

# Cheryl Joy Eschenfelder

Adjunct Professor

Department of Mass Communication

College of Humanities and Social Sciences

## Degrees Earned

### 1997

M.A. Department of English and Foreign Languages. Sam Houston State University.

### 1993

B.A. Department of English and Foreign Languages. Sam Houston State University.

## Professional Licensure and Certifications

## Peer-Review Publications and Artistic Performances/Exhibitions

### Articles

#### 1997-2002

Daily stories and weekly columns published with **The Huntsville Item**, Huntsville, TX. Press honors listed under Academic and Professional Honors

#### 1994-1997

Post-graduate publications in Department of English & Foreign Languages include:

- Allman, Cheryl Joy. "The Quilt." *Texas Review*, Huntsville: Texas Review Press, (1996)
- Allman, Cheryl Joy. "The Dance." *Texas Review*, Huntsville: Texas Review Press, (1996)
- Allman, Cheryl Joy. "Fires." *Texas Review*, Huntsville: Texas Review Press, (1996)
- Allman, Cheryl Joy. "Other Places, Other Lives: A Song Cycle." graduate thesis, Sam Houston State University, (1997)

#### 1992-1997

Numerous undergraduate and graduate publication editing projects through *The Texas Review*, Texas Review Press and University of Texas Press include, in part:

- Walker, Donald R. *A Frontier Texas Mercantile: The History of Gibbs Brothers and Company, Huntsville, 1841-1940*, Texas Review Press, (1997);
- B. Horvath, I. Malin and P. Ruffin. *A Goyen Companion: Appreciations of A Writer's Writer*, University of Texas Press, (1997);
- D. Coers, P. Ruffin and R. DeMott. *After The Grapes of Wrath: Essays on John Steinbeck*, Ohio University Press and Texas Review Press, (1995).

### Books

### Chapters

## **Proceedings**

## **Artistic Performances**

## **Artistic Exhibitions**

## **Research Monographs and Technical Reports**

## **Funded External Grants**

## **Peer-Review Presentations/Posters**

## **Work or Professional Experiences**

### **Jan. 2003 – March 2005**

The Boys & Girls Club of Walker County – Executive Director.

Responsible for providing leadership and direction in overseeing strategic planning and operation of the organization in support of organizational mission and goals; providing leadership, direction and support to the board of directors in developing organizational goals; attaining, allocating and managing resources and budgets, and establishing organizational policies; and providing leadership and direction to staff management and partnership development in carrying out key roles.

### **Aug. 2002 – Dec. 2002**

The Boys & Girls Club of Walker County – Program Director.

Responsible for daily management of after-school program at Scott Johnson Elementary School in Huntsville. Management duties included coordinating schedules and duties for after-school staff and site directors and approximately 300 students. Public relations responsibilities included organizing and implementing fund-raising efforts, coordinating with public organizations and parents and working directly with local media sources to provide ongoing publicity for the program. Administrative duties included working directly with the BGCA administrative staff at both the regional and national levels to insure that BGCA guidelines are being met locally.

### **July 2002 – Dec. 2002**

The City of Huntsville – Part-time Public Relations Coordinator, Department of Economic Development.

This was a newly created position, still in the process of being designed to meet the needs of a growing community. The job of public relations coordinator was defined on a weekly basis according to identified needs. This included the writing of press releases, the outlining and publicizing of city government goals in regard to social and economic development and the design and implementation of written materials to provide ongoing support for new city programs and goals.

**Jan. 2002 – Dec. 2002**

The Huntsville Item -- Part-time Writer, Copy Editor

Responsible for final editing and proofing of all stories and pages before the paper went to press five nights a week.

**Jan. 2002 – May 2002**

Sam Houston State University – Instructor, Department of Communications, journalism.

Responsible for the design and structure of JRN 180, a desktop publishing course that focuses on the basics of Mac-based publishing programs, including Microsoft Word, Quark 4.1 and Adobe PhotoShop 6.0. Teaching schedule included instruction of up to 40 students per semester in the areas of design, typography, photo integration and graphics.

**Feb. 1997 - Jan. 2002**

The Huntsville Item – Reporter, Features Editor

Responsible for organizing, assigning and editing all feature stories for the newspaper and designing all feature pages and special sections on a weekly basis. Also responsible for designing all yearly special sections including the Walker County Fair Section and Walker County Proud. Weekly writing responsibilities included a Sunday feature story and a weekly column. This position required a great deal of direct negotiating and coordinating with community groups and special interests, including officials from the city and county government offices and a variety of clubs and organizations.

**Sept. 1997 - May 1999**

Sam Houston State University – Adjunct Faculty, Department of English and Foreign Languages. Responsible for instruction of students enrolled in ENG 164, a freshman writing course that focuses on building basic writing and editing skills.

**Sept. 1996 - Feb. 1997**

ROMAR Inc., The Woodlands – Editor

Responsible for writing and editing of training materials for clients in the pharmaceutical sales industry. This position required direct cooperation and coordination with training staff from companies such as Johnson & Johnson, Wyeth-Ayerst, Merck and others. Primary writing and editing responsibilities were balanced with medical and pharmaceutical research, and working as part of a promotional team.

**Jan. 1994 - May 1996**

Sam Houston State University -- Teaching Assistant, Masters Student

Responsible for instruction of students in ENG 164. Worked under direct supervision from full-time faculty in the department as part of master's degree training.

**Honors and Awards****2000**

Texas Press Association Managing Editors Award for Headline Writing, second place.

**1999**

Texas Press Association Managing Editors Award for Feature Page Design, first place.

**1998**

Texas Press Association Managing Editors Award for Team Effort, honorable mention

**1994-1996**

Senior Administrative Assistant. *The Texas Review*. Sam Houston State University.

**1994**

Outstanding Writer's Award, Sam Houston State University.

**Other Competencies****2002-Present**

Board of Directors, Philip J. Gibbs Center for the Performing Arts, Huntsville

**1997-2000**

Member, Texas Press Association.

**1997-2000**

Member, Texas Daily Newspaper Association.

**1992-1996**

Member, Sigma Tau Delta Service Fraternity

**1993-1996**

Senior editor and graduate advisor, *Sam Houston State Review*

Highly proficient with Quark (all versions), PageMaker, Microsoft Word, Microsoft Works, Adobe PhotoShop (all versions) and NewsEdit. Moderately proficient with Adobe Illustrator, PowerPoint, Lotus Suite and Broderbund design programs. Have a strong working knowledge of both Mac and PC systems and programming, Internet-based software and web design.