

# Shelley Blanton-Stroud

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## EXPERTISE

- Helping an organization remake its writing voice to create clear, readable products in **plain English**;
- Helping an organization improve its writing **environment** through **individualized** consultation;
- Working easily within an organization, making employees **comfortable** with writing **change**;
- Developing new writing **standards** for professionals to measure their work against;
- Developing effective, efficient writing and editing **processes**;
- Conducting **entertaining** and productive **workshops** to introduce new standards and processes;
- Orchestrating peer and outside reader **feedback, in a warm and supportive setting**;
- Providing **real-time instruction** through margin comments, on-line and in-person **coaching**;
- Adapting **research** on academic writing to workplace writing needs; and
- Developing readable, individualized **corporate style guides, delivered on time**.

## EDUCATION

**San Francisco State University** Graduate Certificate in Teaching Composition, 1988

**San Francisco State University** M.A., English Literature, 1985

Thesis: Vision and Manipulation in *Emma* and *Portrait of a Lady*

**Claremont McKenna College** B.A., English and Psychology, 1983

Thesis: Fragmentation and the Quest for Unity in Dostoevsky

## CONSULTING

**Principal, What's Your Point? Founded workplace writing consultancy, June 2008**

- **January 2009 - May 2009, California Independent System Operator Corporation (ISO)**. In contract renewal, coach ISO workplace writers on-site and on-line in one-on-one and small-group conferences to meet new writing standards; edit on-call at deadlines.
- **June 2008-December 2008, ISO**. In first contract with the ISO, diagnosed source of writing/editing difficulties; set new standards, focusing on purposefulness and clarity; developed new writing processes; instructed workplace writers in standards and processes through workshops and small group and individual conferences; developed organization-wide *ISO Style Guide*; developed writing templates.

## TEACHING

**Lecturer, English Department, California State University, Sacramento (CSUS) 1994-Present**

Have taught *Advanced College Composition, College Composition I and II, Expository Writing, Basic Writing,*

*Critical Thinking, Basic Writing in a Science Learning Community, Basic Writing in a Minority Learning*

*Community, College Composition I in a Perspectives Learning Community, and Basic Writing in the Summer Bridge*

*Program*. Have served on the *Writing Programs Committee*, the *Expository Writing Committee* and the *Basic Writing Committee*.

**Instructor, English Department, Sacramento City College 1990-1997**

Taught *Children and Literature*, *Individualized Reading Skills*, *Critical Reading*, *Efficient Reading*, *Computer-Aided Freshman Composition*, *Critical Thinking*, and *Basic Writing*.

**Lecturer, English Department, San Francisco State University 1988-1989**

Taught *Basic Writing*, *Freshman Composition*, and *Reading for Rate and Comprehension*.

## WRITING AND EDITING

*Food for Others -- Meals for the Seasons*. (Co-written with Kori Moore.) Sacramento: Carmichael Printing, 2008.

"*Lolita* in Sacramento: A Banned Books Club Guide for the Bad Boys and Girls of the High School Library." Produced for Sacramento public libraries and Borders bookstores. Author biographies, banning history, discussion questions and pop culture connections for banned books, created with teenage book club members. 2006.

"Reading *Lolita*," a *This I Believe* essay published in Sacramento News and Review, August 31, 2006.

"The Outside Reader: Demonstrating Dialog," *Making a Mark, An On-Line Journal*, Spring 2000.

"On Filling the White Space," *Making a Mark, An On-Line Journal*, Fall 1999.

Co-Editor, *Making a Mark*. Spring 1999-Present. *Along with Lynne Klyse, Bob Lyman and Debora Kearney, received a grant from the CSUS Center for Teaching and Learning, to create and edit a hardcopy and online journal on the teaching of writing, for CSUS, community college and high school teachers.*

Review, Encyclopedia Brown Series. Masterplots II: Juvenile and Young Adult Literature Supplement. Salem Press, March 1997.

Review, Early Sorrow. Masterplots II: Juvenile and Young Adult Literature Supplement. Salem Press, March 1997.

Editor, *Discover Magazines*, Palo Alto: Latimer Publications. 1985-1987.

## PRESENTING

Presenter, "Preview Lecture On Richard Price," California Lectures. March 2009. Introduced literary context of award winning novelist and screenwriter to Sacramento region literary speaker series.

Presenter/Facilitator, Arden-Dimick Public Library *Open Book Club*. Spring, Summer and Fall 2002-Present. Research authors, books and history to present and facilitate discussion in nine book talks per year. Since February 2008, series have included: Thinking about thinking Malcolm Gladwell's *Blink*, Joan Didion's *The Year of Magical Thinking*, and Oliver Sacks's *The Man Who Mistook His Wife for a Hat*; New Voices on the Middle East Greg Mortensen's *Three Cups of Tea*, Firoozeh Dumas's *Funny in Farsi* and Marjane Satrapi's *Persepolis*; and Banned Books Truman Capote's *In Cold Blood*, Vladimir Nabokov's *Lolita*, and Toni Morrison's *Beloved*.

Presenter/Facilitator, Friends of the Arden-Dimick Public Library *Underground Readers*, Summer 2005-Present. Research authors/books/films/history to present and facilitate discussion of three books and the films made from them each summer. In 2008, those included Cormac McCarthy's *No Country for Old Men*, F. Scott Fitzgerald's *The Great Gatsby* and George Orwell's *1984*.

Presenter/Facilitator, Friends of the Arden-Dimick Public Library *Banned Teenagers' Banned Books Club*. Summer 2003 Summer 2006. Helped teenagers research authors/books/history to facilitate discussion of three banned books each summer.

"A Whole Lot of Talking Going On: Writer, Reader, Teacher," presented with Lynne Klyse as part of the CSUS Reaching Teachers Pedagogy Series, May 2001.

"Teaching Reading Strategies," presented to English instructors as part of the Basic Writing Committee Workshops, Spring 2001.

"The Interplay of Voices: A Student, A Reader, and a Teacher," presented with Lynne Klyse at the Conference on Teaching and Learning, CSUS, October 2000.

"Strategy Session: Applications of the Outside Reader Project," presented at the Cress Center Conference, Monterey, February 2000.

"Scaffolding Writing Assignments." Presented at San Juan Unified School District teachers' writing workshop. Fall 1999.

"Teaching Timed Writing Skills to Elementary School Students". Presented at San Juan Unified School District teachers' writing workshop. March 1999.

"Teaching Sentence Clarity." Presented at CSUS Composition Workshop, March 1997.

"A Technophobe's Criteria for Using Computer-Based Technology in the Composition Course." Presented at CSUS Composition Forum, April 1996.

## COMMUNITY ACTIVITIES

Member, Events Committee, California Lectures. 2006-7. Helped to plan and host fundraisers, subscriber appreciation and other special events for literary speaker series.

Presenter/Facilitator, One Book, One Sacramento Talks, in four retirement homes, on *Epitaph for a Peach*, sponsored by Sacramento Public Library, October 2005.

Member, School Site Council. Winston Churchill Middle School. 2004-2005. *Participated in onsite meetings of parents, teachers and administrators voting on budget, curriculum and other school matters.*

Coordinated Arden Middle School Reflections Creative Writing/Arts Competition. Fall 2002. *Oversaw group of judges evaluating 400 art and literature entries.*

Member, School Site Council. Arden Middle School. 2001-2003. *Participated in onsite meetings of parents, teachers and administrators voting on budget, curriculum and other school matters.*

Presenter/Facilitator, Folsom Public Library November Book Talks. 1997-2000.

GATE Program Coordinator. Sierra Oaks Elementary School. Summer 1998-Present.

Judge, Reflections Creative Writing Contest. Rio Americano High School. 1998. *With two other volunteers, evaluated creative writing samples from one hundred high school students.*

Chair, Open Door Workshop Committee. Sierra Oaks Elementary School. 1997-98. *Conceived, designed and co-administered new before and after-school enrichment program offering eleven courses per trimester, open to all students grades 16.*

President, School Site Council. Sierra Oaks Elementary School. 1997-98. Facilitated onsite meetings of parents, teachers and administrators voting on budget, curriculum and other school matters.

## PROFESSIONAL ASSOCIATIONS

Modern Language Association (MLA)

American Society for Training & Development (ASTD)

Plain Language Association, International (PLAIN)

National Council of Teachers of English (NCTE)