

Brian J. Fallon

Curriculum Vitae

brianjfallon@gmail.com
brian_fallon@fitnyc.edu
www.fitnyc.edu/writing-studio

Fashion Institute of Technology
227 W. 27th Street, C612
New York, NY 10001-5992
w. (212) 217-3062

273C Monmouth Street
Jersey City, NJ 07302
c. (347) 260-3608

EDUCATION

PhD English, Composition and TESOL

Indiana University of Pennsylvania, December 2010

Dissertation: *The Perceived, Conceived, and Lived Experiences of 21st Century Peer Writing Tutors*

MA English, Rhetoric and Composition

Colorado State University, August 2004

Thesis: *Models and Missions: A Study of Writing Center Epistemology in Colorado Institutions of Higher Education*

BA English

University of Kansas, May 2002

ADMINISTRATIVE EXPERIENCE

Fashion Institute of Technology, Associate Professor and Director of the Writing & Speaking Studio, 2008 to present

Program Development and Assessment

Founded and developed FIT's first writing center program.

Initiated efforts to promote writing in the academic disciplines.

Developed Web and Social Media presence.

Reported on yearly activities, assessment results, and achieved objectives.

Assessed student satisfaction with Writing Studio services, student writing, faculty satisfaction.

Assessed program assets and needs, which resulted in the hiring of additional full-time, tenure-track Writing and Speaking Studio faculty.

Created and implemented strategic plan to grow program to include multimodal writing assistance, speaking tutoring, and a writing fellows program.

Co-Developed a writing advisory board within the School of Liberal Arts.

Campus Leadership

Chaired College-wide Curriculum Committee.

Chaired Library Committee.

Served on College's Strategic Planning Council.

Co-authored Goal 3 of FIT's Strategic Plan.

Assisted in accreditation efforts, including Middle States (focused on general education standard) and ACBSP self-studies.

Served on Honors Committee for the Presidential Scholars Program, FIT's Liberal Arts Honors College.

Budget and Grants

Managed \$450,000+ budget of made up of college and Perkins Grant funds.

Grew Writing Studio program budget from \$9,000 to \$450,000+.

Directed Perkins Grant Project.

Oversaw international conference budget of over \$200,000 and delivered \$44,000 of revenue to two educational organizations.

Awarded NEA Learning and Leadership Grant (\$5,000) to conduct workshop on teaching global communication strategies for adjunct faculty.

Faculty Development

Advised faculty members concerned with multilingual and developmental writers one-to-one and via workshops.

Provided online resources for faculty teaching with writing, assessing writing, and creating writing assignments.

Created workshops and presentations for faculty about issues in teaching/learning with writing.

Consulted one-to-one with faculty on developing writing assignments and classroom activities.

Guided a network of faculty members who teach with writing in the schools of Business and Technology and Art and Design.

Developed and presented at half- and full-day workshops on critical thinking for fulltime and adjunct faculty.

Student Academic and Professional Success

Educated and mentored peer and professional writing tutors.

Advised undergraduate tutors presenting at national conferences and submitting manuscripts for publication.

Designed and facilitated writing workshops for Art, Design, and Business courses.

Grew number of writing tutoring sessions 1500 per year to 4500.

Provided at-risk EN121 College English students writing support.

Coached student award winners writing for Council of Fashion Designers of America competition, Jack Kent Cooke Scholarship, Geoffrey Beene Scholarship, Elizabeth Claiborne Scholarship, World Retail Congress Future Retail Challenge, and Jerome L. Greene Scholarships.

Designed workshops for graduate students writing thesis.

Facilitated workshops on job correspondence for FIT Career and Internship Center and student clubs.

CURRICULUM DEVELOPMENT AND TEACHING

Graduate Writing Curriculum/Course Development:

M.A. Exhibition Design Thesis Course Development

M.A. Sustainable Interior Environments Pro-Seminar on Writing and Research

M.F.A. Fashion Design Thesis Curriculum Development

Undergraduate Writing Curriculum/Course Development:

Presidential Scholars Senior Seminar—Honors Undergraduate Research Course

Home Products Department: America at Home Wiki

Fashion Business Management Assignment Development and Research Writing

Writing Studio Practicum, 2008-present,

Curriculum-driven bi-monthly staff education meetings covering the following topics:

Writing Center Theory and Practice

Theories of Writing

Rhetorical Analysis

Second Language Acquisition and Multilingual Writers

Diversity, Multiliteracies, and Translingual Practice

Online Tutoring and Communication

Research Writing

Composing in Digital Environments

Fashion Institute of Technology, Adjunct Instructor, 2009-present

Presidential Scholars Senior Seminar (Honors Thesis/Undergraduate Research)

Sustainable Interior Environments Pro-Seminar on Writing and Research (Graduate School)

College English Prep (Developmental Writing)

College English (First-year Writing)

Creative Non-Fiction (Honors Program)

St. John's University, Instructor, 2007-2008

English Composition

Developmental Writing

Indiana University of Pennsylvania, Teaching Associate, 2006-2007

College English

Research Writing

Indiana University of Pennsylvania, Graduate Assistant, 2004-2006

Writing Center Assistant Director, Staff Educator, Tutor

Colorado State University, Graduate Teaching Assistant, 2002-2004

College Composition, Instructor of Record

Writing Center Assistant Director, Staff Educator, Tutor

University of Kansas, Writing Center, Peer Writing Consultant, 2000-2002**PUBLICATIONS**

"Artist and Design Statements: When Text and Image Make Meaning Together." *Multimodal Composing: Strategies for 21st Century Writing Center Work*. Eds. Lindsay A. Sabatino and Brian Fallon. Logan, UT: Utah State University Press. Forthcoming December 2018.

Multimodal Composing: Strategies for 21st Century Writing Center Work. Eds. Lindsay A. Sabatino and Brian Fallon. Logan, UT: Utah State University Press. Forthcoming December 2018.

"Why My Best Teachers are Peer Tutors." *The Oxford Guide for Writing Tutors: Practice and Research*. Eds. Lauren Fitzgerald and Melissa lanetta. New York: Oxford University Press. 2015.

(with Renee Brown, Jessica Lott, Elizabeth Matthews, and Elizabeth Mintie). "Taking on Turnitin: Tutors Advocating Change." *The Writing Center Journal* 27.1 (2007).

(with Moira Ozias). "Top 10 Reasons Summer Institute is Like Summer Camp (or 'Toward a Higher Risk, Higher Yield Model of Camp WC')." *The Writing Lab Newsletter* 30.9 (2006).

AWARDS AND HONORS

SUNY Chancellor's Award for Excellence in Professional Service, awarded May 2017

Faculty Development Grants and Awards, Research Grant, supported research on language and writing center work with refugee students in Germany, 2016

National Education Association Learning and Leadership Grant, (with Prof. Elaine Maldonado) "Pathways to Global Communication" adjunct faculty development workshop series, 2015-2016

2010 Ron Maxwell Award for Distinguished Leadership in Promoting the Collaborative Learning Practices of Peer Tutors in Writing

IWCA Outstanding Scholarship Award for Best Article, Co-winner for "Taking on Turnitin," 2007

Fellowship Winner, 2004-2005: Julius Filcik Doctoral Fellowship Award

Fellowship Winner, 2002-2003: Program for Research and Scholarly Excellence, Colorado State University

INVITED TALKS

"Collaborator, Citizen: Meaning, Criticism, and Love in the Writing Center," Keynote Address, Mississippi Writing Centers Association Conference, Northwest Mississippi Community College, Senatobia, MS, March 24, 2018.

"Shifting Expectations, Shifting Realities: Making Meaningful Teaching and Writing Known," Keynote Address, SUNY Council on Writing Conference, Onondaga Community College, Syracuse, NY, September 9, 2017.

"Stories in the Stars: The Language of Student Success," Keynote Address, Gulf Coast Student Success Conference, Brazosport College, Lake Jackson, TX, November 13, 2015.

"Tutors as Listeners: Cross-Cultural Understanding and Empathy," Kansas State University, March 30-31, 2014.

Workshop Leader, International Writing Centers Association Summer Institute, Fort Lauderdale, FL, June 24-27, 2013.

"Fashioning the Writing Center as an Institution-wide Program," WPA Metropolitan Affiliate Mini Symposium, John Jay College/CUNY, February 22, 2013.

Speaker and Workshop Facilitator, Marymount Manhattan College Center for Academic Advancement Spring Training, January 25, 2013.

Workshop Leader, International Writing Centers Association Summer Institute, Seven Springs Mountain Resort, July 27-August 2, 2012.

"Why My Best Teachers are Peer Tutors," Keynote Address, National Conference on Peer Tutoring in Writing, Miami, FL, November 4, 2011.

CONFERENCE PRESENTATIONS

"Exposing What We Value: Writing Centers Translanguaging the Institution," International Writing Centers Association, Chicago, IL, November, 2017

"Writing Centers and Political Migrants: Cultivating Pedagogy in Response to Geopolitical Crisis" Conference on College Composition and Communication, Portland, OR, March 2017

"The Heart of WC Leadership: Cross-cultural Reflections on Collaboration, Struggle, and Success" (with A. Poloubotko) European Writing Centers Association, Łódź, Poland, July 2016

"Checking In: Monitoring Tutor Assumptions Throughout Their Writing Center Experience and Beyond" (with D. DeSanna, G. Manduca, & M. Ortega) National Conference on Peer Tutoring in Writing, Salt Lake City, UT, Fall 2015

"Tutor Professionalization 2.0: New Issues in Tutor Research and Teaching" International Writing Centers Association, Pittsburgh, PA, Fall 2015

"30 Years in the Making: NCPTW History" International Writing Centers Association/ National Conference on Peer Tutoring in Writing Joint Conference, Orlando, FL, Fall 2014

"The National Conference on Peer Tutoring in Writing: A History" European Writing Centers Association, Viadrina Universität, Frankfurt (Oder), Germany, Summer 2014

"Peer Tutor Education Models: Beyond Classroom Borders" (with A. Gray and N. Chukwumerije) European Writing Centers Association, Viadrina Universität, Frankfurt (Oder), Germany, Summer 2014

"Better Together: Educating Tutors Across Institutional and Cultural Borders" (with S. Blazer) Northeast Writing Centers Association, Bryant University, Smithfield, RI, Spring 2014

"Transitions, Multiliteracies, and Writing Center Relationships" (with C. Arisso, G. Dwiggin, and M. McLemore) National Conference on Peer Tutoring in Writing, Berkeley Preparatory School, Tampa, FL, Fall 2013

"Props for Harvey Kail: Reflections on a Career Dedicated to Peer Tutoring" National Conference on Peer Tutoring in Writing, Berkeley Preparatory School, Tampa, FL, Fall 2013

"Every Conversation of Mankind Should Involve a Good Listener" Midwest Writing Center Association Conference, Skokie, IL, Fall 2013

"Tutor-Scholar: Hearing Tutor Voices in Writing Center Research" International Writing Centers Association Conference, San Diego, CA, Fall 2012

Special Interest Group Co-Facilitator on Mentoring, International Writing Centers Association Conference, San Diego, CA, Fall, 2012

"Scholarship, Labor, and Peer Tutors: A Writing Center Gateway Dilemma" Conference on College Composition and Communication, St. Louis, MO, Spring 2012

"Finding a Hallway': Writing the Production of Space'" Conference on College Composition and Communication, Atlanta, GA, Spring 2011

"When Tutors Nag, and Nag: Exploring Ways to Carefully Listen, and Learn in the Center" International Writing Centers Association joined with the National Conference on Peer Tutoring in Writing, Baltimore, MD, Fall 2010

"Epistemological Kaleidoscope: Remixing the Peer Tutoring Experience" Conference on College Composition and Communication, Louisville, KY, Spring 2010

"Collaborating ourselves into existences: notes from a new Writing Studio" (with J. Ceballos, A. Maine, D. Phillips, and Y. Zeng) National Conference on Peer Tutoring in Writing, South Hadely, MA, Fall 2009

"Learning Downstream: Results from the PWTARP" (with E. Donnelly, K. Garrison, and M. Ozias) International Writing Centers Association/ National Conference on Peer Tutoring in Writing Joint Conference, Las Vegas, NV, Fall 2008

"Center as Site: Doing Research During the Day" (with G. Dixon & M. Ozias) 24th Annual Midwest Writing Centers Association, Kansas City, MO, Fall 2007

"A Recollection of Events: Toward a History of the National Conference on Peer Tutoring in Writing" (a Plenary Session with R. Brown, H. Kail, S. Kedia, R. Maxwell, J. Purdy, B. Rafoth, & J. Olson) 24th Annual National Conference on Peer Tutoring in Writing, Penn State University, State College, PA, Fall 2007.

"When Tutors are Othered by Writers: Making Personal History Matter in Staff Development" (with D. Fels, J. Legg, & K. Kobal) 24th Annual National Conference on Peer Tutoring in Writing, Penn State University, State College, PA, Fall 2007.

"The Body Matrix: Identity, Consciousness, Resistance" (with F. Condon, H. Denny, & A. Napoleone) International Writing Centers Association / South Central Writing Centers Association, Houston, TX, Spring 2007.

"The Writing Center as Coffee House" (with K. Dvorak & S. Bruce et al.) International Writing Centers Association / South Central Writing Centers Association, Houston, TX, Spring 2007.

"Tutor Accreditation: Lessons Learned from Writing Assessment and Institutional Context" (with A. Sikorski) International Writing Centers Association / South Central Writing Centers Association, Houston, TX, Spring 2007.

"Reflecting on Our Institutional Space: An Exploration of Authority in our Tutoring" (a panel discussion with R. Huber, M. Hughes, K. Kobal, J. Legg, M. Lewis, J. Lott, L. McPherson, T. Perdue, & N. Tucker) 23rd Annual National Conference on Peer Tutoring in Writing, University of Michigan, Ann Arbor, MI, November 2006.

"Gender Dysphoria and the Composition Dystopia," English Association of Pennsylvania State Universities Conference, Mansfield, PA, Fall 2006

"Peer Moments: Interactions in the writing center and their consequences," 57th annual Conference on College Composition and Communication, Chicago, IL, Spring 2006

"Flirting in the Moment: How Peer Interactions Change Writing Center Sessions," International Writing Centers Association / 22nd Annual National Conference on Peer Tutoring in Writing, Minneapolis, MN, Fall 2005

"Models and Missions: A Study of Colorado Writing Centers," 11th Annual Colorado Writing Tutors Conference, Aims Community College, Greeley, CO, Spring 2004.

"Online Writing Centers: Tutoring in a Global and Local Community," (a panel discussion with M. Brost, E. Godlin, W. Gough, & C. Phillips) 11th Annual Colorado Writing Tutors Conference, Aims Community College, Greeley, CO, Spring 2004.

"Rewriting the Role of Writing Center Tutor: Stories of tutor participation in WAC programs," International Writing Centers Association / 20th Annual National Conference on Peer Tutoring in Writing, Hershey, PA, Fall 2003

"The Progymnasmata: An Exploration of Quintilian's Role in the Writing Center," 19th Annual National Conference on Peer Tutoring in Writing / Midwest Writing Centers Association Conference, University of Kansas, Lawrence, KS, Fall 2002

"We've Got High Hope: A Study of Hope Psychology in the Writing Center," (with E. Snider) 18th Annual National Conference on Peer Tutoring in Writing, Muhlenberg College, Allentown, PA, Fall 2001

CAMPUS TALKS AND WORKSHOPS

New Approaches to Thinking About Error in Student Writing: Assignment Design, Response, and Assessment, Workshop Series, March 1, March 22, and April 19, 2017

NEA, Pathways to Global Communication: An International Experience for All, September 2016

Adjunct Summer Institute: Multilingual Writers, Scheduled for June 2016

Writing for Publication, Scheduled for May 2016

NEA, Don't Get Lost in Translation: Why Culture and Context Matter in Communication, March 2016

NEA, Making Cross-Cultural Connections: Language Difference and Global Englishes, December 2015

Introduction to the Writing Studio for New Faculty, August 2015

Responding To And Assessing Student Writing, April 2015

Designing Peer Review Writing Workshops, April 2015

Writing Strategies Everyday Activities and Assignments, March 2015

21st Century Style: Writing and Technology, April 2014

Learning To Write, Writing To Learn, February 2014

Research and Collaborative Writing, Presidential Scholars Honors Program, September 2013

Student Writing and Online Identity, June 2013

Visual Rhetoric, April 2013

Using the New York Times and Writing in the Curriculum, October 2012

It's Your First Day of Class: Teaching with Writing, January 2012

Exhibition Design Thesis Writing Workshops, January 2012

Design Philosophy Statement Workshops for Council of Fashion Designers of America, November 2011

Writing Learning Outcomes, October 2011

Design Philosophy Statement Writing Workshops for Council of Fashion Designers of America, February 2010

Professionalism: Scholarship and Creative Work, December 2010

Writing Job Interview Thank You Notes, Co-sponsored workshop with the Career and Internship Center, November 2010

Art of Writing Job/Internship Cover Letters, Co-sponsored workshop with the Career and Internship Center, October 2010

Art of Writing Résumés, Co-sponsored workshop with the Career and Internship Center, October 2010

Adjunct Summer Institute: Learning in Two Worlds: Meeting the Needs of Students for Whom English is a Second Language, June 2010

Teaching Students for Whom English is a Second Language, February 2010
Cross-Disciplinary Dialogue: Using Writing for Learning, November 2009
Separating Fact from Fiction on the Web, Information Literacy and Research: Evaluating Web-based Resources, October 2009
Adjunct Summer Institute: Critical Thinking, June 2009
Critical Engagement: A Writing Assignment Workshop, April 2009
Teaching Students for whom English is a Second Language, March 2009
Writing and "Developing Well-Reasoned Arguments," March
Plagiarism: Strategies to Build an Informed Student Body, October 2008
Peer Support in Grant Writing, October 2008
An Introduction to the Writing Studio: The Top Five Things Faculty Should Know!, September 2008

SERVICE TO PROFESSION

Incorporated National Conference on Peer Tutoring in Writing as a non-profit organization 501(c)(3), 2015
Co-Chair (with Dr. Melissa lanetta, University of Delaware), 2014 International Writing Centers Association/National Conference on Peer Tutoring in Writing joint conference at Disney's Coronado Springs Resort, Orlando, FL, October 30-November 1, 2014
Proposal Reviewer, International Writing Centers Association Collaborative, 2014
Treasurer, National Conference on Peer Tutoring in Writing, September 2013 to present
Leader, International Writing Centers Association Summer Institute, Fort Lauderdale, FL, June 22, 2013 – June 29, 2013
Leader, International Writing Centers Association Summer Institute, Seven Springs Mountain Resort, PA, July 29, 2012 – August 3, 2012
President, New York City Metro Area Writing Program Administrators Affiliate, Spring 2012 to present
Co-Chair, SUNY Council on Writing 2012 Conference at FIT
Peer Reviewer, *The Writing Center Journal*, Spring 2010 to present
Proposal Reviewer, National Conference on Peer Tutoring in Writing, Baltimore, 2010
NCPTW Representative, International Writing Center Association/National Conference on Peer Tutoring in Writing 2008 Joint Conference Planning Committee, Spring 2007 to October 2008
Sub-Committee on IWCA Publications Review Member, International Writing Centers Association (IWCA), October 2006 to March 2007
NCPTW Representative/Scholarship Chair, International Writing Center Association/National Conference on Peer Tutoring in Writing 2005 Joint Conference Planning Committee, Fall 2003 to October 2005
Assistant to the Chair, IWCA 2005 Summer Institute, July 10 to July 15
Steering Committee Member, National Conference on Peer Tutoring in Writing (NCPTW), 2004 to present
Bibliography Editor, The WAC Clearinghouse, April 2003 to May 2004
Student Representative, International Writing Center Association/National Conference on Peer Tutoring in Writing 2003 Joint Conference Planning Committee, Fall 2002 to Fall 2003

COLLEGE SERVICE

Chair, Associate Director for Speaking Search Committee, Spring 2017 - present
Title IX Sexual Misconduct Hearing Panel Member, Fall 2016 - present
Fulbright Campus Committee, Fall 2016 - present
Non-classroom Faculty Tenure and Promotion Guidelines Committee, Fall 2016 - present
Academic Integrity Council, Spring 2015 - present
Self-Study Lead Editor, Jay and Patty Baker School of Business, Accreditation Council for Business Schools & Programs, Fall 2016 - Spring 2017
Chair, Associate Director of the Writing Studio Search Committee, Fall 2015 - Spring 2016
Dean of Liberal Arts Search Committee, Fall 2015 - Spring 2016
Cultural Fellows Initiative Committee, Strategic Plan Goal 3, VP EMSS appointed, Spring 2015 - present
Non-classroom Faculty Release Time Committee, Spring 2015 – Spring 2016
Chair, Writing Studio Working Group, Strategic Plan Goal 1 Initiative, Chair, 2014 - 2015
Executive Board, United College Employees of FIT, 2015 - present
Chair, College-wide Curriculum Committee, Faculty Senate elected position, May 2015 - present
Committee on Academic Standards, Faculty Senate elected position, May 2015 - present
Co-Chair, FIT Strategic Plan Goal Three Sub-Committee, December 2012 - May 2013
Co-Chair, Writing Advisory Board, September 2012 - present
Chair, Associate Director of the Writing Studio Search Committee, fall 2012 - spring 2013
FIT Planning Council, President Appointed, May 2012 to present, Committee charged with enhancing, revising, and developing the college's strategic plan.
Committee on Academic Standards, Faculty Senate elected position, May 2012 to May 2014
Chair, Library Committee, Faculty Senate elected position, May 2012 to May 2014
New Faculty Orientation Planning Committee, Spring 2012 - Spring 2014
Liberal Arts Strategic Planning Committee, Dean Appointed, Spring 2012 to Spring 2013
Liberal Arts Associates Degree Development Committee, Dean Appointed, Fall 2011 to Spring 2012
FIT Quality Assurance and Improvement Program for Administrative Services Writing Studio Self Study, Fall 2011 - Fall 2012
Middle States Working Group on Information Management, Critical Thinking, and General Education, 2010 - 2012
Student Affairs Committee, Faculty Senate elected position, Fall 2009 - May 2011
Admissions and Registration Committee, Faculty Senate elected position, May 2009 - May 2011
College-wide Critical Thinking Initiative, 2008 - 2010

PROFESSIONAL MEMBERSHIPS

Council of Writing Program Administrators, 2012 to present
National Council of Teachers of English, 2005 to present
International Writing Centers Association, 2004 to present
National Conference on Peer Tutoring in Writing, 2001 to present

REFERENCES

Charlotte Brown, M.A.

Professor
Educational Skills Department
Fashion Institute of Technology
227 W. 27th Street, B602
New York, NY 10001-5992
(212) 217-4590,
Charlotte_Brown@fitnyc.edu

Michele Eodice, Ph.D.

Associate Provost for Academic
Engagement and Executive Director
of Learning, Teaching, Writing
401 West Brooks Street,
Bizzell Library, Neustadt Wing,
LL 227,
University of Oklahoma,
Norman, OK 73019
(405) 325-2935, meodice@ou.edu

Lauren Fitzgerald, Ph. D.

Professor and Wilf Campus
Writing Center Director
500 West 185th Street
New York, NY 10033
(212) 960-5290,
fitzger@yu.edu

Patrick Knisley, Ph.D.

Dean of the School of Liberal Arts
Fashion Institute of Technology
227 W. 27th Street, B623
New York, NY 10001-5992
(212) 217-4320
Patrick_Knisley@fitnyc.edu

Yasemin Celik Levine, Ph.D.

Executive Director, Presidential
Scholars Honors Program
Professor of Political Science
Social Sciences Department
227 W. 27th Street, B602
New York, NY 10001-5992
(212) 217-4923
Yasemin_Levine@fitnyc.edu

Ben Raftery, Ed.D.

University Professor, Director
of the Writing Center
110 Leonard Hall,
Department of English,
Indiana University of
Pennsylvania,
Indiana, PA 15705
(724) 357-3029,
brafoth@iup.edu