



# PROGRAM



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Our newly renovated Humanities Digital Media Zone (HDMZ) provides students and professors the critical resources needed to educate the next generation of technical communicators.



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Houghton, MI

# CPTSC

CPTSC 2012 Live  
Michigan Technological University in Houghton, MI is pleased to host the 2012 annual meeting of the Council for Programs in Technical and Scientific Communication.





# Many, Many Thanks to

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## *Program at a Glance*

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### **Thursday, September 27, 2012**

4:00-7:00	Registration
6:00-7:00	Opening Reception & Buffett
7:00-9:00	Welcome & Keynote

### **Friday, September 28, 2012**

8:00-2:30	Registration
9:00-10:00	Plenary Session
10:00-10:15	Break
10:15-11:15	Session 1
11:15-11:30	Break
11:30-12:30	Session 2
12:30-2:00	Break
2:00-3:00	Session 3
3:00-3:15	Break
3:15-4:15	Session 4
4:15-4:30	Break
4:30-5:30	Session 5
5:45-6:45	Administrators' Roundtable

### **Saturday, September 29, 2012**

8:00-9:00	Breakfast
9:00-12:00	CPTSC Annual Business Meeting
11:00-12:00	Boxed Lunches
1:00	Excursions



# Schedule of Events & Program Details

NOTE: All rooms are located in the Memorial Union Building (MUB)

## Thursday, September 27, 2012

4:00-7:00 <i>Ballroom Lobby</i>	<b>Registration</b>
6:00-7:00 <i>Ballroom A</i>	<b>Opening Reception and Buffet</b>
7:00-9:00 <i>Ballroom A</i>	<b>Welcome &amp; Keynote</b> <b>Keynote Introduction</b> Thomas Barker, <i>University of Alberta</i> <b>Keynote</b> A Survey of Emerging Research: Debunking the Fallacy of Colorblind Technical Communication Miriam Williams, <i>Texas State University</i>

## Friday, September 28, 2012

8:00-2:30 <i>Ballroom Lobby</i>	<b>Registration</b>
8:00-9:00 <i>Ballroom A</i>	<b>Breakfast</b>
9:00-10:00	<b>Plenary Session</b>
<i>Ballroom A</i> <b>Moderator</b> <b>Jerry Savage</b> <i>Illinois State University, Emeritus</i>	<b>Plenary Speakers</b> Angela Haas, <i>Illinois State University</i> Gary Kaunonen, <i>Michigan Technological University</i> Raeanne Madison, <i>Michigan Technological University</i> Flourice Richardson, <i>Illinois State University</i> Miriam Williams, <i>Texas State University</i>



10:00–10:15 <i>Ballroom Lobby</i>	Break
10:15–11:15	CONCURRENT SESSION 1
<b>Panel A</b>	<b>Honoring the Diversity of Technical and Professional Writing Programs</b>
<i>Ballroom B1</i> <b>Moderator:</b> <b>Michael J. Salvo</b> <i>Purdue University</i>	<p><b>What Gets Left Out: A Survey of Programs outside the Margins of Organizational Databases</b> Chalet Seidel, <i>Westfield State University</i></p> <p><b>Student Perceptions of Disciplinary Identity within an English Department’s Technical/Professional Writing Emphasis</b> Jamie McDaniel, <i>Pittsburg State University</i></p> <p><b>Small Towns, Big Jobs: The Importance of Technical/Professional Writing Programs in Small Communities</b> Anna Carpenter, <i>Pittsburg State University</i></p> <p><b>Benefits of Interdisciplinary Collaboration for Technical/Professional Writing Majors in English Departments</b> Michelle Gorges, <i>Pittsburg State University</i></p>
<b>Panel B</b>	<b>Communal Translators, Communities of Translation: Collaborative Approaches to Multilingual Communication</b>
<i>Ballroom B2</i> <b>Moderator:</b> <b>Matthew Livesey</b> <i>University of Wisconsin-Stout</i>	<p><b>Exploring Translation Technology Innovation in an Arabic-English Online “Gathering Place”</b> Joleen Hanson, <i>University of Wisconsin-Stout</i></p> <p><b>Interlanguage (,) Interface: A Pilot of Communal Translation</b> Mitch Ogden, <i>University of Wisconsin-Stout</i></p> <p><b>Learning a New Language: Health Care Communication</b> Kate Edenborg, <i>University of Wisconsin-Stout</i></p>



<b>Panel C</b>	<b>A Stakeholder Approach to Program Development</b>
Ballroom B3  <b>Moderator:</b> <b>Nicole St. Germaine-McDaniel</b> <i>Angelo State University</i>	<b>First the Context, then the Community: Developing a New Minor/Major</b> <i>Denise Tillery, University of Nevada, Las Vegas</i>  <b>Producing Stakeholders</b> <i>Julie Staggers, University of Nevada, Las Vegas</i>  <b>Positioning Graduate Students for Self-Interested Involvement</b> <i>Lauren Cagle, University of Nevada, Las Vegas, &amp; University of South Florida</i>
<b>Panel D</b>	<b>Program Administrators as Community Builders</b>
<i>Alumni Lounge A</i> <b>Moderator:</b> <b>Joyce Carter</b> <i>Texas Tech University</i>	<b>Restorying: Administrative Tales over Forty Years</b> <i>Karla Saari Kitalong, Michigan Technological University</i>  <b>Profession Building for Program Administrators</b> <i>Nancy W. Coppola, New Jersey Institute of Technology</i>  <b>The Enterprise of Brokering: Program Administrator as Broker</b> <i>Tracy Bridgeford, University of Nebraska at Omaha</i> <i>Kirk St. Amant, East Carolina University</i>
<b>11:00-11:15</b> <i>Ballroom Lobby</i>	<b>Break</b>
<b>11:30-12:30</b>	<b>CONCURRENT SESSION 2</b>
<b>Panel A</b>	<b>Information Design, Usability Testing, and Community Building: Positioning Community as a Technological End</b>
<i>Ballroom B1</i> <b>Moderator:</b> <b>Matthew Livesey</b> <i>University of Wisconsin-Stout</i>	<b>Refiguring the End of Usability as Community Building</b> <i>Kevin Garrison, Angelo State University</i>  <b>Usability Testing as a Student Assistant: Integration through Involvement</b> <i>Javier Medina, Angelo State University</i>



	<p><b>Approaching Web Design as a Process of Community Immersion</b>          Joe Erickson, <i>Angelo State University</i></p>
<b>Panel B</b>	<p><b>Infusing International Collaborations throughout Technical Communication Programs</b></p>
<p><i>Ballroom B2</i>  <b>Moderator:</b>  <b>Michael Charlton</b>  <i>Missouri Western State University</i></p>	<p><b>Growing the Trans-Atlantic Project across Universities and Programs: Seeding, Grafting, and Cultivating</b>          Bruce Maylath, <i>North Dakota State University</i></p> <p><b>Positioning Trans-Atlantic Collaborations in Diverse Disciplinary and Technological Spaces</b>          Steven Hammer, <i>North Dakota State University</i></p> <p><b>Managing Trans-Atlantic Translation and Editing Projects</b>          Karen Sorensen, <i>North Dakota State University</i></p>
<b>Panel C</b>	<p><b>Bringing Diverse Perspectives to Programs, Classes, and Workplaces: Five Cases of Research and Scholarship</b></p>
<p><i>Ballroom B3</i>  <b>Moderator:</b>  <b>Gary Kaunonen</b>  <i>Michigan Technological University</i></p>	<p><b>Labor + Work + Action = STC</b>          Ann Brady, <i>Michigan Tech University</i></p> <p><b>Feminism and Technical Communication: From Theory to Practice</b>          Marika Seigel, <i>Michigan Technological University</i></p> <p><b>Using Service-Learning to Help Students Develop Global Literacy</b>          Jingfang Ren, <i>Michigan Technological University</i></p> <p><b>Safety Information Consulting as User Advocacy</b>          Erik Hayenga, <i>Topaz Agriculture</i></p> <p><b>Bringing “Critical History” to Technical Communication Curricula</b>          Bob Johnson, <i>Michigan Technological University</i></p>



<b>Panel D</b>	<b>Trends in the TPC Curriculum and Professional Expectations</b>
Alumni Lounge A <b>Moderator:</b> <b>Alex Ilyasova</b> <i>University of Colorado, Colorado Springs</i>	Preparing Students for the Workplace: Trends in the TPC Curriculum and Professional Expectations Lisa Meloncon, <i>University of Cincinnati</i> Sally Henschel, <i>Midwestern State University</i>
<b>12:30–2:00</b> <i>Ballroom A</i>	<b>Awards Lunch</b>
<b>2:00–3:00</b>	<b>CONCURRENT SESSION 3</b>
<b>Panel A</b>	<b>CPTSC Research Grants: Where We Have Been and Where We Are Going</b>
<i>Ballroom B1</i> <b>Moderator:</b> <b>Erik Hayenga</b> <i>Topaz Agriculture</i>	<b>Angles of Repose: Encouraging Productive Exchange among Technical Communication Programs and the Workplace</b> Ann Brady, Joanna Schriber, & Marika Seigel, <i>Michigan Technological University</i>  <b>Activating Prior Knowledge through Metacognitive Awareness: An Empirical Study of Professional Writing Courses</b> Josephine Walwema & Dana Lynn Driscoll, <i>Oakland University</i>  <b>Veteran Technical Communicators: Their Take on Quality, Subject Matter Specialists, and Audience</b> Tammy Rice-Bailey, <i>University of Wisconsin Milwaukee</i>
<b>Panel B</b>	<b>Contemporary University Campuses as Sites of Workplace Writing</b>
<i>Ballroom B1</i> <b>Moderator:</b> <b>Karen Sorensen</b> <i>North Dakota State University</i>	<b>Startup Culture and University Innovation</b> Liza Potts, Michigan State University  <b>Applying Tech Comm Learning to the University Workplace</b> Kelly Schaefer, <i>Illinois Institute of Technology</i>





	<p><b>Technology Development beyond the Support of Campus IT</b> Karl Stolley, Illinois Institute of Technology</p> <p><b>What's the Right Size? Graduate Program Growth Strategy in the Context of Academic and Workplace Communities</b> Joyce Carter, Texas Tech University</p>
<b>Panel C</b>	<b>Teaching about Culture: Challenges and Suggested Methods</b>
<p><i>Ballroom B3</i> <b>Moderator:</b> <b>Steven Hammer</b> <i>North Dakota State University</i></p>	<p><b>Role-playing Class Struggle: Simulating Class and Social Justice in the STC Classroom</b> Gary Kaunonen, <i>Michigan Technological University</i></p> <p><b>Pedagogy and Power to the People</b> Natasha N. Jones, <i>University of Washington, Seattle</i></p> <p><b>Teaching Localization to Native Spanish Speakers: Opportunities for Growth</b> Nicole St. Germaine-McDaniel, <i>Angelo State University</i></p> <p><b>The Other Kind of Funnies: Comics and Technical Communication</b> Han Yu, <i>Kansas State University</i></p>
<b>Panel D</b>	<b>How New Technologies Affects Communities and Rhetoric</b>
<p><i>Alumni Lounge A</i> <b>Moderator:</b> <b>Karla Saari Kitalong</b> <i>Michigan Technological University</i></p>	<p><b>Plowing the Dark: Enjoying the Fruits Gleaned of Virtual Workplaces</b> Michael J. Salvo, <i>Purdue University</i></p> <p><b>Analysis and Impact of Student Research Writing in a Technical and Professional Writing Course</b> Lee-Ann Kastman Breuch, <i>University of Minnesota</i> Brian Larson, <i>University of Minnesota</i></p> <p><b>On the Rhetorical Radar: The Multimodal Genre of the STEM Presentation Poster</b> Kevin Cassell, <i>Michigan Technological University</i></p>



3:00–3:15 <i>Ballroom A</i>	Break
3:15–4:15	CONCURRENT SESSION 4
<b>Panel A</b>	<b>Transgressing Business as Usual in Technical Communication Programs</b>
<i>Ballroom B1</i> <b>Moderator:</b> <b>Mitch Ogden</b> <i>University of Wisconsin-Stout</i>	<p><b>Technical Communication and Empire-Building</b> Angela Haas, <i>Illinois State University</i></p> <p><b>Black Feminist Thought: Tools for Dismantling Hegemonic Notions of Power</b> Flourice Richardson, <i>Illinois State University</i></p> <p><b>Apparent Feminism: Technical Communication’s Obligation to Intervene in Public Rhetorics</b> Erin Frost, <i>Illinois State University</i></p> <p><b>Little by Little: Social Justice Perspectives in Programs at a Hispanic-Serving Institution</b> Godwin Agboka, <i>University of Houston-Downtown</i></p> <p><b>Engaging Transgressive Soundings in Technical Communication Programs</b> Gerald Savage, <i>Illinois State University, Emeritus</i></p>
<b>Panel B</b>	<b>Teaching Ethically about Culture and Communication</b>
<i>Ballroom B2</i> <b>Moderator:</b> <b>Adam R. Pope</b> <i>Purdue University</i>	<p><b>Negotiating Culturally Sensitive Service-learning Design in a Milieu of Diverse Cultures</b> Huatong Sun, <i>University of Washington Tacoma</i></p> <p><b>Swarming the Client: Applying the Agency Model to Service Learning in the Professional Communication Capstone</b> Matthew Livesey, <i>University of Wisconsin-Stout</i></p> <p><b>Selling a \$600 Piece of Paper: The Automotive Technician and Teaching Technical Communication</b> Jeremy Cushman, <i>Purdue University</i></p>



<b>Panel C</b>	<b>Technical Communication Programs as Communities of Practice</b>
<p><i>Ballroom B3</i>  <b>Moderator:</b>  <b>Joanna Schreiber</b>  <i>Michigan Technological University</i></p>	<p><b>A New Technical Communication Program in Culturally Diverse Arkansas</b>          Kyle Mattson, <i>University of Central Arkansas</i>          Joanna Castner, <i>University of Central Arkansas</i></p> <p><b>Teaching Technical Communication to Diverse Audiences</b>          Thomas Barker, <i>University of Alberta</i>          Natalia Matveeva, <i>University of Houston-Downtown</i></p> <p><b>The “Economy of Emotions” in Technical Communication</b>          Alex Ilyasova, <i>University of Colorado, Colorado Springs</i></p> <p><b>Understanding Our Metaphors, Understanding Communities</b>          Stephen Markve, <i>Michigan Technological University</i></p>
<b>Panel D</b>	<b>Poster Presentation Session</b>
<p><i>Ballroom A</i>  <b>Moderator:</b>  <b>Lee-Ann Kastman Breuch</b>  <i>University of Minnesota</i></p>	<p><b>Theory vs. Applied Technical Writing Education</b>          Anita Ford, <i>Missouri Western State University, St. Joseph</i></p> <p><b>WebCT and Moodle: How to Fix a Broken System</b>          Kristopher Miller, <i>Missouri Western State University</i></p> <p><b>Teaching the Ethics of Intercultural Technical Communication</b>          Dan Voss, <i>Lockheed Martin Missiles and Fire Control</i>          Bethany Bowles, <i>University of Central Florida</i></p>
<p><b>4:15-4:30</b>  <i>Ballroom Lobby</i></p>	<b>Break</b>
<b>4:30-5:30</b>	<b>CONCURRENT SESSION 5</b>
<b>Panel A</b>	<b>Bringing Technical Communication and International Students Together: A Mutual Learning Experience</b>



<p>Ballroom B1</p> <p><b>Moderator:</b></p> <p><b>Karl Stolley</b></p> <p><i>Illinois Institute of Technology</i></p>	<p><b>Bringing International Usability Testing into the Technical Communication Classroom</b></p> <p>Felicia Chong, <i>Michigan Technological University</i></p> <p><b>Changing the Campus Climate</b></p> <p>Sylvia Matthews, <i>Michigan Technological University</i></p> <p><b>Learning from Each Other</b></p> <p>Jessica Kennedy, <i>Michigan Technological University</i></p> <p>Laura Harris, <i>Michigan Technological University</i></p> <p><b>Examining the Diversity of Culture and Communication across the East-West Divide: A Comparison of Technical Communication Practices and Pedagogies in the Former USSR to the US</b></p> <p>Pavel Zemliansky, <i>University of Central Florida</i></p> <p>Kirk St.Amant, <i>East Carolina University</i></p>
<p><b>Panel B</b></p>	<p><b>Usability as Service Learning</b></p>
<p><i>Ballroom B2</i></p> <p><b>Moderator:</b></p> <p><b>Bruce Maylath</b></p> <p><i>North Dakota State University</i></p>	<p><b>Partnership between the Usability Lab and Academic Departments</b></p> <p>David Rosen, <i>University of Minnesota</i></p> <p><b>Insights on the Usability Course as a Partnership Effort</b></p> <p>Nick Rosencrans, <i>University of Minnesota</i></p> <p><b>Experiential Learning in a Usability Course</b></p> <p>Lee-Ann Kastman Breuch, <i>University of Minnesota</i></p>
<p><b>Panel C</b></p>	<p><b>Implementing Lean Management at Michigan Tech: Implications of Technical Communication through Theory and Practice</b></p>
<p><i>Ballroom B3</i></p> <p><b>Moderator:</b></p> <p><b>Sally Henschel</b></p> <p><i>Midwestern State University</i></p>	<p><b>Applying Lean Business Practices in the Technical Communication Workplace</b></p> <p>Ann Kitalong-Will, <i>Michigan Technological University</i></p> <p><b>Researching Lean Management Practices</b></p> <p>Joanna Schreiber, <i>Michigan Technological University</i></p>





Panel D	Technology, Culture, and Pedagogy
<p><i>Alumni Lounge A</i></p> <p><b>Moderator:</b></p> <p><b>Lisa Meloncon</b> <i>University of Cincinnati</i></p>	<p><b>Using Print and Video Instructions to Teach Usability</b> Kara Poe Alexander, <i>Baylor University</i></p> <p><b>Free Play: Video Game Culture and Teaching Technical Writing</b> Michael Charlton, <i>Missouri Western State University</i></p> <p><b>The Open-Source CMS as a Tool for Program-Specific Teaching Environments</b> Adam R. Pope, <i>Purdue University</i></p>
<p>5:45-6:45 <i>Alumni Lounge A</i></p>	<p><b>Administrator's Roundtable</b></p>

### Saturday, September 29, 2012

<p>8:00-9:00 <i>Alumni Lounge B</i></p>	<p>Breakfast</p>
<p>9:00-12:00 <i>Alumni Lounge A</i></p> <p><b>Moderator:</b></p> <p><b>Bill Williamson</b> <i>Saginaw Valley State University</i></p>	<p><b>CPTSC Annual Business Meeting</b></p>
<p>11:00-12:00 <i>Peninsula Room</i></p>	<p>Boxed Lunches</p>
<p>1:00- <i>Meet in Peninsula Room</i></p>	<p>Excursions Quincy Mine Hoist Mt. Ripley Gondola Color Tour</p>

Volume 4 Issue 2

# pr::grammatic

P E R S P E C T I V E S

*Don't waste time!  
Revise that position  
description into  
an article now.*

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CPTSC

