

TODD SCHOEPFLIN

**Department of Sociology
Niagara University
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EDUCATION

Ph.D., Sociology, Stony Brook University, 2004
Dissertation: *A Sociological Analysis of Interracial Interaction at a Predominantly White University*. Dissertation Advisor: Dr. Kenneth A. Feldman

M.A., Sociology, Stony Brook University, 1997

B.A., Psychology, State University of New York College at Fredonia, 1994

TEACHING EXPERIENCE

6/2010-Present Associate Professor, Niagara University, Department of Sociology

9/2006-6/2010 Assistant Professor, Niagara University, Department of Sociology

5/2004-9/2006 Assistant Professor, Niagara University, Department of Criminal Justice

9/2001-5/2004 Instructor, Niagara University, Department of Criminal Justice

1/1999-5/2001 Instructor, Niagara University, Department of Sociology

1/1998-9/1998 Instructor, Stony Brook University, Department of Sociology

Undergraduate courses recently taught at Niagara University:

Introduction to Sociology

Social Psychology

Social Stratification

Sexuality and Gender

Vincentian Social Justice

Special Topics: Sociology of TikTok

Previous undergraduate courses taught at Niagara University:

Race and Ethnicity

Research Methods

Sociology of Deviance

Juvenile Justice

Drugs & the Criminal Justice System (also taught at graduate level)

Media & Crime (also taught at graduate level)

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Additional courses taught at Niagara University as independent studies:

Senior Seminar in Sociology	Social Sciences Seminar
Liberal Arts Senior Seminar	Social Theory
Social Problems	
Interdisciplinary Studies Supervised Readings (graduate level)	
Interdisciplinary Studies Research Project (graduate level)	

ADDITIONAL TEACHING EXPERIENCE

2004 Instructor for Upward Bound Program, University at Buffalo. The purpose of the Upward Bound program is to prepare low-income, disadvantaged students for college. The program includes an eight-week college-level Introduction to Sociology course that I taught in the Summer of 2004.

2023-2024 Instructor for REAC3H Program, Ostapenko Center for Race, Equity, & Mission. The program is designed for first-generation college students to take a sequence of college courses at Niagara University while still enrolled in Niagara Falls High School.

PUBLICATIONS

Books:

Schoepflin, Todd (2015). *Sociology in Stories: A Creative Introduction to a Fascinating Perspective*. Second edition. Kendall Hunt Publishing Company.

Schoepflin, Todd (2013). *Sociology in Stories: A Creative Introduction to a Fascinating Perspective*. Kendall Hunt Publishing Company.

Peer-reviewed journal articles:

Harmon, Talia, Taylor, David, Schoepflin, Todd, Henning, Chelsea, and Diana Falco (2024). "Does Depth of Information Matter? An Empirical Test of the Marshall Hypothesis." *Criminal Justice Studies* 37(3), 241–254.

Blair, Kevin, Brown, Marlo, Schoepflin, Todd, and David Taylor (2014). "Validation of a Tool to Assess and Track Undergraduate Attitudes Toward Those Living in Poverty." *Research on Social Work Practice* 24(4): 448-461.

Schoepflin, Todd (2009). "Perspectives of Interracial Dating at a Predominantly White University." *Sociological Spectrum* 29(3): 346-370.

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Schoepflin, Todd A. (2009). "On Being Degraded in Public Space: An Autoethnography." *The Qualitative Report* 14(2): 361-373.

Kaufman, Peter and Schoepflin, Todd (2009). "Last But Not Least: The Pedagogical Insights of 'Intellectual Craftsmanship.'" *Teaching Sociology* 37(1): 20-30.

Peer-reviewed book chapters:

King, Colby, Angie Harris, Todd Schoepflin, Karen Sternheimer, and Jonathan Wynn. "Everyday Public Sociology." (2022). In Leslie Hossfeld, E. Brooke Kelly, & Cassius Hossfeld (eds.), *The Routledge International Handbook on Public Sociology*, (pp. 303-314). New York, NY: Routledge.

Barian, Angela and Todd Schoepflin. (2020). "Gender and Sexuality." In Shamus Khan, Patrick Sharkey, & Gwen Sharp, (eds.) *A Sociology Experiment* (Introduction to Sociology textbook) <https://www.sociologyexperiment.com/>

Kaufman, Peter and Todd Schoepflin. (2020). "Social Class, Inequality, and Poverty." In Shamus Khan, Patrick Sharkey, & Gwen Sharp, (eds.) *A Sociology Experiment* (Introduction to Sociology textbook) <https://www.sociologyexperiment.com/>

Schoepflin, Todd and Peter Kaufman (2011). "Fictional Stories: A Method for Doing Sociology." In Michael DeCesare and Ieva Zake (eds.), *New Voices in Sociological Theory and Methodology* (pp. 212-227). Jefferson, NC: McFarland.

Schoepflin, Todd (2006). "'Let's Talk About *The Simpsons* or Something': Interracial Interaction at a Predominantly White University." In Robert M. Moore (ed.), *African Americans and Whites: Changing Relationships on College Campuses* (pp. 129-140). Lanham, MD: University Press of America.

Public Writing

"The Sociology of Luck" January 13, 2022. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2022/01/the-sociology-of-luck-.html>

"Attention in Everyday Life" November 15, 2021. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2021/11/attention-in-everyday-life.html>

Social Class and the College Experience at "Renowned University" May 31, 2021. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2021/05/social-class-and-the-college-experience-at-renowned-university.html>

"COVID Babies: Boom or Bust?" December 7, 2020. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2020/12/covid-babies-boom-or-bust.html>

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“The Meaning of Masks in Everyday Life” November 9, 2020. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2020/11/the-meaning-of-masks-in-everyday-life.html>

“Martin Luther King Jr. and the Fight for Equality” January 20, 2020. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2020/01/martin-luther-king-jr-and-the-fight-for-equality.html>

“The Men of Tomorrow: Gillette’s Call for a Healthier Masculinity” April 15, 2019. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2019/04/the-men-of-tomorrow-gillettes-call-for-a-healthier-masculinity.html>

“The College Admissions Scandal: Can We Be Honest about Social Class in America?” March 20, 2019. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2019/03/the-college-admissions-scandal-can-we-be-honest-about-social-class-in-america.html>

“Thinking About Marijuana Legalization” October 29, 2018. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2018/10/thinking-about-marijuana-legalization.html>

“The Behavior of Buffalo Bills Fans: A Mini-Ethnography” October 15, 2018. Everyday Sociology Blog. <https://www.everydaysociologyblog.com/2018/10/the-behavior-of-buffalo-bills-fans-a-mini-ethnography.html>

Peer-reviewed instructional material:

Schoepflin, Todd (2007). “Conducting Observations on Campus.” In James David Ballard and Vickie Jensen (eds.), *Teaching Qualitative Methods* (4th Ed, pp. 198-199). Washington, D.C.: American Sociological Association Teaching Resources Center.

Schoepflin, Todd A. (2006). “Criminal Behavior.” In Sandi Kawecka Nenga and Edward L. Kain (eds.), *Innovative Techniques for Teaching Sociological Concepts* (4th Ed., pp. 73-74). Washington, D.C.: American Sociological Association Teaching Resources Center.

Additional publications:

Schoepflin, Todd (2020). “Dreaming of a Cheeseburger.” *The Sociological Review*. Note: this is a work of short fiction published at a site devoted to sociological short stories. Link: <https://thesociologicalreview.org/fiction/dreaming-of-a-cheeseburger/>

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Schoepflin, Todd (2019). "Oil on Canvas." *The Sociological Review*. Note: this is a work of short fiction published at a site devoted to sociological short stories. Link: <https://thesociologicalreview.org/fiction/oil-on-canvas/>

Schoepflin, Todd (2019). "What I'm Reading: 'Teaching With Compassion'" *Chronicle of Higher Education*. Link: <https://www.chronicle.com/article/What-I-m-Reading-/246321>

Schoepflin, Todd (2004). "Athletes, Above the Law." In Joyce D. Duncan (ed.), *Sport in American Culture: From Ali to X-Games*, pp. 28-29. Santa Barbara, CA: ABC-Clio.

Schoepflin, Todd (2004). "Place and Space." *Chronicle of Higher Education* 50(47): C1, 2p.

Schoepflin, Todd (2002). "The Concept of Self: A Study of Black Identity and Self-Esteem." *Contemporary Sociology* 31(1): 37-38.

Schoepflin, Todd (2002). "The Strain of Resocialization: A Review of 'The Eel.'" *The Journal of Criminal Justice and Popular Culture* 9(3): 167-170.

CONFERENCE PARTICIPATION

Schoepflin, Todd (March 2026). "Reflections on Twenty-Five Years of Doing Autoethnography." Presented at the Eastern Sociological Society Annual Meeting, Washington, D.C.

Schoepflin, Todd (March 2025). "The Relationship Station: A Content Analysis of Indie Rock Music on Sirius XMU." Presented at the Eastern Sociological Society Annual Meeting, Boston, MA.

Schoepflin, Todd, with Tong, Yonghong (January 2018). "Peer-Mentored Approach to Achieve Academic Success in Teaching and Learning." Presented at CCTL Conference on Teaching & Learning, Niagara University.

Schoepflin, Todd (January 2018). "Building Community Through Teaching Mentorship." Roundtable discussion at CCTL Conference on Teaching & Learning, Niagara University.

Schoepflin, Todd (January 2017). "Using Ethnographies Across Disciplines." Roundtable discussion at CCTL Conference on Teaching & Learning, Niagara University.

Schoepflin, Todd (April 2016). "My Experiences Teaching Race & Ethnicity as a White Professor at a Predominantly White University." Panelist at Fostering Racial and Social Justice Conference, Niagara University, NY.

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Schoepflin, Todd (August 2015). "Thriving at Teaching Focused Institutions." Panelist at the American Sociological Association Annual Meeting, Chicago, IL.

Schoepflin, Todd (February 2014). "An Exploratory Study of Twitter Use, Identities, and Meaning-Making Among Scholars." Presented at the Eastern Sociological Society Annual Meeting, Baltimore, MD.

Schoepflin, Todd (April 2012). "Fiction: An Emotional Rescue." Presented at Emotions and Edges: Qualitative Research on the Margins, a symposium at Buffalo State College, NY.

Schoepflin, Todd (February 2012). "The Sociology of Parties: A Creative Writing Exercise Designed for First-Year Sociology Students." Presented at the Eastern Sociological Society Annual Meeting, New York, NY.

Schoepflin, Todd (August 2011). "How Technology Helps and Hurts Teaching." Presented at the SUNY Fredonia Teaching & Learning Conference, Fredonia, NY.

Schoepflin, Todd, and Kaufman, Peter (February 2010). "Fictional Stories: A Method for Doing Sociology." Presented at the Eastern Sociological Society Annual Meeting, Philadelphia, PA.

Schoepflin, Todd, Kaufman, Peter, and Bogard, Cynthia (March 2007). "From Tenure-Track to Tenure: Tips for Navigating the Path Successfully." Panelist at the Eastern Sociological Society Annual Meeting, Philadelphia, PA.

Schoepflin, Todd (November 2005). "'If it Bleeds, it Leads?' Reflections on Teaching Students to Analyze Local Television News Content." Presented at the American Society of Criminology Annual Meeting, Toronto, ON.

Schoepflin, Todd (March 2005). "Policy Recommendations to Enrich the Experiences of Black Students at Predominantly White Universities." Presented at the Eastern Sociological Society Annual Meeting, Washington, D.C.

Schoepflin, Todd (February 2003). "None of My Best Friends are Black: An Analysis of Social Interaction at a Predominantly White University." Presented at the Eastern Sociological Society Annual Meeting, Philadelphia, PA.

Schoepflin, Todd (March 2002). "My Own Degradation Ceremony: The Sociology of Getting Punched in the Face." Presented at the Eastern Sociological Society Meeting.

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SERVICE

2023-2026	Member of steering committee for Middle States self-study
2023-2024	DEI Facilitator
2021	Co-chair of search committee for Vice President of Diversity, Equity and Inclusion
2020	Member of Identifying and Dismantling Racial Injustice Task Force
2020	Search committee member for Sociology department faculty hire
2020	Acting chairperson of Sociology department (Fall semester)
2019	Participated in Niagara University's new television and digital commercial campaign
2016-2020	Mentor in the Faculty Mentorship Program
2006-present	Gerontology Advisory Council
2012-2018	Faculty Athletics Advisory Committee
2007-2017	Diversity Leadership Committee
2015-2017	Adjunct Faculty Working Group
2015-2016	Lead faculty member of the Faculty Learning Community
2015	Co-chair of search committee for Director of Multicultural Affairs
2016	Member of Planning Committee for Fostering Racial and Social Justice Conference at Niagara University
2013-2016	Title IX Investigative Team
May 2006-Jan 2012	Chairperson, Department of Sociology
Aug 2007-Jan 2012	Director, Social Sciences Program
2009-2012	Latin American Studies Committee

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2007-2012	Moderator/Faculty Fellow, Niagara University Lacrosse Team
2006-2007	ADA Subcommittee on the Instructional Environment
2005-2006	First Year Niagara Committee
2004-2007	Arts and Sciences Curriculum Committee
2004-2006	Assistant Advisor, Omega Rho (chapter of Alpha Phi Sigma)

Presentations and Panels at Niagara University:

February 5, 2024	DEI facilitator for workshop: “Inclusive Excellence: Focusing On Self and Others”
November 15, 2023	DEI facilitator for workshop: “A Manner of Mindfulness: Reprogramming the Reflex”
October 5, 2016	Panelist in the 2016 election series discussion, “The State of Race in American Politics and Society”
January 20, 2014	“MLK the Sociologist” – a talk I gave as part of day celebrating Martin Luther King, Jr. that was open to the Niagara University Community.
November 21, 2013	I gave a TLC talk (Teaching Learning Conversation) about sources of influence and points in my development as a teacher.
September 2013 & September 2012	I gave a presentation about diversity to NUB student facilitators.
September 25, 2012	As part of a panel discussion open to the Niagara University community during Vincentian Heritage Week, I gave a presentation about income inequality.
September 1, 2012	At the new student orientation, I gave five presentations to incoming students about diversity as a Niagara University value.

Discipline of Sociology and related fields:

December 2019 & June 2020	Reviewed manuscript for <i>Space and Culture</i>
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July 2019	Reviewed manuscript for <i>Men and Masculinities</i>
December 2017	Reviewed chapter for edited book <i>Qualitative Studies of Silence: The Unsaid as Social Action</i> (Cambridge University Press)
June 2015	Reviewed manuscript for <i>Social Problems</i>
November 2013	Reviewed manuscript for SAGE Open.
April 2013	Reviewed manuscript for <i>American Journal of Sociology</i>
April 2012	Reviewed manuscript for <i>Symbolic Interaction</i>
October 2009	Reviewed manuscript for <i>Equity & Excellence in Education</i>
September 2009	Reviewed manuscript for <i>Sociological Spectrum</i>
Community:	
2024-2026	Volunteer assistant for West Seneca West school baseball and basketball teams
Summer 2018-2024	Volunteer assistant coach for West Seneca youth travel baseball teams
Spring 2019	Volunteer assistant coach for McKinley High School varsity baseball team
Summer 2016	Participated in Ultimate Author's Chair event at Canalside, sponsored by The Family Literacy Center at Niagara University
Summer 2013	Volunteer assistant baseball coach at T-Ball level in West Seneca
2008-2010	Volunteer contributor to Buffalo Rising website
2006-2007	Volunteer for Neighborhood Assistance Corporation of America (an organization that provides homeownership opportunities to low and moderate income people with the goal of stabilizing neighborhoods).
December 2006	Organized donation to Heart & Soul Food Pantry in Niagara Falls, NY (Students in my Fall 2006 Sociology of Deviance course contributed to this effort).

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Winter 2005 Volunteer focus group moderator for WB30 (Women Below 30, an outreach initiative of the Erie County Commission on the Status of Women).

AWARDS, FELLOWSHIPS, & RECOGNITIONS

- 2024 Summer Research Award (Niagara University Research Council)
- 2018 College of Arts & Sciences Excellence in Teaching Award
- 2016 Inducted as an honorary member of Delta Epsilon Sigma at Niagara University
- 2008 College of Arts & Sciences Excellence in Teaching Award
- 2007 Niagara University Excellence in Teaching Award
- 2004-2006 Teacher Recognition Award, presented by the Multicultural International Student Affairs Organization at Niagara University
- 2004-2006 Recognized as “Partner in Academic Success” by Niagara University student-athletes
- 2003 The Mildred and Herbert Weisinger Dissertation Fellowship