

# Cheryl Croall

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## Education

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### Abilene Christian University

Ed.D. in Organizational Leadership, GPA 4.0

Dissertation: The Lived Experiences of Women in Construction: Career Supporting Strategies

National Honor Society member; Alpha Chi Honor Society member

Abilene, TX

Expected 2023

### University of North Texas

Master of Science in Communication Studies

Lambda Pi Eta Honors Fraternity member

Denton, TX

2004

### Florida State University

Bachelor of Science in Communication; English minor

Bryan Hall Learning Community member

Tallahassee, FL

2001

## Higher Education Experience

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### University of North Texas

Lecturer, Department of Technical Communication

Denton, TX

2019 - Current

- Instructor for TECM 4800 Business Communication, TECM 4180 Advanced Technical Communication, TECM 4100 Proposal Writing, TECM 2700 Introduction to Technical Communication.
- Develop course curriculum for TECM 4800 Business Communication and TECM 4100 Proposal Writing.
- Implement a variety of teaching methods including online instruction, in-person lecture with multi-media presentations, group learning, class discussion, and experiential learning exercises. Shift modalities through pandemic.
- Service responsibilities include faculty advisor for student organization, performance review committee, grade appeals committee and other activities.
- Supervisor for administrative staff and teaching assistants.

### University of Phoenix

Associate Professor, Part-time

Dallas, TX

2008 - 2012

- Instructor for Introduction to Oral Communication and Essentials to College Writing for adult learners with varying degree of experience and diverse backgrounds. Accelerated 7 week course schedule.
- Implemented a variety of teaching methods including online instruction, in-person lecture with multi-media presentations, group learning, class discussion, and experiential learning exercises.
- Assess students and provide feedback online and in 1:1 discussion. Assist students with time management and goal-setting. Model and teach best practices to stay organized and meet deadlines.
- Develop interactive learning activities that build upon student experience and strengths. Bridge theory to everyday practice for student professional development.

### North Central Texas College

Adjunct Faculty

Corinth, TX

2004 - 2005; Fall 2008

- Instructor for Introduction to Communication and Public Speaking courses.
- Instruct 3 classes per semester, 25 students, 3 times per week in traditional semester format.
- Design semester lesson plans consistent with college curriculum and student learning goals.
- Implement a variety of teaching methods. Update course website with course materials, feedback and grades.

### Dallas County Community College, El Centro

Adjunct Faculty

Dallas, TX

2004 - 2005

- Instructor for Introduction to Speech Communication courses for traditional and non-traditional diverse students.
- Instruct 3 classes per semester, 25 students, 3 times per week in traditional semester format.

**Collin College, Spring Creek  
Adjunct Faculty**

Plano, TX  
Spring 2005

- Instructor for Introduction to Speech Communication.
- Instruct 2 classes per semester, 25 students, 2 times per week in traditional semester format.

## **Professional Communications Experience**

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**McCarthy Building Companies**

Dallas, TX

**Administration Manager, Communications, Events and Philanthropy**

Mar 2016 - Aug 2019

- Communication responsibilities include implementing internal strategic communication plans, executive messaging and presentations, company-wide meeting presentations and internal newsletters at multi-state regional level.
- Analyze corporate culture and recommend strategies to increase employee engagement; accomplishments include 30% participant increase at bi-yearly company-wide conferences, 60% participant increase in summer programs and creation of Tradesperson of the Year award. Successfully orchestrate ideas and advance critical business initiatives.
- Lead project manager for bi-yearly company-wide conference; coordinate with multiple work groups at various levels to plan, advance and complete project.
- Co-Chair for Corporate Social Responsibility program "Heart Hats"
  - Restructured to form regional committee with strategic focus for programs and initiatives
  - Led streamlining and growing the program; increased efficiency and doubled fundraising within two years
- Manage and coordinate administrative team in Dallas, Houston and Atlanta via in-person and online modalities. Responsibilities include instilling client excellence processes, hiring/terminations and performance reviews, time card management, budget management and approvals, work flow management, problem-solving and career development.

**Wunderman**

Richardson, TX

**Chief of Staff to the CEO**

Mar 2013 - Mar 2016

- Robust executive support for business communications, speaking engagements and philanthropic commitments.
- Administrative team lead and manager of direct reports; interview, hire and train staff.
- Liaise with global executives and staff to coordinate messaging and events.

## **Professional Organizations & Civic Engagement**

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**Association for Business Communication**

International

**Member**

2023

"Case Study: Client-centric Audience Analysis" Under submission in contest

**Attitudes and Attire**

Dallas, TX

**Speaker**

2017 - Current

- Interviewing skills for women re-entering the workforce after hardship or incarceration.

**100 Women of Richardson**

Richardson, TX

**President and Co-Founder**

2017 - 2021

- Create and found new charitable organization consisting of 100 members and board.
- Organize and execute entire program including recruiting board members and general membership, meeting logistics, branding and website, beneficiary requests, sponsorships, and other necessary program planning.
- Met membership goals within 6 months of launch.
- Doubled fundraising goal of first meeting; raised \$11,500 with donor match to \$23,000 for charity.
- Liaise with media and publishers to secure coverage in local publications.

**Richardson Family YMCA**

Richardson, TX

**Board of Management member**

2018 - 2020

Community Involvement Committee, Chair