Council for Programs in Technical & Scientific Communication

Annual Conference

2014

September 25 - 27

Hosted by the University of Colorado Colorado Springs
Thank you to all of our sponsors, with special thanks to Bedfords, Baywood, and Grinbath Technologies.
# CPTSC 2014 Conference
## Schedule at a Glance

### Thursday, September 25

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<th>Event</th>
<th>Time</th>
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<tr>
<td>Registration</td>
<td>4:30 p.m. - 7:00 p.m.</td>
<td>Upper Lodge</td>
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<tr>
<td>Opening Ceremony &amp; Reception</td>
<td>7:00 p.m. - 8:30 p.m.</td>
<td>Upper Lodge</td>
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### Friday, September 26

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<tr>
<th>Session 1</th>
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<tr>
<td>Break</td>
<td>8:30 a.m. - 9:30 a.m.</td>
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<tr>
<td>Coffee Break</td>
<td>9:30 a.m. - 9:45 a.m.</td>
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<tr>
<td>Session 2</td>
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<tr>
<td>Lunch</td>
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<tr>
<td>Session 4</td>
<td>1:30 p.m. - 2:30 p.m.</td>
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<tr>
<td>Coffee Break</td>
<td>2:30 p.m. - 2:45 p.m.</td>
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<tr>
<td>Session 5</td>
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<tr>
<td>Break</td>
<td>3:45 p.m. - 4:00 p.m.</td>
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<td>Session 6</td>
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<tr>
<td>Session 7</td>
<td>6:15 p.m. - 7:00 p.m.</td>
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### Saturday, September 27

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<th>Event</th>
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<tr>
<td>CPTSC 2014 Business Meeting</td>
<td>10:00 a.m. – 12:00 Noon</td>
<td>Breckinridge 5101</td>
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<tr>
<td>CPTSC Excursion:</td>
<td></td>
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</tr>
<tr>
<td>Manitou Springs &amp; the Pike’s Peak Cog Railway</td>
<td>2:30 p.m. - 6:00 p.m.</td>
<td></td>
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Registration
8:00 a.m. – 12:30 p.m. | Upper Lodge

**Session 1**
8:30 a.m. – 9:30 a.m.

**Across Disciplinary Lines: Fostering Connections and Seizing Opportunities at New Mexico Tech**
| Upper Lodge A

*Moderator – Sally Henschel*
Midwestern State University

**Visual Communication Connections**
Rosário Durão
New Mexico Tech

**Engineering Connections**
Julie Dyke Ford
New Mexico Tech

**Internship Connections**
Elisabeth Kramer Simpson
New Mexico Tech

**Cross-disciplinary Digital Connections**
Julianne Newmark
New Mexico Tech

**Graduate Communication Connections**
Steve Simpson
New Mexico Tech

**Writing about Human Health: Opportunities for Rearticulating Program Identity**
| Breckinridge 5102

*Moderator – Laura Vernon*
Radford University

**Articulating Existing Allies: The Program Director’s Perspective on Developing the Medical Writing Course**
Michael Salvo
Purdue University

**From Pilot to Piloting: Stitching Together Instructor and Student Expertise**
Mary McCall
Purdue University
Visualizing the Role of Multimodal Composition in a Healthcare Writing Course
Fernando Sánchez
Purdue University

Engaging Local Contexts: Fostering Partnerships with Communities, Industries, and Organizations beyond the University
| Breckinridge 5106

Moderator – Rick Mott
Eastern Kentucky University

Building Bridges to UX: Designing Better Design Education
Guiseppe Getto
East Carolina University

Using UX to Design Better Writing Curricula
Sheryl Ruskiewicz
Oakland University

Fostering Startups through Content Strategy
Jack Labriola
Texas Tech University

Closing the Gap between the Graduate and the Professional through the Development of Engaged Curricula
Brittany McCrigler
iFixit

Online and Blended Contexts for Programs
| Breckinridge 5113

Moderator – Lonie McMichael
University of Colorado at Colorado Springs

Administering Blended, Hybrid Programs (Two-Person Panel)
Keith Grant-Davie
Utah State University
and
Ryan M. Moeller
Utah State University
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Contextual Factors Limiting Development of Online Programs
Teena Carnegie
Eastern Washington University

Professional Writing Courses and Online Contexts: Programmatic and Pedagogical Perspectives
Laurence José
Grand Valley State University

Dialogic Design: Creating Customized Online Classroom Spaces through Dialogues of Design
Adam R. Pope
University of Arkansas

Creating Programmatic Structures to Stabilize Cross-Cultural Translation Teams
| Upper Lodge B

Moderator – Nicole St. Germaine-Dilts
Angelo State University

The Benefits and Drawbacks of International Funding for International Collaborations
Bruce Maylath
North Dakota State University

Nesting an International Collaboration within an Upper-Division Writing Program
Andrew Mara
North Dakota State University

Tracing Activities to Explore Program Assessment Model Options
Matthew Warner
North Dakota State University

Using Corpus Linguistics to Improve International Collaboration
Massimo Verzella
North Dakota State University

Break 9:30 a.m. – 9:45 a.m. | Upper Lodge
Session 2 9:45 a.m. – 10:45 a.m.

Approaches to Instruction within Programmatic Contexts
| Upper Lodge A

Moderator – Diane Martinez
Western Carolina University

Fostering Engagement in the Online Technical and Business Writing Classroom Using Panopto Course Capture
Nicole St. Germaine-Dilts
Angelo State University

“Placemaking” with Mobile Tools in the Study Abroad Class
Adam Strantz
Purdue University astrantz@purdue.edu

Universal Design and Technical Communication Instruction: Are You Ready?
Kelli Cargile Cook
Texas Tech University

Ongoing Interactions with Corporate Advisory Boards: Issues for Technical Communication Programs in Complex Contexts
Marjorie Rush Hovde
Indiana University-Purdue University Indianapolis (IUPUI)

Responding to Industry Trends: Adding a New Level of Technical to Our Technical Communication Curricula
Herb J. Smith
Southern Polytechnic State University

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www.georgiasouthern.edu/writing
**Considering Contexts and Connections: Three Cases for Interdisciplinary Partnerships**
| Breckinridge 5102

*Moderator – Pamela Estes Brewer*
Mercer University

*Introducing a Writing Coach into an MBA Course*
Tammy Rice-Bailey
Milwaukee School of Engineering

*Working with Engineering Students: Lessons for a Technical Communication Program*
Nadya Shalamova
Milwaukee School of Engineering

*English and Engineering Get Married: Strategies for Making It Work*
Laura Vernon
Radford University

**Contexts for Rethinking and Re-Aligning Programs**
| Breckinridge 5106

*Moderator – Julie Dyke Ford*
New Mexico Tech

*Playing the Hand You Are Dealt: Revising and Re-Shaping a Pre-Existing Professional Writing Minor (Two-Person Panel)*
Lindsay Steiner
University of Wisconsin-La Crosse

*Without Administrative Leave: Revising and Growing a Minor at a Regional Institution*
Marie Moeller
University of Wisconsin-La Crosse

*Using Threshold Concepts to Develop and Revise Curriculum*
Stuart Blythe
Michigan State University
Breckinridge 5113

Moderator – Lisa Meloncon
University of Cincinnati

Technological Connections: Service Learning, Technology, and Privilege
Sarah Read
DePaul University

Ethical Connections: Reflexivity, Communication Ethics, and Character
Rebecca Walton
Utah State University

Programmatic Connections: Social Justice, Learning Outcomes, and PTW Programs
Lisa Dush
DePaul University
Driven By the Disciplines:
Administering Technical Writing Programs Across the Curriculum
| Upper Lodge B

Moderator – Gracemarie Mike
Purdue University

Disciplinary Designs: Negotiating Changes in the Mechanical Engineering Writing Enhancement Program
Gracemarie Mike
Purdue University

Bootstrapping an International Student Community
R. Scott Partridge
Purdue University

Seeking, Shaping, Making:
Students’ Attributions of Value in Technical Report Assignments
Daniel Kenzie
Purdue University

Moving Toward Discourse
Community Knowledge: Reconciling Disciplinarity and Professionalism in an Animal Science Memo Assignment
Ellery Sills
Purdue University

Coffee break
10:45 a.m. - 11:00 a.m.
| Upper Lodge
Session 3  
11:00 a.m. - 12 Noon

When Technical/Professional Writing Programs Go Online: Administrative Challenges and Perspectives  
| Upper Lodge A

Moderator – Marjorie Rush Hovde  
Indiana University-Purdue University Indianapolis (IUPUI)

Dealing with accreditation bodies in online courses and programs  
Joyce Carter  
Texas Tech University

Politics and principles of eLearning past/present/future: Lessons learned from serving as vice provost, CIO, and faculty member  
Ann Hill Duin  
University of Minnesota – Twin Cities

Sustaining DE program identity in multi-program academic settings  
Brent Henze  
East Carolina University

The start-up view: Moving a program online  
Heidi McKee  
Miami University

Location, configuration, authority: Who owns/controls what?  
James E. Porter  
Miami University

Developing and sustaining an online master’s program  
Julie Watts  
University of Wisconsin- Stout

Portrait of the Field: Industry Job Postings and Their Implications for Technical Communication Programs  
| Upper Lodge B

Moderator – Ritu Raju  
Houston Community College

Portrait of the Field: Technical Communication Skills as Reflected in Job Advertisements  
Claire Lauer  
Arizona State University
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*Portrait of the Field: Expectations Implied by Job Advertisements*
Mark Hannah
Arizona State University

*Portrait of the Field: Implications of Job Advertisements for Technical Communication Programs*
Eva Brummerger
Arizona State University

**STEM Outreach and Support through Cross-Programmatic Collaboration**
| Breckinridge 5106

*Moderator – Tammy S. Conard-Salvo*
Purdue University

*Closing the Communication Gap: How a Writing Center and PW Program Can Respond to STEM Demands*
Tammy S. Conard-Salvo
Purdue University

*Preparing Business Writing Tutors for Interdisciplinary Contexts*
Jeffrey M. Gerding
Purdue University

*Building Bridges and Aligning Professional Writing Support*
Patrick Love
Purdue University

*Collective Strength: Enhancing Outreach through Cohesive Program Identity*
Charlotte Hyde
Purdue University

**Mining for Informed Technical Communication Curricula**
| Breckinridge 5113

*Moderator – K. Alex Ilyasova*
University of Colorado at Colorado Springs

*Institutional Factors*
Teresa Quezada
The University of Texas at El Paso

*Development of Core Competencies*
Theresa Donovan
The University of Texas at El Paso
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A member of The Texas State System
Summary of Research Plan
Nikki Agee
The University of Texas at El Paso

What's in a Name? Rebranding Identity of a Technical Communication Program in a Liberal Arts College
| Upper Lodge B

Moderator – Ann Hill Duin
University of Minnesota-Twin Cities

Faculty Perspectives: The Politics of Identity
Lee-Ann Kastman Breuch
University of Minnesota-Twin Cities

Student and Advising Perspectives: Debates on ‘Science’
Barbara Horvath
University of Minnesota-Twin Cities

Programmatic Perspectives: Building from the Inside Out
Kimberly Thomas-Pollei
University of Minnesota-Twin Cities

Leveraging ‘Technical’ Identity: Personal/Professional Learning Networks and BS/MS Redesign
Joe Moses
University of Minnesota-Twin Cities

Lunch
12 Noon - 1:30 p.m. | Upper Lodge
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Exploring the “Fit” of Health Communication/Medical Rhetoric in Technical and Professional Communication (TPC) Programs
| Upper Lodge A

Moderator – Rhonda Stanton
Missouri State University

Figuring Out How to Fit: Lessons for Programs and Faculty
Lora Arduser
University of Cincinnati

A History of Medical Rhetoric in Technical and Professional Communication Programs
Barbara Heifferon
Louisiana State University

The Current State of Medical Rhetoric/Health Communication Courses and Curricula in TPC Programs
Lisa Meloncon
University of Cincinnati

Fitting Interdisciplinary Courses Together for a Coherent international Health Communication Degree Concentration
Kirk St.Amant
East Carolina University

Integration, Connections, and Contexts: (Re)designing Texts and Institutional Spaces to Support a Business Writing Course
| Breckinridge 5102

Moderator – David Alan Sapp
Fairfield University

Matthew Cox
East Carolina University

Erin A. Frost
East Carolina University

Michelle F. Eble
East Carolina University
Social Justice Contexts for Building Technical Communication Programs, Curricula, and Pedagogy
| Breckinridge 5106

Moderator – Ed Nagelhout
University of Nevada, Las Vegas

Technical Communication with a CLUE: Building Curricula through Culturally Localized User Experience
Laura Gonzalez
Michigan State University

Revising Technical Communication Programs Through Hiphop Methodologies
Marcos Del Hierro
University of New Hampshire

We Don’t Teach from the Margins: Support for Graduate Students of Color
Victor Del Hierro
Michigan State University

A Social Justice Approach for Teaching Historical & Theoretical Contexts in Graduate Technical Communication Education
Angela M. Haas
Illinois State University
and
Gerald Savage
Illinois State University Faculty Emeritus

Using Digital Tools to Facilitate and Assess the Development 21st Century Literacy Competencies in Scientific and Technical Writing Programs
| Breckinridge 5113

Moderator – Tom Lindsley
Iowa State University

Joe Moxley
University of South Florida

Ellie Browning
University of South Florida

Val Ross
University of Pennsylvania

Julie Gerdes
Texas Tech University
A Backchannel Goes Public: Imagining a Rhetorically Driven Professional Communication Home
| Upper Lodge B

**Moderator** – Josephine Walwema
Oakland University

Ashley Patriarca
West Chester University of Pennsylvania

Rebecca Pope-Ruark
Elon University

Matthew R. Sharp
Embry-Riddle Aeronautical University

Jennifer R. Veltsos
Minnesota State University Mankato

Coffee Break 2:30 p.m. - 2:45 p.m. | Upper Lodge
Session 5  2:45 p.m. - 3:45 p.m.

The New Normal: Pressures on Technical Communication Programs in the Age of Austerity

Part 1  
| Upper Lodge A

**Moderator – Ed Nagelhout**  
University of Nevada, Las Vegas

*Using Situational Advantages Strategically to Address Challenges Faced in Creating a Bachelor of Science in Technical Communication in an Environment of Austerity*  
Corinne Renguette  
Indiana University-Purdue University Indianapolis  
&  
Wanda L. Worley  
Indiana University-Purdue University Indianapolis

*Strategic Partnerships Promote High-Demand Technical Communication Courses*  
Lynn Ludwig  
University of Wisconsin-Stevens Point

*Keeping the Target Off Our Backs: How to Build a Sustainable Technical Communication Program in Times of Austerity*  
Barry Maid

*Googling Academe: Implications of our university’s decision to outsource IT*  
Tim Giles  
Georgia Southern University

Research on the Role of Advisory Boards in Technical Communication Programs  
| Breckinridge 5102

**Moderator – Susan M. Katz**  
North Carolina State University

*Sounding the Board: Interviews with Technical Writing Administrators Who Use Advisory Boards*  
Lars Söderlund  
Wright State University
Putting Technical Communication Advisory Boards in a University-Wide Context
Ryan Weber
University of Alabama-Huntsville

Industry Advisory Boards in Action: The Case of UW-Stout’s Technical and Professional Communication Program
John M. Spartz
University of Wisconsin-Stout

Situational Mentoring: Contexts for Connecting People, Programs, and Communities
| Breckinridge 5106

Moderator – Felicia Chong
Oakland University

Programmatic Structures for Mentoring in Professional and Technical Communication Programs
Jennifer deWinter
Worcester Polytechnic Institute
Programmatic Use of Social Media for Networking and Retention
Stephanie Vie
University of Central Florida

Making Space for Productive Interdisciplinary and Intra-Institutional Collaborations
Marilee Brooks-Gillies
University of Colorado, Colorado Springs

Inventing Mentoring in the Workplace: How to Create Sustainable and Mobile Mentoring Networks
Beth Keller
Michigan State University

Connecting our Colleges to the Community: Developing Service-Learning Courses Across Diverse Institutions
| Breckinridge 5113

Moderator – Rebecca Walton
Utah State University
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Industry-Academic Partnering with Industry to Facilitate a Real-World Writing Experience
Deedra Wollert Hickman and Julie Staggers
University of South Florida

Implementing iFixit Technical Writing Project and Project/Program
Jessica Lauer
Michigan Technological University

Developing and Expanding Technical Identity: Promoting Fixing as a Way to Engage with Technical Challenges
Emma J. Rose
University of Washington, Tacoma

Contexts for Understanding the Value of External Program Review: Opportunities for CPTSC

Moderator – Nancy W. Coppola
New Jersey Institute of Technology

MA IN ENGLISH: Rhetoric and Technical Communication
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Our Past, Our Future
Nancy W. Coppola
New Jersey Institute of Technology

How to Prepare for External Review
Charles H. Sides
Fitchburg State University

One University’s Experience with Both CPTSC Program Review and External Academic Program Review
Elizabeth Pass
James Madison University

Making Internal Program Review of WAC Externally Valuable for TSC
Pavel Zemliansky
University of Central Florida

Poster Presentation Session
| Upper Lodge

Moderator – Lora Arduser
University of Cincinnati

Contextualizing Errant E-mail Communication: A Study in Student/Faculty Interactions
Carroll Ferguson Nardone
Sam Houston State University
&
Brian Blackburne
Sam Houston State University

Analyzing the Communication Practices within the Engineering Industry: Refining the Content in Technical Communication Courses
Elaine Wisniewski
Texas Tech University

Implementing the Studio Model to Build on Service-Learning Opportunities
Susan Garza
University-Corpus Christi
Texas A&M
&
Diana Cardenas
University-Corpus Christi Texas A&M
International and Local Economic Contexts and Technical Communication Curriculum: Navigating the Changes in Sweden
Olga Menagarishvili
Georgia Institute of Technology

Break 3:45 p.m. - 4:00 p.m. | Upper Lodge

Session 6
4:00 p.m. - 5:00 p.m.

Women in Technical Communication Roundtable | Upper Lodge A

The New Normal: Pressures on Technical Communication Programs in the Age of Austerity | Part 2 | Upper Lodge A

Moderator – Denise Tillery
University of Nevada, Las Vegas

A Response to Austerity: Using Eco-preneurship to Build a Sustainable Writing Major
Teresa Henning
Southwestern Minnesota State University
&
Amanda Bemer
Southwestern Minnesota State University

Reading University Ecosystems: Bolstering Sustainability and Revising Growth for Technical Communication Programs
Colleen Reilly
University of North Carolina, Wilmington

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Graduate Director, Department of English, Foreign Languages and Journalism
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The Impact of Austerity on Professional Writing at a Private College  
Madeline Yonker  
York College

Frugal Realities: Hacker Pedagogy and Scrappy Students in an Online Program  
Julia Romberger  
Old Dominion University

Methodologies as Message: Exploring Four Unique Approaches to Pedagogical Research and Their Application to Programmatic Change  
| Breckinridge 5102

Moderator – Amber Lancaster  
Texas Tech University

Summative Usability Testing to Assess Course Document Delivery  
Kate Crane  
Texas Tech University

Assessing the Usability of Multimodal Instructor Feedback  
Sam Howard  
Texas Tech University

Using a Case Study Methodology to Understand Games as Instructional Documentation  
Carly Finseth  
Texas Tech University

Applying the Community of Inquiry Framework as a Lens for Exploring and Measuring the Making of Meaning in Online Discussions  
Ronda Wery  
Texas Tech University

International and Intercultural Contexts  
| Breckinridge 5106

Moderator – Constance Kampf  
Aarhus University, Denmark

Going Corporate in India: Developing a User Experience (UX) Certificate Program for Indian Corporations  
Brian Still  
Texas Tech University
Reconsidering Resumes in Cultural Contexts: Thoughts for Teaching Genres  
Chalice Randazzo  
Texas Tech University

Context and Connections: Reflecting on How Local and Global Co-Occur to Shape the Technical Communication Curriculum  
Isidore Kafui Dorpenyo  
Michigan Technological University

Godwin Y. Agboka  
University of Houston-Downtown

Contexts for (Re)Focusing Programs  
| Breckinridge 5113

Moderator – Erica Ellingson Baumle  
Texas Tech University

Credit Hour Creep: Adjusting Professional Writing Curriculum to Meet 120 Credit Hour Degree Requirements  
Brian Ballentine,  
West Virginia University

Coming Home: Placed-Based Arguments for Relocating a Major  
Daniel Richards  
Old Dominion University

Whither the Direction of Technical Communication Programs: Generalist or Specialist?  
Victoria Sadler  
Metropolitan State University

What Does it Take to Create a Sustainability Focused Technical Writing Program?  
K. Alex Ilyasova  
University of Colorado at Colorado Springs

Making Connections: How the Common Core State Standards, Core to College Initiatives, and K-12/College Partnerships Can Facilitate Professional and Program Development  
Joanne Addison  
University of Colorado Denver
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Delivery: On Campus

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Emphasis: Professional Writing
Delivery: Online

**M.A. in English**
Emphases: Professional Writing; Rhetoric
Delivery: On Campus or Online

Contact Dr. Julia Romberger (jromberg@odu.edu) for more information about the undergraduate and master’s level programs or certifications. Or, visit the website below for course descriptions, faculty lists, and timelines for all programs.

odu.edu/englishdept
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Friday, September 26

**Teaching Contexts**
| Upper Lodge B

*Moderator – Sarah Gunning*
Towson University

*Preparing Teachers to Teach Technical Communication*
Tracy Bridgeford
University of Nebraska at Omaha

*Incorporating Theory into the Technical Communication Curriculum*
Sandi Harner
Cedarville University

*An Interdisciplinary Approach to Teaching Visual Communication through Color Systems.*
Joel Beatty
Michigan Technological University

*Sustainable Pedagogy in Technical Communication*
Josephine Walwema
Oakland University

*Teaching the What, Why, and How of Editing*
Cynthia A. Nahrwold
University of Arkansas at Little Rock

**Session 7**

| Upper Lodge A

*Moderator – Michael S. Knievel*
University of Wyoming

*Situational Factors Affecting Internship Programs*
Susan M. Katz
North Carolina State University

“Context-Specific Solutions” in the Transportation Industry: Exploring Possibilities for Learning and Collaboration
Felicia Chong
Oakland University
Partnering with Politicians to Enrich the Tech Comm Classroom
Russel Hirst
The University of Tennessee

Unexpected Consequences of Building Usability Testing Facilities
Tharon W. Howard
Clemson University

Extending the Collaboration across Courses: An Example of a Client-Based Service Learning Project
Jeffrey A. Bacha
University of Alabama at Birmingham

Contexts for Professionalism and Professional Development
| Breckinridge 5102

Moderator – Brian Blackburne
Sam Houston State University

Do We Address Professionalism and Leadership Programmatically? Making Explicit Connections Between Theory and Practice
Joanna Schreiber
Georgia Southern University

Cultivating Professionalism through Locally Grown Tools
Tom Lindsley
Iowa State University

Professional Development for Students
Kris Sutliff
Missouri State University

“Grad School Just Isn’t for Me”: Helping Students Make the Transition from Undergraduate to Graduate Work in Professional and Technical Writing
Karen M. Kuralt
University of Arkansas at Little Rock
Contexts for Branding and Promoting Programs
| Breckinridge 5106

Moderator – Sarah Beth Hopton
University of South Florida

Re-thinking, Re-programming, Re-branding: Charting the Future of a Technical Communication Program at an Urban, Working-Class State University
Quan Zhou
Metro State University

Redefining and Rebranding an Effective Program
Nick Carrington
Cedarville University

Increasing Program Enrollment: Clarifying Technical Communication to University Colleagues
Diane Martinez
Western Carolina University

Social Media’s Roles in Program Administration
Rick Mott
Eastern Kentucky University

Register Now! A Semantic Network Analysis of National TCSP Marketing Collateral
Sarah Beth Hopton
University of South Florida

Contexts for Developing and Designing Programs
| Breckinridge 5113

Moderator – Daniel Richards
Old Dominion University

Building a shared sustainable program ethos: The role of an Alumni Day in program development
Constance Kampf
Aarhus University, Denmark

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Old Ghosts and New Curricula: Visualizing Actor-Networks in Certificate Design
Ehren Helmut Pflugfelder
Oregon State University

Be Careful What You Wish For: From Lone Ranger to Lonely Stranger in TC Program Administration
David Alan Sapp
Fairfield University

Community-Based Co-Teaching in the Technical Writing Classroom: Innovating the Curriculum Development Process
Johanna Phelps-Hillen
University of South Florida

Editors’ Round Table Session
| Upper Lodge B

Moderator – Kirk St.Amant
Communication Design Quarterly

Tracy Bridgeford
Programmatic Perspectives

Traci Nathans-Kelly
Wiley-IEEE Book Series in Professional Engineering Communication

Donna Kain
Technical Communication Quarterly

Melinda Knight
Business and Professional Communication Quarterly

Charles Kostelnick
Journal of Business and Technical Communication

Liz Pohland
Intercom Magazine

Charles Sides
Journal of Technical Writing and Communication
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For more information, contact Michelle F. Eble, Director of Graduate Studies at 252-328-6660 or eblem@ecu.edu, or visit www.ecu.edu/english/graduate
Research Grant Recipients

General Research Grant Category

Collaborative Research Grant Category
“Social Media in Technical and Professional Communication: A Programmatic and Curricular Survey and a Repository of Current Practices” Submitted by Jennifer deWinter and Stephanie Vie

Awards for Excellence in Program Assessment

Award for Excellence in Program Assessment
The Bachelor of Science Program in Professional Communication and Emerging Media at University Wisconsin-Stout has been selected for outstanding contributions made by its faculty to program assessment in technical and scientific communication—specifically in the area of Implementation.

Award for Excellence in Program Assessment
Dr. Charles Sides has been selected for outstanding contributions to program assessment in technical and scientific communication as a practitioner and editor—specifically in the area of Service.

Diversity Scholarship Recipients

Laura Joffre Gonzales
Isidore Kafui Dorpenyo

Distinguished Service Award Recipient

Tracy Bridgeford
Analyzing Successful Professionalization Practices in Technical and Professional Communication
Erin Frost, Guiseppe Getto, and Therese Pennell
East Carolina University

This project studies what professionalization practices looked like for successful job candidates in technical and professional communication in the past two years. We are interviewing first-time assistant professors who began a tenure-track TPC job in Fall 2012 or more recently. We hope to learn from them what experiences were most impactful in preparing them to be successful job candidates. More specifically, our research questions are:

• What does professionalization look like for successful job candidates in TPC?
• What are professionalization experiences that all programs in TPC should make available to their graduate students?
• What are key differences in professionalization experiences for job candidates who landed tenure-track jobs at a variety of different types of institutions (e.g. research-intensive, Ph.D-granting, Master’s-granting, four-year institutions, etc.)?

When analyzing results, we hope to generate some best practices for improving professionalization within programs looking to place students at a variety of different kinds of institutions. We believe this project can support work to help up-and-coming professionals receive the professionalization support they need to navigate the job market and land in a place that best fits their needs as scholars, teachers, and community members. Finding good fits for our graduates contributes to stronger programs and a more connected and collaborative field.

Social Media in Technical And Professional Communication: A Programmatic and Curricular Survey and Repository of Current Practices
Jennifer De Winter, Worcester Polytechnic Institute and Stephanie Vie, University of Central Florida

This heightened focus on social media illustrates the field’s developing interest in social media; thus, it is necessary to survey the field and develop resources related to social media in technical and scientific communication. Thus, our research questions are as follows:

• What is the current status of programmatic and curricular use of social media in technical and scientific communication in the U.S.?
• What are potential “best practices” for using social media to attract and retain technical communication students?
• What are potential “best practices” for using social media in teaching technical and scientific communication?
• What challenges do faculty and programs face related to programmatic and curricular uses of social media?
Isidore Kafui Dorpenyo

Isidore Kafui Dorpenyo is a PhD student in the Rhetoric, theory and Culture program at Michigan Technological University. Isidore seeks to explore the intersections between rhetoric, technical communication and cultural studies. His proposed PhD dissertation seeks to critically assess the role that technical writing plays in public policy deliberations on matters relating to technology adoption and use.

Isidore’s scholarly work will appear in the 2015 edition of the Journal of Technical Writing and Communication. In 2013, he won the Outstanding Teacher of the Year Award at Michigan Tech; and in 2014, the CPTSC/Bedford St. Martin’s Diversity Scholarship (second place). He is currently the Assistant to the Graduate Director at MTU. He also served as the Assistant Coordinator of the Composition Program.

Laura Gonzales

Laura Gonzales is a PhD student in the department of Writing, Rhetoric, and American Cultures and a University Distinguished Fellow at Michigan State University. Her research examines the intersections of linguistic diversity and technology in technical and professional communication. Before starting her doctoral program at MSU, Laura taught writing at the University of Central Florida, where she began exploring how multilingual learners exhibit advanced proficiency in multimodal composing.

Laura’s dissertation work highlights the digital work coordination practices of multilingual learners, illustrating how multilinguisms move between languages and screens simultaneously as they compose digital texts. Laura currently teaches Professional Writing at MSU and also works as a graduate fellow for the Sweetland Digital Rhetoric Collaborative. She has been recognized as a Scholars for the Dream award winner by the Conference on College Composition and Communication and received the inaugural Hawisher and Selfe Caring for the Future Award presented by the Computers and Writing Conference.
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