffner/M9781259795640.html>
- Common Ground: Integrated Reading and Writing. Kent Hoeffner, co-author. McGraw-Hill, 2018. <https://www.mheducation.com/highered/product/common-ground-integrated-reading-writing-skills-hoeffner-hoeffner/M9781260104585.html>
- Common Places: Bridge to College English. Kent Hoeffner, co-author. McGraw-Hill, 2015. <https://www.mheducation.com/prek-12/program/hoeffner-common-places-bridge-college-english-c-2017-1e/MKTSP-GFY02M0.html?page=1&sortby=title&order=asc&bu=seg>
- Grading as a Pedagogical Act: Three Methods for Assessing Writing That Work." Texas Developmental Education Professional Community Online (DEPCO). Jan, 2017.
- Preparing Low-Performing Students for College Reading and Writing: Strategies for Effective Curriculum and Instruction." District Administration 26 Oct. 2016.
- Tips and Tricks of the IRW Classroom with Lisa Hoeffner." 10-11 Oct. 2016. McGraw-Hill, sponsor.
- Emotional Intelligence and Why It Matters in Developmental Education." May, 2016.
- Server Not Found." 11 Mar. 2016. <http://successinhighered.com/devenglishpodcast/>
- Creating Mandalas." 20 Feb. 2016. <http://successinhighered.com/devenglishpodcast/>
- Don't Kick the Christmas Tree." McGraw-Hill. 22 Jan. 2016. <http://successinhighered.com/devenglishpodcast/>

- Zen and the Art of Grading." McGraw-Hill. Sept. 2015.
- Building an Integrated Reading and Writing Program from the Ground Up." McGraw-Hill. Apr.- May, 2015.
- Engaging the Reluctant Online Student. National webinar presented for McGraw-Hill.
- Why We Must (And How We Can) Teach Emotional Intelligence in the Classroom. National webinar presented for McGraw-Hill.
- The Online Writing Workshop. National Webinar presented for McGraw-Hill.
- Navigating Developmental English Using Online Resources. National Webinar.
- Deep Learning is Possible—Online!" Keynote, Changing Classroom Cultures Conference, Bluegrass Community and Technical College, March 23, 2021 (online, due to COVID).
- Engaging the Reluctant Online Student." Keynote, Statewide Kentucky Organization for Student Success Conference, October, 23, 2020 (online, due to COVID).
- Tips and Tricks for Creating Engagement in the Online Classroom." Keynote, Professional Development Workshop, Somerset Community College, Dec. 2, 2020 (online).
- Why We Must (And How We Can) Teach Emotional Intelligence in the Classroom." Keynote, Professional Development Day, West Kentucky Community & Technical College, Nov. 20, 2020 (online).
- Under Construction: Navigating New Roads to College Success." Keynote Speaker, College Reading and Learning Association, Arkansas Chapter. 15 Apr. 2016.
- Making a Difference: Five Strategies that Affect Student Learning and Retention." Keynote, Professional Development Day, Oklahoma State University (Oklahoma City). 5 Mar. 2015.
- Grading Writing Sans Chocolate or Alcohol." Developmental Education Regional Forum (Denton). 1 Apr. 2016.
- One Golden Opportunity: Build an Integrated Reading & Writing Course In One Day!" Full-day Institute. National Association of Developmental Education Conference (Anaheim, CA), 15 Mar. 2016.
- Zen and the Art of Grading Writing." Texas Community College Teachers Association Conference (Houston), 27 Feb. 2016.
- INRW: from Program Creation to Course Completion." Keynote Speaker, Houston Community College Professional Development Workshop. 7 Nov. 2015.
- Preparing Faculty to Teach Integrated Reading and Writing: Offering Intensive Support." College Academic Support Programs Conference (Dallas), 2 Oct. 2015.
- Teaching in Common Places: Strategies for Integrating Reading and Writing." Two-Year College Association West (Salt Lake City), 3 Oct. 2015, and Two-Year College Association Southwest (Albuquerque), 30 Oct. 2015.
- Making time Count in the Integrated Reading & Writing Course." College Reading and Learning Association Heartland (Wichita), 16 Apr. 2015.
- The Future is Digital, but Best Practices are Timeless: Strategies Instruction...Online!" National Association for Developmental Education Conference (Greenville, South Carolina,) 2015. 27 Mar. 2015.
- Making a Difference: Five Strategies that Affect Student Learning and Retention." Guest Speaker for Professional Development, Oklahoma State University (Oklahoma City). 5 Mar. 2015.
- Integrated Reading and Writing: Making the Time Count." Texas Community College Teachers Association Conference (Dallas), 19 Feb. 2015.
- Bridging the Gap between IRW Implementation and Faculty Preparedness: Creating In-House Faculty Development and Training." South Carolina Association for Developmental Education

Conference (Columbia), 07 Nov. 2014.