

Sally Henschel

Midwestern State University
Department of English, Humanities, and Philosophy
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Education

Ph.D., Technical Communication and Rhetoric, 2010

Texas Tech University

Dissertation: Authoring Content for Reuse: A Study of Methods and Strategies,
Past and Present, and Current Implementation in the Technical Communication Curriculum

M.A., English, 1991

Midwestern State University

B.A., English, 1980

Midwestern State University

Professional Appointments

Chair, Department of English, Humanities, and Philosophy, 2025 – present

Interim Chair, Department of English, Humanities, and Philosophy, 2024 – 2025

English Graduate Coordinator, Midwestern State University, 2021 – 2025

Associate Professor of English Midwestern State University, 2019

Assistant Professor of English, Midwestern State University, 2011 – 2019

Online Writing Curriculum Coordinator, Midwestern State University, 2013 – 2016

Director Computer Writing Classroom, Instructor, Midwestern State University, 2000 – 2009

Teaching

Undergraduate Courses

Introduction to English Studies

Introduction to Professional Communication

Rhetoric of Visuals and Infographics

Intermediate Composition and Grammar

Technical Writing

Digital and New Media Rhetoric

Special Topics in Professional and Technical Writing: Information Design and Usability

Grant and Proposal Writing

Professional and Technical Editing

Graduate Courses

Introduction to Graduate English Studies

Teaching Technical Writing

Grant and Proposal Writing

Research Methods in Writing Studies

Rhetoric of Risk Communication
Professional and Technical Editing

Awards and Honors

Fellow, Society for Technical Communication, 2018.

Piper Professor Award Nominee, Midwestern State University, 2016.

Jay R. Gould Award for Excellence in Teaching Technical Communication, 2015.

President's Award, Society for Technical Communication, 2014.

Frank R. Smith Outstanding Journal Article, *Technical Communication*, 2013 recipient with co-author L. Meloncon.

Faculty Award, Midwestern State University, 2010–2011.

Academic Special Interest Group (SIG) Awards, Society for Technical Communication: Community of Excellence Award (2012, 2013, 2014, 2015), Community Pacesetter Award (2014), Distinguished SIG Service Award (2013).

Publications

McIntyre, C., Reeves, E., Henschel, S., & Pierce, L. (2022, Spring). Digital storytelling workshop: A PDS community collaboration." *PDS Partners*, 17(1), 15–19.

Reeves, E., McIntyre, C., Henschel, S., & Pierce, L. (2021). Developing 21st Century communication skills using digital storytelling. *International Journal for Infonomics*, 14(1), 2068–2072.

Henschel, S., Lewis, M., Calame, K., & Schwertner, D. (2018). Trends in undergraduate general education in the U.S., the Texas core curriculum, and communication course requirements. *Texas Education Review*, 6(1), 84–101.

Henschel, S., & Meloncon, L. (2014). Of horsemen and layered literacies: Assessment instruments for aligning technical and professional communication undergraduate curricula with professional expectations. *Programmatic Perspectives* 6(1), 3–26.

Meloncon, L., & Henschel, S. (2013). Current state of U.S. undergraduate degree programs in technical and professional communication. *Technical Communication* 60(1) (2013): 45–64.

Henschel, S. (2000). Of mesquite and computer labs. *Kairos* 5(2).

Henschel, S. (1991). Crevecoeur's letters: Circumscribing the ruins. *Journal of the American Studies Association of Texas* 22, 21–29.

Applied Research, Proceedings, Other Publications

Henschel, S. (2022, June). Outside Review Auditor's Report: Texas Wesleyan English B.A. Programs.

Reeves, E., McIntyre, C., Henschel, S. (2021). Digital storytelling for communication: A community collaboration. *Proceedings London International Conference on Education & World Congress on Special Needs Education*.

Henschel, S. (2014, July/Aug.). Presenting research: The student poster competition. *Intercom*, 22–24.

Clark, R., Lewis, M., Henschel, S., and Dodge, R. Self-study of MSU high impact practices (HIP), submitted to Council of Undergraduate Research (CUR) Workshop Program on Institutionalizing Undergraduate Research within Systems and Consortia, prior to attending the CUR Workshop "Connecting Undergraduate Research to Other High Impact Practices" at the University of San Diego from November 21–23, 2014.

Baehr, C., & Henschel, S. (2013, Jan.). STC student membership: Challenges, opportunities, and benefits." *Intercom*, 31–33.

Brewer, P. E., Baehr, C., Barker, T., & Henschel, S. (2012). A report on partnerships for professionalism: Planning a virtual-hybrid model pre-Conference." *Proceedings of the Council for Programs in Technical and Scientific Communication*.

Henschel, S. (2007, Dec.). The new STC academic programs database. *Intercom*, 34.

Presentations

Henschel, S. Jean-Francois Laguionie's *Louise by the Shore*: Transcending the boundaries of memory, nostalgia, and dementia. 10th Memory, Melancholy and Nostalgia International Interdisciplinary Conference, Gdańsk, Poland, (virtual) Dec. 4, 2026.

Henschel, S. *Louise by the Shore*: Transforming the discourse of dementia. Conference of College Teachers of English. Texas Woman's University. March 1, 2024.

Lodge, K. & Henschel, S. Incorporating classical rhetoric into first-year English courses at MSU Texas. Association of Core Texts and Courses Conference, Addison TX. March 31, 2023.

Henschel, S. & Bell A. Community and creative space in the literature classroom. Conference of College Teachers of English. Midwestern State University. March 2, 2023.

Henschel, S. Invited speaker. Trends shaping undergraduate and graduate English programs: A case study. CCTE/TCEA Conference, Virtual. March 4, 2022.

McIntyre, C., Reeves, E., & Henschel, S. Digital storytelling workshop: A PDS community collaboration. National Association for Profession Development Schools Conference, Chicago. February 10, 2022.

McIntyre, C., Reeves, E., & Henschel, S. Digital storytelling for communication: A community collaboration. London International Conference on Education. Virtual. November 22, 2021.

Henschel, S. The methods we employ: A ten-year review of research methods in technical & professional communication journals. Rocky Mountain Modern Language Association Convention, Spokane, WA. Oct. 14, 2017.

Henschel, S. Invited speaker. Incorporating visuals into an argument. W4Tx Summer Institute: Keep Calm & Write, Region 9 ESC, Wichita Falls, TX. July 14, 2016.

Henschel, S. The Place *for* TPC in the New Texas Core Curriculum. Rocky Mountain Modern Language Association Convention, Santa Fe, NM, Oct. 9, 2015.

Henschel, S. STC's emerging mentor board. STC Technical Communication Summit, Columbus, OH. June 21, 2015.

Henschel, S. Applying undergraduate research: The Texas general education communication core curriculum, tracking trends 2013–2015. Undergraduate research study co-authored with M. Lewis, K. Calame, and D. Schwertner. Southwest Educational Research Association Conference. San Antonio, TX, Feb. 5, 2015.

Henschel, S. Technical professional communication and the general education core curriculum. Society for Technical Communication Technical Communication Summit, Phoenix, AZ, May 20, 2014.

Invited speaker. Incorporating visuals. The Heart of English: K-16 Working Together Conference. Region 9 ESC, Wichita Falls, TX, Feb. 13, 2014.

Facilitating connections and mentoring opportunities between practitioners and students. Council for Programs in Technical and Scientific Communication Conference, University of Cincinnati, Cincinnati, OH. Oct. 11, 2013.

Coaching online: STC's emerging virtual professional-to-student mentoring programs. Society for Technical Communication Summit Atlanta, GA. May 5, 2013.

Preparing students for the workplace: Trends in the TPC curriculum and professional expectations. Council for Programs in Technical and Scientific Communication Conference, Michigan Technological University. Sept. 28, 2012.

How we COPE: Authoring content for reuse in the technical communication curriculum. Society for Technical Communication Summit, Dallas, TX. May 3, 2010.

Forecast: Change in technical communication programs. Association of Teachers of Technical Writing Conference, New Orleans, LA. April 2, 2008.

Sustainable growth in practitioner relations: A discussion of survey results. Council for Programs in Technical and Scientific Communication Conference, East Carolina University, Greenville, NC. Oct. 12, 2007.

Prying open the window—and opening the door—to the ivory tower: The STC academic database. Society for Technical Communication Academic-Industry Leaders Summit. University of Houston-Downtown. Houston, TX. Sept. 28, 2007.

The stone carved to fit the shape: Shaping departmental identity through wiki narratives, panel presentation. Refactoring Identities in a Culture of Assessment: Rhetorical and Technical Approaches to Program Review and Development, Panel chair. Conference on College Composition and Communication. New York, NY, March 24, 2007.

Managing the challenges of keeping FoE participants motivated and on task! Roundtable discussion. Foundations of Excellence in the First Year of College Winter Meeting. Addison, TX. Feb. 16, 2007.

Structuring to win: The multiple degree option in the technical communication program. Council for Programs in Technical and Scientific Communication Conference. San Francisco State University, San Francisco, CA. Oct. 13, 2006.

"O Pioneers!": The first two years of an online Ph.D. program in technical communication and rhetoric, Panel chair and presentation. Computers and Writing Conference 2006. Lubbock, TX. May 26, 2006.

"Life is fine" when the class is online. NCTE/CCCC Mobile Technology Center Computer Connection. Conference on College Composition and Communication, New York, NY. March 20, 2003.

Of mesquite and computer Labs. Town Hall Two. Computers and Writing Conference 2000. Ft. Worth, TX. May 28, 2000.

Crevecoeur's letters: Circumscribing the ruins. American Studies Association of Texas Conference. Corpus Christi, TX. Nov. 16, 1990.

Workshops, Webinars, Faculty Panels, Invited Lectures

Henschel, S. A text analysis of newspaper birth announcements from 1925 to 2003. MOSAIC Women's History Month 2022. Presentation and panel chair. Midwestern State University. March 31, 2022.

University Tenure and Promotion Panel sponsored by TACT, 2021, 2022

Henschel, S. English 4223 grant & proposal writing: A genre-based course. Teaching and Learning Resource Center. Midwestern State University. November 18, 2021.

Reeves, E., McIntyre, C., Henschel, S., & Pierce, L. Public Digital Writing Workshop: A community collaboration. Wichita Falls Public Library. June 7–10, 2021.

Henschel, S. Luther's posts. Faculty round table. Reformation 500 celebration, Midwestern State University. Oct. 31, 2017.

Lewis, M., & Henschel, S. Research methods and the EURECA project. Presentations to MWSU 4001, Creative Inquiry: Interdisciplinary Thinking. Spring 2014 and Fall 2014.

Baehr, C., & Henschel, S., STC student membership: Challenges, opportunities, and benefits. Webinar. Dec. 6, 2012.

Henschel, S. What's so great about D2L?: ENGL 2113 student survey results. Teaching and Learning Resource Center. Midwestern State University, Wichita Falls, TX. Oct. 18, 2012.

Henschel, S. Using Bb collaborate V-classroom to web conference with students and support student writers. Teaching and Learning Resource Center. Midwestern State University. Mar. 8, 2012.

Garrison, K., & Henschel, S. College of Health Sciences and Human Services writing workshop. Midwestern State University. Feb. 10, 2012.

Barker, T., Henschel, S. & Kline, J. Mapping the body of knowledge: Knowledge creation and knowledge transfer in technical communication. Workshop. *IEEE International Professional Communication Conference (IPCC)* Concordia University, Montreal, Canada. July 16, 2008.

Hubbard, M., Jones, K., Henschel, S., Walker, K. M., and Ervin, D. C. Streaming media for online learning. Workshop. Computers and Writing Conference, Lubbock, TX, May 25, 2006.

Grant Writing

Lodge, K. & Henschel, S. Grant to attend the Association for Core Texts and Courses Liberal Arts Institute Summer Curriculum Development Seminar. Office of the Provost and Prothro-Yeager College Research and Faculty Development Committee July 2022. \$3,608.

Reeves, E., Henschel, S., McIntyre, C. Grant to fund a four-day Digital writing workshop: A community collaboration to support literacy development. MSU Office of Sponsored Programs and Research Summer 2021 Intramural Grant. \$4,450.

Applied, not funded. Henschel, S. (Project Director), Turner, L., Snow, W., Latham, C., & Johnson, S. "North Texans on the Home Front: Aviation, Conflict, and the Human Experience." National Endowment for the Humanities May 2016– Aug. 2017. [\$37,138].

Henschel, S., & Alexander, H. Grant to attend "Computational Rhetoric: Theories, Methods, and Application in the Technical and Professional Writing Curriculum." MSU Office of Academic Affairs Internal Research Grant. Fall 2014. \$3,409.

Henschel, S., & Lewis, M. Adapting Communication Curriculum to Meet the New Texas Core: Tracking Trends, 2013-2015. Enhancing Undergraduate Research and Creative Activities Grant. Fall 2015. \$6,045.

Lewis, M., & Henschel, S. "Adapting Communication Curriculum to Meet the New Texas Core: Tracking Trends, 2013–2015." Enhancing Undergraduate Research and Creative Activities Research Grant. Spring 2014. \$5,392.

Professional Development & Leadership Training

- Texas Academic Leadership Academy (TALA), Texas Council of Chief Academic Officers and Sam Houston State University, MSU representative in the 8th Cohort, 2025-2026
- Strategic-Leadership Program for Department Chairs, the Chronicle of Higher Education, 2025
- Emerging Servant Leaders Initiative, Texas Tech University System, 2024-2025

Service to the University

State

- Texas Higher Education Coordinating Board, English Language & Literature Field of Study (FOS) Advisory Committee, member, 2017–2018
- Texas Higher Education Coordinating Board, College and Career Readiness Initiative (CCRI), English Language Arts Faculty Collaborative, member, 2009–2013

University

- Developmental Education Task Force, 2024 – present
- Faculty Senate, Senator, 2013–2015; 2023–2025
- Graduate Council, 2021 to 2025
- Teacher Education Committee, 2024 to present
- MSU/Texas Tech Core Values Summit, invited participant, Sept. 28–29, 2021
- University Tenure and Promotion Committee, member, 2020–2022
- University Core Curriculum Committee, 2017– 2022, Secretary 2017–2019, Chair 2019–2021
- University Academic Appeals Committee, 2017 –2019: Chair, 2018–2019
- West College of Education Advisory Committee of Program Quality, member, 2016–2021
- University Information Technology Advisory Committee, member, 2002 to present
- University Distant Education Resource Committee, member, 2012 to present
- Undergraduate Research and Creative Activities Forum moderator, Spring 2015, Fall 2016, Fall 2017, Spring 2019, Spring 2023, Fall 2023.
- Graduate Program Three–Minute Thesis, judge, Spring 2023
- EURECA, applications reviewer, 2017, 2018, 2019, 2023, 2024
- James and Lynn Hoggard Scholarship for English, Humanities, and World Languages, Committee Chair, 2022–2024
- Writing Proficiency Requirement Committee and exam grading, member 1998–2007, 2009–2022
- Prothro-Yeager College of Humanities and Social Sciences Outstanding Alumni Award Committee, member, 2013–2019
- University Student Success Committee, member, 2006–2007, which authored the *Proposal for the Creation of the Mustangs Advising Center* (2007, April)
- Student Success Committee Report Steering Committee, member, 2005–2006, which authored the *Foundations of Excellence in the First Year Report* (2006, Aug.)
- Midwestern State University Institutional Self-Study, Faculty Committee, member, 2000–2002

College and Department

- College of Humanities and Social Sciences Council, 2024 to present
- College Tenure and Promotion Committee, 2024
- English Graduate Program Coordinator, 2021 to 2025
- Faculty Search Committee, Chair, 2016–2017, 2021–2022, 2022–2023, 2024–2025; member, 2010–2011, 2013–2014, 2019–2000
- Department Curriculum Committee, member, 2020 to 2023

- Department Tenure and Promotion Guidelines Committee, member, 2021–2022
- ELAR Curriculum and Syllabus Alignment Working Group, member, 2016
- Secretary Search, 2022, 2025
- Graduate Faculty, member, 2011 to present
- Graduate Assistant/Teaching Assistant Committee, member, 2011–2020
- Department of English, Humanities, and Philosophy Meet and Greet, organizer, 2017, 2018, 2019
- Undergraduate Curriculum Review Committee, chair, 2014–2016
- Graduate Certificate Proposal Ad Hoc Committee, chair, 2015–2016
- Graduate Committee Program Review Sub-Group, member, 2014–2015
- Composition Committee, member, 2000–2021
- Department Travel Committee, member, 2017–2020
- Majors Fair, English and Humanities, coordinator, 2003–2005, 2010–2012
- Computer Writing Classroom, director 2000–2009

Service to the Profession

Society for Technical Communication

- Fellow, 2018
- Chair, J. R. Gould Award for Excellence in Teaching Technical Communication Committee (international), 2020, 2021
- Chair, Ken Rainey Award for Excellence in Research Committee (international), 2017–2018
- Member, Frank R. Smith Award Committee for outstanding journal article (international), 2016, 2017
- Manager, Academic Special Interest Group (SIG) Society for Technical Communication (STC), 2015–2016
- Member, Academic SIG Administrative Council, 2011–2015; Student Liaison, 2011–2013
- Coordinator, Technical & Professional Communication Student Research Student Poster Competition, Society for Technical Communication Summit 2015, 2014, 2013, 2012. Columbus, Chicago, Atlanta, Phoenix
- Program and technology manager, *Virtual International Collaboration*, Webinar, presented by Rajdeep Gupta, hosted by STC Academic SIG, April 28, 2016
- Member, Conference Committee, STC Academic Partnership Pre-Conference, 2014, 2013, 2012, 2011. Site and Technology Manager 2011–2013; Marketing and Corporate Sponsorships Manager in 2014, \$11,000 in monetary support and software contributions from technical communication software companies. University of Colorado at Colorado Springs, University of Cincinnati, James Madison University, Michigan Technological University
- Member, Program Committee, Academic Topics Progression, Society for Technical Communication Summit '14, Phoenix, AZ, May 2014
- Co-Chair, Society for Technical Communication Student Outreach Task Force, 2013–2014; Student Outreach Team, 2011–2013
- Member, Knowledge Portal and Body of Knowledge (BOK) Task Force, Academic Programs, Society for Technical Communication, 2008–2009; BOK Committee, 2012–2015

- Member, Academe-Industry Collaborations Committee, Society for Technical Communication, 2006–2007
- Member, Academic Liaison Committee, Academic Programs Database Redesign, Society for Technical Communication, 2006–2007

Council for Programs in Technical and Scientific Communication

- Member, Annual Conference Program Review Committee, 2017, 2019 to present

Journal Manuscript Reviewer

- *Programmatic Perspectives*, 2014, 2016, 2022
- *Technical Communication Quarterly*, 2019, 2020
- *Technical Communication* 2019, 2018, 2017, 2016, 2015
- *Communication Design Quarterly*, 2016, 2018
- *Journal of Technical Writing and Communication*, 2014
- *IEEE Transactions on Professional Communication*, 2014

American Studies Association of Texas

- Program design. American Studies Association of Texas Conference, Midwestern State University, Nov. 2012
- Local Arrangements Committee member, American Studies Association of Texas Conference, Midwestern State University, 2005

Computers and Writing Online

- Member, Conference Program Planning Committee, Computers and Writing Online, 2006, 2005

Texas Association of College Teachers

- Midwestern State University Chapter, President, 2004–2006, organized monthly programs for the MSU faculty

Community Service

- Public Digital Writing Workshop, conducted with Reeves, E., and McIntyre, C. at the Wichita Falls Public Library, June 7–10, 2021
- Second Court of Appeals Court at MSU, organized and co-hosted, with Speakers and Issues Series and Political Science. Students, local attorneys, and the public were invited to attend, October 12, 2021
- Speakers and Issues Committee, member and website management, 2015–2024
- UIL Ready Writing, judge, 1991–2006, 2010–2014, 2022
- Pack-4-Kids Program, Wichita Falls Area Food Bank and ISD's Partners in Education, volunteer, 2010–2012
- TAPPS Speech Competition, Notre Dame High School, judge, 2010, 2011
- WFISD, PTA, Reflections Essay Writing Contest, judge, 2003–2005
- Wichita Falls ISD Textbook Selection Committee, member, 1998, 2001
- Wichita Adult Literacy Council Board, member, 1999–2001