

# Twyla Hough, Ph.D., CCSP

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## EDUCATION

**Texas Tech University** – Lubbock, Texas

*Doctor of Philosophy, Family and Consumer Sciences Education*

**Awards:**        Doctoral Dissertation Completion Fellowship  
                     Graduate Student Research Award

**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

**Texas State University** – San Marcos, Texas

**03/2023 – Present**

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

*Lecturer*

*07/2023 – Present*

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

Manage research activity for Dr. Shetay Ashford-Hanserd's National Science Foundation CAREER award including collecting data from six minority-serving institutions in Texas; Facilitate research team meetings and schedule trainings; Coordinate and oversee qualitative data collection (i.e., 35 interviews) and analysis; Hire, train, mentor, and supervise 4 undergraduate and graduate research team members; Co-author manuscripts for publication in peer-reviewed journals; Coordinated the 2024 ACCEYSS Herstories Conference: A Celebration of Girls & Women in Computing which included over 100 secondary school girls from five cities in Central Texas; Secured a \$5,000 grant for two undergraduate research assistants through the College of Applied Arts learning community award

**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 - Present*

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>
- Miller, C., & Hough, T. (2023, Fall). *Work-based learning handbook for family & consumer sciences teachers*. Texas Tech University Curriculum Center for Family & Consumer Sciences. <https://www.depts.ttu.edu/hs/ccfcs/>
- Tuliao, M. D., Njoh, G., & Hough, T. D. (in press). Building new lives: Texas's refugees and implications for family and consumer science educators. *Texas Association of Family and Consumer Sciences Research Journal*, 9(1), 5-28. <https://anyflip.com/hxfvx/vdoi>
- 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. (2022). *Career and education planning among young Black women in West Texas* [Unpublished doctoral dissertation]. Texas Tech University.
- 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.
- Hough, T., Rogers, C. R., Alexander, K. L., Miller, C. L. (2022, March 3). *Career and education planning as experienced by young Black women in West Texas* [Poster presentation]. Texas Tech University Graduate Student Research Poster Competition, Lubbock, TX, 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.
- Hough, T., & Tingle, J. (2017, September). *Maximize & integrate experiential learning* [Webinar session]. National Association of College and Employers Webinar Series.

### **LEADERSHIP & COMMUNITY ENGAGEMENT**

- Life Skills Educator, OneVoiceHome (2021-2022) – Developed and facilitated individual financial education and career preparation sessions for residents
- Judge, Texas Tech University's Graduate Student Competitions (2021-2022) – Served as a judge panelist for the 2021 Virtual Graduate Research Poster Competition, the 2022 Three-Minute Thesis Competition, and the 2022 Arts & Humanities Graduate Research Competition
- 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 disseminating 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