

Cheryl A. Ayers

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EDUCATION

- University of North Carolina at Greensboro, Greensboro, NC 8/2010-8/2015
Doctor of Philosophy
Curriculum and Teaching, Teacher Education and Development
Social Studies and Economic Education
- Lynchburg College, Lynchburg, VA 6/1999-7/2001
Master of Business Administration
- Virginia Polytechnic Institute & State University, Blacksburg, VA 8/1988-12/1993
Bachelor of Science
Career and Technical Education
Secondary Teacher Licensure

PROFESSIONAL EXPERIENCES

University Teaching

- University of North Carolina at Greensboro, Greensboro, NC 8/2011-12/2013
- TED 360 Elementary Social Studies Methods
 - TED 495 Middle Grades Capstone Seminar in Social Studies (co-instructor; 2 sections)
 - TED 553 Teaching Practices and Curriculum in Secondary Social Studies (teaching assistant)
 - TED 589 Economics for Educators (2 sections)
- Virginia Polytechnic Institute and State University, Blacksburg, VA 6-7/2010
- ECON 3004 Economics Institute for High School Teachers (2 sections)
- Lynchburg College, Lynchburg, VA 1-8/2008
- FIN 150 Personal Finance
 - ECON 600 Economics for K-12 Educators (2 sections)

University Supervision

University/College Supervisor of Student-Teachers
 Lynchburg College, Lynchburg, VA 1/2016-4/2016
 University of North Carolina at Greensboro, Greensboro, NC 1/2011-4/2014

Primary Duties:

- Supervised, evaluated, and advised elementary and secondary student-teachers on effective teaching behaviors and instructional practices
- Cultivated relationships with partnering schools, cooperating teachers, and university/college program faculty

Teacher Education and Professional Development

Associate Director, Center for Economic Education 10/2016-present
 Virginia Tech, Blacksburg, VA
 Director, Center for Economic Education 7/2000-7/2010
 Lynchburg College, Lynchburg, VA

Primary Duties:

- Implemented professional development and teacher education programs utilizing research-based instructional best practices by creating and delivering customized constructivist, multidisciplinary curricula, courses, and programs for approximately 400 K-12 in-service and pre-service teachers per year in the surrounding 5-13 school districts and two local colleges to improve content knowledge, curriculum resources, instructional methods, and grades 3-12 standardized test scores in consultation with advisory board, school district administrators, Virginia Department of Education, Virginia Council on Economic Education, and Council for Economic Education
- Founded and chaired the Economic Education Advisory Board for Central Virginia Schools consisting of business partners, college faculty, K-12 teachers, school district administrators, and nonprofit organization members to steer annual programming by gaining consensus among diverse education stakeholders
- Assisted the Virginia Council on Economic Education in lobbying for legislation that requires all Virginia high school students to take a semester course in economics and a semester course in personal finance as graduation requirements and in contributing to the state *Economics and Personal Finance Standards of Learning*; served as a Technical Committee Member for the Virginia Department of Education to revise the state finance course curriculum and standards
- Delivered informational presentations about the importance of basic economic literacy on regional workforce development to human resources professional organizations, economic development boards, and chambers of commerce in Central Virginia
- Organized and hosted the annual Economic Outlook Conference in Central Virginia for public audiences, projecting regional, state, and national economic conditions
- Served as the Director for summer entrepreneurship camps for grades 3-6 students and the Assistant Director for residential summer entrepreneurship camps for at-risk, rising 7th grade students sponsored by Grow One™ Start-up for Young Entrepreneurs and the United Way of Central Virginia

- Created, organized, and hosted the annual Economic Education Awards Program for Central Virginia K-12 teachers and students, recognizing teacher winners of curriculum and career achievement awards and student winners of local, state, and national academic competitions
- Co-wrote the business plan for College Hill Neighborhood School, a preschool and adult education center for at-risk children and parents focused on providing adult education and family literacy programs for school and career readiness, at the request of the former Lynchburg City mayor and continued service as a School Board Co-Chair, Committee Member, and Parent Instructor
- Created and coordinated co-curricular service learning programs for Students in Free Enterprise (SIFE) student organization members enrolled in BUAD 100 Introduction to Business courses, in which students wrote and delivered economics lessons in Central Virginia public schools
- Performed program administrative and leadership duties which included securing and managing grants, collecting data and writing annual reports, meeting accountability criteria of external accrediting agencies, fundraising, budgeting, preparing materials, designing and evaluating programs, hiring/supervising/evaluating college student-workers, scheduling courses and programs, growing enrollment, recruiting content experts as instructors, granting CEU's, arranging venues both on and off grounds, maintaining website, and managing communications, marketing and publicity
- Annually secured and administered local, state, and national grant money from profit and nonprofit businesses and organizations for education programs, averaging approximately 30 percent of the Center's operating budget
- Created and conducted economic and personal finance literacy workshops for parents of students in public schools and private early learning centers, low socioeconomic adult community members of the Interfaith Outreach Association, and adult inmates and jail educators of the Virginia Department of Corrections

Associate Director, Center for the Liberal Arts

10/2015-8/2016

Acting Director, Center for the Liberal Arts

1-5/2016

University of Virginia, Charlottesville, VA

Primary Duties:

- Direct high-quality professional development programs for local and nationwide K-12 teachers delivered by top-ranking scholars across the disciplines from the College of Arts and Sciences at UVA and other colleges and comparable institutions while serving as the principal liaison for K-12 teachers and administrators as well as higher education faculty
- Create and present professional development mini-sessions on pedagogical and pedagogical content knowledge in conjunction with participating higher education faculty's content enrichment programs
- Serve as the principal investigator and site director for the Central Virginia Writing Project in collaboration with literacy professors from the Curry School of Education at UVA to deliver two weeklong professional development programs and a variety of long-term support activities for regional K-12 teachers in 30 county/city school districts and private schools to improve their own writing skills as well as their students and fellow teachers' writing skills across K-16 disciplines. The project strives to advance the

National Writing Project's goal of empowering teacher-leaders as change agents by affirming diverse ways of knowing and writing grounded in culture and experience

- As the project director of research and technology, revise current professional development protocols according to best practices described in the literature, analyze past program data to make evidenced-based decisions, and utilize social media as a forum for discussion, promotion, and professional development for K-12 teachers
- Perform administrative duties that include researching, writing and administering grants, budgeting, marketing, maintaining website, preparing program materials, arranging venues, collaborating with UVA faculty program directors, supervising Center employees, and assisting the Center director

High School Teaching

Career and Technical Education Teacher, Marketing Education 7/1994-7/1999

Cooperative Education (Co-op) Coordinator, Lead Teacher, DECA Advisor
Frederick County Public Schools, Sherando High School, Stephens City, VA

Primary Duties:

- Networked and maintained cooperative education partnerships with businesses to assess, meet, and anticipate workforce development needs to inform classroom curriculum and instruction for college and career preparation and to place student employees in supervised internships
- Provided instruction and training to students for local, state, and national co-curricular DECA competitions for further college and career preparation
- Operated the school store as a service to the school and authentic learning environment for student employees

RESEARCH

Professional Research

Advanced Research Specialist 2/2016-present

Center for the Advanced Study of Teaching and Learning

Curry School of Education

University of Virginia, Charlottesville, VA

Primary Duties:

- Supervise and implement Project Cycle research activities and professional development programs for K-12 teachers in Baltimore City Public Schools in Baltimore, Maryland, which will include designing curriculum, developing implementation strategies, and serving as the primary liaison for administrative partners and participating teachers
- Conduct quantitative and qualitative data collection, organizing, and cleaning as well as collaborating with the principal investigator and interdisciplinary research team on manuscripts for publication and presentation of findings
- Completed PreK-3 Classroom Assessment Scoring System (CLASS)TM Observer Training on an evidenced-based observation instrument designed to provide teacher

feedback on 42 teacher-student interactions correlated to improved student learning and development outcomes (March, 2016)

Doctoral Research

Principal Investigator 8/2014-6/2015

Dissertation: A Qualitative Study of the Pedagogical Content Knowledge and Personal Orientations toward Economics of Award-Winning Secondary Economics Teachers.

- A set of qualitative case studies exploring how three exemplary secondary economics teachers demonstrate pedagogical content knowledge in their instruction and how their personal orientations toward economics influence their instruction

Principal Investigator 8-12/2012

A Self-study of an Experimental Course in Economics Methods for Secondary Social Studies Teachers

- A self-study examining the instructional affordances and constraints of an economics methods course that I created in terms of improving secondary social studies preservice teachers' pedagogical content knowledge in economics from both instructor and student perspectives

Co-Investigator 8-12/2012

Defining Exemplary Political Instruction in Secondary Education

Principal Investigator: Dr. Wayne Journell

- A multiple case study exploring the instructional practices of two exemplary secondary civics teachers during the 2012 Presidential Election in classrooms with one-to-one laptop access
- Conducted classroom observations as the primary co-investigator at one school, participated in teacher pre/post-interviews, administered student surveys, collected classroom artifacts, attended researcher team meetings, and assisted in preliminary data analysis

Research Assistant 10/2011

Case Studies of Effective Leadership in Technology-Rich Schools

Principal Investigators: Dr. Barbara Levin and Dr. Lynne Schrum

- A collection of eight case studies investigating how award-winning middle schools, high schools, and school district leaders used technology and other resources in school improvement and transformation efforts
- Conducted classroom observations and participated in district-wide panel interview

SCHOLARSHIP

Referred Journal Articles

- Ayers, C. A. (under review). A first step toward a practice-based theory of pedagogical content knowledge in secondary economics.
- Ayers, C. A. (in press). Economic education in U.S. high schools: Empowering economically literate students for democratic citizenship. *Oregon Journal of the Social Studies*, 4(2), 52-69.
- Ayers, C. A. (2016). Developing preservice and inservice teachers' pedagogical content knowledge in economics. *Social Studies Research and Practice*, 11(1), 73-92.
- Journell, W., Beeson, M. W., & Ayers, C. A. (2015). Learning to think politically: Toward more complete disciplinary knowledge in civics and government courses. *Theory and Research in Social Education*, 43, 28-67. [Also chosen as one of six articles featured in a special edition of *Theory and Research in Social Education* themed "Political Education and Political Action in Social Education"]
- Ayers, C. A. (2014). 21st Century technology integration in secondary social studies education: Three constructivist, technology-based practices. *Oregon Journal of the Social Studies*, 2(1), 85-97.
- Beeson, M. W., Journell, W., & Ayers, C. A. (2014). When using technology isn't enough: A comparison of high school civics teachers' TPCK in one-to-one laptop environments. *The Journal of Social Studies Research*, 38, 117-128.
- Journell, W., Ayers, C. A., & Beeson, M. W. (2014). Tweeting in the classroom. *Phi Delta Kappan*, 95(5), 63-67.
- Journell, W., Ayers, C. A., & Beeson, M. W. (2013). Joining the conversation: Twitter as a tool for student political engagement. *The Educational Forum*, 77(4), 466-480.
- Ayers, C. A. (2012). Empowering all students with a secure economic and financial future: Multidisciplinary investment education in social studies curricula and beyond. *Journal of Consumer Education*, 29, 1-13.

Book Chapters

- Ayers, C. A. (in press). Learning to crosswalk: Horizon content knowledge in economics. In *Teaching social studies: A methods book for methods teachers* by S. G. Grant, J. Lee, & K. Swan (Eds.).
- Ayers, C. A. (in progress). Economic education simulations. In *More like life itself: Simulations as powerful and purposeful social studies* by C. Wright-Maley (Ed.).

Book Review

Ayers, C. A. (2012). 21st Century economic education. [Review of the book *Teaching economics in troubled times: Theory and practice for secondary social studies* by M. C. Schug & W. C. Wood (Eds.)]. *Theory and Research in Social Education*, 40(3), 328-334.

Unpublished Scholarly Work

Ayers, C. A. (2015). *A qualitative study of the pedagogical content knowledge and personal orientations toward economics of award-winning secondary economics teachers*. Unpublished doctoral dissertation. University of North Carolina at Greensboro, Greensboro, NC.

CONFERENCE PRESENTATIONS

Refereed National and International Conference Presentations

Ayers, C. A. (2016, November). *Economic reasoning tools for democratic citizenship preparation*. Paper accepted at the annual meeting of the College and University Faculty Assembly of the National Council for the Social Studies, Washington, D.C.

Ayers, C. A. (2016, April). *A first step toward a practice-based theory of pedagogical content knowledge in secondary economics*. Paper presented at the annual meeting of the American Educational Research Association, Washington, D.C.

Ayers, C. A. (2015, November). *Economics instruction as citizenship preparation: Pedagogical content knowledge of three exemplary secondary economics teachers*. Paper accepted at the annual meeting of the College and University Faculty Assembly of the National Council for the Social Studies, New Orleans, LA.

Journell, W., Beeson, M. W., & Ayers, C. A. (2015, March). *Exploring TPCK in one-to-one high school civics classrooms*. NTLI award presentation requested at the annual meeting of the Society for Information Technology and Teacher Education, Las Vegas, NV.

Journell, W., Beeson, M. W., & Ayers, C. A. (2014, November). *Exploring TPCK in one-to-one high school civics classrooms*. Paper presented at the annual meeting of the College and University Faculty Assembly of the National Council for the Social Studies, Boston, MA.

Ayers, C. A. (2014, April). *Economic pedagogical content knowledge: A self-study of an economics methods course*. Paper presented at the annual meeting of the American Educational Research Association, Philadelphia, PA.

Journell, W., Beeson, M. W., & Ayers, C. A. (2014, April). *Toward disciplinary knowledge in civics courses: A study in thinking politically*. Paper presented at the annual meeting of the American Educational Research Association, Philadelphia, PA.

Ayers, C. A. (2013, October). *University economics methods courses: A self-study research project*. Paper presented at the annual meeting of the Council for Economic Education, Baltimore, MD.

Ayers, C. A. (2003, October). *After the closing bell: Increasing student Stock Market Game™ returns*. Presentation at the annual meeting of the Council for Economic Education, New Orleans, LA.

Ayers, C. A. (2002, October). *Free lunch economics*. Presentation at the annual meeting of the Council for Economic Education, San Diego, CA.

Refereed Regional and State Conference Presentations

Ayers, C. A. (2014, April). *Economic pedagogical content knowledge: A self-study of an economics methods course*. Paper presented at the annual meeting of the Triad Teacher Researchers, Greensboro, NC.

Ayers, C. A. (2012, February). *Empower your students (& yourself) with a secure financial future! An economics and personal finance lesson on investing*. Presentation at the annual meeting of the North Carolina Council for the Social Studies, Greensboro, NC.

Ayers, C. A. (2007, October). *Economic education concepts, competitions & contests*. Presentation at the annual meeting of the Virginia Council for the Social Studies, Richmond, VA.

Ayers, C. A. (2007, October). *Self-directing, self-correcting economics games for K-3 Standards of Learning*. Presentation at the annual meeting of the Virginia Council for the Social Studies, Richmond, VA.

Ayers, C. A. (2007, March). *Using elementary math to teach economics*. Presentation at the annual meeting of the Virginia Council of Teachers of Mathematics, Virginia Beach, VA.

Ayers, C. A. (2007, March). *What every student should experience: The Stock Market Game™*. Presentation at the annual meeting of the Virginia Council of Teachers of Mathematics, Virginia Beach, VA.

Ayers, C. A. (2002, November). *Free lunch economics*. Presentation at the annual meeting of the Virginia Council for the Social Studies, Richmond, VA.

Ayers, C. A. (2002, March). *Steps to financial fitness in grades 3-5*. Presentation at the annual meeting of the Virginia State Reading Association, Virginia Beach, VA.

Invited Presentations

- Ayers, C. A. (2016, October). *Virginia Standards of Learning Economics Essential Skills: Preparation for college, career, and civic life*. Guest Speaker for EDCI 5724 Teaching in Middle/Secondary School I and EDCI 5224 Advanced Curriculum & Instruction in Elementary/Middle Social Studies at the Virginia Tech, Blacksburg, VA.
- Ayers, C. A. (2013, September). *The economic way of thinking, markets/prices, and supply/demand*. Created and delivered district-wide professional development program for Guilford County Public Schools, Greensboro, NC.
- Ayers, C. A. (2013, August). *Macroeconomic indicators for informed and prosperous citizenship*. Created and delivered district-wide professional development program at the Secondary Social Studies Institute for Guilford County Public Schools, Greensboro, NC.
- Ayers, C. A. (2013, August). *The personal impact of fiscal and monetary policies on employment, interest rates, prices, production, and economic growth*. Created and delivered district-wide professional development program at the Secondary Social Studies Institute for Guilford County Public Schools, Greensboro, NC.
- Ayers, C. A. (2013, March). *Econ 101 and economics methods for elementary social studies*. Guest Speaker for TED 360 Elementary Social Studies Methods at the University of North Carolina at Greensboro, Greensboro, NC.
- Ayers, C. A. (2011, October). *Econ 101 and economics methods for secondary social studies*. Guest Speaker for TED 553 Teaching Practices and Curriculum in Social Studies at the University of North Carolina at Greensboro, Greensboro, NC.
- Ayers, C. A., & Shores, D. (2008, May). *Virtual economics*. Presentation at the annual meeting of the Virginia Department of Correctional Education, Richmond, VA.
- Ayers, C. A., & Stover, L. (2007, October). *Risky business: What every teenager needs to know about living smart*. Presentation at the annual meeting of the Council for Economic Education, Denver, CO.
- Ayers, C. A. (2006, June). *Economic and financial education*. Created and delivered regional professional development programs for Summer Training Institutes hosted by the Virginia Department of Education as directed by Senate Bill 950, Abingdon, Lynchburg, and Roanoke, VA.
- Ayers, C. A. (2005-2006, February-August). *Stock Market Game™, Economics in U.S. history courses and Economics in world history courses*. Created and delivered district-wide professional development programs for Loudoun County Public Schools, Ashburn, VA.

Ayers, C. A., Baker, J., & Wilkerson, K. (2004, 2007, Summer). *NEFE High school financial planning program*. Presentations for adult volunteers of the Virginia Cooperative Extension and Virginia Credit Union League, Lynchburg, VA.

Ayers, C. A. (2003, Summer). *Classroom mini-economy*. Trained entire K-5 faculty to integrate a school-wide economics simulation as one of two innovation initiatives at Dearington Elementary School for Innovation, Lynchburg City Schools, Lynchburg, VA.

Ayers, C. A. (2002, January). *Stock Market Game™*. Presentation for the annual meeting of the Virginia 4-H Youth Development/Family and Consumer Sciences Extension Agencies, Blacksburg, VA.

PROFESSIONAL SERVICE

Manuscript Reviews

Journal of Curriculum Theorizing, 2016-present

Theory and Research in Social Education, 2015-present

The Ohio Social Studies Review, 2015-present

American Educational Research Journal, 2013-present

Social Studies Research and Practice, 2011-present

Book Chapter Review

21st Century social issues and the social studies curriculum (book title), 10/2015

University, College, and Council Service

Education Consultant, North Carolina Council for Economic Education, 2012-2015

Moderator, Triad Teacher Researcher Conference, 2014

Curriculum Assistant, UNCG Faculty, Dr. Jeannette Alarcon, 2014

Senator, UNCG Graduate Student Association, 2012-2014

Committee Member, Lynchburg College President's Advisory Board, 2004-2005

Committee Member, Lynchburg College Centennial Hall Dedication Committee, 2004-2005

Coordinator, Lynchburg College United Way Campaign, 2003-2004

Chair, Co-Chair, and Committee Member, Lynchburg College Staff Advisory Board, 2002-2004

PROFESSIONAL MEMBERSHIPS

American Educational Research Association

- Division K: Teaching and Teacher Education and SIG: Social Studies Research

National Council for the Social Studies

College and University Faculty Assembly of the National Council for the Social Studies

Council for Economic Education

National Association of Economic Educators

Virginia Association for Supervision and Curriculum Development

INSTRUCTIONAL TECHNOLOGY SKILLS AND EXPERIENCES

Microsoft Windows and Microsoft Office environments, HTML and web-authoring tools, Web 2.0 learning technologies, mobile applications, Blackboard, SPSS statistical software, and NVivo qualitative software

- Created and delivered instructional technology K-12 professional development programs
- Taught technology-enhanced teacher education methods courses
- Conducted university-level instructional technology research
- Won instructional technology research award
- Published instructional technology articles in prominent journals
- Presented instructional technology sessions at state and national conferences

AWARDS AND RECOGNITIONS

Graduate Research Scholar Award, UNCG Graduate School, School of Education, 2015

Fellowship Award, College and University Faculty Assembly of the National Council for the Social Studies, National Technology Leadership Initiative, 2015

Graduate Dean's Award, UNCG Graduate School, 2015

Technology Research Paper Award (SITE/NTLI) from the College and University Faculty Assembly of the National Council for the Social Studies for the paper entitled, "Exploring TPCK in One-to-One High School Civics Classrooms" (co-authored with Wayne Journell and Melissa Walker Beeson), 2014

UNCG Graduate School and School of Education Departmental Travel Grants, 2013-2014

UNCG Graduate School, Summer Research Assistantship Award, 2013

UNCG Graduate School, School of Education, DeBerry Scholarship, 2012-2014

UNCG Graduate School, Graduate/Teacher/Research Assistantship Award, 2011-2014

Lynchburg College Staff Recognition Award Finalist, 2005

Television interviews regarding the importance of investment education and entrepreneurship education on WSET, ABC Channel 13 for Lynchburg, Danville, and Roanoke, 2004, 2009

Articles written about my work as the Director of the Center for Economic Education at Lynchburg College in *Altavista Journal*, *Amherst New Era-Progress*, *Bedford Bulletin*, *Blue Ridge Business Journal*, *Lynchburg College Critograph*, *Lynchburg College Magazine*, and *The News & Advance* as well as Virginia Council on Economic Education and school district newsletters, 2001-2010

Outstanding Graduate Business Student Award, Lynchburg College, 2001

Highest GPA in Marketing Education Award, Virginia Tech, 1990-1992

Valedictorian, Heidelberg High School (Heidelberg, Germany), 1988

REFERENCES

Dr. Holly Downs
Senior Evaluation Faculty
Center for Creative Leadership
One Leadership Place
Greensboro, NC 27438
Office: (336) 286-4476
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Ms. Sarah Hopkins Finley
Director of Programs
Virginia Council on Economic Education
Virginia Commonwealth University
Snead Hall, B2145
301 West Main Street
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Secondary Social Studies Program Coordinator
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Dean, School of Business and Economics
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