

Cheryl A. Ayers, Ph.D.

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EDUCATION

University of North Carolina at Greensboro, Greensboro, NC 8/2010-8/2015
Doctor of Philosophy
Curriculum and Instruction, Teacher Education and Professional Development

University of Lynchburg, Lynchburg, VA 6/1999-7/2001
Master of Business Administration

Virginia Tech, Blacksburg, VA 8/1988-12/1993
Bachelor of Science
Career and Technical Education, Business/Marketing Education
Secondary Education and Adult Education Licensure

PROFESSIONAL & CONTINUING EDUCATION

Consultant Grants & Contracts

Education Consultant, Association of Career & Technical Education (ACTE) 7/2022-present
▪ Online Entrepreneurship Institute for Secondary & Post-Secondary CTE Educators

Director, Virginia Personal Finance Teacher Fellowship Program 4/2022-present
Virginia Council on Economic Education (VCEE)
▪ Research, plan, create, direct, administer, promote, orient, train, support, mentor, evaluate, collect data, report, and revise Virginia Personal Finance Teacher Fellowship Program

Education Consultant, Coalition of Adult Basic Education (COABE) 5/2021-present
▪ Online Entrepreneurship Institute for Adult Educators & Service Providers

Founder and Director, U.S. Economic Empowerment Project 1/2018-present
▪ Project goal is to provide low socioeconomic and low educational attainment youth and adults an opportunity to learn basic economics, personal finance, and entrepreneurship knowledge and skills required to make better economic decisions and to more effectively participate in the U.S. entrepreneurially-driven economy and workforce
▪ Partner with Santa Clara University in Silicon Valley, U.S. Small Business Administration, and SCORE to create and administer customized, industry-endorsed

entrepreneurship certification exams for high school students and adult learners; Virginia pilot study conducted Fall 2022

- Partner with COABE and ACTE to offer the Online Entrepreneurship Institutes
- Years 1-2 funded by The Calvin K. Kazanjian Economics Foundation Grant: Year 1 pilot sites in Virginia and Year 2 pilot sites in Arizona and North Carolina. Target audiences included youth/adult educators and service providers at departments of education, career and technical programs, adult education, workforce development, career coaching, social services, aging and rehabilitation, corrections, veteran affairs, un/underemployed agencies, American Job Centers, Goodwill Industries, immigrant services, disenfranchised youth programs (e.g., alternative education, juvenile detention, GED, Job Corps, etc.), foster care, homelessness aide, community colleges, people with disabilities agencies, community-based literacy organizations, family literacy programs, and other like-minded nonprofit organizations and government agencies
- Original project objectives were accomplished through four phases: Economic Empowerment Curriculum creation and beta-tests, Train-the-Trainer Program for youth/adult educators and service providers, Economic Empowerment Community Seminars for youth/adult students and clients, and Project research, evaluation, and revisions; currently offering the in-person curriculum and training online to scale outreach across the nation

Associate Director of Curriculum & Consultant

6/2020-5/2021

George Mason University, Marginal Revolution University (MRU) Contract
Arlington, VA

- Created engaging state (AR, NC, WI, GA, IL, VA, NJ, IN, SC) and national economics materials (i.e., lessons, curricula, and other resources) and webinars for secondary teachers, professors, adult educators, and government agencies
- Created and delivered online professional development programs on MRU materials
- Assisted in developing and executing plans for state and national outreach and partnerships with education stakeholders to increase the adoption of MRU materials
- Assisted in state and national projects to integrate MRU's videos in state-specific online courses
- Assisted in outreach and partnership development with states to integrate MRU as a certified partner (i.e., credit for university teacher licensure programs and public schools recertification requirements) for online preservice teacher courses and inservice teacher professional development programs

University Employment

Co-Director, Center for Economic Education
Virginia Tech, Blacksburg, VA

10/2016-present

Director, Center for Economic Education
University of Lynchburg, Lynchburg, VA

7/2000-7/2010

Virginia Tech and University of Lynchburg

- Implement(ed) professional development programs and teacher education university-level courses utilizing research-based, instructional best practices by creating and delivering customized, constructivist, multidisciplinary curricula, undergraduate and

graduate courses, week-long institutes, and half/full-day programs for approximately 400 K-12 in-service and pre-service teachers per year in the surrounding 5-28 school districts and local colleges/universities to improve content knowledge, curriculum resources, instructional methods, and standardized test scores in economics, personal finance, and entrepreneurship in consultation with advisory boards, school district administrators, Virginia Department of Education, Virginia Council on Economic Education, and Council for Economic Education

- Serve(ed) on the following Virginia Department of Education and Career & Technical Education Resource Center workgroups: committee to revise content for the *Economics and Personal Finance* online course by Virtual Virginia; committee to revise and amend Virginia's *Economics and Personal Finance Standards of Learning*; committee to develop recommendations for the add-on endorsement requirements in the *Licensure Regulations for School Personnel* (8VAC20-23) to teach economics and personal finance; and, business and education panel to review the instructional framework and learning standards for 6135/6136 Business Management course
- Create(ed) new statewide Entrepreneurship Institute, certification exam, and "Shark Tank - Pitch Night" events to equip high school teachers with the knowledge, skills, instructional practices, curricula, and community resources needed to empower their students as successful entrepreneurs and intrapreneurs (i.e., productive employees) while strengthening the local and state workforce and Innovation Economy
- Write Virginia's two exams in basic economics and advanced economics for the annual Governor's Challenge in Economics and Personal Finance in Richmond, VA; approve and grade personal finance case study written by Virginia Tech finance students; and, organize and implement the Personal Finance Case Study Challenge
- Founded and chair(ed) the Economic Education Advisory Board for Central Virginia Schools and Economic Education Advisory Board for Southwest Virginia Schools (Roanoke, Wytheville, and Wise Cohorts covering 28 school districts) consisting of business partners, college/university faculty, K-12 teachers, instructional supervisors, school district administrators and superintendents, and nonprofit organization members who steer and promote Center programming
- Perform(ed) administrative and leadership duties: securing and managing grants, collecting data and writing annual reports, meeting accountability criteria of external accrediting agencies, presenting at conferences, fundraising, budgeting, preparing materials, designing and evaluating programs, hiring/supervising/evaluating university student-workers, scheduling courses and programs, growing enrollment, recruiting content experts as co-instructors, granting continuing education units, arranging venues both on and off campus, maintaining website, and managing communications, marketing and publicity

University of Lynchburg

- 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, contributed to writing Virginia's *Economics and Personal Finance Standards of Learning*, and created the statewide Economics Institute, plus the pre-test and post-test, to train Virginia teachers on the new graduation requirements, as per the Virginia Department of Education

- Served as a Technical Committee Member for the Virginia Department of Education to revise the instructional framework and learning standards for 6135/6136 Business Management course and contributed to writing Virginia's *History and Social Science Standards of Learning*
- Delivered informational presentations about the importance of economic literacy programs on regional workforce development to human resources professional organizations, economic development boards, and chambers of commerce
- Organized and hosted the annual Economic Outlook Conference in Central Virginia, projecting regional, state, and national economic conditions for business leaders
- 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
- Trained entire K-5 faculty to integrate a school-wide economics, personal finance, and entrepreneurship instructional simulation, *Classroom Mini-Economy*, as one of two innovation initiatives at Dearington Elementary School for Innovation, an at-risk school in Lynchburg City Schools, Lynchburg, VA
- Co-wrote the business plan for College Hill Neighborhood School, a preschool and adult education center for at-risk children and their parents focused on providing family literacy and training 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 conducted economic and personal finance literacy workshops for parents of students in public schools and private early learning centers, low socioeconomic and educational attainment adults, Interfaith Outreach Association clients, and adult inmates and jail educators in the Virginia Department of Corrections system
- Created and coordinated co-curricular service learning programs for Students in Free Enterprise (SIFE) collegiate student organization members enrolled in BUAD 100 Introduction to Business courses, in which students wrote and delivered economics lessons in public schools
- 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, including the Stock Market Game™ investment simulation
- Annually secured, administered, and accounted for local, state, and national grant money from profit and nonprofit businesses and organizations for educational programs, averaging approximately 30 percent of the Center's operating budget; only Center in Virginia to receive professional development money from participating school districts

Senior Research Specialist & Teacher Intervention Specialist
 Center for Advanced Study of Teaching and Learning
 Curry School of Education
 University of Virginia, Charlottesville, VA
 Primary Duties:

8/2018-4/2020
 2/2016-12/2017

- Served as teacher intervention/support specialist and researcher for My Teaching Team (MTT) professional learning community (PLC) curriculum/process development and

research study in Alexandria City Public Schools in Alexandria, VA and Chesterfield County Public Schools in Chesterfield, VA

- Provided one-on-one and team MTT and PLC training, coaching, and support to participating facilitators and teachers
- Co-created intervention MTT and PLC curricula and process protocols, research instruments, and related professional development programs
- Conducted quantitative and qualitative data collection and analyses by collaborating with UVA principal investigators and interdisciplinary research teams, wrote reports and manuscripts for publication, and presented findings to project stakeholders
- Implemented and supervised Project CYCLE professional development programs for K-12 mentors in Baltimore City Public Schools (BCPS) in Baltimore, Maryland by designing curriculum, developing implementation strategies for web-mediated mentoring programs, coaching mentors and BCPS leadership team, and serving as the primary liaison for administrative partners and participating novice teachers
- Completed PreK-3 and Secondary Classroom Assessment Scoring System (CLASS)TM Observer Training (36 hours) on research-based, observation instruments designed to provide teacher feedback on 42 teacher-student interactions correlated to increased student engagement, learning, socioemotional development, and discipline management (March and August, 2016)

Associate Director, Center for Liberal Arts

10/2015-8/2016

Acting Director, Center for Liberal Arts

1-5/2016

University of Virginia, Charlottesville, VA

Primary Duties:

- Directed professional enrichment programs for local and nationwide K-12 teachers delivered by top-ranking scholars across the disciplines in the College of Arts and Sciences and other colleges at UVA and comparable U.S. institutions while serving as the principal liaison for K-12 teachers, administrators, and higher education faculty
- Created and presented professional enrichment sessions on pedagogical and pedagogical content knowledge in conjunction with participating higher education faculty's content enrichment programs
- Served 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 enrichment programs and a variety of long-term support activities for regional K-12 teachers in 30 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 advanced the National Writing Project's goal of empowering teacher-leaders as change agents by affirming diverse ways of writing grounded in culture and experience
- Served as the Project Director of Research and Technology and revised current professional enrichment protocols according to best practices described in the literature, analyzed past program data to make evidenced-based decisions, and utilized social media as a forum for discussion, promotion, and professional development for K-12 teachers

- Served as a board member on the Appalachian Prosperity Project: A Collaborative Model for Advancing Education, Health, and Economic Prosperity in Southwest Virginia
- Performed administrative and leadership duties: researching, writing and administering grants, writing reports, budgeting, marketing, maintaining website, preparing program materials, arranging venues, collaborating with UVA faculty program directors, supervising Center employees, and assisting the Center director

Undergraduate, Graduate & Continuing Education Teaching

Association of Career & Technical Education (ACTE)	7/2022 – present
<ul style="list-style-type: none"> ▪ Online Entrepreneurship Institute for Secondary & Post-Secondary CTE Educators (2 sections – dates TBD) 	
Coalition on Adult Basic Education (COABE)	5/2021 – present
<ul style="list-style-type: none"> ▪ Online Entrepreneurship Institute for Adult Educators & Service Providers (4 sections) 	
Virginia Polytechnic Institute and State University, Blacksburg, VA	
<ul style="list-style-type: none"> ▪ Online Entrepreneurship Institute for Educators (8 sections) ▪ Personal Finance Institute for Educators ▪ (In-person) Entrepreneurship Institute for Educators (2 sections) ▪ Economics Institute for Educators (2 sections) ▪ ECON 3004 Economics Institute for High School Teachers (2 sections) 	7/2020 – present 6/2019 7/2018, 3/2019 6-7/2017 6-7/2010
Economic Empowerment Project	2019 – present
<ul style="list-style-type: none"> ▪ Economic Empowerment Curriculum & Training in-person in Arizona, North Carolina, and Virginia and online nationwide (5 sections) 	
Campbell University, Buies Creek and Raleigh, NC	
<ul style="list-style-type: none"> ▪ Economics Institute for Educators (2 sections) ▪ ECON 200 Economic Way of Thinking 	8/2018-19 8/2018
University of North Carolina at Greensboro, Greensboro, NC	8/2011-12/2013
<ul style="list-style-type: none"> ▪ 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) 	
University of Lynchburg, Lynchburg, VA	
<ul style="list-style-type: none"> ▪ ECON 600 Economics for Educators (2 sections) ▪ FIN 150 Personal Finance 	7/2009 1-5/2008

University Supervision

Supervisor of Student-Teachers

University of Lynchburg, 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, lesson planning, instructional practices, content delivery, and assessments
- Cultivated relationships with partnering public schools, mentor teachers, and university program faculty

High School Employment

Career and Technical Education Teacher

7/1994-7/1999

Business/Marketing/Entrepreneurship Education

Internship Coordinator, Lead Teacher, DECA Advisor

Frederick County Public Schools, Sherando High School, Stephens City, VA

Primary Duties:

- Networked and cultivated 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 high school store as a service to the high school and authentic learning environment for student-employees

RESEARCH

Principal Investigator

7/2022-present

Virginia Entrepreneurship Certification Examination – A Pilot Study

- This customized examination is industry-endorsed by the Virginia Small Business Development Center and SCORE and cross-walked with three international online entrepreneurship examinations (also available in Spanish) administered by My Own Business Institute (MOBI) in the Leavey School of Business at Santa Clara University in Silicon Valley, California. Upon passing the Virginia Entrepreneurship Certification Examination, students have the option of earning three additional credentials and digital badges with little to no further preparation and at no additional cost for a total of four stackable entrepreneurship credentials as per a special agreement with the university. Free examination instructional aids include a teacher guide, student guide, blueprint, and practice test, as well as optional online course modules with practice quizzes that serve as a review and/or supplement to classroom instruction. These value-added entrepreneurship credentials will better prepare Virginia high school graduates for college and career opportunities in the Innovation & Gig Economy.

Principal Investigator 4/2022-present
Virginia Personal Finance Teacher Fellowship Program – A Pilot Study

- The Virginia Personal Finance Teacher Fellowship Program seeks to support school divisions with high concentrations of provisionally licensed teachers and Title 1 schools by increasing access to quality personal finance education. This cohort of highly-qualified Personal Finance Teacher Fellows will offer personal finance professional development and resources to other teachers in their school, school division, and region. In this way, the Virginia Council on Economic Education (VCEE) can dedicate more personal finance resources where they will have a meaningful impact. This investment will help improve education opportunities and economic equity in Virginia's underserved communities by ultimately improving the financial knowledge and skills of middle and high school students.

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, in-depth case studies exploring how three exemplary secondary economics teachers demonstrated pedagogical content knowledge in their instruction and how their personal orientations toward economics influenced 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 for teaching microeconomics, macroeconomics, and international economics content while simultaneously developing secondary social studies teachers' pedagogical content knowledge in economics by modeling effective economics instructional practices 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

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 for school improvement and transformation

SCHOLARSHIP

Referred Journal Articles

- Ayers, C. A. (2019). Teaching students to ‘think like economists’ as democratic citizenship preparation. *Journal of Social Studies Research, 43*(4), 405-419.
- Ayers, C. A. (2018). A first step toward a practice-based theory of pedagogical content knowledge in secondary economics. *Journal of Social Studies Research, 42*, 61-79.
- Ayers, C. A. (2016). 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., Journal, 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. *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. (2019). Simulating economic activity in the classroom. In C. Wright-Maley (Ed.), *More like life itself: Simulations as powerful and purposeful social studies* (pp. 223-242). Information Age Publishing, Inc.

Ayers, C. A. (2017). Learning to crosswalk: Horizon content knowledge in economics. In S. G. Grant, J. Lee, & K. Swan (Eds.), *Teaching social studies: A methods book for methods teachers* (pp. 123-130). Charlotte, NC: Information Age Publishing, Inc.

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. (2022, April). *Economics, Personal Finance & Entrepreneurship Real-World Integration Activities*. Virtual presentation at the annual conference of the Coalition on Adult Basic Education (COABE).

Ayers, C. A. (2019, October). *Teaching students to ‘think like economists’ as democratic citizenship preparation*. Paper accepted at the annual meeting of the Council for Economic Education, Los Angeles, CA.

Ayers, C. A. (2017, October). *A practice-based theory of economics instruction with practical classroom applications*. Paper presented at the annual meeting of the Council for Economic Education, Brooklyn, NY.

Ayers, C. A. (2016, November). *Economic reasoning tools for democratic citizenship preparation*. Paper presented 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*. National Technology Leadership Initiative (NTLI) Fellowship Awards presentation requested at the annual meeting of the Society for Information Technology and Teacher Education, Las Vegas, NV.
- Journal, 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. (2021, October). *Easy GED Integration Ideas – Economics, Personal Finance & Entrepreneurship*. Virtual presentation at the annual, online meeting of the Virginia Association for Adult and Continuing Education.
- Scott, K., & Ayers, C. A. (2019, October). *United thoughts and differing opinions: Techniques for teaching controversial issues in economics*. Presentation at the annual meeting of the Virginia Council for the Social Studies, Williamsburg, VA.
- Ayers, C. A., & Scott, K. (2019, October). *Social and intrapreneurship instruction across grades and subjects*. Presentation at the annual meeting of the Virginia Council for the Social Studies, Williamsburg, VA.
- Ayers, C. A. (2017, November). *Economic reasoning rubrics for student empowerment*. Presentation at the annual meeting of the Virginia Council for the Social Studies, Richmond, VA.

- Day, S., & Ayers, C. A. (2017, November). *Life after high school: Navigating career, education, and debt*. Presentation at the annual meeting of the Virginia Council for the Social Studies, Richmond, VA.
- 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 (and 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 and 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 and Programs

- Ayers, C.A. (2022, July). *Top 10 Reasons to Teach Entrepreneurship and Take the Virginia Entrepreneurship Certification Examination*. Presentation at the annual meeting of the Virginia Association of Marketing Educators, Richmond, VA.
- Ayers, C.A. (2022, January). *Economics, Personal Finance & Entrepreneurship Real-World Integration Activities* webinar for Coalition on Adult Basic Education (COABE).
- Ayers, C. A. (2021, April). *Critically thinking like an economist*. Guest Speaker for ECON 3063 Economics for Secondary Educators at University of Alabama, Fayetteville, AR.

- Ayers, C. A. (2020, October). *World-class free & engaging MRU resources for your economics classroom*. Presentation at Get Your Kids Pumped for Personal Finance and Economics Virtual Conference sponsored by Economics Wisconsin.
- Ayers, C. A. (2020, February). *FREE Economic Empowerment Curriculum in Economics, Personal Finance, and Entrepreneurship*. Presentation at the Adult Education and Literacy Conference sponsored by the Virginia Department of Education, Office of Career, Technical, and Adult Education, Harrisonburg, VA.
- Ayers, C. A. (2019, September). *Pedagogical content knowledge in economics for developing more informed students and citizens*. Guest Speaker for EDCI 5724 Teaching in Middle/Secondary Schools at Virginia Tech, Blacksburg, VA.
- Ayers, C. A. (2019, September). *Integrating economic reasoning skills into K-6 performance-based learning and assessments*. Guest Speaker for EDCI 5224 Advanced Curriculum & Instruction in Elementary/Middle Social Studies at Virginia Tech, Blacksburg, VA (2 sections).
- Ayers, C. A. (2019, July). *Economic Empowerment and Adult Education: Converging Paths to Success*. [Courtney Lord and Leslie Bradner presented my U.S. Economic Empowerment Project in my absence.] Presentation at the annual meeting of the Adult Education & Literacy Conference, Roanoke, VA.
- Ayers, C. A. (2018, November). *Thinking like an economist: Economic reasoning life skills for interdisciplinary social studies instruction*. Guest Speaker for EDCI 5724 Teaching in Middle/Secondary Schools at Virginia Tech, Blacksburg, VA.
- Ayers, C. A. (2018, November). *Introduction to economic content and pedagogy*. Guest Speaker for EDCI 5224 Advanced Curriculum & Instruction in Elementary/Middle Social Studies at Virginia Tech, Blacksburg, VA (2 sections).
- Ayers, C. A. (2018, July). *Recruit and empower adult students with economic empowerment citizen seminars*. Presentation at the Adult Education and Literacy Conference sponsored by the Virginia Department of Education, Office of Career, Technical, and Adult Education, Williamsburg, VA.
- Ayers, C. A. (2018, June). *How entrepreneurs use economics. Compassionate business. Obstacles faced by Entrepreneurs*. [3 presentations] Guest Speaker for 2018 Summer Seminar Series program sponsored by the Foundation for Economic Education at Chapman University, Orange, CA.
- Ayers, C. A. (2018, June). *Performance-based assessments across grades and subjects: Integrating essential skills in economics*. Created and delivered district-wide professional development program for Buchanan County Public Schools, Buchanan, VA.

- Ayers, C. A. (2018). *A first step toward a practice-based theory of pedagogical content knowledge in secondary economics*. Skyped-in Guest Speaker for TCHG 346 Social Science Curriculum to discuss my article published in *Journal of Social Studies Research* at Victoria University, Wellington, New Zealand.
- Ayers, C. A. (2018). *A first step toward a practice-based theory of pedagogical content knowledge in secondary economics*. Skyped-in Guest Speaker for faculty, who also use pedagogical content knowledge as a theoretical framework, to discuss my article published in *Journal of Social Studies Research* at Mannheim University, Mannheim, Germany.
- Ayers, C. A. (2017, November). *Thinking like an economist: Economic reasoning life skills for interdisciplinary social studies instruction*. Guest Speaker for EDCI 5724 Teaching in Middle/Secondary Schools at Virginia Tech, Blacksburg, VA.
- Ayers, C. A. (2017, November). *Basic economics instruction: Preparing elementary students for secondary grades and decision-making*. Guest Speaker for EDCI 5224 Advanced Curriculum & Instruction in Elementary/Middle Social Studies at Virginia Tech, Blacksburg, VA (2 sections).
- Ayers, C. A. (2017, September). [Invited Participation] U.S. Department of Commerce and International Trade Administration 3-day program, sponsored by the Foundation for Teaching Economics in Washington, DC.
- 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 Schools and EDCI 5224 Advanced Curriculum & Instruction in Elementary/Middle Social Studies at Virginia Tech, Blacksburg, VA.
- Ayers, C. A. (2015, April). *An experimental economics methods course: A self-study*. Delivered presentation and poster on award-winning research study at the Graduate Research Scholar Awards Program sponsored by the Graduate School at University of North Carolina at Greensboro, Greensboro, NC.
- 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. (2008, August). *Globalization*. Created and delivered district-wide professional development program for Spotsylvania County Public Schools, Fredericksburg, VA.
- 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 three regional professional development programs for Summer Training Institutes hosted by the Virginia Department of Education as directed by Senate Bill 950 in 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 three 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. (2002, January). *Stock Market Game™*. Presentation for the annual meeting of the Virginia 4-H Youth Development/Family and Consumer Sciences Extension Agencies at Virginia Tech, 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), 2015

University Service

Moderator, Triad Teacher Researchers Conference, 2014

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

Senator, UNCG Graduate Student Association, 2012-2014

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

Committee Member, University of Lynchburg Centennial Hall Dedication Committee, 2004-2005

Coordinator, University of Lynchburg United Way Campaign, 2003-2004

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

Co-Chair, Committee Member, and Parent Instructor, College Hill Neighborhood School Board, 2000-2003

PROFESSIONAL MEMBERSHIP

Association for Career and Technical Education

Coalition on Adult Basic Education

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

- Research Committee

North Carolina Council for Economic Education

Virginia Association for Supervision and Curriculum Development

Virginia Council for the Social Studies

Virginia Association for Adult & Continuing Education

Virginia Association for Career & Technical Education

INSTRUCTIONAL TECHNOLOGY SKILLS AND EXPERIENCES

Microsoft Windows and Microsoft Office environments, HTML and web-authoring tools, Web 2.0 learning technologies, Google Workspace, Classroom and Sites, 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
- Published instructional technology articles in prominent journals
- Presented instructional technology sessions at state and national conferences
- Won instructional technology research award

AWARDS AND RECOGNITIONS

Henry H. Villard Research Professional Award, National Association of Economic Educators, Nominee, 2021

Women in Economics: Celebrating the Lives and Work of the Trailblazing Women of Economics, Marginal Revolution University, George Mason University, Nominee, 2019

John C. Schramm National Leadership Award in Economic Education, National Association of Economic Educators, Nominee, 2018

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 (NTLI), 2015

Graduate Dean's Award, UNCG Graduate School, 2015

Technology Research Paper Award (SITE/NTLI) for the paper entitled, "Exploring TPCK in one-to-one high school civics classrooms" from the College and University Faculty Assembly of the National Council for the Social Studies (co-authored with Dr. Wayne Journell and Dr. Melissa Walker Beeson), 2014

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

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

University of Lynchburg Staff Recognition Award, Finalist, 2005

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

(Abbreviated) List of articles written about my work as the Director of the Center for Economic Education at University of Lynchburg in *Altavista Journal*, *Amherst New Era-Progress*, *Bedford Bulletin*, *Blue Ridge Business Journal*, *University of Lynchburg Critograph*, *University of Lynchburg Magazine*, and *The News & Advance* as well as Virginia Council on Economic Education and school district newsletters; as the Co-Director of the Center for Economic Education at Virginia Tech in the Department of Agricultural and Applied Economics newsletters and social media; as the Director of the North Carolina Economics Institute in various North Carolina media; and, as the Founder and Director of the U.S. Economic Empowerment Project in *PROGRESS, A Publication of the Virginia Adult Learning Resource Center*, 2001-2010, 2017-2021

Outstanding Graduate Business Student Award, University of Lynchburg, 2001

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

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