

GRETCHEN E. SCHWARZ

10412 Sunflower
Waco, Texas 76708
Home: (254) 836-5349
Work: (254) 710-6121
e-mail Gretchen_Schwarz@baylor.edu

EDUCATION

Ph.D. in Secondary Education from the University of North Texas, 1991
(concentration in English)

M. A. in Humanities, with a concentration in rhetoric and composition, from the
University of Texas at Arlington, 1985

Graduate work in English, guidance and counseling, and other areas at Vanderbilt
University, the University of New Mexico, and New Mexico State University (1982
Writing Project)

B. A. in English from Baylor University, summa cum laude, 1974

EXPERIENCE

Presently a Professor in Curriculum and Instruction, Baylor University

- Working mostly with the graduate program, teaching a variety of courses
- Have taught two undergraduate courses including BIC 1413 & LS 4320 (young adult lit.)

Formerly a Professor in Curriculum Studies, Oklahoma State University, 1991-2009

- Director of the secondary English education program, 10 years
- Taught graduate courses in curriculum and teaching, teacher research, media literacy, and other areas from 2001-2009
- Worked with the state Residency (first-year teacher) Program
- Advised undergraduate and graduate students
- Co-director of the Oklahoma State University Writing Project

Taught as a T. A. in secondary education at the University of North Texas, 1989-1990

- Supervised student teachers and pre-student teachers

- Worked with the Meadows Honors Program (Five-year program)
- Taught at Newman Smith High School (Carrollton, Texas), 1985-1989
- Taught German and English
 - Sponsored German Club and National German Honor Society

Taught freshman composition as a T. A. at the University of Texas at Arlington, 1984-1985

Taught at Brewer High School (White Settlement, Texas), 1982-1984

- Taught English and German
- Served on the district task force for gifted/talented education
- Named “1983-1984 Brewer High School Teacher of the Year”

Taught at Del Norte High School (Albuquerque, New Mexico), 1975-1982

- Taught German and English and sponsored various activities

RESEARCH INTERESTS

Media literacy, graphic novels, teacher lore and research, curriculum issues

PUBLICATIONS: Books, Booklets, Chapters, and Journal Issues

Schlein, C., & Schwarz, G. (2015). Teacher as curriculum. In M. F. He; B. D. Schultz.; & W. H. Schubert, (Eds.) *The Sage guide to curriculum in education* (pp. 153-159). Thousand Oaks, CA: Sage.

Schwarz, G. (2014). Rhetoric in a new key: Media literacy education for the 21st Century. In B. De Abreu & P. Milhailidis, (Eds.), *Media literacy education in action* (pp. 213-218). New York: Routledge.

Edited the summer, 2011, issue of *Action in Teacher Education*, 33(2), devoted to the theme of media literacy education.

Schwarz, G., & Dunlop, J. (2011). “It’s the curriculum, Stupid!” A brief history of the media and media literacy in American schooling. In M. Kysilka (Ed.), *Critical times in curriculum thought* (pp. 313-331). Charlotte, NC: Information Age.

Brown, P., & Schwarz, G. (2008). Critical media literacy in secondary schools. In J. Flood, S. Brice Heath, & D. Lapp (Eds.), *The handbook of research on teaching literacy through the communicative and visual arts, Volume II* (pp. 483-488). Mahwah, NJ: Lawrence Erlbaum.

Schwarz, G., & Brown, P. (Eds.). (2005). *Media literacy: Transforming curriculum and teaching*. National Society for the Study of Education, 104th Yearbook, Part I.

Malden, MA: Blackwell.

- Schwarz, G. (2002). Four essays on authors in the *Beacham's Guide to Literature for Young Adults, Vol. 15*. Detroit: The Gale Group.
- Schwarz, G. (with J. Alberts and S. Hudgens). (2001). *Teacher lore*. Phi Delta Kappa Fastback, #477. Bloomington, IN: PDK Educational Foundation.
- Schwarz, G., & Alberts, J. (1998). *Teacher lore and professional development for school reform*. Westport, CT: Bergin & Garvey.

Articles:

- Schwarz, G. (in press). CAEP, *techne*, and curriculum: The contraction of teacher education. *Teacher Education & Practice*.
- Schwarz, G. (in press.) CAEP teacher education: The false security of *techne*. *Teacher Education Journal*.
- Meehan, J.; Ray, B.; Walker, A.; Wells, S.; & Schwarz, G. (2015). Media literacy in teacher education: A good fit across the curriculum. *Journal of Media Literacy Education, 7* (2), 81-86.
- Schwarz, G. (2014). Christian teacher education in culture of *techne*: Current developments in teacher accreditation. *Journal of Education and Christian Belief, 18*(2): 171-189.
- Schwarz, G. (2014). Enough apologetics: Time to be critical of YA literature. *The ALAN Review*.
- Schwarz, G. (2013). Graphic novels and teacher research in the knowledge society. *The Educational Forum, 77*(2), 151-160.
- Schwarz, G. (2012/2013). Increasing complexity: Teaching adolescents rhetoric through graphic novels. *SIGNAL Journal, 35*(2), 31-35.
- Schwarz, G., and Martin, J. (2012) Comenius: Dead white guy for 21st century education. *Christian Scholars Review, 42*(1), 43-56.
- Nesmith, S., Cooper, S., & Schwarz, G. (2011). Exploring graphic novels for elementary science and mathematics. *School Library Media Research Online, 14*.
- Schwarz, G., & Crenshaw, C. (2011). Old media, new media: The graphic novel as Bildungsroman. *The Journal of Media Literacy Education, 3*(1), 47-53.
- Schwarz, G. (2010). What goes around comes around: My spiral curriculum. *English in Texas, 40*(2), 19-24.
- Schwarz, G. (2009-2010). Graphic novels: New sites of possibility in the secondary curriculum. *Curriculum and Teaching Dialogue, 12*(1&2), 53-65.
- Schwarz, G. (2010). Graphic novels, new literacies, and good old social justice. *The ALAN Review, 37*(3), 71-75. (Invited column, not refereed)
- Schwarz, G. (2009). Graphic novels: From popular culture to pabulum? *Academic Exchange Quarterly, 13*(2), 8-14.
- Schwarz, G. (2008). Balancing literacies: Using graphic novels for many literacies. *Balanced Reading Instruction, 15*(1), 1-10.
- Schwarz, G. (2008). Teaching visual literacy through graphic novels. *KQW (Knowledge*

- Quest Web Edition from American Library Association), 36(3).
- Schwarz, G. (2007). Media literacy, graphic novels, and social issues. *SIMILE*, 7(4) (*Studies in Media and Information Literacy Education*, online).
- Schwarz, G. (2006). Expanding literacies through graphic novels. *English Journal*, 95(6), 58-64.
- Schwarz, G. (2005). Embracing diversity through graphic novels. *Telemedium*, 52(1&2), 64-66.
- Schwarz, G. (2004). Graphic novels: Multiple literacies and multiple cultures. *Thinking Classroom*, 4(5), 17-24.
- Schwarz, G. (2004). Media literacy prepares teachers for diversity. *Academic Exchange Quarterly*, 8(1), 224-228.
- Stansberry, S., & Schwarz, G. (2003). Expanding literacy through video production. *Balanced Reading Instruction*, 10(Fall), 57-73.
- Schwarz, G. (2003). Renewing the humanities through media literacy. *The Journal of Curriculum and Supervision*, 19, 44-53.
- Schwarz, G. (2002). Graphic novels for diverse needs: Engaging the reluctant and the curious reader. *The ALAN Review*, 30(1), 54-57.
- Schwarz, G. (2002). Graphic novels for multiple literacies. *Journal of Adolescent and Adult Literacy*, 46, 262-265.
- Schwarz, G. (2001). Using teacher narrative research in teacher development. *The Teacher Educator*, 37(1), 37-48.
- Schwarz, G. (2001). Literacy expanded: The role of media literacy in teacher education. *Teacher Education Quarterly*, 28(2), 111-119.
- Schwarz, G. (2001). Belief and doubt in an ironic age. In "Forum: What should schools teach?" *The Journal of Curriculum and Supervision*, 16, 119-122.
- Schwarz, G. (2000). Media literacy: Meeting adolescent needs across the curriculum. *Planning and Changing*, 31, 236-246.
- Schwarz, G. (2000). Regaining community through media literacy. *Curriculum and Teaching Dialogue*, 2(1), 54-60.
- Schwarz, G. (2000). Renewing teaching through media literacy. *Kappa Delta Pi Record*, 37(1), 8-12.
- Schwarz, G. (2000). Exploring media literacy with young adults. *The ALAN Review*, 28(1), 50-54.
- Schwarz, G. (1998). Teaching as vocation: Enabling ethical practice. *The Educational Forum*, 63(1), 23-29.
- Schwarz, G. (1997). Multiculturalism in our midst: The Southwest. *Oklahoma English Journal*, 12(1), 31-35.
- Schwarz, G. (1997). Further fragmentation: Computer technology in the classroom. *Holistic Education Review*, 10(2), 33-40.
- Schwarz, G. (1996). Critical thinking in technology preparation. *Missouri English Bulletin*, 54(1), 12-18.

- Schwarz, G. (1996). The rhetoric of cyberspace and the real curriculum. *The Journal of Curriculum and Supervision*, 12, 76-84.
- Schwarz, G. (1996). The power of foreign young adult literature. *The ALAN Review*, 2(3), 10-12.
- Schwarz, G. (1995). Relevant readings in teacher lore. *Action in Teacher Education*, 17(3), 76-78.
- Schwarz, G. (1995). Making connections: Teacher lore in teacher education. *The Teacher Educator*, 31(1), 34-42.
- Schwarz, G. (1995). Growing up, reaching out: Multiculturalism through young adult literature and films. *The ALAN Review*, 22(3), 40-42.
- Schwarz, G. (1994). The language of OBE reveals its limitations. *Educational Leadership*, 5(1), 87-88.
- Schwarz, G., & Cavener, L.A. (1994). Outcome-Based Education and curriculum change: Advocacy, practice, and critique. *The Journal of Curriculum and Supervision*, 9, 326-338.
- Schwarz, G. (1993). Professionalism, politics, and persuasion. *Oklahoma English Journal*, 8(1), 21-27.
- Schwarz, G. (1992). Let the buyer beware: Alternatives in teacher evaluation. *The Tower Review*, 10(1), 12-18.
- Schwarz, G. (1992). Teacher liberation. *Educational Leadership*, 50(1), 83.
- Schwarz, G. (1991). All knowledge is personal knowledge. *Educational Leadership*, 49(3), 98.
- Schwarz, G. (1990). Do I dare disturb the universe? *Educational Leadership*, 47(5), 85.
- Schwarz, G. (1989). Questioning conventional wisdom. *Educational Leadership*, 47(2), 88.
- Schwarz, G. (1989). The importance of being silly. *Educational Leadership*, 46(5), 82-83.
- Schwarz, G. (1988). Metaphor and cognition: beneath the "basics." *English Journal*, 77 (8), 32-33.
- Schwarz, G. (1988). We are not machines. *Educational Leadership*, 46(2), 83.
- Schwarz, G. (1988). Doing our homework. *Educational Leadership*, 45(8), 88.
- Schwarz, G. (1987/88). A good idea gone wrong. *Educational Leadership*, 45(4), 77.
- Schwarz, G. (1984). Facets: Tenure laws vs. merit pay. *English Journal*, 7(1), 21.
- Various book reviews, 1989- (*Phi Delta Kappan*, *Educational Leadership*, *The ALAN Review*, *Afterimage*, *SIGNAL*)
- Schwarz, G. The growing value of graphic novels: Other possibilities for literacy 2.0. *ASCD Express* (online), March, 19, 2009. (a newsletter...)

ORGANIZATIONS and LEADERSHIP

American Educational Research Association—joined fall, 2014

National Association for Media Literacy Education

Served on executive board, 2007-2008.

American Association for Teaching and Curriculum

President (2002-2003), served on the executive board 2010-2013, review conference proposals and manuscripts for *Curriculum and Teaching Dialogue*.

International Reading Association

Texas Association for Literacy Education

Review articles for the journal and proposals for the conference

Association of Teacher Educators

American Association of University Professors

National Society for the Study of Education

Association for Supervision and Curriculum Development, 1986-2006

Had a column in *Educational Leadership* for a couple of years. Served as reviewer for the *Journal of Curriculum and Supervision*.

National Telemedia Council

Phi Delta Kappa

Kappa Delta Pi

Phi Kappa Phi

Delta Kappa Gamma (women educators), 1980-1989

National Council of Teachers of English

Oklahoma Council of Teachers of English, 1991-2000

Served as reviewer for the *Oklahoma English Journal*

Texas Council of Teachers of English, 2010-

Served as reviewer for *English in Texas*

Texas Association for Literacy Education, 2013-

National Education Association or American Federation of Teachers, 1975-1983.

Reviewer for *Teaching and Teacher Education*, Sage Publications., Pearson, *Journal of Education*, *Journal of Curriculum Studies*, etc.

Reviewer of materials for BMENA Literacy Hub (through IRA), 2006-2008

PRESENTATIONS

“CAEP and the Decline of Curriculum and Teaching in an Age of *techne*: I have seen the Enemy and He is Us.” American Association for Teaching and Curriculum. Portland, Maine, October 9, 2015.

“A Key Role for P-12 Teachers: Vetting the Curriculum.” With Dr. Brandi Ray. National Association for Media Literacy Education. Philadelphia, June 26, 2015.

- “Reading and Composing Today: Teaching Persuasion through Graphic Novels.” With Dr. Betty Conaway. International Reading Association. New Orleans, May 12, 2014.
- “Multiple Rhetorics: Reading and Composing Argumentation with Graphic Novels.” Texas Council of Teachers of English Language Arts. Corpus Christi, TX. Feb. 1, 2014.
- With Dr. Pam Brown. “Media Literacy Analysis of the Common Core.” AATC (American Association for Teaching and Curriculum). Chicago, October 11, 2013.
- With Amanda Atkinson. “Media for Today: Graphic Novels across the Secondary Classroom.” Association of Teacher Educators. Atlanta, Feb. 18, 2013.
- With Dr. Pam Brown and four doctoral students. “Restoring Purpose to Teacher Education through Media Literacy.” AATC (American Association for Teaching and Curriculum). San Antonio, Oct. 3, 2013.
- “Media Literacy for Christian Educators.” TABS (Texas Association of Baptist Schools) Conference. Waco, March 1, 2012.
- “Teaching Media/Multiple Literacies through Graphic Novels.” Texas Council of Teachers of English Language Arts Conference. San Antonio, January 21, 2012.
- “Curriculum and the Cultivation of Wisdom in a Culture of *Techne*.” Baylor Symposium on Faith and Culture. Waco, October 29, 2011.
- With Dr. Pam Brown. “Ethics in Teacher Education: Media Literacy Analysis.” AATC (American Association for Teaching and Curriculum) Conference. Denver, October 14, 2011.
- “Multiple Literacies with Multiple Media.” TAIR (Texas Association for the Improvement of Reading) Conference. Waco, Texas, October 6, 2011.
- “Multiple Literacies and Graphic Novels.” OSRHE (Oklahoma State Regents of Higher Education) Reading Conference. Invited keynote. Oklahoma City, September 23, 2011.
- “Teaching ‘New Rhetorics’ with Graphic Novels.” National Association for Media Literacy Education Conference. Philadelphia, July 24, 2011.
- “Preparing for 21st Century Learners: Teaching Media Literacy through Graphic Novels.” Association of Teacher Educators. Orlando, Florida, February 15, 2011.
- With Christina Crenshaw. “New Media, Old Media: The Graphic Novel as Bildungsroman.” American Association for Teaching and Curriculum. St. Louis, MO, October 9, 2010.
- “Graphic Novels for Multiple Literacies.” TAIR (Texas Association for the Improvement of Reading) Conference. Waco, Texas, October 29, 2009.
- With Jill Martin. “Comenius: Dead White Guy for the 21st Century.” American Association for Teaching and Curriculum. Arlington, VA, October 2, 2009.
- “Graphic Novels for Diversity: The Need for Teacher Research.” National Council of Teachers of English. San Antonio, TX, November 21, 2008.

- "It's the Curriculum, Stupid!" A Brief History of the Media and Media Literacy in American Schooling." American Association for Teaching and Curriculum. Cleveland, OH, October 5, 2007.
- "Graphic Novels for Media Literacy." National Media Education Conference, St. Louis, MO, June 24, 2007.
- "Engaging New Literacies through Graphic Novels." SW Popular Culture Conference, Albuquerque, NM, February 16, 2007.
- "The Graphic Novel: Engaging New Literacies." International Conference of the Book. Boston. October 20, 2006.
- "New Media in the Curriculum: Message, Messiah, Mistake, Or?" American Association for Teaching and Curriculum. Charlotte, NC. October 12, 2006.
- "Graphic Novels for Multiple Literacies." Hawaii International Conference in Education. Honolulu. January 9, 2006.
- "Using Graphic Novels for Multiple Literacies." International Reading Association. San Antonio. May 4, 2005.
- "Using Graphic Novels." Oklahoma Higher Education Reading Association. Broken Arrow, OK. April 29, 2005
- Media Literacy: Transforming Curriculum and Teaching.* With Pam Brown. American Educational Research Association. Montreal, Canada. April 12, 2005.
- "Media Literacy." For the OSU Writing Project. TCC Metro, Tulsa, OK. April 2, 2005.
- "Media literacy in the Library Media Center." District Library Meeting. Jenks, OK. March 29, 2005.
- Topics including teacher lore and media literacy. Phi Delta Kappa Seminar-Lecture Program. Milledgeville, Albany, and Macon, Georgia. February 28-March 3, 2005.
- With Pam Brown. "Taking Care of Business: The Corporation and Public Education." American Association for Teaching and Curriculum. Portland, OR. October 9, 2004.
- "Renewing the Secondary Curriculum through Graphic Novels." Rocky Mountain Educational Research Association. Edmond, OK. Oct. 23, 2003.
- "Renewing Teaching and Curriculum through Media Literacy." Phi Delta Kappa District III Conference. Tulsa, Ok. October 26, 2002.
- "Graphic Novels : Bringing New Life to the Secondary Curriculum" with Carrie Edwards. American Association for Teaching and Curriculum. Tulsa, OK. Oct. 10, 2002.
- "Considering Alternatives: Technology and Media Education" with Susan Stansberry. National Council of Teachers of English. Portland, OR. March 8, 2002.
- "Teachers as Scholars: Using Teacher Narrative Research." American Association for Teaching and Curriculum. Denver. Oct. 5, 2001.
- "Resisting McDonaldization: The Role of Media Literacy." Oklahoma Council of Teachers of English. Weatherford, OK. November 3, 2000.

- "Doing Media Literacy." Oklahoma Council of Teachers of English. Tulsa, OK. April 7, 2000.
- "Recovering Roots and Building Identity: Media Literacy in Secondary English." National Council of Teachers of English. New York. March 18, 2000.
- "Diversity Begins at Home: Multicultural Young Adult Literature and Media" OSU Writing Project. Tulsa, OK. February 23, 2000. And Stillwater, OK. April 12, 2000.
- "Regaining Community: Media Literacy for Citizenship." American Association for Teaching and Curriculum. Orlando, Florida. October 8, 1999.
- "Meeting Adolescent Needs through Media Literacy." Oklahoma Council of Teachers of English. Tulsa, OK. April 16, 1999.
- "Media Literacy across Teacher Education." Oklahoma Association of Teacher Educators. Norman, OK. April 9, 1999
- "Our Children's Formative Stories: Media Literacy across the Curriculum." American Association for Teaching and Curriculum Conference. Orlando. October 9, 1998.
- "YA Literature in the High School: Bridges to the Classics & Other Ideas." OEA NW-B Zone Day. Stillwater, OK. April 3, 1998.
- "Adolescent Development & YA Literature for Middle School." OEA NW-B Zone Day. Stillwater, OK. April 3, 1998.
- "Authentic Professional Development: Teacher Narrative and Research." American Association for Teaching and Curriculum. Indianapolis. Oct. 16, 1997.
- "Multicultural Literature: Titles, Authors, and Ideas for Teaching." Oklahoma Council of Teachers of English. Norman, OK. Oct. 10, 1997.
- "Adolescent Development and Young Adult Literature" and "Young Adult Literature across the Secondary Curriculum." Zone 12, OEA Council. Stillwater, OK. April 4, 1997.
- "Critical Thinking in Technology Preparation." Association of Teacher Educators. Washington, D.C. February 19, 1997.
- "Critical Thinking With and About Computer Technology." Stillwater Public Schools. Stillwater, OK. January 20, 1997.
- "Bertrand Russell Meets the New Age: Computer Technology in the Classroom." American Association for Teaching and Curriculum. San Antonio. Oct. 17, 1996.
- "Teaching Tolerance through Young Adult Literature and Films." Regional National Council of Teachers of English. Oklahoma City. April 26, 1996.
- "Teacher Lore: Teacher Partners in Their Own Professional Development." Staff Development Council of Oklahoma Annual Conference. With Joye Alberts. Stillwater, OK. February 6, 1996.

- "Young Adult Literature from Other Countries: An Interdisciplinary Reading Workshop." National Council of Teachers of English. San Diego. November 16, 1995.
- "Teacher Lore: Key to Professional Development." American Association for Teaching and Curriculum. With Kate Baird. Atlanta. October 6, 1995.
- "What is the Future of Outcome-Based Education?" Invited panelist for the Association of Supervision and Curriculum Development. San Francisco. March 26, 1995.
- "Multiculturalism through Young Adult Literature and Films." National Council of Teachers of English. Minneapolis. March 16, 1995.
- "Teacher Lore." Oklahoma Department of Vocational Technical Education, Writing for a Purpose. Stillwater, Oklahoma. June 14, 1994.
- "Agent of Change: The Teacher as Writer." Oklahoma Council of Teachers of English. Stillwater, Oklahoma. April 30, 1994.
- "Teacher Lore in Teacher Education: Putting the Pieces Together." Association of Teacher Educators. Atlanta. February 14, 1994.
- "Professionalism and the Writing Process." Edmond Public Schools. Edmond, Oklahoma. August 12, 1992.

GRANT WORK

"The Humanities and Higher Education: Strategies for Interdisciplinary Development," National Endowment for the Humanities. (Director, Dr. Carolyn Bauer; Co-directors, Michael O'Neill and Gretchen Schwarz). 1993-1995. \$181,286.

Matching funding from the National Writing Project for the OSU Writing Project, 1992-2009.

Served as external evaluator for a grant application from the Social Sciences and Humanities Research Council of Canada entitled "Exploring Nonfiction Graphic Texts for Children, Adolescents and Young Adults," 2009.

SERVICE ACTIVITIES (since arriving at Baylor)

Previous= University Undergraduate Curriculum Committee, the SOE Professional Development Committee (which I chaired), the SoE Graduate Advisory Committee, and in C & I, the Graduate Program group as well as the Secondary Faculty group Search Committees. Currently on the University Library/Technology Committee.

Organized a C & I doctoral student writing workshop (ongoing).
Secondary Search Committees, 2009-2011, 2013-2014, 2015-2016.

Served on the PDS Advisory Committee at Carver Middle School, 2011-2012.

Served as Secondary Coordinator.

Served as PDS University Liaison at A.J. Moore High School.

Sponsored Thanksgiving table for International Students, sponsored by Baylor Round
Table, 2 years.

Ushered at fall and spring graduations, 2009-2010, 2010-2011. Hooded a student in summer,
2013.

Member and chair of Social Ministry Board at Peace Lutheran Church, Hewitt, TX.