

Thorold (Tod) Roberts
CURRICULUM VITAE

INSTRUCTOR II, PROFESSIONAL & TECHNICAL COMMUNICATION • UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE (USFSM)
<http://usfsm.edu/faculty-members/prof-thorold-tod-roberts/> • tr@sar.usf.edu • Updated 27 September 2016

TEACHING EXPERIENCE

- **PROFESSIONAL & TECHNICAL COMMUNICATION:** University of South Florida, Sarasota-Manatee (USFSM), 2003 to present (appointed to full-time resident faculty in Fall 2007); founding director of writing internship program for USFSM students (Summer 2008). Teaching assignments include the following (ENC = English Composition; PTW = Professional & Technical Writing):

NUMBER	TITLE	NUMBER	TITLE
ENC 3242	Technical Communication for Majors	ENC 4268	PTW Senior Seminar
ENC 3250	Professional Writing	ENC 4311	Advanced Composition
ENC 3310	Expository Writing	ENC 4906	PTW Independent Study
ENC 4212	Professional and Technical Editing	ENC 4946	PTW Internship
ENC 4260	Advanced Technical Writing	ENC 4931	Selected PTW Topics

- **FRESHMAN/SOPHOMORE ENGLISH COMPOSITION AND LITERATURE:** Ringling College of Art and Design, 1998 to 2006; Manatee Community College, 1996-97; Kent State University, 1972-75; Western Michigan University, 1968-71; and University of Kansas, 1966-68
- **TECHNICAL WRITING:** Lakeland Community College, Mentor, Ohio, 1989
- **LITERARY COMEDY AND SATIRE:** Case Western Reserve University, Cleveland, Ohio, 1984
- **SEMINARS AND TUTORIALS IN PROFESSIONAL AND TECHNICAL COMMUNICATIONS:** Accenture Consulting and other clients, 1983 to present
- **RELIGION AND LITERATURE:** Cleveland State University, 1980

ACADEMIC HONORS

- Teaching fellowship, Kent State Univ., 1973-75
- Satterfield Doctoral Fellowship (full tuition, fees, and stipend, no teaching duties), Kent State Univ., 1971-72
- Teaching & Research Fellowship, Univ. of Kansas, 1966-68
- Deutscher Akademischer Austauschdienst (DAAD) Fellowship, Univ. of Kiel, Germany, 1965-66
- Delta Phi Alpha, honors society for students of German, Univ. of Kansas, 1965
- Dean's Honor Roll, all but two semesters (undergraduate), Univ. of Kansas, 1961-65
- Donnelley Undergraduate Scholarship, Univ. of Kansas, 1963-65

ACADEMIC PREPARATION

- 1971-75 Ph.D. studies in English, Kent State University, Kent, Ohio; completed all requirements except dissertation; passed comprehensive exams with honors in 1973
- 1966-68 M.A. in English (*With Honors*), Univ. of Kansas, Lawrence KS
- 1965-66 Graduate study in German linguistics and literature, Christian Albrechts Universität, Kiel, Germany
- 1961-65 B.A. in English and German (*cum laude*), Univ. of Kansas, Lawrence KS

SELECTED PUBLICATIONS AND PROJECTS

- Co-Author (with Dr. Wilma Davidson), "New Survey Reveals Paradoxes about Workplace Writers" (published in *Writing Commons* and as a chapter in *A Rhetorical Approach to Workplace Writing Practices*, 2nd edition; XanEdu, Acton, MA; ISBN 978-158390-299-8)
- Author of "He Stopped By to Visit and Stayed for a Lifetime: Robert Clendenin McClymonds, 1878 to 1962, Walton, Kansas," Newsletter of the Harvey County Genealogical Society, Newton KS, September 2006
- Editor of USF Sarasota-Manatee Strategic Plan (January 2005)
- Gilchrist Family Website (2002), research, narratives, and family trees involving more than 3,000 descendants of John Gilchrist, an immigrant to Pennsylvania from Ulster (Northern Ireland) in the 1730s
- Editor of *RAF Wings Over Florida* (history), published by Purdue Univ. Press (October 2000)
- "The Day I Almost Found God at Walgreen's" (short story, web-published, 1999)
- *The Mass Merchant Distribution Channel: Challenges and Opportunities* (editor, technical book published by Warehousing Education and Research Council, 1994)
- *Reconfiguring European Logistics Systems* (editor, technical book published by Council of Logistics Management, 1993)
- *The Secret Papers of the Stephen Duck Society* (Shandean satire, 1978-84)
- Several satirical papers, *Journal of Irreproducible Results*, 1981-84

- Numerous business white papers, seminar presentations, business proposals, technical reports, public relations and advertising work, and other professional communications (for complete list, see www.todroberts.com)

PROFESSIONAL AFFILIATION

Member, Society for Technical Communication, 2006 to present; served as judge for Florida Technical Communication Competition (FTCC) in November 2008

EXPERIENCE AS PROFESSIONAL WRITER, EDITOR AND CONSULTANT

- **TOD ROBERTS COMMUNICATIONS** (Sarasota, Florida), an independent practice serving business clients such as Accenture, Coopers & Lybrand, and other firms (Owner, 1987 to present)
- **CLEVELAND CONSULTING ASSOCIATES** (Mayfield Heights, Ohio), a firm specializing in logistics management consulting and information systems for Fortune 500 companies in consumer goods, retailing, and other industries (Writer/Editor and Director of Communications, 1983-87)
- **U. S. NATIONAL OFFICE OF ERNST & YOUNG** (Cleveland, Ohio), a “Big 4” international accounting and consulting firm (Writer/Editor, 1978-83)
- **URS CONSULTANTS** (formerly Dalton•Dalton•Newport, Shaker Heights, Ohio), an architecture, engineering, and planning firm (Manager of Editorial Department, 1976-78)
- **INDEPENDENT WRITER, EDITOR, CONSULTANT:** Have prepared press releases and media contact programs; articles in business and technical journals; speeches and seminar presentations; brochures; conventional and online research; customer/competitor interviews; print advertising; business plans and mission statements; technical documentation; software user manuals; newsletters and handbooks; and translations of English-written business communications into/from French and German
- **RESEARCHER AND WEB AUTHOR:** Extensive experience as user of research databases, both paper-based and electronic, and as writer and designer of business websites
- **PROFESSIONAL WEBSITE:** See <http://www.todroberts.com> for further qualifications, client list, and other information

SERVICE TO USFSM COLLEGE OF ARTS & SCIENCES (CAS) & FACULTY SENATE

- Faculty Senate Representative to Committee Reviewing Applicants for USFSM Campus Police Captain (Fall 2016)
- Chair of Instructor II Promotion Review Committee (Spring 2016)
- Member of Interview Committee considering applicants for internship specialist in USFSM Career Services office (Nov 2015)
- Participated in national online seminar “Teaching with Technology,” sponsored by *Inside Higher Education* (Feb 2015)
- Promoted to Instructor II at USF Sarasota-Manatee (May 2013)
- Member of E-Learning Committee, USFSM Faculty Senate (2013-2014)
- Nominated for university-wide “Excellence in Teaching” award by USFSM faculty senate (2012)
- Lead role in developing successful proposal for new B.A. in Professional & Technical Communication, the first degree of its kind offered in the State University System of Florida (2011-2013; degree began in Fall 2013)
- Arranged and introduced speaker, prepared program for annual CAS Celebration of Student Achievement (2012, 2013, 2014, 2015)
- Chair of Search Committee for new resident faculty member in Professional & Technical Writing (2011-2012 and 2014-2015)
- Contributor of winning motto (“Opening Doors, Opening Minds”), CAS Ad-Hoc Motto Committee (2011-2012)
- Member (2008-09) and Chair (2010-2013) of CAS Instructor Evaluation Committee
- Faculty presenter at campus workshops concerned with online instruction (2009-2010)
- Presenter of workshops on graduate-school admission essays (2009-2010)
- Presenter of coaching sessions for Graduate Management Admission Test (GMAT) (2007-2009)
- Chair of CAS Student Grievance Policy Committee (2009)

COMMUNITY AND VOLUNTEER SERVICE

- Invited to evaluate manuscript for publication by Purdue University Press (2012-2013) and Univ. of North Texas Press (2014)
- Speaker on *RAF Wings Over Florida* (a book I edited for Purdue Univ. Press) at Jewish Family & Children’s Services, “Save Our Seniors” luncheon, 2009
- Mentor to Jesus Ledezma, incarcerated USFSM student, 2006 to present
- Volunteer editor, *Kansas Historical Quarterly* Web Project, Kansas Collection website (www.kancoll.org), 2000-2005
- President of local Forest Lakes Homeowners Association, Sarasota FL, 1999-2001
- Volunteer writer, editor, and general assistant with Gulfcoast Community Foundation (Venice FL), Child Development Center (Sarasota FL), and Family Law Connection (Sarasota FL), 1994-2006
- Graduate of Citizens Law Enforcement Academy, Sarasota FL, Nov 1999
- Teacher at Gulf Coast Marine Institute (Venice FL), a second-chance school for juvenile offenders, 1997