

# Dr. Marie E. Moeller



## Curriculum Vita

### ACADEMIC EDUCATION

**Doctor of Philosophy, English**, Illinois State University, Normal, IL

Emphases: Technical/Professional Communication, Online Pedagogy, Disability & Gender Studies

**Master of Arts, English**, Illinois State University, Normal, IL

**Bachelor of Arts, English & Organizational Communication**, Buena Vista University, Storm Lake, IA

### ADMINISTRATIVE POSITIONS & ACCOMPLISHMENTS

#### The University of Wisconsin-La Crosse

The University of Wisconsin-La Crosse is one of 13 campuses in the Universities of Wisconsin. UWL's enrollment is 10,300+ with a 74% admission rate and a retention rate of 86.7%; UWL strives for a 90% retention rate and sees student success and HIPs as a driving factor of that metric within the college and institution.

2020-present **Associate Dean, College of Arts, Social Sciences, & Humanities (CASSH)**

CASSH is responsible for a 29+ million budget and has 40+ undergraduate and 4+ graduate programs housed in 15 departments. It also houses the School of Visual and Performing Arts, which provides +250 cultural events every year. CASSH engages 3,500 majors/minors every year, taught by 178+ FTE.

As the sole Associate Dean in the college, my portfolio includes: enrollment management; graduate education; academic program review; program accreditation; community outreach and engagement; strategic planning; mentoring School of Education Affiliated Faculty (including DPI regulations); mentoring faculty and department chairs; promotion and tenure mentoring; federal, organizational, and internal grant application management and budget oversight; event and alumni engagement planning; education abroad, education away, and international exchange management; student complaints and concerns; and college-level conflict management.

#### Promotion, Recruitment, Mentoring & Retention Initiatives

##### Lead, CASSH/VPA New Faculty Orientation Program

- Implemented 3-prong program in college to support and retain new faculty; 100% retention since implementation
  - 1-1 mentoring with a collaboratively-selected experienced mentor
  - Group mentoring with CASSH/VPA new faculty and Associate Dean (me)
  - 1-1 goal setting opportunities with Associate Dean (me)

##### Creator & Lead, Recruitment Pilot Project for Visiting Student Day

- Collaborated with Dean's Office staff, Admissions, & Advising/Career Services to identify and recruit CASSH faculty to participate in pilot recruitment project.
- Trained select faculty in recruitment best practices for the liberal arts; planned and implemented new process for the Campus Close Up event for approximately 100+ prospective students per event.
- Provided career competencies (in collaboration with Career Services) to potential students and families to illustrate the value of majors and minors in CASSH/VPA.

### Academic Lead, International Recruitment & Relationship Management: Europe & Central Asia

- Collaborated with Director of International Education & Engagement for partnership relationship management connections in:
  - Spain: University of Seville, EUSA (Centro Universitario Campus Camara Comercio Sevilla)
    - Deliverables: Finalized paperwork for UWL now the School of Record for SAIIE (Spanish American Institute of International Education) in Seville
  - Germany: Frankfurt University of Applied Sciences (FUAS), Goethe University, Marburg University: Philipps-Universität Marburg
    - Deliverables: International Online Pedagogical Seminars between Goethe University & UWL professors; research connections in AI with FUAS; alumni gathering in Frankfurt
  - Italy: Cattolica University
    - Deliverables: Visiting professor of sport psychology (Spring 2025), mapping for dual degree in psychology
  - Ireland: University of Galway
    - Deliverables: Trane/ThermoKing Corporation Internship Partnership, alumni gathering in Galway
- AASCU-focused Collaborations:
  - Collaborating with IEE Director to partner with ZIST (Zhongyuan Institute of Science & Technology) via the Sino-US CHEPD 1+2+1 Program through AASCU & the China Center for International Educational Exchanges (CCIEE)
    - Deliverables: 3 CASSH programs have been accepted for the program.
  - Collaborated with IEE Director to enroll UWL in Generation 250, an AASCU-affiliated scholarship program that partners with the U.S. Embassy in France and Mission Interuniversitaire de Coordination des Echanges Franco-Américains (MICEFA) to provide French students with access to its extensive network of U.S. campuses.

### **Student Success Initiatives**

#### Creator & Lead, Workload Equity & Instructional Budget Enrollment Management Processes

- Collaborated with AVC, department chairs, institutional research, and CASSH's budget manager to provide departments with in-time data to make enrollment decisions that benefit student time-to-graduation, utilize resources effectively, and ensure workload equity across departments.
- Second phase of the EM project is in-progress; currently using more predictive analytics and collaboration with department chairs to provide data-informed targets for general education courses to assist chairs in taking the “guess work” out of course staffing and to share the responsibility/act as liaison to the Provost’s office/Admissions.
  - Goals: reduce Chair cognitive load, improve offering efficiency, improve labor practices, improve communication, and be more data-informed in decision making.

#### Member & Co-Creator, CASSH Student, Staff, & Faculty Advisory Councils

- As the college leaders, the Dean and I created these advisory councils as a way to ensure equity in access to the Dean’s office; the student group is nominated by their department, the faculty & staff are elected by their peers. We meet once a month for listening sessions.

### **Fiscal and Infrastructure-Building Initiatives**

#### Lead, Aligning Ethnic & Racial Studies and Women’s, Gender, & Sexuality Studies

- Facilitated conversations between faculty in uniting departments.
- Led bylaw creation, merger term-setting and name for the department.

- Led new department through internal and UW System processes for new program creation.

Taskforce Chair, School of Visual and Performing Arts (VPA)

- Led faculty members through a strategic planning process post-college reorganization.
  - Deliverables: peer/aspirant research, SWOT analysis, survey of faculty/staff in VPA, and final report with recommendations for marketing, infrastructure, funding, & administration.
  - Orchestrated and implemented external evaluator assessment and report response.

Lead, Graduate Education Funding Increase Catalyst

- Represented online graduate education programs in graduate education council & funding decisions.
- Advocated for a change in policy regarding online vs f2f funding of students with state grants.
  - Previous policy privileged f2f over online students; online programs are primarily in CASSH

Team Member, Fundraising for CASSH

- 3+ million in gifts in my time on the CASSH administrative team
- Individual gifts of 1.1 and 1.3 million dollars

Lead, nine major internal CASSH/VPA grant budget cycles

- 2+ million funded in 8 cycles
- RFP creation & application management, including mission-targeted RFPs
- Project selection & acceptance/rejection announcements; budget & assessment management

Jan-July 2024 **Interim Dean**, College of Arts, Social Sciences, & Humanities

I was appointed Interim Dean when the Chancellor was dismissed by the Board of Regents in December of 2024; the sitting Dean was appointed Interim Provost, the Provost was appointed Interim Chancellor. We have collectively stepped back into our respective roles upon the hiring of a new Chancellor, who began July 2024.

**Personnel: Recruitment & Retention Initiatives**

- Collaborated to recruit and guide through the hiring process twelve tenure-track and teaching-track faculty in eight different disciplines at the undergraduate- and graduate-level, including School of Education-Affiliated personnel with required DPI credentials.
- Collaborated with chairs to ensure all new faculty were placed with a peer mentor; collaborated with department chairs for most appropriate needs and connections.
- Appointed an external chair for a department requesting external leadership; supported all new chairs to have access to professional development and mentoring by external organizations (i.e. CCAS).

**Budget Planning and Facilities Management Initiatives**

- Adjusted budget to address student-facing services—i.e. first-year writing coordinator stipend, first-year communication coordinator stipend, recruitment & retention initiatives.
- Allocated 150k to infrastructure projects in the Lowe Center for the Arts building to improve stage lighting & safety equipment, replace old technology, and address equipment needs.
- Began a public art initiative in collaboration with the VPA Director, University Centers Director, Facilities Management Director, and the Art Department.

**Fund- and Friend-raising Initiatives**

- Created and awarded college-level “Friend of the College” award to recognize alumni and major donors who contribute positively; awardee was alumni who endowed the language resource center and continues their relationship with the college.
- Orchestrated an Art Inventory project to demonstrate to art donors the value and use of their contributions to the institution; it is currently available online for viewing.

## **Shared Governance & Curricular Innovation**

- Collaborated with Ho-Chunk Nation representatives, the Tomah School District, Graduate and Extended Learning, and the Global Cultures and Languages department to become the first institution of higher education to offer dual-enrollment Ho-Chunk Language courses. Secured scholarship pilot funding from the Provost/Foundation.
- Created and awarded the inaugural “EPIC” Eagle Award (Exceptional Progress in Career-Readiness) to a department who worked to infused career-readiness aspects into their department activities and curriculum.

## **Internationalization & Partnership**

- Collaborated with the Office of International Education (IEE) to become the institution of record for a long-standing partner education abroad program in Seville (SAIIE).
- Collaborated with IEE and the Psychology department to plan for and support a visiting international scholar; residency begins spring 2025.

2018-2020 **Interim Associate Dean**, College of Arts, Social Sciences, & Humanities

2016-2018 **Interim Assistant Dean**, College of Liberal Studies

## **Strategic Planning & Infrastructure Initiatives**

### Lead, Re-Naming the College of Liberal Studies/School of Communication

- Collaborated with stakeholders to develop appropriate titling, name recognition, and accuracy.
- Selected: College of Arts, Social Sciences, & Humanities/School of Visual & Performing Arts.
- Stewarded proposal through governance groups & UW System.

### Creator & Lead, CASSH/VPA Marketing Campaign: The Value of Liberal Education

- Mentored interns to create marketing materials and build their professional portfolios.
- Spearheaded media campaign showcasing employer value and market need for CASSH graduates.
- Collaborated with Admissions, Campus Climate, Academic Advising, and others to present to high school guidance counselors, area employers/internship sites, parents, students, and other key stakeholders about the value of liberal education.

## **Implementing DEIB & Internationalization Initiatives**

### Lead, CASSH/VPA Anti-Racist Reading and Learning Group

- In response to COVID-19 and the events of summer and fall 2020, I spearheaded a reading group for faculty to incorporate anti-racist work into teaching & being.

### Lead Facilitator, CASSH/VPA education abroad, education away, and exchange programs

- Assessed and promoted 5 exchange and study abroad programs in France.
- Assessed, selected, and promoted 13 exchange and study abroad programs in Spain.

## **Building Friend & Fundraising Accomplishments**

### Facilitator, alumni and community partner on-campus engagement

- Spearheaded a California-based alum visit, including speaker series and student/alumni opportunities.
- Organized alumni speakers re: the value of liberal education and liberal arts career readiness.

### Facilitator, alumni-college relationships and donor-college relationships

- Built relationships with foundation officers to learn best practices/principles of fundraising.
- Traveled with alumni officers on relationship-management visits.
- Increased college-level engagement with college alumni at events.

- Networked and hosted events in Milwaukee, Madison, Minneapolis, and Chicago.
- Organized faculty/administrator and alumni visits on-site at Quad Graphics, Direct Supply, Epic, and other Wisconsin-based companies.

2019-2020 **External Department Chair, Department of Art**

Appointed 3 weeks into the fall 2019 semester after an unexpected chair absence; served during my time as interim Associate Dean. Following Faculty Senate protocol, Art faculty unanimously retained me as their chair for the remainder of the 2019-2020 academic year. The department held 10 FTE; a collection of significant prints, paintings, and photography; an active gallery; and a half-time Gallery Director. The department offered programming in art education, art history, ceramics, graphic design, metalworking, museum studies, painting, printmaking, photography, sculpture, and writing about art along with general education/introductory art survey courses. Art education, ceramics, graphic design, metalworking, painting, photography, printmaking, and sculpture all have studio spaces in the department; there are 60+ budget lines associated with the department. Total budget exceeds 1M.

- Change Management/Crisis Management
  - Collaborated with Counseling and Testing, Social Justice Institute Director and faculty, HR, and EAP to ensure that faculty, staff, and students were supported during time/s of crisis.
- Hiring
  - Successfully requested and hired two TT faculty lines.
- Enrollment management
  - Leveraged high-demand courses to increase total SCH for flexibility in total course offerings.
- Curriculum Development
  - Assisted new faculty member & committee in ushering in new curriculum in Art History.
- Facilities management
  - Collaborated with CFO, Facilities, CASSH/VPA Dean's Office, and Provost's Office to implement a card access project to ensure safety and security of studio spaces.
  - Collaborated with printmaking instructor and facilities managers to re-purpose materials from a Science Center remodel to move hoods and tables for printmaking processes; sustainability of materials and environmental concerns were key.
  - Highlighted accessibility issues in current Art History teaching space; expanded seating to multiple-size accessible chairs and addressed mobility issues with regards to fire escapes and access to the classroom.
  - Addressed Ceramics studio, including securing materials and paid time necessary to address safety issues, non-functional kilns, and other issues.

2016-2019 **External Department Chair, Department of Global Cultures & Languages (GCL)**

In spring 2016, I was appointed with unanimous departmental approval. The department housed 18 FTE and had 1+ million in budget. There were eight languages taught; two programs held teaching certification. In total, there were 6 majors, 8 minors, and 3 certificates. GCL is a founding member of the UW System Collaborative Language Program (CLP); this 20+ year old UW System-wide comprehensive collaboration ensures Wisconsin students have access to less commonly taught languages via ITV and online. Additionally, GCL houses a Language Resource Center (LRC) with a Director, which serves language tutoring needs with over 600+ conversation partners per semester.

- Branding and Change Management
  - Re-branded "Modern Languages" to "Global Cultures and Languages".
- Personnel: Hiring, Promotion, & Retention
  - Hired/mentored seven new TT faculty, two instructional staff, and one non-instructional staff.
    - Three new lines (two Spanish and one Chinese), four retained lines (Spanish Ed, Spanish, and French), IAS/NTT line in Spanish, Language Resource Center (LRC) Director position

- Mentored three faculty members through promotion and tenure.
  - First promoted faculty members in GCL in a decade
- Enrollment Management
  - Engaged and educated faculty in enrollment management best practices.
    - Increased seat efficiency by 20
    - 99.9% Spanish course seat usage; 25% increase in French majors/minors in this time
- Shared Governance
  - Restored department to full self-governance, including succession planning.
  - Developed and passed new departmental bylaws.
  - Established new departmental mentoring protocols.
- Facilities Management
  - Led Language Resource Center renovations to increase capacity and student access.
- Strategic Planning
  - Collaboratively developed a departmental mission and vision.

2015-2016 **Outreach and Communication Faculty Fellow**, College of Liberal Studies/School of Arts & Communication

Responsibilities: increasing the profile of the college; working with departments to create marketing materials to distribute to potential students and parents; creating web content that represented the CLS vision and mission; and overseeing the alumni newsletter and college event promotion, amongst other tasks.

- Collaborated with departments to develop individual “What Can You Do With A Major In...” flyers for campus visits, parents, prospective students, advising center, career services, and other campus-based events.
- Teamed with University Communications to revamp alumni magazine (Capstone) from a report-heavy piece to a thought-driven piece to make use of the intellectual capital of our staff and investment in alums within the college.
- Mentored CLS interns through an expansive employer video project to showcase employer desire for graduates of liberal arts programs.

2015-2016 **Program Coordinator**, Professional Writing and Technical Writing Program

Revised curriculum and increased enrollment in the English Department’s PTW minor; I began this role upon my arrival at UWL as an Assistant Professor. Responsibilities included: curriculum revision and creation; recruitment and retention efforts; connecting with offices on campus to promote the program; recruiting new internship sites and partners in collaboration with Career Services; site visits with Career Services as a UWL representative; working with student organizations on graduate school applications and job documents; and other duties as necessary.

- From 2010 to 2015, enrollment in the PTW program tripled; requested & hired 2 TT faculty members.
- Created three new courses, overhauled two existing core courses.
  - 80% of courses include a client-service project/experiential learning project
- Promoted PTW to local businesses/non-profits; collaborated with Career Services to increase number of internship sites.
- Promoted PTW cross-college to recruit cross-college students to an interdisciplinary pairing that enhances work and research in their respective major fields.
- Participated in university-wide campus visit days, student recruitment days, outreach activities, and general promotion work of PTW.

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## LEADERSHIP EXPERIENCE

### University of Wisconsin-La Crosse

2024-2025

#### **Community Engagement Strategic Planning Wrap-Up, Co-Lead**

- Request from UWL's Community Engagement Coordinator and incoming Chancellor to bring former strategic planning pillar to a close, thus responding to HLC feedback about the strategic plan and the need for metrics surrounding our institutional goals.

2016-2018

#### **Strategic Planning: Community Engagement, Team Lead**

- Community Engagement Council Co-Chair
- Community Engagement Strategic Plan Priority Point Person
- Increasing Community Engagement Implementation Team Lead
- Community Engagement Pillar Action Team Lead

##### Major UWL Strategic Planning Accomplishments

- 5-year action plan developed with stakeholders from across campus and community
- Communicated plan to and sought feedback from rotaries and corporate/non-profit stakeholders in the La Crosse and surrounding areas
- Consulted with leaders at UW-Eau Claire to learn more about successful public-private partnerships
- Researched and collaboratively developed proposal & hired a Community Engagement Coordinator
- Collaborated with action plan team to execute year 1 and 2 of strategic plan action steps—CEC and Community Engagement Coordinator now responsible for the remainder of the plan
- Co-presented with Chancellor to external stakeholders regarding community engagement pillar of strategic plan (Rotaries, Kiwanis, and other community-based organizations)

2017-2018

#### **UW System Math Initiative Change Team, Member**

- Selected to participate as a humanities representative at two UW System Math Initiative workshops as a member of the UWL cohort
- Worked to promote general education math course cross-System transferability and course content applicable for liberal studies majors

2015-2016

#### **Faculty Senate, At-Large Member**

- Major effect of my representation was a push for a vote of no-confidence in the UW System President for the lack of shared governance processes in reassigning 2-year colleges to 4-year colleges in Wisconsin.
- Stepped down from Senate as a result of an outreach, communication, and recruitment-focused faculty fellowship/administrative opportunity in the CLS/SAC (now CASSH/VPA) Dean's office to work with promotion and recruitment of the liberal arts and students into liberal arts majors/minors.

### State of Wisconsin & Universities of Wisconsin

2021-2025

#### **UW System French and German Collaborative Degree, Co-Lead**

In this role, I collaborated with Assistant Dean Tobias Barske (UW-Stevens Point), previously the UW System Associate Vice President for Academic Programs and Educational Innovation Dr. Carleen Vande Zande, UWL Provost Betsy Morgan, and multiple language education chairs from UW System schools to create shared French and German majors across campuses to facilitate language learning and increase the number of students with access to language learning in these particular areas.

- Researched models for cross-campus programming opportunities.
- Collaborated to bring together stakeholders from cross-campuses for feasibility discussions.
- Currently at work analyzing programming on multiple campuses to ascertain possible integration points of service.

2017-2023 **UW System Collaborative Language Program (CLP), Co-Chair**  
 In collaboration with Co-Chair Assistant Dean Tobias Barske (UW-Stevens Point), we lead the UW System-wide representative board for this language-based ITV/Online teaching program that provides access to lesser-taught languages for the 13 UW comprehensive schools.

- Collaborate on and model budget options, advise on course schedules, review and revise Director's yearly reports, communicate with partners and System representatives, negotiate various partnerships and values within the System, set agenda for 1-3-5 year goals for the program.
- Advise on faculty grants, funding opportunities, and training/observations.
- Liaison between UW System's Associate Vice President for Academic Programs and Educational Innovation's office, the UW comprehensive schools involved with CLP, the CLP Director, instructors, and other stakeholders in the program.

2016-2023 **UW System Collaborative Language Program Board, Member**

- Participate in bi-annual meetings around the state with representatives from each of the comprehensive UW System intuitions Topics include: programming, budgeting, collaborative growth, and other time-sensitive and mission-driven issues.

2017-2019 **Wisconsin Language Roadmap Advisory Board, Member**

- Participated in state-wide idea generation and collaboration workshop.
- Presented at workshop about the language internship program at UWL.

2017-2018 **Wisconsin Language Roadmap Pillar: Student Success & Equity, Co-Chair**

- Co-led (with Lynn Neitzel, Director of Teaching and Learning Resources at Blackhawk Technical College) a group of individuals invested in success and equity in language instruction from WI DPI, community organizations, area companies, and other System schools.
- Developed Wisconsin-based student success & equity in language & culture action items for the larger advisory board and membership to move forward.

**National Organizations**

**Council of Colleges of Arts and Sciences (CCAS)**

CCAS was founded in 1965, and is the national association of colleges of arts and sciences. Its purpose is to provide professional-development programming to its member deans and to sustain the arts and sciences as a leading influence in American higher education. Membership totals 498 institutions of higher education primarily in the US.

2023-2026 **Executive Board Member, Elected**  
 At the 2023 Annual Conference, I was honored to be elected by peers to the CCAS Executive Board for a 3-year term. In this role, I serve on the Professional Development and Programming committee, and the Assistant and Associate Dean Ad Hoc Working Group.

2023-present **Assistant and Associate Dean Ad Hoc Working Group, Member**  
 As a member of this six person group, we consult on topics for CCAS that help forward the professional development and work of Assistant and Associate Deans across the nation.

2023-present **Professional Development Committee, Member**  
 This committee consults on the materials and activities surrounding the CCAS Chair & Dean national trainings, advises the Director on potential activities for professional development at the annual meeting, and serves as a sounding board for the CCAS Executive Board for all professional development activities.

2017-present **National New Chair Trainings/Workshops, Leader/Facilitator**  
 In my role as facilitator, I ran training sessions for new chairs across the nation on recruitment and retention of faculty, handling difficult situations, personnel development, resource management, working with a Dean, managing people and conflict, and ran case study sessions. Additionally, based on request, I serve as a mentor to new chairs across the nation; those connections result from networking and training events such as these.

2017-2022 **Committee on Gender Issues**, Chair (2020-2022), Member (2017-2022)  
As the Chair of the Committee on Gender Issues for CCAS, I set the committee agenda for the Annual Conference, ensured that we had at least 1-2 panels that were specific to gender issues on the annual conference program, led the annual Gender Issues meeting at the annual conference, participated in collaborative gatherings with other Chairs, and ensured that gender issues are at the forefront of conversation for the organization.

**Association of Teachers of Technical Writing (ATTW)**

ATTW is an active organization of teachers, researchers, and teacher-practitioners of technical communication across a range of academic and professional institutions.

2018-2019 **Annual Conference Organization**, Co-chair, with Han Yu (Kansas State University)  
Conference theme: (En)Countering Accountability  
Tasks: Develop theme; organize and recruit reviewers; review submitted peer reviews; send acceptances/rejections; selection and coordination of featured speakers; program development; general event orchestration

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## Grants

2025-2028 National Science Foundation  
*EPIIC 3.0 (Enabling Partnerships to Increase Innovation Capacity*, with W. George & B. Morgan; \$400K **funded**

2022 UW System Wisconsin Freshwater Collaborative Grant; \$70,000  
*Online International Collaborative Lab* with K. Bald, J. Brick, & API

2016 National Institutes of Health  
*Understanding and Promoting Health Literacy Exploratory*, with E. Whitney; \$275K **revise and resubmit**

2015 Center for Teaching and Learning Professional Development Grant; \$8,272  
*Grant Writing PD*, with Drs. L. Steiner, B. Kopp, and C. McCracken

2015 Course-Embedded Research Project Development Grant; \$1,500  
*English 314: Grant Writing*

2015 College of Liberal Studies Grants; \$1,667  
*Professional Grant Writing Training Seminar Support*

2014 University Grant for Large-Scale Grant Writing; \$5,000  
*Health Literacy Research Via Hybrid Modules (R21)*, with Dr. E. Whitney

2014 Online Education Course Development Grants; \$3,000  
*English 308: Technical Writing*

2013 Online Education Course Development Grants; \$3,000  
*English 335: Introduction to Professional Writing*

2013 College of Liberal Studies Grants; \$3,000  
*Online Writing Education as Cultural Prosthetic, for DSQ*

2012 UW Faculty Research Grant; \$5,768  
*Technical Medical & Advocacy Writing, Disability Studies*

2012 Visiting Scholar University Grant; \$1,573  
*Visiting Scholar/Writer/Artist Dessa Darling*

2012 English Department Grant; \$3,000  
*Visiting Scholar/Writer/Artist Dessa Darling*

2011 College of Liberal Studies Grants; \$3,000  
*Revising the Professional Writing Minor*

2011 Center for Advancement of Teaching and Learning Inclusive Excellence Grant; \$2,000  
*Revising English 307: Bodies, Business Writing, Ethics*

2010 Online Education Course Development Grants; \$3,000  
*English 110: First-Year Writing*

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## PROFESSIONAL EDUCATION & DEVELOPMENT

2024-present **Higher Learning Commission (HLC)**, Institutional Reviewer

2025 **United Way: Learn to Lead**, Non-Profit Board Leadership Training

2022 **Council for Advancement and Support of Education (CASE)**, Fundraising Training

2021 **American Association of Collegiate Registrars and Admissions Officers (AACRO)**, Strategic Enrollment Management Training

2019 **HERS, Next State, Next Steps** Preparation Seminar

2019 **American Conference of Academic Deans (ACAD)**, Dean Preparation Seminar

2019 **Council of Colleges of Arts and Sciences (CCAS)**, Dean Preparation Seminar

2018 **Advancement Resources**, Fundraising Training for Deans and Academic Leaders

2018 **Higher Education Resource Services (HERS)**, Leadership Institute

2017 **Harvard University**, Management Development Program (MDP)

2017 **American Association of Colleges and Universities (AAC&U)**, Global Learning and Community Engagement Seminar

2016 **WI College Personnel Development Institute**, WI Indigenous Students

2016 **CCAS**, Chair Seminar

2015 **American Council on Education (ACE)**, Regional Women's Leadership Forum

2015 **AAC&U**, Leap Institute Wisconsin

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## Faculty Appointments

### **University of Wisconsin-La Crosse, La Crosse, WI**

Department of English: Professional and Technical Writing & Writing and Rhetoric

2018-present Professor of English

2015-2018 Associate Professor of English

2010-2015 Assistant Professor of English

Hired in 2010 to recreate and revitalize the PTW program and support the Writing and Rhetoric major emphasis and FY writing program, I developed two new courses as well as a new capstone course with a required internship component. In addition to my work with professional and technical writing, I also taught courses for the Writing and Rhetoric major emphasis and first-year writing program.

#### *Courses taught & Courses created\**

First-Year Seminar (F2F; 8 sec)	College Composition (F2F, H, OA; 7 sec)
Wrtg for Mgmt, PR, & Prof (F2F, H, OA; 28 sec)	Technical Writing (H, OA; 10 sec)
Grant Writing (F2F; 1 sec)*	Intro. to Prof Writing (F2F, H, OA; 6 sec)*
Intro. to Rhetoric & Writing (F2F; 1 sec)	Professional Writing Practicum (F2f; 3 sec)*
Capstone Seminar on Composition and Rhetoric (Topic: Feminist Rhetorics in 2012, 1 section; Em(body)ied Rhetorics in 2016, 1 sec)*	

**Université de Lorraine, Nancy, France, (formerly Université de Nancy 2)**

Spring 2012 Exchange EFL Professor

As a cultural exchange professor, I was responsible for the linguistic and cultural education of students learning English in France. I developed a course on disability studies in literature for third-year students and taught British and American politics and British and American film/novel/plays as part of a team with French-based EFL instructors. I learned French grading structures; 85% of my students passed onto their next level of study.

**Fayetteville State University, Fayetteville, NC, (HBCU, part of NC System)**

2009-2010 Assistant Professor of English

I taught 5 different course preparations. These courses included upper-level technical writing, business writing, and advanced composition; in addition, I taught both Composition I and Composition II.

**Buena Vista University, Storm Lake, IA**

2002-2004 Full-Time Lecturer

Post-M. A. , pre-Ph. D. , I taught as an adjunct. I created a film studies course to be offered during J-Term. Primarily, I supported the writing program at this liberal arts institution by teaching first- and second-year writing courses.

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## SCHOLARSHIP

I bring a critical cultural studies lens to all my scholarship. My research—with a focus on diversity (including/especially attending to gender diversity, neurodiversity, mobility diversity, and age-diversity) and inclusion—attends to the unwitting marginalization of varying stakeholders and how writers and administrators can better prepare themselves to support all constituents.

### Administrative Publications

Moeller, M. E. (2018). Recruitment, retention, and development of faculty. In *Seminar Manual for National Department Chair Training*. Council of Colleges of Arts & Sciences (CCAS), Roseville, MN.

### Edited Collection

Frost, E. A., Gonzales, L., Moeller, M. E., Patterson, G., and Shelton, C. D., editors (2021). *Unruly Bodies, Intersectionality, and Marginalization in Health and Medical Discourse*, volume 30 of *Technical Communication Quarterly*. Routledge. special issue.

Knoblauch, A. A. and Moeller, M. E., editors (2022). *Bodies of Knowledge: Embodied Rhetorics in Theory and Practice*. Utah State University Press/University Press of Colorado.

### Scholarly Publications

Clark, E., Gagné, E., and Moeller, M. E. (2026). *Disability Advocacy in Rhetorics of Health and Medicine*, chapter 4. The Routledge Handbook of Rhetorics of Health and Medicine. Routledge.

Heller, J. R., Jenkins, T., Mecham, M. X., Moeller, M. E., Doe, S., and Palmquist, M. (2011). Forum on organizing. *College English*, 73(4):450–465. Special issue on Contingent Faculty.

Moeller, M. E. (2015a). The obese body as interface: fat studies, medical data, and infographics. In *Proceedings of the 33rd Annual International Conference on the Design of Communication*, SIGDOC '15.

Moeller, M. E. (2015b). Pushing boundaries of normalcy: employing critical disability studies in analyzing medical advocacy websites. *Communication Design Quarterly Review*, 2(4):52–80.

Moeller, M. E. (2018). *Rhetorics of Risk, Advocacy Engagement, and Expediency: Teaching Technical Communication in the Age of Altruism*, chapter 9, pages 212–238. Integrating Theoretical Frameworks for Teaching Technical Communication. University Press of Colorado. \*Awarded best edited collection in technical communication by CCCC (2019).

Moeller, M. E. and Frost, E. A. (2016). Food fights: Cookbook rhetorics, monolithic constructions of womanhood, and field narratives in technical communication. *Technical Communication Quarterly*, 25(1):1–11. \*Selected as best of TCQ for Best of the Journals in Rhetoric and Composition 2017 (Parlor Press, 2018).

Moeller, M. E. and Jung, J. (2014). Sites of normalcy: Understanding online education as prosthetic technology. *Disability Studies Quarterly*, 34(4).

Moeller, M. E. and Steiner, L. B. (2022). *Reflections on supporting faculty and avoiding burnout*, pages 36–38. Unraveling faculty burnout: Pathways to reckoning and renewal. Johns Hopkins University Press.

Moeller, M. E., Thoune, D. L., and Kopp, B. (2015). *What? We're a Writing Emphasis?: The Rhetoric and Writing Emphasis at The University of Wisconsin – La Crosse*, chapter 13, pages 163–174. Writing Majors: 18 Program Profiles. Utah State University Press.

Steiner, L. B., McCracken, C., and Moeller, M. E. (2020). The major is minor: An adhocratic relationship-based view of TPC curriculum and curriculum revision. *Programmatic Perspectives*, 11(2):94–112.

### Book Review

Moeller, M. E. (2012). Book review: From black codes to recodification: Removing the veil from regulatory writing. *Journal of Business and Technical Communication*, 26(1):116–119.

### Public Intellectual Work

Bivens, K. M. B. and Moeller, M. E. (2020). Make COVID-19 Visuals Gross. <https://blogs.bmjjournals.com/medical-humanities/2020/04/21/make-covid-19-visuals-gross/>. Medical Humanities, 21 April.

### Scholarship In Progress

Moeller, M. E. (2024-). *Risky Representations: Embodied Obesity Infographics, Visual Ethics, and Expediency*. I have presented preliminary research at CCCC and SIGDOC.

Moeller, M. E. (2025-). *Without Beneficence: The Discharitable Work of Medical Advocacy Writing*. This monograph addresses three questions—how do advocacy organizations frame and disseminate technical medical information?; to what social/cultural/material ends does/could such dissemination lead?; what implications does medical writing in advocacy locations hold for the field of technical communication?

### Selected Academic Conference & Public Presentations

#### Administrative & Leadership

“Colleague to Administrator: Managing the Transition from Faculty to Assistant/Associate Dean”, *Council of Colleges of Arts and Science Annual Conference*, St. Louis, MO, November 2025.

“The Role/s of Assistant and Associate Deans.” Council of Colleges of Arts and Sciences Annual Meeting, San Diego, CA. November 1-3, 2023

“Service as Leadership Development: A Conversation about Harnessing and Changing Cultural Expectations.” Council of Colleges of Arts and Sciences Annual Meeting. Portland, OR. November 10-13, 2021.

“Disruptive Leaders, Successful Organizations: Innovative Approaches to Succession Planning.” Selected by Gender Issues SIG for “Celebrating the Pipeline: Alternative Forms of Leadership” Panel. Council of Colleges of Arts and Sciences Annual Meeting. Chicago, IL. November 14-17, 2018.

### **Invited Medical Rhetoric Symposiums**

Discourses of Health and Medicine: Looking Forward. University of Cincinnati. September 3-4, 2015. <http://medicalrhetoric.com/symposium2015/>

Discourses of Health, Medicine, and Society: Emerging Roles and Evolving Practices. University of Cincinnati. September 5-6, 2013. <http://definingmedicalrhetoric.com/symposium/>

### **International Professional & Technical Writing/Cultural Studies**

“Cooking Up Neo-Liberalism: Complicating Women’s Ways of Forming Identities Through Non-Traditional Empowerment Narratives in Cookbooks.” The Tenth Biennial Feminism(s) and Rhetoric(s) Conference. Tempe, AZ. October 28-31, 2015.

“The Obese Body as Interface: Fat Studies, Medical Data, and Infographics.” The Special Interest Group on the Design of Communication (SIGDOC) Conference. Limerick, Ireland. July 15-17, 2015.

“Designing to be Thin: Infographics, Weight Loss Industries, and Narratives of Normalcy.” The Ninth Biennial Feminism(s) and Rhetoric(s) Conference. Stanford, CA. September 27th, 2013.

“Feminism in a Frying Pan: Technical Communication, Cookbooks, and Constructing Women’s Subjectivities.” The Eighth Biennial Feminism(s) and Rhetoric(s) Conference. Mankato, MN. October 12th, 2011.

### **National Professional & Technical Writing/Cultural Studies**

“Administering Feminist Interventions in RHM”, *Rhetorics of Health and Medicine Symposium*, Minneapolis, MN, October 17, 2025.

“Embodied Rhetoric: The Body On/In/As Text.” Rhetoric Society of America. Baltimore, MD. May 28, 2022.

“What’s Delaware Got to Do With It?: Delaware Data, Workload Equity, and Embodied Erasure.” Computers & Writing. Greenville, NC. May 21, 2022.

“Designing, Implementing, and Troubleshooting Interdisciplinary Professional and Technical Writing Courses.” Conference of the Council for Programs in Technical and Scientific Communication (CPTSC). West Chester, PA. October 10, 2019.

“Certificate Programs and Sustainable TPC.” Conference of the Council for Programs in Technical and Scientific Communication (CPTSC). Minneapolis, MN. October 5, 2018.

“PTW Threshold Concepts as Relationship-Building Advocacy for PTW Programs: A Case Study.” Conference of the Council for Programs in Technical and Scientific Communication (CPTSC). Savannah, GA. October 6, 2017.

“Embodied Rhetorics and the Affordances of a Fat Studies Pedagogy.” Conference on College Composition and Communication. Portland, OR. March 18, 2017.

“Social Justice Curricula & Pedagogy: Preparing Technical Communicators for Active & Responsible Advocacy.” Panel Participant. Association of Teachers of Technical Writing. Houston, TX. April 6, 2016.

“Risky Representations: Embodied Obesity Infographics, Visual Ethics, and Expediency.” Conference on College Composition and Communication. Tampa, FL. March 19, 2015.

“Values in a Professional and Technical Writing Minor: Use-Value Above and Beyond Service” (with L. Steiner). Association of Teachers of Technical Writing. Tampa, FL. March 18, 2015.

“Playing the Hand You Are Dealt: Revising and Re-Shaping a Pre-Existing Professional Writing Minor” (with L. Steiner). Conference of the Council for Programs in Technical and Scientific Communication (CPTSC). Colorado Springs, CO. September 26, 2014.

“Designing to be Thin: Infographics, Normalcy, and the Weight Loss Industrial Complex.” Association of Teachers of Technical Writing (ATTW). Indianapolis, IN. March 19, 2014.

“Complicating Composition: Technical Communication’s Investments in Public Discourses, Metaphors, and Gendered Bodies.” Conference on College Composition and Communication. Las Vegas, NV. March 15, 2013.

“With Prejudice on the Side: Charity Technical Communication, Information Design, and Locations of Normalcy.” Association of Teachers of Technical Writing. Las Vegas, NV. March 13, 2013.

“Food Fight: Cookbook Rhetorics in Technical Communication.” Conference on College Composition and Communication. St. Louis, MO. March 22, 2012. Proxy Reader: Dr. A. Robillard.

“Pushing Boundaries of Normalcy: Analyzing Medical Rhetoric Through Medical Charity Websites.” Conference on College Composition and Communication. Atlanta, GA. April 7, 2011.

“Assist This: The Work of Revising Technical Writing Practice and Pedagogy Through Assistive Technology.” The Eight Biennial Thomas R. Watson Conference on Rhetoric and Composition. Louisville, KY. October 15, 2010.

“Prosthetic Education: Emotional Management, Metaphor, and Pedagogical Violence.” Rhetoric Society of America. Minneapolis, MN. May 30, 2010.

“Pods and Vods: Analyzing Medical Rhetorics Through Audio and Visual Podcasting.” Conference on College Composition and Communication. Louisville, KY. March 18, 2010.

### **Local Cultural Studies/Professional & Technical Writing Presentations**

“Fatletes, Health, and Our BMI Obsession: A Cultural Discussion of Branding Fat as The Enemy.” TedX UW-La Crosse Salon. April 21, 2016.

“Designing to be Thin: Gender Politics, Infographics, The Weight Loss Industrial Complex, and Narratives of Normalcy.” WGSS Speaker Series. April 23, 2015.

“Sites of Normalcy: Employing Critical Disability Studies in Analyzing Medical Charity Websites.” William J. and Yvonne Hyde Colloquium Series. La Crosse, WI. April 29, 2011.

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## **Service Record**

### **University of Wisconsin-La Crosse (UWL) Service**

2023	D&I Associate Vice Chancellor Search Member, Administrative Representative
2022 & 2023	Visual and Performing Arts Director Search, Chair
2022	CASSH Academic Services Director Search, Chair
2021-2022	Bias Support and Education Team—Academic Representative
2021	CASSH Executive Assistant Search Chair
2021	HR Employment Specialist Search Committee Member
2019	ACE Internationalization Lab Action Team—Mission and Vision
2019	Eagle Advantage Diversity, Equity, & Inclusion Taskforce Convener
2019	Eagle Advantage Curricular Taskforce Chair
2018	External Chair, Full Promotion Committee (Political Science/Public Administration)

2018 Education Abroad Program Assessments—Spain (Madrid, Salamanca, Valladolid, Cádiz, Granada, Bilbao)

2017 Exchange Partner Assessment and Education Abroad Assessment—France (Caen, Nancy, Paris)

2017 External Member, Associate Promotion Committee (Global Cultures and Languages)

2016 External Chair, Associate Promotion Committee (Global Cultures and Languages)

2016 International Education & Engagement Director Search & Screen

2015-2016 Faculty Research and Grants Committee

2015-2017 Community Engagement Council (CEC)

2015 McNair Scholars GRE Verbal and Analytical Writing Coach

2014-2015 Provost's Interdisciplinary Initiatives Task Force

2012-2015 Undergraduate Curriculum Committee

2014-2015 Undergraduate Research Project Mentor

2013-2014 Advising Taskforce Member, HLC Accreditation-Based

2011-2014 Scholarship and Awards Committee

2012 Business Communications Curriculum Taskforce

**College of Arts, Social Sciences, & Humanities Service**

2019-2020 Curriculum Review Committee Ex-Officio

2015-2020 Recognition of Excellence Awards Ex-Officio

2019-2020 Community Engagement Committee Ex-Officio

2019 Creative Imperatives Festival Artist-In-Residence Host—Dessa

2019 Business Manager Search Committee

2018-2019 Community Engagement Committee Chair

2015-2016 Outreach Taskforce Chair

2013-2015 Interdisciplinary Initiatives Taskforce

**Department of English**

2018 Chair, Associate Professor Promotion Committee

2015-2016 Rhetoric and Writing Committee Chair

2010-2016 Rhetoric and Writing Committee

2014-2015 Professional and Technical Writing Search Committee Chair

2013-2014 New Media Search Committee Member

2012-2013 Professional and Technical Writing Search Committee Chair

2010-2012 Composition Committee

2010-2011 ENG 110 Assessment Committee

**Professional Service**

**External Promotion File Reviewer**

2022 University of Nebraska—Omaha

2018 Indiana University—Purdue University Columbus

**Editorial Board Member**

2018-present Technical Communication Quarterly

2018-present Writing Across the Curriculum (WAC) Clearinghouse

**Journal Reviewer**

2019-present College Composition and Communication (CCC)  
2017-present Rhetorics of Health & Medicine  
2016-present Business and Professional Communication Quarterly  
2016-present Technical Communication Quarterly  
2016-present Communication Design Quarterly  
2016-present Journal of Technical Writing and Communication  
2015-present Fat Studies  
2017 American Periodicals Special Issue (Theme: Publishing Feminisms)  
2017 Technical Communication Quarterly Special Issue (Theme: Medical and Health Rhetoric)  
2017 Programmatic Perspectives Special Issue  
2015 connexions professional communication (Theme: Social Justice and the Global South)  
2015 Communication Design Quarterly (Theme: Health and Medical Rhetoric)

**Conference & Program Reviewer**

2015-25 ATTW Conference Reviewer  
2016-19, 23 CPTSC Program Committee  
2023 CCCC Conference Reviewer  
2021 RSA Conference  
2017 Feminism(s) and Rhetoric(s) Conference  
2016 Med Rhet SIG CCCC  
2016 SIGDOC Conference  
2015 SIGDOC Graduate Student Poster Presentation Judge  
2015 Feminism(s) and Rhetoric(s) Conference  
2013 National Conference on Undergraduate Research  
2011 ATTW Career Workshop Faculty Participant

**Manuscript/Monograph Reviewer and Mentor**

2022 Computers & Writing Graduate Student Mentor  
2019 Routledge Textbook Reviewer  
2018 Routledge Manuscript Reviewer  
2016 Palgrave Macmillian Manuscript Reviewer (book published)  
2015 Manuscript Mentor, Feminism(s) and Rhetoric(s) (article published)  
2013 SUNY Press Manuscript Reviewer

**Community Service**

2023-present Communications Committee Member, The Women's Fund of Greater La Crosse  
2025 Community Grant Reviewer, United Way

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**AWARDS & RECOGNITION****Professional and Technical Writing**

2020 Susan B. Wells Award for Excellence in Reviewing  
*Awarded by the Journal of Rhetoric of Health and Medicine*

## University of Wisconsin-La Crosse

- 2025 Altman Award: Leadership in Internationalization Efforts
- 2015 Provost's Teaching Excellence Award
- 2014 College of Liberal Studies Recognition of Excellence Award – Teaching
- 2013-2020 Department of English – High Merit

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## MEMBERSHIPS & ORGANIZATIONAL AFFILIATIONS

### Administrative

- Council of Colleges of Arts and Sciences (CCAS)
- American Conference of Academic Deans (ACAD)

### Professional

- Association of Teachers of Technical Writing (ATTW)
- Special Interest Group on Design of Communication (SIGDOC)
- Society for Technical Communication (STC)
- Council for Programs in Technical and Scientific Communication (CPTSC)
- Grant Professionals Association (GPA)
- American Medical Writers Association (AMWA)
- National Council for Teachers of English (NCTE)
- European Association for the Teaching of Academic Writing (EATAW)