

# Mary Hoefflerle

## Education

---

- August 2009**     **Doctor of Philosophy, Department of Curriculum and Instruction**  
University of Wisconsin-Madison  
Major Field: Art Education  
Minor: Folklore
- June 1998**     **Master of Education, Department of Curriculum and Instruction**  
University of Minnesota-Twin Cities  
Major Field: Art Education
- May 1995**     **Bachelor of Science, Department of Human Ecology**  
Central Michigan University, Mt. Pleasant, Michigan  
Major Field: Interior Design  
Minor: History

## University Teaching, Supervision and Service

---

**2014 - Present**     **Art Department at the University of Wisconsin-Madison**

### *Faculty Associate, Art Education*

- Develop curriculum for and teach *Art in Elementary Education, Art in Secondary Education, Art Education Practicum, Student Teaching Seminar, Understanding Children's Stories: Integrating Art and Children's Literature* and *Independent Study in Art Education*
- Coordinate all art education fieldwork placements, build partnerships with cooperating teachers, and supervise art education majors in practicum and student teaching placements
- Coordinate the entire undergraduate art education program, conduct program assessment, and develop proposals for and institute programmatic changes
- Review all applications to the art education program and advise all undergraduate and certification-only art education majors, plus the Burish Museum Education internships
- Plan and implement departmental outreach and recruitment events, including POINT workshops for in-service art teachers, the *Loy-Swanson Summit for Art Educators*, and directed our high school *Summer Studio* program in the past
- Serve on the School of Education Teacher Education Center Advisory Board, and served on the edTPA Advisory Board, Coordinating Council for Professionals in Education, and Re-Envisioning Teacher Education Work Group, and Letters and Science Scholarship Committee in the past
- Serve on the Art Department's TA Interview/Hiring Committee, Recruitment Committee, Curriculum Committee, Awards and Scholarship Committee, and BFA Portfolio Review

### *TA Supervisor*

- Plan and conduct orientation for the Art Department's seventeen Teaching Assistants, teach the TA seminar, conduct classroom observations, complete TA evaluations, and coordinate the Foundations Exhibition each fall

2009 – 2014

**Department of Art at the University of Wisconsin Oshkosh**

***Assistant Professor***

*Teaching*

- Developed curriculum for, taught, and assessed student learning for the following courses: *Elements of Studio Art, Concepts and Creations for the Elementary Educator, Teaching Art, Art Education Elementary Methods, Art Education Secondary Methods, Clinical in Art Education, Student Teaching Seminar, Independent Study*

*Supervision*

- Supervised art education majors in clinical and student teaching placements and served as the Department of Art's Cooperative Academic Partnership Program Liaison, supervising adjunct high school art instructors, 2011-2014

*Departmental Committees*

- Curriculum Committee (Chair, two years)
- Post-Foundation Portfolio Review Committee (Co-Chair, three years)
- Public Relations Committee (Chair, three years)
- High School Art Day Committee (Chair, one year)
- Search and Screen Committee (two years)

*All College Committees*

- Search and Screen Committee, University Studies Program Director (one year)
- Academic Council for Interdisciplinary Studies (two years)
- Polk Library Educational Materials Center Advisory Board (one year)
- Faculty and Staff Experience Working Group (two years)
- Sustainability Rubric Working Group (one semester)

*Other Selected Service*

- Advised the Art Education Student Chapter, 2009 - 2014
- Served as founder and coordinator of the *Art as Community Service Project*, 2010 - 2014
- Conducted peer evaluations for Art, Theater, Geography and English faculty, 2010 - 2014
- Planned, hosted and emceed the *Wisconsin Higher Education Conference for Art Educators*, Oshkosh, 2013

2004 – 2009

**Art Department at the University of Wisconsin-Madison**

***Graduate Teaching Assistant and University Supervisor***

Developed curriculum for, taught and assessed student learning for *Teaching Art* and supervised art education majors in their practicum and student teaching placements

**K-12 Teaching Experience**

---

1998 – 2004

**Eau Claire Area School District in Eau Claire, Wisconsin**

***Art Educator***

- Developed art curriculum and provided classroom instruction for grades 6-8 at DeLong, Northstar, and South Middle Schools, and for grades 9-12 at North High School
- Advised Northstar's school newspaper, *Destination Imagination*, set design and construction, gifted and talented program; coached track and field, served as school-wide Activities Director and mentored teaching assistants from UW Stout and UW Eau Claire

## **Publications**

---

- Hewson, K., Colon, C., Hoefflerle, M., Lindsey, S. (2019) Cultivating entrepreneurial habits of mind in visual arts education. *Future Forward*, 6 (1), 57-66. Invited.
- Hoefflerle, M. & Clowes, J. (Winter 2017). Drawing conclusions. *Wisconsin People and Ideas*, 63 (1), 34 - 41. Invited.
- Hoefflerle, M. (2014). Higher rewards. In J.R. Lucero (Ed.) (tidbits) The easiest thing I ever published [Special issue]. *Visual Arts Research*, 40 (1), 71-73. Peer reviewed.
- Hoefflerle, M. (May 2014). Michael Beitz: Objects of communication. *Journal of Art Education*, 67 (3), 47 - 54. Peer reviewed.
- Hoefflerle, M. (2014, March 3). Making something out of nothing: Vernacular architecture in Michigan's upper peninsula. *Upper Country: Journal of the Lake Superior Region*. Retrieved from <http://www.lakesuperiorjournal.com>. Peer reviewed.
- Hoefflerle, M. (2012). Floats, friendship and fun: Exploring motivations for community art engagement. *International Journal of Education Through Art*, 8 (3), 253 - 269. Peer reviewed.

## **Juried National Conference Presentations**

---

- The Power of Real World Learning Contexts* (February 2013). Poster presentation at the Conference of Higher Education Pedagogy in Blacksburg, Virginia.
- Addressing Sustainability Issues in Elementary Art and Connecting Elementary Art Education Curriculum to Professional Practice* (March 2012). Presentations at the National Art Education Association Conference, New York City.
- Enactments of Regional Identity in Ontonagon's Labor Day Parades* (April 2011). Paper presentation at the Popular Culture and American Culture Association Conference in San Antonio, Texas.
- Relevance of Visual Language in the Language Arts Classroom* (November 2008). Panel presentation at the National Conference of Teachers of English in San Antonio, Texas.
- Anatomy of a Town Character* (May 2008). Paper presented at the Graduate Folklore Conference in Columbus, Ohio.
- A View from the Street* (March 2008). Paper presented at the National Art Education Association Conference in New Orleans, Louisiana.

## **Regional Presentations**

---

- What is Art Education For? and Higher Education Roundtable* (October 2019). Presentation and facilitator at the Wisconsin Art Education Association Conference in Manitowac, Wisconsin (juried).
- Critical Curriculum Questions* (October 2017). Presentation at the Wisconsin Art Education Association Conference in Ft. Atkinson, Wisconsin (juried).
- Supporting Student Teachers Through edTPA* (October 2016). Panel presentation with UW-Milwaukee Art Education Professor Christine Woywood at the Wisconsin Art Education Association Conference in La Crosse, Wisconsin (juried).
- Kindergarten Playbook* (October 2016). Co-presentation with k-2 art teacher Meri Lau at the Wisconsin Art Education Association Conference in La Crosse, Wisconsin (juried).

*Introduction to the National Core Visual Arts Standards* (October 2015). Presentation at the Wisconsin Art Education Association Conference in Appleton, Wisconsin (juried).

*Frenemies: Art Teachers and Assessment* (October 2015). Co-presentation with k-2 art teacher Meri Lau at the Wisconsin Art Education Association Conference in Appleton, Wisconsin (juried).

*Anatomy of an Elementary Unit Plan* (October, 2014). Co-presentation with k-2 art teacher Meri Lau at the Wisconsin Art Education Association Conference in Milwaukee, Wisconsin (juried).

*K-12 Big Picture Planning* (January 2014). In-service presentation to K-12 art educators in the Oshkosh Area School District (invited).

*Elementary Designers* (October 2013). Co-presentation with student teacher at the Wisconsin Art Education Association Conference in Eau Claire, Wisconsin (juried).

*Knowledge Transfer from Education Methods to Student Teaching* (April 2013). Presentation at the Office of Professional and Instructional Development Spring Conference in Madison, Wisconsin (juried).

*I Have to Teach What? Common Core Standards and the Art Curriculum* (October 2012). Presentation at the Wisconsin Art Education Association Conference in Sheboygan, Wisconsin (juried).

*Teaching as a Creative Act* (October 2011). Presentation at the Wisconsin Art Education Association Conference in Eau Claire, Wisconsin (juried).

*Mapping Interdisciplinary Connections* (October 2010). Presentation of integrated art lesson ideas at the Wisconsin Art Education Association Conference in La Crosse, Wisconsin (juried).

*Designing Posters for Scholarly Research* (October 2010). UW Oshkosh Center for Excellence in Teaching and Learning (invited).

*Club Life: Visual Representations of Group Identity in Upper Michigan* (September 2010). Presentation of research at the Sonderegger Symposium in Marquette, Michigan (juried).

*Ontonagon Labor Festival Parade Floats: Reflections of Local Occupational and Political Histories* (January 2010) Guest speaker at the Ontonagon Historical Society meeting in Ontonagon, Michigan (invited).

*Yooper Hey Rides and Sauna Wagons: Enactments of Regional Identity in Ontonagon's Labor Day Parades* (September 2009). Presentation of research at the Sonderegger Symposium in Marquette, Michigan (juried).

*The Art of Socializing: Ontonagon, Michigan's Parade Floats* (October 2008). Presentation of research at the Wisconsin Art Education Association Conference, Sheboygan, Wisconsin (juried).

*Visual Presentation Methods for Science Educators* (February 2007). Presentation to UW-Madison science professors and their graduate assistants participating in the Delta program (invited).

## **Grants and Awards**

---

- National Endowment for the Arts Grants, 2012, 2013, 2014, 2015, 2016
- Archie Green Fellowship Research Grant, American Folklife Center, 2013
- First Place Merit Award, selected by UW Oshkosh department colleagues, 2013
- Faculty Development Teaching Grant, UW Oshkosh, 2012
- Wisconsin Teaching Fellows and Scholars Program, UW System, 2012
- Faculty Development Research Grant, UW Oshkosh, 2011
- SOTL Mentor Program and Starter Grant, UW Oshkosh, 2010
- Summa cum laude, University of Wisconsin-Madison, 2009

- Summa cum laude, University of Minnesota- Twin Cities, 1998
- Summa cum laude, Central Michigan University, 1995

## Professional Development Activities

---

- Teach OnLine @UWsummer course participant, UW-Madison, Summer 2019.
- Integrative Teaching International ThinkTank at the University of Delaware, June 2018.
- First Nations Fusion Collaborative/Act 31 Fellow, Green Bay, WI, summer 2015
- edTPA Local Evaluation and Feedback Protocol Training, spring 2014
- Assessment Best Practice Certification, CETL at UW Oshkosh, fall 2013
- Art Education Technology Training, Oshkosh, summer 2013
- Innovative Educator Art Institute, Kohler Art Center, Sheboygan, summer 2013
- Academic Language edTPA Training, Wisconsin Dells, spring 2013
- UWO Diversity and Leadership Training and Success for All Students Initiative, fall 2012
- Traditional Classroom Best Practice Certification, CETL at UW Oshkosh, fall 2011
- Artists Teaching Artists II Collaborative Conference, Stevens Point, WI, summer 2011
- Voices to Vision: Collaborative Visual Inquiry Workshop, UW-Oshkosh, August 2010
- OPID Faculty College, Richland Center, WI, June 2010
- Winnebago Sustainability Project at UW-Oshkosh, May 2010
- Professional Development Plan Review Team Training, April 2010

## Related Experience

---

- 2015 - Present *Visual Arts Classic Site Coordinator, UW-Madison*  
 Locate and reserve rooms on campus, coordinate volunteers, create maps and post signage for the Visual Arts Classic, a statewide art competition for 300+ high school artists
- 2014 - Present *Curriculum Consultant*  
 Provide professional development presentations regarding the new National Core Arts Standards and facilitate art curriculum writing workshops for the k-12 art educators in Lake Zurich, IL (5 years), Marinette, WI (3 year), Franklin, WI (1 day), Janesville, WI (1 day), and Sun Prairie, WI (1 day), Wausau, WI (1 day), and Madison, WI (1 year) school districts
- 2011 - Present *Wisconsin Teachers of Local Culture Faculty Member*  
 Conducted fieldwork and prepared educational art games for the 2011 tour, was a faculty member for the 2012, 2015, 2016 tours, Field Coordinator for 2017 tour, and now serve on Lead Team, developing programming, writing grants, and facilitating professional development for k-12 Wisconsin teachers
- 2004 -Present *Juror*  
 Badger Conference High School Exhibition (2019), Capitol Conference High School Exhibition (2019, 2016), Senior BFA Exhibition at UW Oshkosh (2014), Waupaca Middle School Art Show (2014), UWO High School Art Day (2014), Habitat for Humanity Art Auction (2014), Thelma Center for the Arts High School Art Exhibition in Fond du Lac (2011, 2012, 2014), Visual Arts Classic in Madison, WI (2004 -2008)
- 2017, 18, 07, 06 *Art Grants Reviewer, Madison, WI*  
 Reviewed Folk Arts and Community Arts grant applications for the Wisconsin Arts Board
- 2015, 2012 *Graduate Thesis and Dissertation Committee Member, UW Madison*  
 Reviewed two Masters theses and one PhD dissertation and served as a member of students' final oral defense committees

- 2002 – 2004 *L.E. Phillips Public Library Art Board Member, Eau Claire, WI*  
Selected artists/artwork for public exhibitions and helped coordinate installations and opening receptions
- 1995 - 2003 *Muralist*
- Painted mural in Anana's House, a shelter for abused children in Dillingham, Alaska (2003)
  - Supervised and painted a collaborative mural with three middle school students in the nursery at Beacon House, a homeless shelter in Eau Claire, Wisconsin (2003)
  - Painted floor, wall, and ceiling murals in family residences in St. Johns, Michigan and in Hopkins, Jordan, Chaska, and Minneapolis, Minnesota (1995 – 1998)
  - Collaborated with high school, college, and community artists to paint four outdoor murals in Mt. Pleasant, Michigan's downtown business district (1994 – 1995)
- 2002 *Collaborative Sculpture, Eau Claire, WI*  
Created a relief sculpture for Northstar Middle School's main entrance in collaboration with UW-Eau Claire art professors, middle school students, and one middle school art educator