

Brenda R. Sim, Ph.D.

Dr. Brenda Sims is Professor and Founding Chair of the Department of Technical Communication at the University of North Texas. Before becoming Founding Chair, Sims served as the Director of the Technical Writing program at the University of North Texas from 1987-2008. Under the direction of Sims, the technical writing program has grown from one service course to a department offering an undergraduate certificate in technical communication, a graduate academic certificate in teaching technical writing, and a BA and MA in Professional and Technical Communication. Sims serves as the Executive Secretary of the Association of Teachers of Technical Writing. She has authored 3 books and numerous articles on technical communication, cross-cultural communication, and ethics. She also serves as an industry consultant for companies, government agencies, and local governments where she identifies and solves communication-related problems and helps professionals improve their written and oral communication skills.

Christy Crutsinger, Ph.D.

Dr. Christy Crutsinger is the Senior Vice Provost for Academic Affairs at the University of North Texas. From 2011-2015, Crutsinger served as Vice Provost for Faculty Success. In this role, Crutsinger provided leadership and support to ensure that over 1,100 faculty members and academic administrators were effective teachers, productive scholars, and effective leaders. From 2009-2011, Crutsinger served as the Faculty Special Assistant to the Provost/Vice President for Academic Affairs for a two-year period, while retaining a 50% appointment as Associate Dean and Professor in merchandising. Crutsinger is recognized as a leader in innovative teaching and web-based course development. Under her leadership as Department Chair from 1998-2006, the Merchandising Division at the University of North Texas received the American Textile Manufacturers Institute's (ATMI) Award for Excellence for exemplary and innovative programs including the nation's first 100% web-based graduate merchandising degree. Crutsinger has published over 40 research articles and 130 abstracts in refereed journals, edited textbooks, and conference proceedings. Her primary research focuses on the impact of work experiences and expectations on job satisfaction and career intentions.