

Curriculum Vita For Heidi Schultz, Ph.D.
Clinical Professor
Management Communication

The Kenan-Flagler Business School
 The University of North Carolina at Chapel Hill
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 27517

Areas of Expertise: Business and Management Communication; Professional Writing/Advanced Business Writing; Electronic Communication; Presentation Skills; Corporate Storytelling; Writing Assessment

Education

Ph.D. English, University of North Carolina at Chapel Hill, May 1997 Concentration: Composition, Rhetoric, and Literacy

M.A. English, University of North Carolina at Charlotte, May 1989

B.A. Music, Lenoir-Rhyne College, Hickory, North Carolina, August 1980, Graduated *Summa Cum Laude*

Current Projects (2014): *Writing Patterns for Effective and Efficient Business Communication* (contract with McGraw-Hill); continuing to develop grading software

Current Position: Clinical Professor, Kenan-Flagler Business School, University of North Carolina at Chapel Hill. (2013-present)

- Developed hybrid core communication course for the Executive MBA program.
- Teach in executive development programs. Clients include/have included:

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- American Financial Services Association
- Analytical Sciences, Inc.
- Asahi Glass Company
- Bank of America
- Cisco Systems
- Duke Energy
- Duke University
- EPA
- Performance Food Group
- GlaxoSmithKline
- Grifols
- Grundfos Pumps
- Institute for Defense and Business
- Lowes Home Improvement
- Misys Health Care
- Public Health Managers
- Lord Group
- Marathon Petroleum
- North Carolina Public School Principals
- Novant Health
- Owens Corning
- Reynolds American
- Schneider Electric
- Sports Managers
- SunTechMed
- Talecris
- Textron
- TIAA/CREF
- Time Warner Cable
- Virginia Tech
- WC Bradley
- Water/Wastewater Association
- Xerox Corporation
- U.S. Marines
- U.S. Navy
- U.S. Postal Service
- Veterans' Administration
- Virginia Polytechnic University

Current Interest: Assessment of student writing based on weighted rhetorical categories. Founded BlackInkMetrics, an educational software company that designs grading add-ons to help instructors grade more efficiently and more effectively. (www.GradingHelp.com)

Former Position: Clinical Professor and Area Chair, Management and Corporate Communication, Kenan-Flagler Business School, University of North Carolina at Chapel Hill. (1997-2013).

- Managed course loads for seven full-time faculty
- Established programmatic and pedagogical goals for management communication courses and program
- Maintained professional relationships with colleagues at peer institutions
- Chaired faculty searches; hired and mentored communication faculty
- Developed asynchronous materials for core communication course in the MBA@UNC online program.
- Developed courses and teach/taught in the BSBA, MBA, executive MBA, and executive programs
- Developed and delivered edcommunication workshops
- Started Kenan-Flagler's Business Communication Center in 1997.

Prior Teaching Experience

- **Lecturer, Duke Writing Program**, Duke University, North Carolina. (1996-97).
- **Lecturer**, English Department, North Carolina State University, Raleigh, North Carolina. (1995-96).
- **Graduate Teaching Fellow**, English Department, University of North Carolina

at Chapel Hill. (1991-97). Courses taught: Basic Writing, Business Writing, First-semester Composition, Technical Writing.

- **Graduate Teaching Assistant/Instructor**, English Department, University of North Carolina at Charlotte. (1987-90)

International Teaching Experience

- **Visiting Professor**, European School of Management and Technology, Berlin, Germany. (March 2008, March 2009, April 2010).

Administrative Experience

- See current position description above.
- **Writing Center Director**, English Department, University of North Carolina at Chapel Hill. (1994-95). Full administrative responsibility for the Writing Center, which served more than 3000 students during the year. Trained and supervised graduate teaching assistants, graduate research assistants, work-study students, and volunteers at two facilities (a staff of 25 each semester). Coordinated writing workshops for the University community. Conducted tutor-training workshops. Wrote funded grant proposals and the Center's annual report. Worked closely with Academic Services staff to coordinate college-wide writing services. Served on the search committee to hire a full-time writing center director and made appointment recommendation to the dean of the College of Arts and Sciences. Implemented computer network for the Center. Implemented electronic mail tutorial pilot project for the Center.
- **Graduate Coordinator**, English Department, University of North Carolina

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at Chapel Hill (1993-94). Organized and conducted teaching workshops for graduate teaching assistants. Contributed substantial revisions to first-year writing curriculum.

Scholarship and Presentations

- GradingHelp/BlackInkMetrics pitch at the UNC Innovation Showcase. Chapel Hill, April 2015.
- “Visioning the Future: Teaching Business Communication with the Hybrid Recursive Model.” (with Dr. Patricia Harms) Association for Business Communication, Philadelphia, October 2014. Presentation.
- “A Hybrid-Recursive Model for Teaching and Learning Business Writing.” *Business Communication Quarterly*. Volume 76 Issue 1 March 2013 pp. 82-104.
- “Creating Riffs in Business Writing: Patterns Meet Improvisation.” Association for Business Communication, New Orleans, October 2013. Presentation
- “The Impact of Music Intervention on Anxiety Related to Presenting.” Association for Business Communication, Honolulu, October 2012. Oral Presentation.
- “Speed Writing and Speed Grading: Efficiency in Business Communication.” Association for Business Communication, Montreal, October 2011. Oral presentation.
- “Confidence, Color, and Corporate Storytelling.” Association for Business Communication, Montreal, October 2011. Oral presentation.
- “Draw Your Presentation: How to Enhance the Impact of Your Message.” Association for Business Communication, Chicago, October 2010. Oral presentation.
- “The Importance of ‘Likability’ for Executive Presenters Across the Globe.” Association for Business Communication, Portsmouth, November 2009. Oral presentation.
- “Duke University and the Corporate Communication Machine: A Look at the Lacrosse Crisis.” Association for Business Communication, San Antonio, October 2006. Oral presentation.
- *Business Scenarios: A Context-Based Approach to Business Communication*. Irwin McGraw-Hill. 2005. Text book.
- “How I Built A Management Communication Program at the University of North Carolina at Chapel Hill.” Association for Business Communication, Boston, October 2004. Oral presentation.
- “Business Needs are Academic Needs: Connecting Corporate Communication to the MBA Curriculum.” Management Communication Association. New Orleans, May 2004. Oral presentation.
- “Lessons Learned from *Fortune’s* Top Eight Business Women (2002).” Association for Business Communication. Albuquerque. October 2003. Oral presentation.
- *The Elements of Electronic Communication*. Needham Heights, MA: Allyn & Bacon. 2000. Textbook
- “What Business Students Need to Know about International Electronic Communication.” Conference on College Composition and Communication. Atlanta. March 1999. Oral presentation
- “International Electronic Communication: What U.S. Communicators Need to Know.” Association for Business Communication. San Antonio. November 1998. Oral presentation

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- “Southern Women Learn to Write: 1803-1860.” 1996. 265 pages. Dissertation.
- “Literacy Education and Confederate Ideology: Marinda Branson Moore and *The Dixie Series*.” Conference on College Composition and Communication. Phoenix. March 1997. Oral presentation.
- *The Blair Handbook*. Toby Fulwiler and Alan R. Hayakawa. “Annotated Instructor’s Edition,” second edition. Englewood Cliffs, NJ: Prentice Hall. 1997. Annotations.
- “Academic Writing of Southern Women: 1830-1860.” Conference on College Composition and Communication. Milwaukee. March 1996. Oral presentation.
- *CCCC Bibliography of Composition and Rhetoric*. 1995, 1996, `997, 1998 editions. Contributing bibliographer.
- “*Southern Women Learn to Write*.” American Antiquarian Society Fellows’ Presentation. Worcester, MA. June 1995. Oral presentation.
- Review of *Intersections: Theory-Practice in the Writing Center*, ed. Joan A. Mullin and Ray Wallace. *Composition Chronicle* 8.4 (May 1995): 14-16. Book review.
- “Influences on Southern Women’s Academic Writing: 1800-1860.” Women’s History Symposium on Southern Women and the Learning Experience, Raleigh, NC. March 1995. Oral presentation.
- “Southern Women and the Written Word.” Institute for Research in the Social Sciences Symposium on Print Culture in the American South, Chapel Hill, NC. February 1995. Oral presentation.
- Wharton Reimagine Education Finalist, November 2014.
- Recognized by MBA Student Association for excellent teaching. 2005, 06, 07, 08, 09, 10, 11, 12.
- Teaching All-Star for Executive Education. 2003
- Teaching All-Star for BSBA program. 2003
- Recipient. Weatherspoon Award for Teaching Excellence in the BSBA Program. 2003.
- Inductee. Delta Sigma Pi Business Fraternity. Honorary Member. 2001.
- Recipient. “Virtual Writing, Virtual Grading.” Proposal funded by the Kenan-Flagler Business School to add a substantial technology component to the core business communication course. 1999.
- Recipient. “Globalizing the Curriculum.” Proposal funded by the U.S. Department of Education and the University Center for International Studies to institute a collaborative international and electronic communication project between students at UNC-Chapel Hill, the University of Vienna, and the Technical University of Dresden. 1998-99.
- National Council of Teachers of English Grant-in-Aid Recipient. One of nine national awards. For dissertation research. 1994-95.
- American Antiquarian Society, Kate B. and Hall J. Peterson Fellow. One of five national awards for dissertation research at the American Antiquarian Society. Worcester, MA. June 1995.
- Senior Fellow, Department of English, UNC-Chapel Hill. Competitive award for ‘excellent academic work.’ 1996-97.

Honors and Awards

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- Teaching Fellow, Department of English, UNC-Chapel Hill. Competitive award for 'excellent teaching.' 1995-96.

Student-Centered Work/Involvement

- Chair. Honors Thesis. "Corporate Philanthropy." Stephanie Poole, 2005-06.
- Chair. Honor Thesis. "the marketing of Harry Potter and its Effects on Children's Publishing." Emilie Ziemer, 2004-05.
- Advisor. Case Study. "Rousing a Sleeping Giant: Rethinking MMPI's PR Campaign in the Light of New Competition." Cameron Batts. Submitted to the Arthur S. Page Competition. 2002-03.
- Reader. Honors Thesis. "Foreign Investment Portfolio Performance Limiting Currency Exposure Through Hedging Strategies." 2002.
- Reader. Honors Thesis. "Arbitrage Opportunities with Merrill Lynch's HOLDERS." Jonathan Liggett. 2001.
- Faculty Advisor. Delta-Delta-Delta. 2000-2001
- Reader. Masters Thesis. "Are Public Relations Practitioners Using the WWW Strategically?" Anupama Reddy. School of Journalism and Mass Communication. 1998.

Professional Associations and Activities

- Association for Business Communication, 1997 to present.
- Management Communication Association, 2002 to present.
- Conference on Corporate Communication, 2003 to present.

Related Communication Experience

- **Announcer/Programmer**, WUNC Radio, 91.5 FM, the National Public Radio affiliate

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in Chapel Hill, NC. Provided local news, sports, and weather during national programs. Programmed and hosted classical music shows. Participated in on-air fund-raisers. (1990-97).

- **Announcer/Programmer**, WDAV Radio, 89.9 FM, Davidson, NC. Programmed, and hosted classical music shows. Wrote music reviews. Produced on-air promotions for upcoming programs. Participated in on air fund-raisers. (1988-90).
- **Producer/Host, "A Little Night Music,"** WDAV Radio, 89.9 FM, Davidson, NC. Wrote, produced, and hosted "A Little Night Music with Heidi Schultz," a weekly, themed classical music program. (1988-96).

Business School Committees

- **Curriculum Review Committee.** 2013-present.
- **BSBA Weatherspoon Teaching Excellence Selection Committee.** 2003-06.
- **BSBA Faculty Team Member.** 2000-02.

University Committees

- **Tar Heel Bus Tour Committee Member.** Invited by Chancellor Moeser. 2002-05
- **Education Policy Committee Member.** University-wide elected position. The committee drafted a policy related to the academic calendar and re-examined the undergraduate curriculum. 1999-2002.

Service-Related Activities

- Curriculum Advisory Committee, Kenan-Flagler Business School, 2013 to present.
- Presenter, UNC External Affairs Meeting, "Executive Communication and Body Language." January 15, 2013.

- Creator and organizer. “Business Communication Bootcamp.” August 2 and 3, 2012.
- Presenter. “Business Communication at Kenan-Flagler.” Chapel Hill Rotary Club. 2009
- Presenter, “You Said What? Communicating via Email in Today’s Workplace.” Kenan-Flagler Business School. 2008.
- Leader, Two Writing Workshops, MBA program. 2008.
- On-air ‘talent’ for UNC-TV fundraisers. 1999 to present.
- Leader, “Office Stress Busters.” Kenan-Flagler Business School. 2006.
- Coach, MBA Venture Capitalist Investment Competition. Kenan-Flagler Business School. 2003.
- Moderator, “Global Issues in Business and Culture.” Kenan-Flagler Business School. Reunion. 2002.
- Presenter, “Body Talk.” Kenan-Flagler Business School. 2002.
- Presenter. “Effective Business Presentations.” Womentoring. 2000-01.
- Presenter. “Effective Listening.” North Carolina Legislative Research Staff. Raleigh. 2000.
- Presenter. “Email Conventions in the Work Place.” Business and Professional Women’s Club. Raleigh. 2000.
- Presenter. “Effective Presentations.” School of Public Health. 2000.
- Presenter. “US Business Communication Characteristics.” International Visitors’ Council – Russia Business Leaders’ Visit. Raleigh. 2000.
- Presenter. “Email Conventions in the Workplace.” NC and SC Public

Information Officers for Colleges and Universities. Greensboro. 2000.

Media Attention

- “When will Women Achieve Gender Quality in Leadership at Work.” *The Guardian*. 4 June 2014.
- “Business Schools Get Serious about Writing.” *Bloomberg BusinessWeek*. 3 July 2013.
- “GSK Tried to Counter Bad PR.” *The News and Observer*. 1 June 2007.
- “A Chat with Heidi M. Schultz. Hard to imagine Life Before email.” *The News and Observer*. 18 December 2001.
- “Speech Therapy Blossoming into Big Business.” *The News and Observer*. 20 November 2002.
- “Talk isn’t Cheap. Look Who’s Taking Lessons in Public Speaking.” *The Charlotte Observer*. 12 March 2001. Reprinted in *The San Diego Union-Tribune*.
- Television report on business communication etiquette. NBC-17. Aired 8 November 2000.
- “Work as a Second Language.” *The News and Observer*. 1 October 2000.
- “Don’t Be Rude! Mind Your Manners When You Use Your High-tech Gizmos.” *The Charlotte Observer*. 28 August 2000. Reprinted in *The London Free Press, The Oregonian, and The Montreal Gazette*.
- “Accents Can Say Too Much. Regional Biases Find Way Into Hiring.” *The Charlotte Observer*. 13 August 2002.
- “Insight.” *The Charlotte Observer*. 3 July 2000.
- “Email Wrongs and Rights.” *The News and Observer*. 17 May 2000.
- “Quick Bytes.” *Charlotte Business Journal*. 12 May 2000.