

Twyla Hough, Ph.D., CCSP

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EDUCATION

Texas Tech University – Lubbock, Texas

Doctor of Philosophy, Family and Consumer Sciences Education

Ball State University – Muncie, Indiana

Master of Arts in Student Affairs in Administration in Higher Education

Bachelor of General Studies, Minors in Marketing and Psychology

EXPERIENCE

College Consulting & Career Coaching (dba 4C, LLC)

04/2025 – Present

Co-Founder

Guide families through college selection, application strategy, and financial aid planning; Equip students with career self-management skills, resume and interview preparation, and exploration tools; Design and facilitate interactive sessions on topics such as scholarships and financial aid, application preparation, admissions essays and resumes; Develop educational materials and digital tools (e.g., 7-day application prep plan, resume templates, essay rubric, etc.) to simplify and streamline complex planning processes; Connect with schools, school districts, homeschool networks, faith-based organizations, and community agencies to expand college access and career readiness resources for youth and their supporting families/social agents.

Texas State University – San Marcos, Texas

03/2023 – 11/2025

Department of Organization, Workforce, and Leadership Studies – College of Applied Arts

Lecturer

07/2023 – Present

Teach asynchronous online leadership courses; Develop and instruct an online synchronous participatory action research and evaluation course

Postdoctoral Scholar

08/2024 – Present

Served in interim project director role in fall 2024; Co-chaired planning committee for annual ACCYESS Summit; Assisted with research activity on a National Science Foundation project

Postdoctoral Research Scholar / Project Director, ACCEYSS Research Group **03/2023 – 04/2025**

Managed research activity for Dr. Shetay Ashford-Hanserd's NSF CAREER award including collecting data from six minority-serving institutions in Texas; Facilitated research team meetings and schedule trainings; Coordinated and oversaw qualitative data collection (i.e., 35 interviews) and analysis; Hired, trained, mentored, and supervised 4 undergraduate and graduate research team members; Co-authored manuscripts for publication in peer-reviewed journals; Coordinated the annual ACCEYSS Herstories Conference: A Celebration of Girls & Women in Computing, hosting over 100 secondary school girls from five cities in Central Texas; Secured a \$5,000 learning community award for 2 undergraduate research assistants from the College of Applied Arts

Texas Tech University – Lubbock, Texas

08/2019 – 12/2022

Family and Consumer Sciences Education, College of Human Sciences

Lead Researcher, Career and Education Planning as Experienced by Young Black Women in West Texas Study – Principal Investigator, K. L. Alexander, PhD

02/2022 – 12/2022

Designed study and conducted interviews with community leaders (phase one) and young Black women (phase two); Created survey to screen phase two participants; Composed and submitted proposal for institutional review board approval; Conducted a small-scale phase two pilot study;

Trained and supervised undergraduate research assistant in transcribing procedures; Managed recruitment and coordinated logistics for virtual interviews; Communicated research objectives and participants rights to interviewees; Conducted 30- to 60-minute interviews about the career and education planning experiences (CEP) of young Black women, ages 20 to 25, in West Texas; Utilized process and descriptive coding to analyze qualitative data in Excel

Research Assistant, Determining and Measuring the Quality of Work-Based Learning in Secondary Family & Consumer Sciences – Principal Investigator, C. L. Miller, PhD 01/2020 – 08/2022

Developed survey instrument for work-based learning study and administered online using Qualtrics; Analyzed survey data using IBM SPSS; Composed and submitted proposal for work-based learning survey to the institutional review board; Piloted survey with over 100 out-of-state secondary school family and consumer sciences (FCS) educators; Promoted final survey using social media and targeted emails; Updated and maintained contact database of over 1200 districts in Texas; Gathered contact information from school websites to develop a database of over 700 FCS educators; Designed outreach materials and recruited study participants; Researched and compiled work-based learning material and information for online FCS teacher resources; Developed professional development sessions with principal investigator; Co-facilitated professional development workshops in Dallas, Houston, Austin, and online

Research Assistant, Building Educational Capacity of Secondary Students through the Integration of Reading in the FCS Classroom – Principal Investigator, K. L. Alexander, PhD 08/2019 - 07/2020

Reviewed previously collected data and entered into SPSS for analysis; Completed trainings in IBM SPSS, Human Subject Research, Pretest/Posttest and Longitudinal Data Analysis, Cybersecurity, Title IX, and the Family Educational Rights and Privacy Act

Trinity University – San Antonio, Texas

06/2004 - 07/2019

Division of Academic Affairs (2013-2019) / Division of Student Affairs (2004-2013)

Co-Director, Center for Experiential Learning and Career Success

02/2015 - 07/2019

Identified, developed, oversaw, and assessed initiatives and collaborations that support the Center for Experiential Learning & Career Success mission to empower students to connect their Trinity experience with the broader world and better prepare them for life after Trinity; Partnered with the director of Experiential Learning and the associate vice president of academic affairs to lead a dynamic team of professionals and student employees

Director, Career Services

07/2013 - 07/2019

Led six team members to effectively meet the changing needs of the department, students, alumni, employers, and faculty; Established department goals and assessed progress; Implemented initiatives focused on advising, employer relations, on-campus recruitment, faculty collaborations, alumni engagement, assessment and reporting, budget oversight (operating and revenue-generating), and professional engagement

Assistant Director, Career Services

06/2008 - 06/2013

Facilitated programs, presentations, and major events; Developed partnerships with government agencies, corporations, and nonprofit organizations; Coordinated department assessment; Advised students and alumni in career exploration, internship/job searches, graduate school, networking, and other career issues; Supervised student interns

Instructor, Upward Bound Program

12/2006 - 04/2008

Designed curriculum and taught career development content to high school juniors and seniors to enhance their skills in resume and cover letter writing, completing job applications, interview preparation, and graduation planning

Career Advisor, Career Services

06/2004 - 05/2008

Advised students in career development and planning; Developed and conducted career preparation presentations and programs; Composed the annual report and the survey of graduating seniors; Collaborated with other external departments on career programming

PUBLICATIONS & PRESENTATIONS

- Hough, T. D., Dotson, A., & Alexander, K. L. (2022). Synergy in career exploration and preparation: The intersection of secondary family & consumer sciences and postsecondary career services. *Texas Association of Family and Consumer Sciences Research Journal*, 9 (1), 96-116.
<https://anyflip.com/hxfvx/vdoi>
- Miller, C. L., & Hough, T. D. (2023). Providing quality work-based learning training for secondary family & consumer sciences educators. *Journal of Family and Consumer Sciences*, 115(1).
<http://dx.doi.org/10.14307/JFCS115.1.22>
- Hough, T., & Alexander, K. L. (2023, February 12-14). *Equipping young women of color for successful career and education planning and decision-making* [Conference session]. 18th Annual Professional School Counselor Conference, Round Rock, TX, United States.
- Hough, T., Alexander, K. L., Rogers, C. R., Miller, C. L. (2022, November 28-30). *Career and education planning as experienced by young Black women in West Texas* [Poster presentation]. Association for Career & Technical Education Research Conference, Las Vegas, NV, United States.
- Miller, C. L., & Hough, T. (2022, October). Develop & implement a work-based learning action plan. *Techniques*, 44-47. <https://www.acteonline.org/publications/techniques/>
- Hough, T., & Miller, C. L. (2022, September 6-11). *Preparing youth for productive employment through work-based learning in home economics* [Conference session]. International Federation for Home Economics' 2022 World Congress, Atlanta, GA, United States.
- Hough, T., & Miller, C. L. (2022, April 28-29). *Work-based learning opportunities on the continuum* [Conference session]. Association for Career & Technical Education and Utah 2022 National Work-Based Learning Conference, Salt Lake City, UT, United States.
- Alexander, K., Perez, C., Hough, T., Hinkle, D. Clawson, S., & Molina, J. (2020, June). *Charting a course to navigate a brand-new world: Working with Generation Z* [Conference Session]! American Association of Family & Consumer Sciences Annual Conference, virtual.
- Coltharp, D., Hall, E., Hough, T., & Topp, J. (2018, January). *Bridging the liberal arts vocational divide* [Conference session]. American Conference of Academic Deans at the 104th Annual Meeting of The Association of American Colleges and Universities, Washington, DC, United States.

LEADERSHIP & COMMUNITY ENGAGEMENT

- Advisor, Youth Leadership Council (2025-Present) – Provided mentorship and strategic guidance to student leaders; supported youth-led decision-making, event planning, and project implementation; fostered a collaborative environment emphasizing responsibility, integrity, and community engagement among a group of 10 middle school and high school students.
- Life Skills Educator, OneVoiceHome (2021-2022) – Developed and facilitated individual financial education and career preparation sessions for residents
- Team Lead, Financial Literacy Collective, Trinity University (2017-2018) – Convened a gathering of various departments engaged in or planning to engage in financial literacy programming to centralize efforts for collaborations and disseminate information
- Board Member, SACUCCA (2009-2012) – Coordinated and facilitated annual planning retreat and monthly meetings; Provided support to five committees; Supervised marketing intern; Coordinated logistics for annual job fair; Assisted in coordinating annual diversity conference
- Co-Chair, Young Women's Leadership Symposium, Texas Diversity Council (2010) – Collaborated with team to secure location, keynote speakers, panelists, high school participants, and adult mentors
- Mentor, Big Brother, Big Sister (2007-Present) – Mentored young lady from the age of seven years old

TRAINING & CERTIFICATIONS

Certified Career Services Professional (CCSP), National Career Development Association, March 2022
Certified Financial Education Instructor (CFEI), National Financial Educators Council, January 2019
Career Development Facilitator Training, National Career Development Association, June-July 2021
Family Educational Rights and Privacy Act (FERPA) Training, Texas Tech University, September 2021
EEO/Title IX/Clery Act/Ethical Conduct Training – Texas Tech University, April 2020
Human Subject Training – Human Research Protection Program, Texas Tech University, March 2020
Green Zone Core Training – Veterans’ advocacy training, Texas Tech University, February 2020
Title IX/SB 212 Training, Texas Tech University, February 2020
Leadership & General Nonprofit Management Program, San Antonio Area Foundation, 2017-2018
Career Coaching Intensive Training, National Association of Colleges & Employers, Summer 2015