

## JOANNE MARTTILA PIERSON, Ph.D., CCC-SLP

Partner  
Literacy, Language, and Learning Institute (3LI)  
2010 Hogback Rd., Suite 1  
Ann Arbor, MI 48105  
Phone: 734-996-0589 Fax: 734-973-0750

---

### EDUCATION

1993 - 1999	Ph.D. Educational Studies Emphasis: Literacy, language and learning disabilities Dissertation: The accomplishments of students with specific learning disabilities and language impairments when engaged in interest-based apprenticeship learning	University of Michigan Ann Arbor
1983 - 1985	MS Speech-Language Pathology	University of Michigan Ann Arbor
1974 - 1978	BS Speech-Language Pathology	Western Michigan University Kalamazoo

### LICENSURE & CERTIFICATIONS

Speech-Language Pathologist License #L2569895 Exp: 09-30-14	State of Michigan Board of Speech- Language Pathology
Certificate of Clinical Competence (since 1986) Speech-Language Pathology #01044229	American Speech-Language-Hearing Association
Teacher Certification (since 1978) Elementary (K-8) Speech-language (K-12)	State of Michigan

### PROFESSIONAL EXPERIENCE

2012- present	Founding Partner, Practitioner, Consultant, Educator – Literacy, Language, and Learning Institute (3LI). Provide assessment, diagnosis, and treatment of literacy and language-based learning disabilities, including dyslexia. Provide professional development and parent guidance.	Ann Arbor, MI
2013- present	Project Manager – DyslexiaHelp, SSD Gift moved to Services for Students with Disabilities at UM. Continue to provide leadership, vision, and oversight of the website and related social media sites.	University of Michigan Ann Arbor

**Joanne Marttila Pierson**

Page 2

2009- 2013	Project Manager – DyslexiaHelp, UCLL Stewarded the initial \$300,000 and subsequent \$350,000 gift for a state-of-the-art website <a href="http://www.dyslexiahelp.umich.edu">www.dyslexiahelp.umich.edu</a> . Managed the development of the website to launch in August 2010. Continue to provide leadership, vision, and oversight of the website and related social media sites.	University of Michigan Ann Arbor
2000-2012	Associate Director – UCLL Provided leadership and vision to the clinical programs for children, teens, and adults with language, literacy, and learning disabilities. Responsible for the management of clinical and business operations. Responsible for the development and execution of public relations and fundraising program.	University of Michigan Ann Arbor
1999- 2000	Program Manager – Children’s Services – UCLL Liaison with off-site facilities, particularly schools, for children from pre-school through high school ages.	University of Michigan Ann Arbor
1999-2000	Adjunct lecturer – Educational Studies Program Taught Masters level courses that focused on the education of the atypical learner to prospective general and special education teachers.	University of Michigan Ann Arbor
1998 - 1999	Graduate research assistant – Educational Studies Program Worked on the analysis and evaluation of the data from a project that investigated the use and opportunities of interest-based inquiry setting (IBIS) apprenticeships for students with specific learning disabilities in an independent school setting.	University of Michigan Ann Arbor
1997 - 1998	Graduate research assistant – Educational Studies Program Worked on a collaborative university- and school-based research project in the design, implementation and evaluation of IBIS apprenticeships for students with specific learning disabilities in a private school setting.	University of Michigan Ann Arbor
1997 - 1998	Graduate student instructor – Educational Studies Program Taught two semesters of a course entitled <i>Reading and writing in the content areas</i> to undergraduate students who were preparing to become secondary teachers.	University of Michigan Ann Arbor
1996 - 2001	Learning disabilities clinician Worked with children identified to have language impairment, dyslexia and attention deficit disorder on their literacy development using their interests and strengths.	Brighton, MI
1996 - 1998	Pre-service teaching supervisor – Educational Studies Program Supervised graduate students in Literacy, Language and Learning Disabilities in their pre-service teaching experience.	University of Michigan Ann Arbor

## Joanne Marttila Pierson

Page 3

1995 - 1997	Graduate student instructor – Educational Studies Program Co-taught five semesters of courses to Masters students interested in improving the literacy development of typical and atypical learners. These courses included a practical experience for the students.	University of Michigan Ann Arbor
1994 - 1996	Graduate research assistant – Educational Studies Program Consulted in a remedial literacy program for first-grade students with emerging literacy skills.	University of Michigan Ann Arbor
1992 - 1995	On-site Director – Shady Trails Camp Responsible for the on-site administration of a six-week summer residential camp program for children (ages 5-17) who had a variety of communicative disorders. Recruited, trained, and supervised the staff of 55-60.	University of Michigan Ann Arbor
1979 - 1993	Speech-language pathologist Responsible for public school speech-language caseload.	Portage Public Schools Portage, MI Constance Brown Speech Center Kalamazoo, MI Lewis Cass Intermediate School District Cassopolis, MI
1987 - 1993	Speech-language pathology pre-service teaching supervisor	Western Michigan University Kalamazoo, MI

### HONORS

Paul Harris Fellow, Rotary Club of Ann Arbor (2011)  
Recipient of the Louise M. Meffley Award (1996)  
Recipient of a University of Michigan School of Education Fellowship (1993-1995)  
Recipient of a Kappa Kappa Gamma Scholarship (1984)  
Recipient of a University of Michigan Special Education grant (1984)  
Dean's List (1974-1978) and Cum Laude graduate of Western Michigan University

### JOURNAL ARTICLES

McPhail, J.C., Pierson, J.M., Goodman, J., & Bungee-Noffke, J. (2004). Creating partnerships for complex learning: The dynamics of an interest-based apprenticeship in the art of sculpture. *Curriculum Inquiry*.

McPhail, J.C., Pierson, J.M., Freeman, J.G., & Goodman, J. (2000). The role of interest in fostering sixth grade students' identities as competent learners. *Curriculum Inquiry*, 30(1), 43-70.

Pierson, J.M. (1999). Transforming engagement in literacy instruction: The role of student genuine interest and ability. *Annals of Dyslexia*, 49, 307-329.

### PROFESSIONAL PRESENTATIONS

Katz, L.A., & Pierson, J.M. (2014, November). Promoting language and literacy skills in at-risk toddlers and preschoolers. Paper to be presented at the Annual Meeting of the International Dyslexia Association, San Diego, CA.

Katz, L.A., & Pierson, J.M. (2013, November). Toddlers and preschoolers at-risk for literacy disorders: Impact of language delay and disorders. Paper presented at the Annual Meeting of the International Dyslexia Association, New Orleans, LA.

Pierson, J.M. (2013, September). DyslexiaHelp: A free, web-based curriculum and resource center. Paper presented at the Annual Meeting of the International Dyslexia Association – Michigan Branch. Ann Arbor, MI.

Pierson, J.M. & Wasco, K.A. (2013, February). DyslexiaHelp: A free, web-based curriculum and resource center. Presented at the Annual Meeting of the Michigan Speech-Language-Hearing Association, Dearborn, MI.

Pierson, J.M. & Wasco, K.A. (2013, February). Dyslexia help. Dyslexia hope. Paper presented at the Annual International Meeting of the Learning Disabilities Association, San Antonio, TX.

Marshall, R.K., Block, M.E., Kennedy, A.L., & Pierson, J.M. (2009, November). Intensive Language Therapy for Chronic aphasia: Who is a Candidate? Paper presented at the Annual Meeting of the American Speech-Language-Hearing Association, New Orleans, LA.

Pierson, J.M. (2003, October). Pragmatics: Language use for social purposes. Paper presented at the Annual Meeting of the Michigan Learning Disabilities Association, E. Lansing, MI.

Pierson, J.M. & Block, M.E. (2003, March). Easy ideas for tough cases: Strategies for aphasia therapy. Paper presented at the Annual Meeting of the Michigan Speech-Language-Hearing Association, Ypsilanti, MI.

Pierson, J.M. & Nantau, J.L. (2003, March). SLPs: Leading the way to literacy. Paper presented at the Annual Meeting of the Michigan Speech-Language-Hearing Association, Ypsilanti, MI.

Pierson, J.M. (2003, February). Self-selected interests and cognitive strengths of students with LLD. Paper presented at the Annual Meeting of the Learning Disabilities Association, Chicago, IL.

Pierson, J.M. (2002, February) Self-selected interests and cognitive strengths of students with LLD. Paper presented at the Annual Meeting of the Learning Disabilities Association, Denver, CO.

Pierson, J.M. (2002, October). Using genuine interest to promote language learning for students with LLD. Paper presented at the Annual Meeting of the Michigan Learning Disabilities Association, E. Lansing, MI.

Pierson, J.M. (2001, November). Literacy: the creation and communication of meaning - Expanding the definition. Paper presented at the Annual Meeting of the American Speech-Language-Hearing Association, New Orleans, LA.

Pierson, J.M. (2000, July). The language of learning in an interest-based inquiry setting (IBIS) Apprenticeship. Paper presented at the Third Conference for Socio-cultural Research, Sao Paulo, Brazil.

Pierson, J.M., & McPhail, J.C. (1999, November). Interests and cognitive strengths of students with LLD: Pedagogical considerations. Paper presented at the Annual Meeting of the American Speech-Language-Hearing Association, San Francisco, CA.

Pierson, J.M., & McPhail, J.C. (1999, November). The use of student interests: Effects on communicative responsiveness. Paper presented at the Annual Meeting of the American Speech-Language-Hearing Association, San Francisco, CA.

McPhail, J.C., Pierson, J.M., & Goodman, J. (1999, May). Three graduate students with learning disabilities narrate the beauty part of pedagogy. Paper presented at the Annual Meeting of the Society for Disability Studies, Washington, D.C.

McPhail, J.C., Pierson, J.M., & Goodman, J. (1999, April). Creating partnerships for complex learning: The dynamics of interest-based apprenticeships. Paper presented at the Annual Meeting of the American Educational Research Association, Montreal, Canada.

Pierson, J.M. (1998, November). Designing intervention around genuine interest and ability for children with dyslexia. Paper presented at the Annual Meeting of the International Dyslexia Association, San Francisco, CA.

McPhail, J.C., Freeman, J.G., Pierson, J.M., Goodman, J., Bailey-Olson, K., Shell, A., VanderZyden, J. & Wyngaard, M. (1998, November). Understanding optimal teaching-learning contexts through conversations between LD adults and their university teacher. Paper presented at the Annual Meeting of the International Dyslexia Association, San Francisco, CA.

Freeman, J.G., McPhail, J.C., & Pierson, J.M. (1998, April). Interest and engagement: Case studies of three elementary children with learning disabilities. Paper presented at the Annual Meeting of the American Educational Research Association, San Diego, CA.

Pierson, J.M. & McPhail, J.C. (1997, June). Discovering atypical and achieving students' interests in the context of the classroom to increase self-regulation. Paper presented at the Annual Meeting of the Canadian Society for Studies in Education, St. Johns, Newfoundland.

McPhail, J.C., Pierson, J.M., Freeman, J.G., Goodman, J., & Ayappa, A. (1997, March). The role of interest in fostering 6th grade students' identities as competent learners. Paper presented at the Annual Meeting of the American Educational Research Association, Chicago.

McPhail, J.C., Ayappa, A., Freeman, J.G., Goodman, J., & Pierson, J.M. (1996, July). Mind at work in activities of interest. Paper presented at the Second Conference for Socio-cultural Research, Geneva, Switzerland.

Pierson, J.M., McPhail, J.C., & Ayappa, A. (1996, April). Interest revisited: Sixth grade students tell us how. Paper presented at the Annual Meeting of the American Educational Research Association, New York.

Pierson, J.M., & Behre, W.J. (1995, March). Unified education: Opportunities and challenges. Paper presented at the Annual Meeting of the Michigan Council for Exceptional Children, Grand Rapids, MI.

Pierson, J.M., & Behre, W.J. (1995, March). Speech-language pathologists' caseloads in Michigan. Paper presented at the Annual Meeting of the Michigan Speech-Language-Hearing Association, Shanty Creek, MI.

Pierson, J.M. (1992, November). Let's go camping: Alternative therapy approaches for children who stutter. Paper presented at the Annual Meeting of the American Speech-Language-Hearing Association, San Antonio, TX.

## INVITED TALKS

Katz, L.A., & Pierson, J.M. (2014, November). Dyslexia in the classroom. Presented on The Inclusive Classroom podcast.

Katz, L.A., & Pierson, J.M. (2013, October). Talking with parents about their children's language/literacy struggles. Presented at the Canton Public Library, Canton, MI.

Katz, L.A., & Pierson, J.M. (2013, October). Making reading less painful: Tips for teenagers. Presented at the Plymouth Public Library, Plymouth, MI.

Katz, L.A., & Pierson, J.M. (2013, May). Building foundational literacy skills in the preschool years. Webinar to be presented to Region 10 Education Service Center, Dallas, TX.

Katz, L.A., & Pierson, J.M. (2013, April). A preschooler's work: Promoting preschool language skills through play. Webinar presented to Region 10 Education Service Center, Dallas, TX.

Katz, L.A., & Pierson, J.M. (2013, February). Identifying preschooler at risk for literacy problems. Webinar presented to Region 10 Education Service Center, Dallas, TX.

Pierson, J.M. (2013, January). Intensive therapy for adults with chronic aphasia: A Life-Changing Experience. Paper presented to the MI-ARN. Farmington Hills, MI.

Block, M. & Pierson, J.M. (2012, April). A life-changing experience for adults with chronic aphasia. Paper presented to the Detroit Chapter of Case Managers. Farmington Hills, MI.

Chapman, K., Lauer, R., Pierson, J.M. (2012, May). Warning signs, testing, and diagnosis of dyslexia. Presented to the Washtenaw Chapter of the Learning Disabilities Association, Ann Arbor, MI.

Pierson, J.M. (2011, January). Dyslexia help, Dyslexia hope. Presented at the Ann Arbor District Library, Ann Arbor, MI.

Pierson, J.M. & Wasco, K.A. (2010, October). DyslexiaHelp: A resource for speech-language pathologists. Presented at the Washtenaw Intermediate School District, Ann Arbor, MI.

Pierson, J.M., & Salz, B.A. (2010, March). Coordination and collaboration with special services. Presented to University of Michigan Education 547/739 course. Ann Arbor, MI

Pierson, J.M., & Bell, A. (2009, April). What is dyslexia and how is it diagnosed? Presented to the University Center for the Development of Language and Literacy. Ann Arbor, MI

Pierson, J.M. (2009, May) The University of Michigan Aphasia Program. Presented to the Birmingham Rotary. Birmingham, MI.

Pierson, J.M., Nantau, J.L., & Telfer, A. (2006, May). How do I know if my child has a language-based learning disability. Presented at the Ann Arbor District Library, Ann Arbor, MI.

Pierson, J.M., & Nantau, J.L. (2006, February). Teaching a garden of readers. Presented at Washtenaw Literacy Power Tutoring day. Ann Arbor, MI

Pierson, J.M. (2005, May) The Residential Aphasia Program at the University of Michigan. Presented to the Ann Arbor Rotary. Ann Arbor, MI.

Pierson, J.M. & Block, M.E. (2005, October) Making communication easier for adults with aphasia. Presented to the Michigan LPN Association. Ann Arbor, MI.

Pierson, J.M. (2004, April). Talking, reading and writing: What's the connection? Presented at the Brighton District Library, Brighton, MI.

**Joanne Marttila Pierson**

Page 7

Pierson, J.M., & Nantau, J.L. (2004, March). Pragmatics: Language use for social purposes. Presented to Livingston Educational Service Area speech-language clinicians, Howell, MI.

Pierson, J.M., & Nantau, J.L. (2004, January). School-based SLPs: Language to literacy – Part 2. Presented at Washtenaw Intermediate School District, Ann Arbor, MI.

Pierson, J.M. & Block, M.E. (2003, December). Solving the puzzle for communication: Multi-modal strategies for adults with aphasia. Presented to Spartanburg Medical Center staff, Spartanburg, SC.

Pierson, J.M., & Nantau, J.L. (2003, September). School-based SLPs: Language to literacy. Presented at Washtenaw Intermediate School District, Ann Arbor, MI.

Pierson, J.M. (2003, May). Phonological processing, later language development and reading comprehension: What's an SLP to do. Presented to Livingston Educational Service Area speech-language clinicians, Howell, MI.

Pierson, J.M. (2003, March). Pragmatics for parents: Social skills in action. Presented to the Washtenaw County Learning Disabilities Association, Ann Arbor, MI.

Pierson, J.M., & Nantau, J.L. (2003, March). Phonological awareness training: Focus on phonemic awareness. Presented to teaching staff at the Perry Nursery School, Ann Arbor, MI.

Pierson, J.M., & Nantau, J.L. (2003, February). Teaching pragmatics and reading comprehension skills. Presented to teaching staff at the Ann Arbor Academy, Ann Arbor, MI.

Pierson, J.M., & Nantau, J.L. (2003, February). Pragmatics for parents. Presented to parents at the Ann Arbor Academy, Ann Arbor, MI.

Pierson, J.M. & Block, M.E. (2002, September). Aphasia therapy: Valuable ideas for challenging cases. Presented to affiliate of the Minnesota Stroke Association, Minneapolis, MN.

Pierson, J.M., & Thompson, C.A. (2002, August). Let's talk about it: Oral language development in the preschool years. Presented at Washtenaw Intermediate School District, Ann Arbor, MI.

Pierson, J.M., & Thompson, C.A. (2002, August). Let's talk about it: Oral language and literacy development in preschool and kindergarten. Presented at Perry Nursery School, Ann Arbor, MI.

Pierson, J.M., & Thompson, C.A. (2002, August). Let's talk about it: Oral language development in the preschool classroom. Presented at Washtenaw County Head Start, Ypsilanti, MI.

Pierson, J.M. (2002, January). Fostering early literacy skills through oral language: Theory and Practice. Presented at Wayne County RESA, Wayne, MI.

Pierson, J.M. (2002, March). Talking, reading and writing: What's the connection? Presented at the Ann Arbor District Library, Ann Arbor, MI.

Carlisle, J.F., & Pierson, J.M. (2001, May). The role of the language specialist in literacy learning. Presented at the Communicative Disorder Clinic, University of Michigan, Ann Arbor.

Pierson, J.M. (2001, June). Continuing the dialogue: Making use of the data. Presented at the Ann Arbor Public Schools, Ann Arbor, MI.

## **Joanne Marttila Pierson**

Page 8

Pierson, J.M. (2001, January). Reconstructing our experiences with data. Presented at the Ann Arbor Public Schools, Ann Arbor, MI.

Pierson, J.M. (2000, September). Oral language and literacy learning: Enhancing students' language capabilities in the classroom. Presented at the Ann Arbor Public Schools, Ann Arbor, MI.

Pierson, J.M. (2000, June). Data: Making sense of it, making use of it – Round 2. Presented at the Ann Arbor Public Schools, Ann Arbor, MI.

Pierson, J.M. (2000, January). Data: Making sense of it, making use of it. Presented at the Ann Arbor Public Schools, Ann Arbor, MI.

### **REVIEWER**

*Annals of Dyslexia* (2004). Ed: Leong, C.K.

*Learning Disabilities Research & Practice*, (2002). Eds: Stone, C.A. & Carlisle, J.F.

### **PROFESSIONAL and VOLUNTEER AFFILIATIONS**

Member of the American Speech-Language-Hearing Association (1985 - present)

Member of the Michigan Speech-Language-Hearing Association (1985 - present)

Member of the International Dyslexia Association (1998 - present)

Member of the International Learning Disabilities Association (1999 - present)

Member of the Michigan Learning Disabilities Association (1999 - present)

International Dyslexia Association (IDA) -- Michigan Branch Board of Directors (2012 – 2015)

Rotary Club of Ann Arbor (2004 - present)

Co-Chair, IDA – Michigan Branch Annual Conference (2013, 2014)

The Brides Project Leadership Council, Cancer Support Community of Greater Ann Arbor (2011)

Rotary Club of Ann Arbor Board of Directors (2009 - 2011)

Rotary Club of Ann Arbor Youth Committee Chair (2005 - 2009)

Ann Arbor Academy Board of Trustees, Ann Arbor, MI (2003 - 2008)

Family Book Club Board of Trustees Washtenaw County, MI (2003 - 2007)

Performance Network Theater Board of Directors (2005 - 2007)

Language and Literacy Symposium Co-coordinator, Ann Arbor Book Festival, (2004, 2005, 2006)

Advisory board of the Ann Arbor Academy, Ann Arbor, MI (2001 - 2003)

Advisory board of the Family Book Club, Washtenaw County, MI (2002 - 2004)

Member of the American Educational Research Association (1993 - 2000)

President of the Kalamazoo Area Speech-Language-Hearing Association (1990 - 1992)

President of the Lewis Cass Intermediate School District Education Association (1981 - 1983)

### **OTHER**

Fitness instructor, Washtenaw County, Ann Arbor, MI (1995 - present)