

Hayley C. Hoffman

School of Information Science

University of Kentucky

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EDUCATION

University of Kentucky

Ph.D., Communication

Area of Specialization: Instructional Communication

Certificates: Instructional Communication, GradDegree+ in Pedagogical Development

Dissertation: *The (Millennial) Times, They Are a-Changin': Understanding Gen Z's Expectations in the Classroom*

Lexington, Kentucky

May 2022

M.A., Communication

Thesis: *The Effect of Admissions Viewbooks on Students' Expectancies and Engagement*

May 2018

Centre College

B.A., English

Magna cum laude and Phi Beta Kappa, with minors in Creative Writing and Education

Semester Abroad: London, England (Spring 2015)

Undergraduate Thesis: *'Haven't You Got Your Caddy': Understanding Faulkner's Caddy Compson*

Danville, Kentucky

May 2016

ACADEMIC APPOINTMENTS

University of Kentucky

Faculty Lecturer, Instructional Communication & Research

Instructor of Record, Instructional Communication & Research

Teaching Assistant, Department of Communication

Governor's Scholars Program

Faculty, Journalism/Mass Media

Lexington, Kentucky

August 2022 – Present

August 2017 – May 2018;
August 2019 – May 2022

August 2016 – May 2017

Frankfort, Kentucky

June 2019 – Present

ADMINISTRATIVE APPOINTMENTS

University of Kentucky

CIS 112 Coordinator

Design curriculum, common syllabus, and schedule for Accelerated Composition & Communication. Communicate with and train instructor team during each semester the course is taught. Coordinate service-learning placements for approximately 400 students at over 40 nonprofit organizations in the greater Lexington area, as well as facilitate and maintain relationships with these organizations throughout the academic year. Present key updates from the course to various stakeholders throughout the academic year.

Lexington, Kentucky

June 2023 – Present

CI Online Orientation and Onboarding Coordinator June 2022 – Present
In conjunction with the Dean’s office, update, refine, and add to the College of Communication and Information’s orientation and onboarding Canvas shell, which is completed by all new instructors and graduate students at the beginning of every semester, throughout the academic year.

HONORS & AWARDS

University of Kentucky

Emerging Leaders Academy, Cohort 1 (2024-2025).

Selected through a competitive application process to join the first class of the Office for Faculty Advancement’s Emerging Leaders Academy, which guides mid-career faculty considering leadership career paths in developing essential skills for effective leadership.

TEK Faculty Fellow (2024-2025).

Selected through a competitive application process to receive TEK (Transdisciplinary Education Approaches to Advance Kentucky) QEP funding, which implements transdisciplinary education approaches to prepare students for the workforce and to advance Kentucky, for the adaptation of the CIS 112 (Accelerated Composition & Communication) course curriculum.

Nominee, Faculty Teaching Excellence Award (2024).

Nominated by peers in the College of Communication and Information for commitment to mastery of subject matter, awareness of current pedagogical developments, and a vision of what is to come in the classroom.

Teaching Innovation Institute, Cohort 4 (2023-2024).

Selected from a competitive application process to join the Center for the Enhancement of Teaching and Learning’s (CELT) Teaching Innovation Institute, a responsive, interdisciplinary learning community that addresses emergent issues in higher education, during the 2023-2024 academic year.

Graduate Teaching Excellence Award (2021).

Awarded by the College of Communication and Information to the graduate teaching assistant who upholds the values and ethics of the discipline, is attuned to student needs, concerns, and interests, and challenges students with robust and diverse assignments.

Grad Teach Live! Finalist (2019).

Placed in top 10 social science teaching assistants at the University of Kentucky for innovative teaching practices.

Centre College

The Leslie B. Combs Achievement Award (2015).

Awarded to a Centre junior for significant contributions to the life of Centre College and high academic achievement.

GRANTS

University of Kentucky

Inclusive Syllabi Project

Awarded \$500 to support the revision of CIS 112 (Accelerated Composition & Communication) course materials to include a wider variety of scholars and perspectives and to improve inclusive teaching strategies.

COURSES TAUGHT

University of Kentucky

CIS 110, Composition & Communication I (face-to-face)

CIS 111, Composition & Communication II (face-to-face, hybrid)

CIS 112, Accelerated Composition & Communication (face-to-face, hybrid, online)

CIS 300, Strategic Business Communication (online)

Governor's Scholars Program

Focus Area, Journalism & Mass Media

Class topics have included: community journalism; digital journalism; media and influence; interviewing and podcasting; the history of journalism; and criticism/reviews.

General Studies

Class topics have included: A Child of Books (Children's Literature); Originals (Originality); Tomorrow is a Place We are Together (The Power of Rituals); In the Neighborhood (The Legacy of Mister Rogers); and Reconsider This... (Think Again).

PUBLICATIONS

Peer-Reviewed Journal Articles

Joo, S., Cahill, M., Ingram, E., **Hoffman, H. C.**, Olson, A., & Lu, K. (2024). The literacy-enhancing potential of singing versus spoken language in public library storytimes: A text analytics approach. *Journal of Early Childhood Literacy*, 24(1), 141-164.

Cahill, M., **Hoffman, H. C.**, Ingram, E., & Joo, S. (2020). Supporting school readiness through librarian-child interactions in public library storytimes: An analysis of assessment scores and influential factors. *Early Childhood Education Journal*, 50(11), 11-19.

Tatum, N. T., **Hoffman, H. C.**, Slone, A. R., & Hadden, A. A. (2017). Let the good times roll: Using loaded dice to introduce descriptive and inferential statistics. *Carolinas Communication Annual*, 33, 83-88.

Book Chapters

Hoffman, H. C. (Forthcoming). 'Do you want to call your dad?': Understanding family communication patterns through *Succession*. In K. G. Roberts & J. Nichols-Pethick (Eds.), *Communication theory and Gen Z popular culture*. Peter Lang, Inc.

Hoffman, H. C. (2018). Using the Deathly Hallows: Combining high-impact practices for first-year success. In C. Sweet, H. Blythe, and R. Carpenter (Eds.), *It works for me with high impact practices*. New Forums Press.

Conference Proceedings

Hoffman, H. C. (2021). A child of books: Building Little Free Libraries with student partners in teaching and learning. In *Students as partners in teaching and learning: Proceedings of the 2020 Pedagogicon*. <https://encompass.eku.edu/pedagogicon/>

Web-Based Publications

Hoffman, H. C. (2020). 'I'm so sick of chasing ghosts': Time manipulation in This is Us. In *Media Res: Time manipulation*. <http://mediacommons.org/imr/content/i'm-so-sick-chasing-ghosts-time-manipulation-uschasing-ghosts-time-manipulation-us>

Hoffman, H. C. (2019). An Atticus for our time: To Kill a Mockingbird on Broadway. In *Media Res: Courtroom dramas*. <http://mediacommons.org/imr/content/atticus-our-time-kill-mockingbird-broadwaykill-mockingbird-broadway>

Hoffman, H. C. (2018). eTools: Using Twitter in the classroom. *National Communication Association's eTools series*. https://www.natcom.org/sites/default/files/pages/eTools_Twitter_October_2018.pdf

Manuscripts in Preparation

Hoffman, H. C. (Submitting to *Communication Education*). The (millennial) times, they are a'changin': Understanding Gen Z's expectations in the classroom.

Hoffman, H. C., & Frisby, B. N. (Submitting to *Journal of Marketing for Higher Education*). The effect of admissions viewbooks on students' expectancies and engagement.

CONFERENCE PRESENTATIONS

2024

Hoffman, H. C. (2024, May). *Service-learning in the basic course*. Presented at the Basic Communication Course Conference (Las Vegas, NV).

2022

Hoffman, H. C. (2022, November). *The (millennial) times, they are a'changin': Understanding Gen Z's expectations in the classroom*. Presented at the annual meeting of the National Communication Association (New Orleans, LA).

Hoffman, H. C. (2022, May). *The (millennial) times, they are a 'chargin': Understanding Gen Z's expectations in the classroom*. Presented virtually at Pedagogicon at Eastern Kentucky University (Richmond, KY).

2021

Hoffman, H. C. (2021, November). *iPads in the classroom: Validation of scales for future study*. Accepted for presentation at the annual meeting of the National Communication Association (Seattle, WA).

Hoffman, H. C. (2021, November). *What's the problem? Using Trial by Trolley for impromptu speaking*. Accepted for presentation at the annual meeting of the National Communication Association (Seattle, WA).

2020

Hoffman, H. C., & Harville, K. L. (2020, November). *'He's very dreamy but he is not the sun': Examining the feminism of MerDer and Grey's Anatomy*. Presented virtually at the annual meeting of the National Communication Association (Indianapolis, IN).

Hoffman, H. C. (2020, November). *Student writes headline: Using Yeti Eats Alien and Man Bites Dog to practice writing headlines*. Presented virtually at the annual meeting of the National Communication Association (Indianapolis, IN).

Hoffman, H. C. (2020, November). *Boggarts, Buckbeak, and 'Bewitching the mind': The teacher-student relationship at Hogwarts*. Presented virtually at the annual meeting of the National Communication Association (Indianapolis, IN).

Hoffman, H. C. (2020, October). *Boggarts, Buckbeak, and 'Bewitching the mind': The teacher-student relationship at Hogwarts*. Presented virtually at The Harry Potter Conference at Chestnut Hill College (Philadelphia, PA).

Hoffman, H. C. (2020, May). *A child of books: Building Little Free Libraries with student partners in teaching and learning*. Presented virtually at Pedagogicon at Eastern Kentucky University (Richmond, KY).

Cahill, M., Joo, S., Howard, M., Ingraham Dwyer, J., **Hoffman, H. C.**, & King-Oaks, K. (2020, April; canceled due to COVID-19). *What's the point of storytime? Perceptions of public library directors versus parents and caregivers*. Paper accepted for presentation at the annual meeting of the American Educational Research Association (San Francisco, CA).

2019

Hoffman, H. C. (2019, November). *The effect of admissions viewbooks on students' expectancies and engagement*. Presented at the annual meeting of the National Communication Association (Baltimore, MD).

Hoffman, H. C. (2019, May). *thank u, next: Maintaining pop culture relevance to engage the iGen in the classroom*. Presented at Pedagogicon at Eastern Kentucky University (Richmond, KY).

Cahill, M., Joo, S., Howard, M., King-Oaks, K., **Hoffman, H. C.**, & Reynolds, C. (2019, March). *Storytimes as mirrors and windows: Meeting the needs of diverse communities through material selection*. Paper accepted for presentation at the Kentucky Public Library Association (Lexington, KY).

Cahill, M., Joo, S., Howard, M., King-Oaks, K., Reynolds, C., & **Hoffman, H. C.** (2019, March). *Storytime: Addressing community needs in unique and manifold ways*. Paper accepted for presentation at the Kentucky Public Library Association (Lexington, KY).

2018

Hoffman, H. C. (2018, November). *'We're in uncharted territory': Understanding educators' responses to Donald Trump's presidency*. Presented at the annual meeting of the National Communication Association (Salt Lake City, UT).

Hoffman, H. C. (2018, May). *Boggarts, Buckbeak, and 'Bewitching the mind': What new teachers can learn from the pedagogy of Hogwarts*. Presented at Pedagogicon at Eastern Kentucky University (Richmond, KY).

Hoffman, H. C. (2018, May). *Using Twitter in the classroom*. Presented as part of the eTool Showcase at Pedagogicon at Eastern Kentucky University (Richmond, KY).

2017

Hoffman, H. C. (2017, November). *'We're doing a disservice to our students': Expectancy violations in the Highland Park Independent Schools' assigned reading list*. Presented at the annual meeting of the National Communication Association (Dallas, TX).

Hoffman, H. C., & Kottkamp, S. (2017, September). *Effects of poverty on education and literacy*. Presented at the annual meeting of the Kentucky Library Association and the Kentucky Association of School Librarians (Louisville, KY).

2016

Hoffman, H. C. (2016, October). *'Strange, isn't it? What comes from within': Using the performance cycle to teach Harry Potter and the Cursed Child*. Presented at The Harry Potter Conference at Chestnut Hill College (Philadelphia, PA).

2014

Hoffman, H. C., Tanner, M., Shewmaker, J., Burger, M., & Dunn, S. (2014, April). *Commonwealth Duel: A product to cover the pivotal U.S. Senate race in Kentucky*. Presented at the RICE Symposium at Centre College (Danville, KY).

CAMPUS PRESENTATIONS

2024

Hoffman, H. C. (2024, July). *Classic film series: A League of Their Own*. Presented during the 42nd Governor's Scholars Program at Centre College (Danville, KY).

Hoffman, H. C. (2024, July). *Classic film series: Women Talking*. Presented during the 42nd Governor's Scholars Program at Centre College (Danville, KY).

Hoffman, H. C. (2024, July). *The next Best Picture*. Presented during the 42nd Governor's Scholars Program at Centre College (Danville, KY).

2023

Hoffman, H. C. (2023, August). *Instructor's lounge office hours*. Hosted on behalf of the College of Communication & Information's Dean's Office at the University of Kentucky (Lexington, KY).

Hoffman, H. C. (2023, August). *I'm just an online instructor*. Presented during the Instructional Communication Research Fall 2023 Training at the University of Kentucky (Lexington, KY).

Hoffman, H. C. (2023, July). *Classic film series: A League of Their Own*. Presented during the 41st Governor's Scholars Program at Centre College (Danville, KY).

Hoffman, H. C. (2023, July). *Classic film series: Women Talking*. Presented during the 41st Governor's Scholars Program at Centre College (Danville, KY).

2022

Hoffman, H. C. (2021, July). *Things seen with eyes closed: The future of picture books*. Presented during the 40th Governor's Scholars Program at Centre College (Danville, KY).

Hoffman, H. C. (2022, June). *Classic film series: CODA*. Presented during the 40th Governor's Scholars Program at Centre College (Danville, KY).

2021

Hoffman, H. C. (2020, October). *Digital natives: What we need to know about students using technology in the classroom*. Presented during the Instructional Communication Research Fall 2021 Professional Development Series at the University of Kentucky (Lexington, KY).

Hoffman, H. C. (2021, July). *Making a better neighborhood: The world according to Mister Rogers*. Presented during the 39th Governor's Scholars Program at Centre College (Danville, KY).

Hoffman, H. C. (2021, July). *Classic film series: Lady Bird*. Presented during the 39th Governor's Scholars Program at Centre College (Danville, KY).

Hoffman, H. C. (2021, July). *College & career prep: Public speaking*. Presented during the 39th Governor's Scholars Program at Centre College (Danville, KY).

2020

Hoffman, H. C. (2020, October). *Hogwarts professors: Finding paragons of teaching excellence in the Harry Potter films*. Presented during the Instructional Communication Research Fall 2020 Professional Development Series at the University of Kentucky (Lexington, KY).

2019

Hoffman, H. C. (2019, April). *How to watch TV like a professor*. Presented during the GradTeachLive! finals at the University of Kentucky (Lexington, KY).

2014

Hoffman, H. C., Tanner, M., Shewmaker, J., Burger, M., & Dunn, S. (2014, April). *Commonwealth Duel: A product to cover the pivotal U.S. Senate race in Kentucky*. Presented at Kentucky Educational Television (KET; Lexington, KY).

RESEARCH EXPERIENCE

School of Information Science, University of Kentucky

Research Assistant

Conducted observations of public library storytimes as part of an Institute of Museum and Library Studies (IMLS) funded project on school readiness and storytime.

Transcribed videos and coded transcripts for language analyses. Scored videos using the CLASS coding system.

Lexington, Kentucky

August 2018 – May 2019

School of Information Science, University of Kentucky

Research Assistant

Transcribed videos for faculty research project on public library storytimes.

Lexington, Kentucky

May 2017 – August 2017

PROFESSIONAL SERVICE

Service to Department, College, & University

2024-Present – Chair, CIS Student Awards Committee.

2022-2024 – Member of Faculty Affairs Committee, University Senate.

2024 – Arts & Creativity Evaluator, University of Kentucky Core Assessment.

2023 – Composition & Communication Evaluator, University of Kentucky Core Assessment.

2023 – Scholarship Application Reviewer, University of Kentucky Education Abroad.

2022 – Member, College of Communication & Information Excellence Awards Committee.

2019 – Honors Common Reading Facilitator, Lewis Honors College.

2017-2021 – Microteach Leader, University of Kentucky Teaching Assistant Orientation.

2017-2018 – M.A. Representative, University of Kentucky Communication Graduate Student Association.

Editorial Assistance

2020-2023 – Editorial Assistant, *Basic Communication Course Annual*.

Copyedited and formatted all accepted manuscripts for publication in Volumes 33-35 under Dr. Brandi Frisby's editorship.

Conference Submission Reviewer

2024 – Instructional Development Division, National Communication Association.

2024 – Great Ideas for Teaching Students (GIFTs), National Communication Association.

2024 – Basic Course Division, National Communication Association.

2023 – Great Ideas for Teaching Students (GIFTs), National Communication Association.

2023 – Basic Course Division, National Communication Association.

2022 – Great Ideas for Teaching Students (GIFTs), National Communication Association.

2022 – Basic Course Division, National Communication Association.

2021 – Great Ideas for Teaching Students (GIFTs), National Communication Association.

2021 – Basic Course Division, National Communication Association.

2021 – Student Section, National Communication Association.

2020 – Pedagogicon at Eastern Kentucky University.

Conference Service

2022 – Moderator, Pedagogicon at Eastern Kentucky University.

2020 – Moderator, Pedagogicon at Eastern Kentucky University.

2019 – Moderator, Pedagogicon at Eastern Kentucky University.

2019 – Short Course Volunteer, National Communication Association.

2018 – Short Course Volunteer, National Communication Association.

2017 – Volunteer, The Anne McConnell Conference on Youth Literature.

2017 – Moderator, Pedagogicon at Eastern Kentucky University.

Service to Governor's Scholars Program

2023 – Hall Buddy, Governor's Scholars Program.

2022 – Hall Buddy, Governor's Scholars Program.

2021 – Hall Buddy, Governor's Scholars Program.

2021 – Fantasy Games Club Advisor, Governor's Scholars Program.

2019 – Hall Buddy, Governor's Scholars Program.

2019 – Board Games Club Advisor, Governor's Scholars Program.

COMMUNITY ENGAGEMENT

2023-Present – Events Volunteer, The Kentucky Theatre.

2023-Present – Publicity Coordinator, Central Kentucky Concert Band Board of Directors.

2022-Present – Treasurer, Charleston Woods Homeowners Association.

2023 – Volunteer, Twelve Lions Film Festival.

2020-2021 – Member, DCSG Theatre Company.

Served in various roles according to production needs. Productions included *Rock Paper Scissors* (playwright), *Company: A Virtual Revue* (musical director), and *Miss In Her Teens* (composer).

2019-2020 – Steward, Little Free Library.

2020 – Research & Marketing Consultant, Volunteers in Medicine America.

2017-2018 – Volunteer, Kentucky Children’s Garden.

Received the “New and Engaged Award” in 2017 for 36 hours of service helping connect children to nature with compassion and joy.

RELATED NONACADEMIC WORK

Education Intern, Kentucky Children’s Garden at The Arboretum (2018).

Editor-in-Chief, *The Cento* (2015 – 2016).

Previously served as Managing Editor, Arts and Leisure Editor, and Staff Writer for Centre College’s biweekly student newspaper.

Consultant, The Writing Center at Centre College (2014 – 2016).

Student Teacher/Observer, Danville Independent Schools (2014 – 2016).

Observed and taught in English classrooms for grades 6-12 in the Danville Independent School District in Danville, KY.

Intern, Centre College Communications Office (2014 – 2016).

Wrote two to four stories per week for the College’s website. Assisted the publications team with the design of admissions marketing materials. Proofread and fact-checked website content, admissions materials, and the College’s alumni magazine.

General Assignment Intern, *The Advocate-Messenger* (2014).

Wrote 50+ articles, including several front-page, above-the-fold stories, covering major events in the Boyle County community. Conducted interviews, edited copy, and took photographs.

Outreach Coordinator, DramaCentre (2013 – 2016).

Developed yearly publicity plans for Centre College’s dramatic arts department. Created marketing materials for productions and wrote press releases. Created, updated and maintained the department’s social media accounts.

Intern/Runner, *ABC News* (2012).

Assisted ABC News team during the 2012 Vice Presidential Debate at Centre College.

PROFESSIONAL QUALIFICATIONS & MEMBERSHIPS

Member, National Communication Association (2017 – Present).

Member, University of Kentucky Communication Graduate Student Association (2016 – 2022).

Certified CLASS Observer for Pre-K – 3rd Grade (2019 – 2020).