*Jennifer Falcón  
Assistant Director   
Rhetoric and Writing Studies-Undergraduate Program*

*The University of Texas at El Paso*

*Hudspeth Hall*

*500 W. University Ave.*

*El Paso, TX 79968*

Dear Cira Montoya Olson and Search Committee:

I am writing to apply for the Instructional Consultant position in The Center for Instructional Design at the University of Texas El Paso (UTEP). Currently, I am a Ph.D. candidate in Rhetoric and Composition at UTEP graduating in May 2018. My experience as a teacher, at the administrative level, and my research make me a candidate that can help sustain, grow and immediately contribute to your department.

My teaching experience has prepared me to teach a diverse group of students by implementing student centered learning, and negotiating learning goals. This required me to create an active and engaged learning environment where students reflect and make stronger connections between the coursework and their field of study. Often times this takes place in an online environment, or by creating an online learning environment for my student by using different platforms and software.

As a graduate instructor I taught an assortment of courses ranging from first-year composition, RWS 3355 - Workplace Writing, and RWS 3359 – Technical Communication in a variety of learning environments, including hybrid, online, and face-to-face settings. This prepared me to develop multimedia-based course materials, in addition to tailoring assignments specific to the learning outcomes that furthered the development of students’ digital multiliteracies. Students were introduced to digital rhetoric practices, multimodal and multimedia composition, and professional and technical communication to reflect the demands of a 21st century education.

My teaching experience supplements my administrative experience where I am able to provide peer support to graduate instructors on online course development, classroom management, and assessment of instructional materials that meet the needs of students and goals of the English department.

I have included my résumé with this letter. I welcome the opportunity to speak to you about how I can contribute to the success of your department.

Sincerely,

Jennifer Falcón

# **Jennifer Falcón** Department of English 500 W. University Ave. El Paso, Texas 79968Phone: 323-243- 4739 E-Mail: [jfalcon3@utep.edu](mailto:jfalcon3@utep.edu) **Objective**

To apply my research and classroom experience in a position that contributes to the objectives for online education at the University of Texas El Paso.

# **Education**

## **Ph.D.,** Rhetoric and Composition **May 2018** University of Texas at El PasoEl Paso, Texas

## **M.F.A,** Creative Writing **2013** University of Texas at El Paso El Paso, Texas

## **B.A.,** English **2008** The Ohio State University Columbus, Ohio

# **Skills**

## Proficient in Photoshop, Final Cut Pro, Microsoft Office, HTML, social media management

# **Teaching**

**Assistant Instructor 2014 -Present**  
University of Texas at El Paso  
Courses Taught:   
Rhetoric and Writing Studies 3359: Technical Communication (online)  
Rhetoric and Writing Studies 3355: Workplace Writing (f2f and online)   
Rhetoric and Writing Studies 1302: Rhetoric and Composition II (hybrid)

**Teaching Assistant 2011 – 2014**

University of Texas at El Paso

Courses Taught:Rhetoric and Writing Studies 1302: Rhetoric and Composition II (hybrid)Rhetoric and Writing Studies 1301: Rhetoric and Composition I

# **University Writing Center Experience**

**University Writing Center Consultant 2011 - 2012**

University of Texas at El Paso

# **Publications**

(Forthcoming) Villa, J., Falcon, J., and Aravelo, M. Cultural Technique and Digital Content management. In Baca, I. Del Hierro, V., and Gonzales, L. (Eds.), *Community Action for Social Change: A Digital Archive*. Anderson, SC: Parlor Press.

# **Select Conference Presentations**

“Teaching Composition at a Hispanic Serving Institution: Linking Linguistic Practices to Multimodal Writing” *Conference on College Composition and Communication Midwest Summer Conference,* Clermont, Ohio, June 9, 2017

“Social Media/Microblogging: Identity in Digital Spac*es”(with Jasmine Villa, Sarah Bartlett Large) Cultural Rhetorics,* East Lansing, Michigan, October 3, 2016

“Blurring the Lines of Theory and Application: Building Digital Rhetoric and Digital Literacies in the Composition Classroom.” *South Central Modern Language Association*, Dallas, Texas November 3, 2016

“The Digital Self-Reflection: Metacognitive Practices through Multimodality.”   
 *South Central Modern Language Association,* Nashville, Tennessee,   
 November 3, 2015

“Continuing the Conversation: Empowering Students through Self-Reflective Multimodal Assignments.” (with Jasmine Villa) *WIDE-EMU ‘15*, East Lansing, Michigan, October 10, 2015

# **Poster Presentations**

“Using digital multimodal assignments to enhance student agency.” (with   
Jasmine Villa) Digital Praxis Poster Session at Conference on College Composition and Communication, Portland, Oregon, March 16, 2017

# **Invited Talks**

“UTEP Teaching Assistant Success Panel” Invited to talk for UTEP Graduate School Orientation*,* El Paso, Texas, August 23, 2017

# **Service**

**Assistant Director 2017 -Present**

Rhetoric and Writing Studies-Undergraduate Program

University of Texas at El Paso

**Assistant Director 2015 - 2017**

Rhetoric and Writing Studies Graduate Program

University of Texas at El Paso

**Symposium Chair 2016 - 2017**

Frontera Retórica

**Review Committee for The Best of Rhetoric and Composition   2015**  
Review content and submit report for edited collection   
with Dr. Isabel Baca and a group of PhD students

# **Honors and Awards**

Rhetoric and Writing Studies $750 **2017**  
Nuestra Gente Award   
English Department  
University of Texas at El Paso

# **Affiliations**

National Council of Teachers of English **2017 -Present**

South Central Modern Language Association **2015 -Present**

Society of Technical Communication **2015 -Present**

University of Texas at El Paso Chapter

Frontera Retorica **2014 -Present**  
University of Texas at El Paso chapter of Rhetoric  
Society of America

**REFERENCES**

Dr. Beth Brunk-Chavez [blbrunk@utep.edu](mailto:blbrunk@utep.edu)

Dr. Lucia Dura [ldura@utep.edu](mailto:ldura@utep.edu)

Dr. Kate Mangelsdorf [kmangels@utep.edu](mailto:kmangels@utep.edu)