Leeanne M. Sorenson (AKA: Leeanne Schroer-Motz)

*8272 Yukon Hills Ct. Las Vegas, NV 89178   *702 236-8129   *leeanne.schroer-motz@unlv.edu

Education

Ph.D. Technical Communication and Rhetoric Minor in English	*Texas Tech University* Lubbock, TX	2009
Master of Science Technical Communication	*Metropolitan State University* *St. Paul,* MN	2005
Bachelor of Arts Communications Management Marketing & Advertising Focus	*Metropolitan State University* *St. Paul,* MN	2004
Associate of Applied Science Multimedia and Web Design	*Dakota County Technical College* Rosemount, MN	2002

Employment

Instructor	*Excelsior College* Albany, NY	2016 -
Instructor	*University of Nevada, Las Vegas* Las Vegas, NV	2010 -
Instructional Designer	*Becker Multimedia, Inc.* Decatur, GA	2008 - 2009
Graduate Instructor	*Texas Tech University* Lubbock, TX	2005 - 2009
Web Consultant	*Fredrickson Communications* Minneapolis, MN	2004 - 2005
Web Instructor	*St. Paul Public Schools District* St. Paul, MN	2003
Multimedia Specialist	*Department of Veterans Affairs* Minneapolis, MN	2002
Project Manager	*Dakota County Technical College* Rosemount, MN	2001 - 2002

Sole Proprietor	*Phoenix Website Systems*	
	Apple Valley, MN	
	Lubbock, TX	2002 - 2011

Teaching Experience

Business Writing – ENG 202
  Lower-level elective covering the use of
  written English for the business world.
	Excelsior College
	College of Liberal Arts
	Online instruction
		2016 -

Fundamentals of Technical Writing – ENG 407B
  Senior-level English elective examining
  the rhetorical principles and composing
  practices for writing effective technical
  documents in technical and industrial settings.
  Crosslisted with ENG 607B.
	University of Nevada, Las Vegas
	Department of English
	[7 sections, enrollment 24]
	Online instruction
		2016 -

Fundamentals of Business Writing – ENG 407A
  Senior-level English elective focusing on the
  rhetorical practices and composing
  principals of effective business letters,
  memos, and reports.
	University of Nevada, Las Vegas
	Department of English
	[45 sections, enrollment 24]
	Classroom, hybrid, and online instruction
		2010 -

Hospitality Career Development – TCA 201
  Developed and presented Business Writing
  unit within Sophomore-level course focusing
  on preparing students for fulfilling, balanced
  careers as hospitality professionals.
	University of Nevada,Las Vegas
	[6 sections, enrollment 85]
	WFH College of Hotel Administration
		2014 - 2017

Document Design – ENG 400A
  Senior-level English elective focusing on the
  analysis, design, and rhetorical context of
  professional documents
	University of Nevada, Las Vegas
	Department of English
	[1 section, enrollment 24]
	Online instruction
		2011

Professional Report Writing – ENGL 3365
  Junior-level English elective utilizing
  communication analysis for the
  preparation of professional and
  academic reports and publications.
	Texas Tech University
	Department of English
	[6 sections, enrollment 19]
		2007 - 2009

Intro. to Technical Writing – ENGL 2311
  English elective with focus on patterns
  of writing used in business, industry,
  and technology.
	Texas Tech University
	Department of English
	[13 sections, enrollment 19]
		2006 - 2009

Advanced College Rhetoric – ENGL 1302
  English core writing course providing
  a focus on writing from sources,
  research methods, and documentation.
	Texas Tech University
	Department of English
	[3 sections, enrollment 35]
	Online and classroom instruction
		2006

ENGL 1302 Special
  On-line instruction working with team to
  further develop Moodle freeware for
  nationally distributed grading adaptation.
	[6 sections, enrollment 35]	2009

Essentials of College Rhetoric – ENGL 1301
    Freshman English core writing course
    providing a focus on the writing process
    utilizing exploratory, textual analysis, and
    problem-posing essays.
	Texas Tech University
	Department of English
	[2 sections, enrollment 35]
	Online and classroom instruction
		2005

Web Development
    Summer program in web development and
    employment skills for inner city,
    at-risk Hispanic and Somali students.
	St. Paul Public Schools District
	[1 section, enrollment 8]
		2003

Publications

Chapter on Editing. 407A textbook by Jeffrey Jablonski.	*Business and Technical Writing* University of Nevada, Las Vegas	2015
Book Review of Karl Stolley's *How to Design and Write Web Pages Today.*	*The Journal of Business and Technical Communication*	September, 2012
"The Hard Way". Short story with domestic violence focus.	The Harbinger Texas Tech University	2009
"An *Interest*-ing Dilemma".	Society for Technical Communication's *Intercom Magazine*	November, 2007
Book review of Richard Johnson-Sheehan's *Technical Communication Today*.	*Business Communications Quarterly* Vol. 69, No. 4	December, 2006
Phoenix Website Systems Website in both English and Spanish.	http://www.phwebs.com	2005

12 commercial websites
    Published and maintained through
    Phoenix Website Systems
	http://www.phwebs.com	2001 - 2008

"Malcolm Baldrige *Health Care Criteria
for Performance Excellence".*
    CD published for the
    Employee Education System.
	Minneapolis Veterans Administration	2002

Marketing video and recruitment brochure.	Minneapolis Veterans Administration	2002
Crystal Clarion Awards Gala PowerPoint Presentation. Book Club feature on the AWC website.	Association for Women in Communications http://www.awctwincities.org	2003
College of Management's Advising Online website.	Metropolitan State University	2004
Student Life website	Dakota County Technical College	2002

Conference Presentations

"International Website Development: Prototype Theory Methodology as an Analytical Tool."	Society for Technical Communication 54th Annual Conference Minneapolis, MN	2007
"Bound & Gagged: The Rhetoric and Double Binds of Domestic Violence."	23rd Annual All University Conference on the Advancement of Women in Higher Education Texas Tech University	2007

Works in Progress

"Cybvivors: CMC and Digital Rhetoric of Domestic Violence Virtual Communities to Affect Public Policy and Loosen Double Binds". Publication offers. Articles submissions.	Texas Tech University Dissertation	2009
"Prototype Theory: A Methodology for the Analysis and Design of International Websites." Requires revision.	*IEEE Transactions on Professional Communication.*	2009

Grant Proposal Writing

Obtained $2500.00 for Women's Protective Services of Lubbock	Betenbough Homes, Inc.	2005
Project manager for the MNSCU/Bush Foundation "Learning by Doing" grant.	Dakota County Technical College	2001

Honors and Awards

UNLV Outstanding Teaching by Part-time Faculty Award	University of Nevada, Las Vegas	2013, 2017
Certificate in The Art & Science of Teaching Online	University of Nevada, Las Vegas	2011
Outstanding Classroom Instructor – PhD	Texas Tech University	2006
Texas Public Education Grant	State of Texas	2006, 2008, 2009
Certificate in International Online Communication	Aahrus School of Business (ASB) in Denmark	2006
Metropolitan State Student Senate Award	Dakota County Technical College	2002
DCTC Presidential Award (2)	Dakota County Technical College	2001, 2002
President's List	Dakota County Technical College	2001, 2002
DCTC Student Leadership Academy	Dakota County Technical College	2002

Academic Service

UNLV-ADVANCE Grant Reviewer	University of Nevada, Las Vegas	2017
Article Reviewer	*Journal of Computer Mediated Communication*	2010, 2013
Facilitator for Thesis/Dissertation Writing Camps sponsored by the Graduate School	Texas Tech University	2008 - 2009
Contributing editor for the Special Interest Group's "Global Talk Online Newsmagazine"	Society of Technical Communication (STC) International Communication Group	2006
Reviewer/editor of chapter submissions	Book composed by Dr. Kirk St. Amant of Texas Tech University	2006
Recruitment weekend chauffeur	Texas Tech University	2006
Dissertation research assistant	Texas Tech University	2006
Computers & Writing 2006 Conference - Session Moderator - Hospitality Director - Conference Set-up Assistant	Texas Tech University	2006
Council for Programs in Scientific and Technical Communication 32nd Annual Conference - Hospitality Director - Technical Support Director	Texas Tech University	2005
The Institute of Electrical and Electronics Engineers Professional Communication Society IPCC 2004 - Hospitality Director	University of Minnesota	2004
College of Management's Advising Online website design team	Metropolitan State University	2004
Student Life website designer Phi Theta Kappa web design team leader	Dakota County Technical College	2001

Professional Societies

Society for Technical Communication (STC)

Association of Women in Communications (AWC)

Phi Theta Kappa International Honor Society

Association of Teachers of Technical Writing (ATTW)

Community Service

Collina Home Owners Association	Treasurer	2014 - 2015
Board of Directors	Secretary	2013
	Director	2012

References

Susan M. Lang, PhD
Director of First-Year Writing
Associate Professor of
Technical Communication & Rhetoric
Department of English
Texas Tech University
MS 3091
Lubbock, TX 79409-3091
806 742-2500, x272
susan.lang@ttu.edu

Sam Dragga, PhD
Department Chair
Professor
Department of English
Texas Tech University
MS 3091
Lubbock, TX 79409-3091
806 742-2500, x225
sam.dragga@ttu.edu

Kirk St. Amant, PhD
Associate Professor of
Technical and Professional Communication
Department of English
East Carolina University
Bate 2143
Greenville, NC 27858-4889
252 737-2540
stamantk@ecu.edu

Jeffrey Jablonski, PhD
Associate Professor
Department of English
University of Nevada Las Vegas
4505 Maryland Parkway - Box 455011
Las Vegas, NV 89154-5011
702 895-0947
jeffrey.jablonski@unlv.edu

Al Izzolo, MS
Associate Professor
William F. Harrah College of Hotel Administration
BEH 446
University of Nevada, Las Vegas
4505 S. Marlyland Parkway
Las Vegas, NV 89154
702 895-3163
Al.izzolo@unlv.edu