

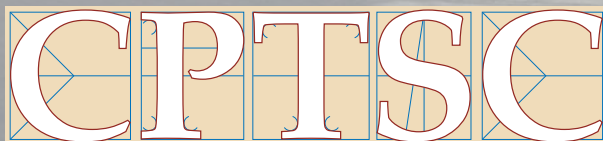
***The Council for Programs in Technical and Scientific Communication
Presents***

***Reflections and Projections:
Examining the Status and
Future of Programs in the Field***

Held at the University of Cincinnati

October 10-12, 2013

Hosted by the UC Professional Writing Program



CPTSC 2013 Program Committee & Acknowledgments

Program Committee Members

Rebekkah Anderson

Deborah Andrews

Elizabeth Angeli

Brian Ballentine

Tracy Bridgeford

Allen Brizee

Russell Carpenter

Joanna Castner Post

Dave Clark

Jim Dubinski

Gary Heba

Sandi Harner

Sally Henschel

Russel Hirst

Marjorie Rush Hovde

Donna Kain

Karla Kitalong

Michael J. Klein

Natalia Matveeva

Brian McNely

Lisa Meloncon

Liza Potts

Ken Price

Chalet Seidel

Michele Simmons

Michael Salvo

Karl Stolley

Jason Swarts

Necia Werner

Pavel Zemliansky

Sponsorship Committee

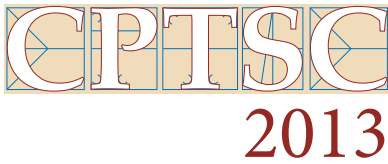
Joanna Schreiber

Antoinette Larkin

Special Thanks to

- ▶ Pearson, our platinum level sponsor
- ▶ All our other sponsors
- ▶ Super intern Tim Russell





October 10-12, 2013
Cincinnati, Ohio



Conference Schedule at a Glance...

Thursday, October 10

9:00 am - 4:30 pm STC-AC Pre-Conference

Room 400B, Tangeman University Center

6:00 pm Conference Welcome & Happy Hour

Bearcat Lounge, Kingsgate Marriott First Floor (Adjacent to Check-in Desk)

Join the CPTSC planning committee and local host Lisa Meloncon for drinks and dinner!

Friday, October 11

8:00 am - 6:00 pm Conference Presentations

Fourth Floor, Tangeman University Center

7:00 pm CPTSC Awards Event

Mt. Storm Room (Room 140), Kingsgate Marriott

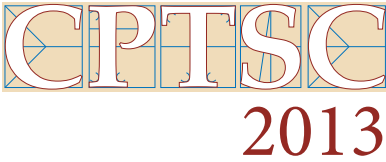
***Please note that the University of Cincinnati will be hosting a college football game on Friday, October 11 that begins at 8:30 pm. Expect additional crowds on campus and around the hotel Friday evening.*

Saturday, October 12

10:00 am -12:00 pm CPTSC 2013 Business Meeting and Annual Reports

Mt. Echo Room (Room 130), Kingsgate Marriott

1:00pm CPTSC Excursion: Cincinnati Underground Brewery Tour



October 10-12, 2013
Cincinnati, Ohio



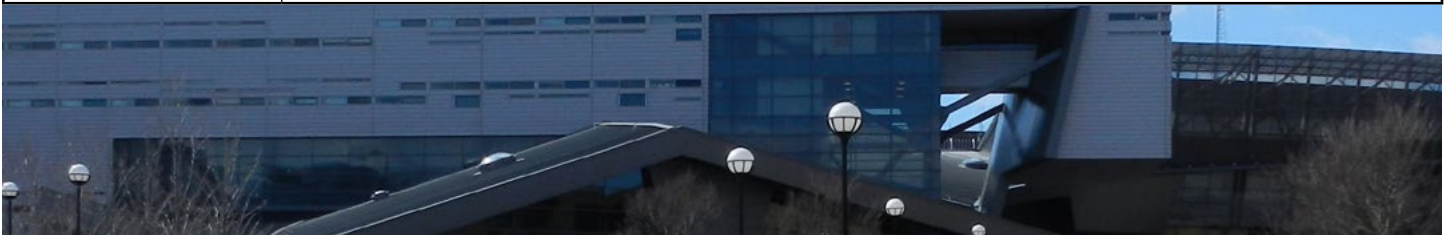
Conference Outline

Friday, October 11

7:30-10:30am	Registration
8:00-9:00am	<p>Plenary Conversation</p> <p>Introductory Remarks by Lisa Meloncon, University of Cincinnati</p> <p>Pavel Zemliansky, University of Central Florida Bob Johnson, Michigan Technological University Heidi McKee, Miami University (Ohio)</p>
9:00-9:15am	Break
9:15-10:15am	Concurrent Sessions 1
Panel A	Can We? Should We? Develop a New Graduate Certificate Program in Technical Communication in Ohio
Room 400A	<p>Moderator: Joanna Schreiber</p> <p><i>Is It Still: "If We Build It, They Will Come"?</i> Xiaoli Li University of Dayton</p> <p><i>A Report on the U.S. Graduate Certificate Programs in TC</i> Jim Nugent Oakland University</p> <p><i>The Status and Challenges of Existing Graduate Certificate Programs in TC in Ohio</i> Wei Cen Bowling Green State University</p> <p><i>Decision Time: Should We, or Shouldn't We?</i> Maura Taaffe University of Dayton</p>

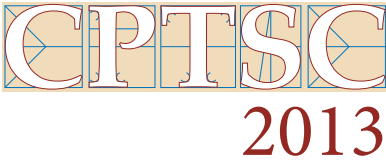
Conference Outline

Panel B	Editors' Forum: Conversations with Editors in the Field An Opportunity to Hear from and Meet with Editors in the Field
Room 400C	<p>Moderator: Susan L. Popham</p> <p>Michael J. Albers Co-Editor, <i>Communication Design Quarterly</i></p> <p>Tracy Bridgeford Co-Editor, <i>Programmatic Perspectives</i></p> <p>Rosário Durão Editor, <i>connxions</i></p> <p>Donna Kain Editor, <i>Technical Communication Quarterly</i></p> <p>Miles Kimball Editor, <i>Ashgate Series in Technical Communication</i></p> <p>Melinda Knight Editor, <i>Business Communication Quarterly</i></p> <p>Charles Kostelnick Co-Editor, <i>Journal of Business and Technical Communication</i></p> <p>Liz Pohland Editor, <i>Intercom</i></p>



Conference Outline

Panel C	Aspects of Online Approaches and Environments within Programmatic Contexts
Room 400A/B	<p>Moderator: David Sapp</p> <p><i>Going Online: The Advantages and Disadvantages of Administrative Support</i> Timothy D. Giles Georgia Southern University</p> <p><i>Online Pedagogy in 2020: What Can We Expect?</i> Rick Mott Easter Kentucky University</p> <p><i>Seeking the Miner's Canary: Should Technical Communication Go Online</i> Fenobia Dallas Saginaw Valley State University</p> <p><i>Using Online Writing Portfolios to Clarify Program Objectives</i> Karen M. Kuralt University of Arkansas Little Rock</p>
Panel D	What Administrators of Technical and Scientific Communication Programs Can Learn from WPAs
Room 419A/B	<p>Moderator: Guiseppe Getto</p> <p>Pavel Zemliansky University of Central Florida</p> <p>Karla Kitalong Michigan Tech</p> <p>Alex ilyasova University of Colorado Colorado Springs</p>

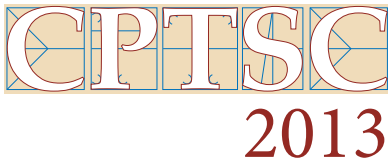


October 10-12, 2013
Cincinnati, Ohio



Conference Outline

Panel E	Service Learning and Connecting to the Community
Room 427	<p>Moderator: Jerry Savage</p> <p><i>Bridging the Gap: Industry Perspectives on Service-Learning</i> Brittany McCrigler iFixit</p> <p><i>Bonding With the Nuclear Industry: The University of Tennessee and Y-12 National Security Complex</i> Russel Hirst The University of Tennessee, Knoxville</p> <p><i>Building a Technical Writing Certificate: Melding and Meeting with the University and Community</i> Adam R. Pope University of Arkansas</p>
Panel F	Reflections on Methods Education Necessary in Technical and Scientific Communication Curricula
Room 417A/B	<p>Moderator: Natasha Jones</p> <p><i>Case Study Research and Experiential Knowledges</i> Erin Frost East Carolina University</p> <p><i>Technical Communication and a Disability Studies Framework</i> Barbi Smyser-Fauble Illinois State University</p> <p><i>Questioning Programmatic Consistency: Instructors and (Un)constructive Feedback</i> Katrina Dunbar Illinois State University</p>



October 10-12, 2013
Cincinnati, Ohio



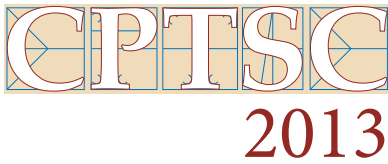
Conference Outline

10:15-10:30am	Break
10:30-11:30	Concurrent Sessions 2
Panel A	Examining the Past to Develop the Future of Online Graduate Certificate Programs in Technical and Scientific Communication
Room 400A	<p>Moderator: Diane Martinez</p> <p><i>Programmatic Overview of Online Graduate Certificates in Technical and Scientific Communication</i> Laura Vernon Radford University</p> <p><i>A Strategic Conversion: Building the UT-El Paso Online Technical and Professional Writing Certificate Program</i> Evelyn Posey University of Texas at El Paso</p> <p><i>A Graduate Certificate Program in Professional Writing--From Classroom to Online: Catching up with the Future</i> Mary Beth Debs University of Cincinnati</p> <p><i>Developing and Maintaining a Professional Writing Graduate Certificate Program: Successes and Challenges</i> Janel Bloch Northern Kentucky University</p> <p><i>Mapping Certificate Outcomes to Mission and Goals</i> Nancy W. Coppola New Jersey Institute of Technology</p> <p><i>Graduate Certificate in Interactive Media Studies @ Miami University</i> James E. Porter Miami University</p>

Conference Outline

Panel B	Reconciling the Local and the Global: Approaches for Re-Thinking Technical and Scientific Communication Programs in International and Intercultural Contexts
Room 400C	<p>Moderator: T. Kenny Fountain</p> <p><i>Globalizing Local Programs: Professional Writing in a 21st Century General Education Curriculum</i> Laurence José Grand Valley State University</p> <p><i>From Websites to Windmills: Globalizing Technical Communication Programs through Study Abroad</i> Marika Seigel Michigan Technological University</p> <p><i>Online Approaches to Globalizing the Technical Communication Curriculum</i> Kirk St. Amant East Carolina University</p> <p><i>Status and Study Abroad: Reimagining Technical Communication Curricula</i> Brian Ballentine West Virginia University</p>





October 10-12, 2013
Cincinnati, Ohio



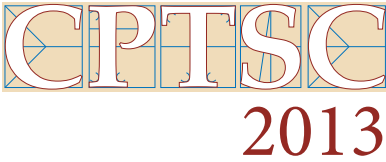
Conference Outline

Panel C	Service Courses in Programmatic Contexts
Room 415A/B	<p>Moderator: Mark A. Hannah</p> <p><i>Reclaiming the Technical or Professional Communication “Service” Course</i> Miles Kimball Texas Tech University</p> <p><i>What Do 150 Syllabi Tell Us About the Service Course?</i> Lisa Meloncon University of Cincinnati</p> <p><i>Moving the Service Course Online: What Every Instructor Needs to Know</i> Meredith Singleton Northern Kentucky University</p>
Panel D	CPTSC Diversity Initiatives: Past, Present, and Future A Report from the CPTSC Diversity Committee
Room 419A/B	<p>Moderator: Tammy Rice-Bailey</p> <p>Natasha Jones University of New Mexico</p> <p>Natalia Matveeva University of Houston-Downtown,</p> <p>David Sapp Fairfield University</p> <p>Jerry Savage Illinois State University</p> <p>Han Yu Kansas State University</p>

Conference Outline

Panel E	Mentoring and Connections to Careers
Room 427	<p>Moderator : Pavel Zemliansky</p> <p><i>Facilitating Connections and Mentoring Opportunities between Practitioners and Students</i> Sally Henschel Midwestern State University</p> <p><i>Industry Mentors for Student Research and Writing Projects</i> Pam Estes Brewer Mercer University</p> <p><i>Reflections on How Mentoring Programs in Technical Communication Serve Both The Academy and Industry</i> Herb J. Smith Southern Polytechnic State University</p>





October 10-12, 2013
Cincinnati, Ohio



Conference Outline

Panel F	Future Considerations for Tech Comm Programs in the Twin Cities (MN)
Room 417A/B	<p>Moderator: Marjorie Rush Hovde</p> <p><i>Creating a User Experience Design Program</i> Tori Sadler Metropolitan State University and Quan Zhou Metropolitan State University</p> <p><i>A Competency-Based Approach: Undergraduate Curriculum Reform in Technical Communication</i> Lee-Ann Kastman Breuch University of Minnesota—Twin Cities and Barb Horvath University of Minnesota—Twin Cities</p> <p><i>Redesigning a Masters Program in Technical Communication to Integrate Personalized Learning Networks</i> Ann Hill Duin University of Minnesota—Twin Cities and Joe Moses University of Minnesota—Twin Cities</p>
11:45am-	Lunch 11:45-1:15
1:15pm	Program Administrators' Round Table 12:15-1:15 Room 400A

Conference Outline

1:15-2:15pm	Concurrent Sessions 3
Panel A	Building Strategic Partnerships: Experiential Learning and the Technical and Scientific Communication Curriculum
Room 400A	<p><i>Moderator: Natalya Matveeva</i></p> <p><i>Science writing rocks: Developing a service learning project with the New Mexico Geological Society</i> Steve Simpson New Mexico Tech</p> <p><i>For people out There: Creating a User Manual for the National Radio Astronomy Observatory and Elsewhere</i> Rosário Durão New Mexico Tech</p> <p><i>Surprisingly Smooth: TC Interns Juggle the Messiness of the Workplace</i> Elisabeth Kramer-Simpson New Mexico Tech</p>



Conference Outline

Panel B	Community-based Inquiry as Technical Communication Curricula: Approach to Encouraging Diversity
Room 400C	<p>Moderator: Tori Sadler</p> <p><i>Diverse Publics, Diverse Tech Comm</i> Kristen Moore Texas Tech University</p> <p><i>Programmatic Approaches to Community-based Learning</i> Michele Simmons Miami University of Ohio</p> <p><i>Immersive Learning: A Social Justice Approach to Technical Communication Pedagogy</i> Natasha Jones University of New Mexico</p> <p><i>Respondent</i> Patricia Sullivan Purdue University</p>



Conference Outline

Panel C	Teaching Technical Communication Tools without Letting Them Take Over the Class
Room 415A/B	<p>Moderator: Laurence José</p> <p><i>Teaching the Ethical Challenges of Technical Communication Tools</i> Michael Charlton Missouri Western State University</p> <p><i>Technical Communication Tools, Practice, and the Technical Communication Classroom</i> Kaye Adkins Missouri Western State University</p> <p><i>Using Multiple Tools to Teach Workplace Communication</i> Dawn Armfield Frostburg State University</p> <p><i>Reflecting on the Tools of Technical Communication</i> Nicholas Carrington Cedarville University</p>



Conference Outline

Panel D	Proficiency, Expertise, and Professionalization
Room 419A/B	<p>Moderator: Laura Wilson</p> <p><i>Metacognition, Documentation, and Proficiency in Technical Communication</i> Josephine Walwema Oakland University</p> <p><i>Expertise Status: User-Generated Documentation and What We Can Learn From It</i> Devon Fitzgerald Ralston Miami University</p> <p><i>Tutor Education as Professionalization for Technical and Professional Communicators</i> Daniel Kenzie Purdue University</p>



Conference Outline

Panel E	Building Relationships with Industry and Non-Profits
Room 427	<p>Moderator: Timothy D. Giles</p> <p><i>Building Relationships with Non-Profits</i> Hillary Hart University of Texas at Austin</p> <p><i>Building Relationships with Industry</i> Nicky Bleiel ComponentOne Doc-To-Help</p> <p><i>Moving Past the Barriers of Corporate Confidentiality and Security</i> Alan Houser Group Wellesley, Inc.</p> <p><i>Professionalizing TC Students through Non-Profit Work</i> Liz Pohland Society for Technical Communication</p>



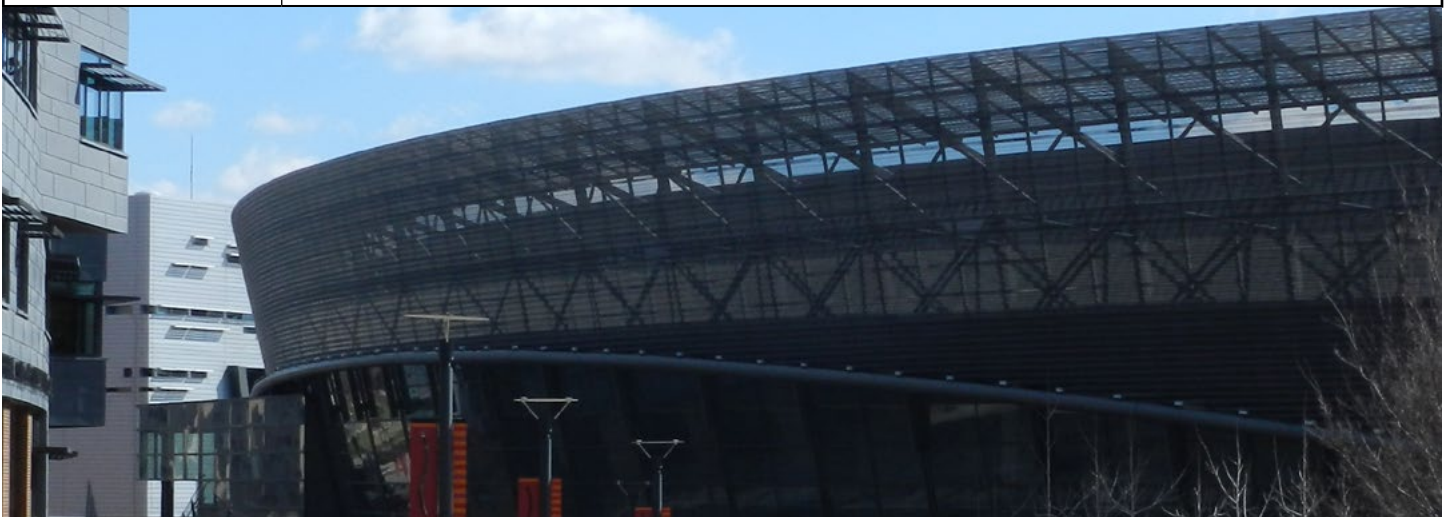
Conference Outline

Panel F	SIGDOC and CPTSC: Planning Pedagogy, Programs, and the Future Profession
Room 417A/B	<p>Moderator: Michael Salvo</p> <p><i>Leveraging the Core: UX from 0 to 60</i> Brian McNely University of Kentucky</p> <p><i>Using an Innovation Challenge to Refocus a Writing Program</i> Andrew Mara North Dakota State University</p> <p><i>Building a UX Collaborative within an Engaged University</i> Guiseppe Getto East Carolina University</p>
2:15-2:30pm	Break



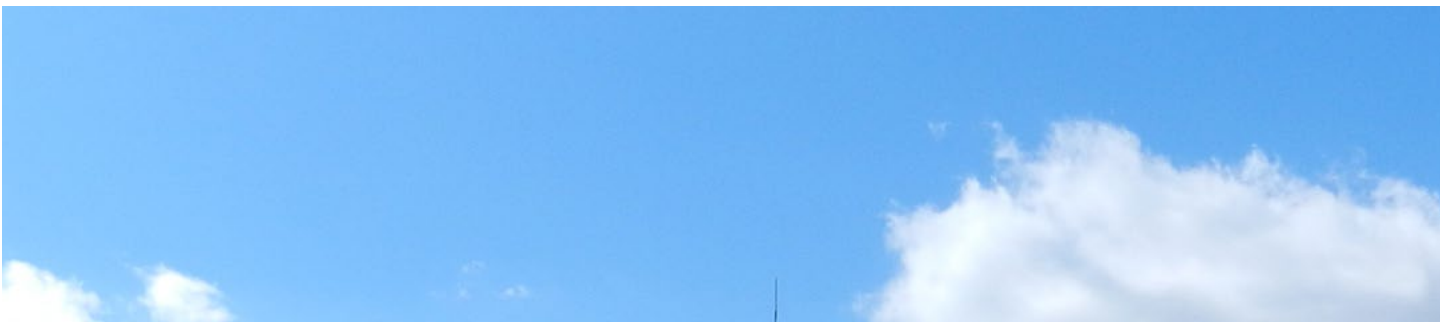
Conference Outline

2:30-3:30pm	Concurrent Sessions 4
Panel A	Pausing at a Programmatic Crossroads: A Task Force Gathers Data on Perceptions of Professional and Technical Writing Courses and Programs at DePaul
Room 400A	<p>Moderator: Laura Wilson</p> <p><i>An Analysis of Professional and Technical Communication Program Descriptions</i> Antonio Ceraso DePaul University</p> <p><i>Preliminary Findings from Student Focus Groups About Professional and Technical Communication Program Descriptions</i> Sarah Read DePaul University</p> <p><i>What Do Student Perceptions of Professional and Technical Writing Courses Mean for Professionalization?</i> Dana Dunham DePaul University</p>



Conference Outline

Panel B	International Issues in Programmatic Contexts
Room 400C	<p>Moderator: Fenobia Dallas</p> <p><i>The GATS and Higher Education: How Will Globalization Affect Us?</i> Therese Pennell East Carolina University</p> <p><i>Integrating China into Professional Writing</i> Jennifer deWinter and Jennifer Rudolph Worcester Polytechnic Institute</p> <p><i>An Interdisciplinary Curricular Module as Potential Gateway to Students' Technical and Professional Communication Education in Singapore</i> Michael Rebaczonok-Padulo Ngee Ann Polytechnic and Kyle Mattson University of Central Arkansas</p> <p><i>Ethical Implications of Global Communication: Exploring Classroom Practices in Technical Communication Courses</i> Diane Martinez Western Carolina University</p>



Conference Outline

Panel C	Targeted Technical Communications: a Case Study of Customized Pedagogy
Room 415A/B	<p>Moderator: Barb Horvath</p> <p><i>The History and Administrative Politics of Project Development</i> Meredith Zoetewey University of South Florida</p> <p><i>Technological Challenges Inherent to Deploying a Custom Curriculum</i> Sarah Beth Hopton University of South Florida</p> <p><i>Demand vs. Staffing and Customizing across Departments</i> Julie Staggers University of South Florida</p>
Panel D	Imitation, Declamation, and Civic Responsibility: Re-Imagining a Classical Foundation for the STC Curriculum
Room 419A/B	<p>Moderator: Ann Hill Duin</p> <p><i>Rhetorical Capacity and Civic Virtue</i> T. Kenny Fountain Case Western Reserve University</p> <p><i>Imitation and Emulation</i> Elizabeth Kalbfleisch Southern Connecticut State University</p> <p><i>Performance and Declamation</i> Jonathan Scott Weedon Case Western Reserve University</p>

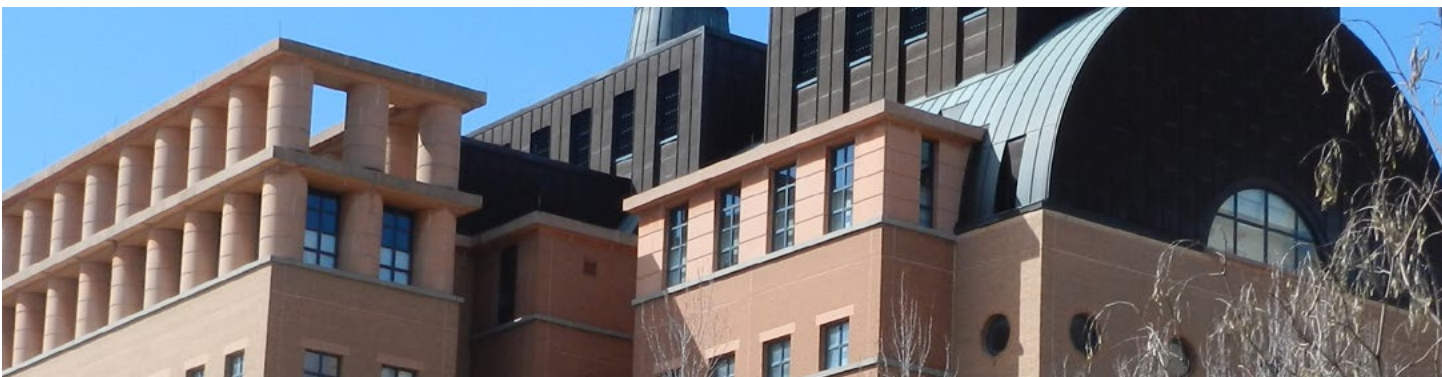
Conference Outline

Panel E	Cultivating a Relationship Between Technological Fluency and Visual Literacy in Technical Communication
Room 427	<p>Moderator: Han Yu</p> <p><i>Visual Literacy in Technical Communication Programs</i> Kathryn Northcut Missouri University of Science and Technology</p> <p><i>Technological Fluency in Technical Communication</i> Eva Brumberger Arizona State University</p> <p><i>Teaching Technology Skills to Support Visual Literacy</i> Claire Lauer Arizona State University</p>



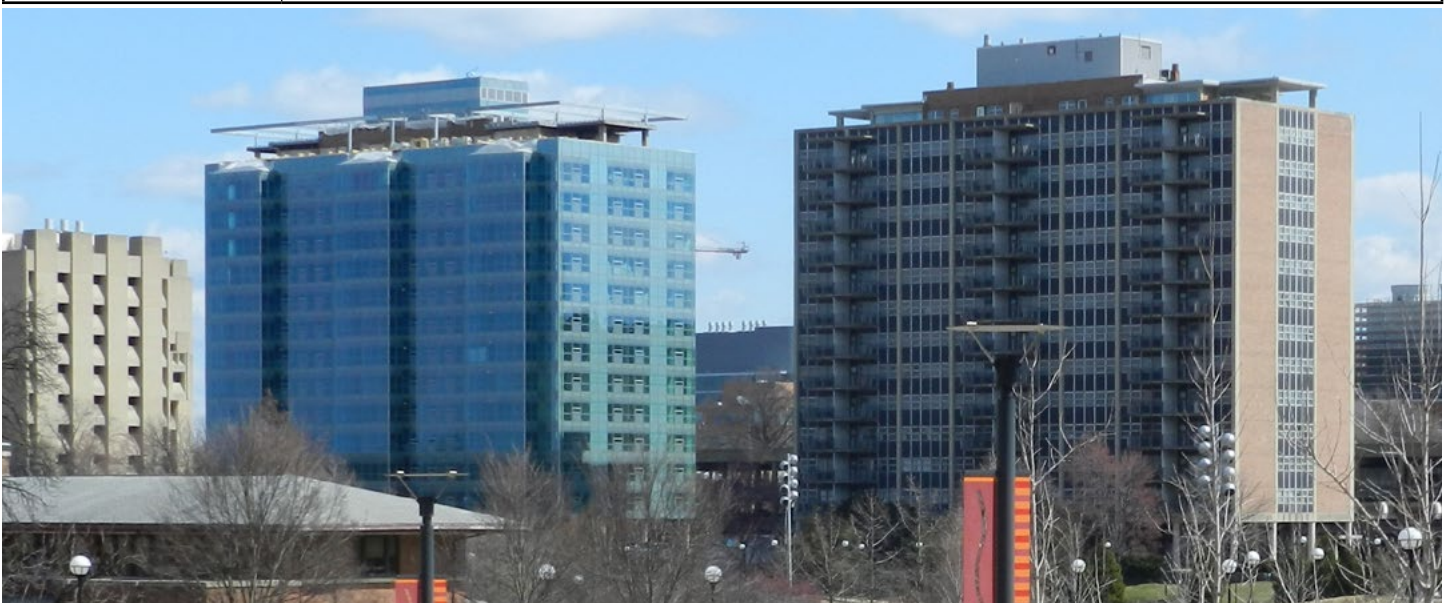
Conference Outline

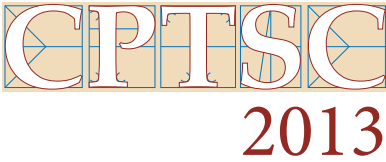
Panel F	Programmatic Perspectives on and Projections for Social Justice Curricula & Pedagogy
Room 417A/B	<p>Moderator: Laura Vernon</p> <p><i>Doing Social Justice Curricula</i> Angela Haas Illinois State University</p> <p><i>Don't Knock the Hustle: What We Risk When We Ignore Technical Communicators from the Hiphop Generation</i> Marcos Del Hierro Texas A&M University</p> <p><i>Using Black Feminist Pedagogy to Explore Issues of Race, Gender, and Technology in Technical Communication</i> Flo Richardson Illinois State University</p> <p><i>Response: Side Talk, Back Talk, and Forward Talk on Social Justice Work in Technical and Professional Communication Programs</i> Gerald Savage, Respondent Faculty Emeritus at Illinois State University</p>
3:30-3:45pm	Break



Conference Outline

3:45-4:45pm	Concurrent Sessions 5
Panel A	Facilitating New Beginnings: Building, Branding, and Enhancing a Regional University's Professional Writing Program
Room 400A	<p>Moderator: Sally Henschel</p> <p><i>Founding a New Concentration: Building a Professional Writing Program</i> Angela Jones Western Kentucky University</p> <p><i>"Like" This if You Agree: Developing a Professional Writing Program's Identity for the Social Media Era</i> J.A. Rice Western Kentucky University</p> <p><i>(Re)Writing My Major: A Student's Reflections on a New Professional Writing Program</i> Ann Reagan Western Kentucky University</p>





October 10-12, 2013
Cincinnati, Ohio



Conference Outline

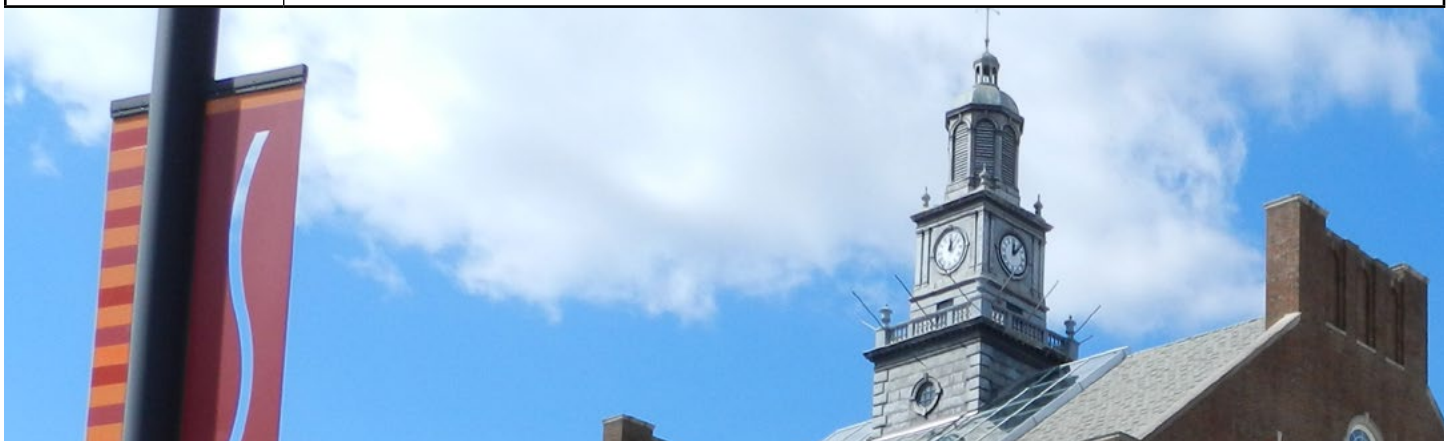
Panel B	Reflecting on Contexts and Re-Considering Aspects of Programs
Room 400C	<p>Moderator: Alex Ilyasova</p> <p><i>Using the Past and Present to Design Programs for the Future</i> M. Ann Brady Michigan Tech</p> <p><i>Reflecting on and Projecting women issues in Technical and Scientific Communication: How far Have We Come and Where are We Heading?</i> Isidore Kafui Dorpenyo Michigan Tech</p> <p><i>Participatory Democracy in Action: Assessing Usability and Minimalism in the Scientific and Technical Communication Classroom</i> Keshab Acharya Michigan Tech</p>
Panel C	Ideas of Discipline and Disciplinarity in Programmatic Contexts
Room 415A/B	<p>Moderator: Andrew Mara</p> <p><i>(Un)Convincing Ourselves to Death: Revising the Case for Applied Rhetoric in Cross-Disciplinary Work</i> Mark A. Hannah Arizona State University</p> <p><i>Identity Crisis: A Nonmodern Approach to Understanding Technical Communication's Disciplinarity</i> Jason R. Carabelli North Carolina State University</p> <p><i>Techne as Competence in Communities of Practice</i> Tracy Bridgeford University of Nebraska – Omaha</p>

Conference Outline

Panel D	Perspectives on Research within Programmatic Contexts
Room 419A/B	<p>Moderator: Marika Seigel</p> <p><i>Building Critical Perspectives and Action Into Technical and Scientific Communication Curricula and Research</i> Robert R. Johnson Michigan Tech</p> <p><i>“Emotional” Technical Communication</i> Han Yu Kansas State University</p> <p><i>Developing a Strong Empirical Research Agenda</i> Michael J. Albers East Carolina University</p>
Panel E	Making Connections to Industry
Room 427	<p>Moderator: Lora Arduser</p> <p><i>Anchored Just Off the Islets of Langerhans: Alternative Certificate Programs for Industry</i> Stevens Amidon Indiana University-Purdue University Fort Wayne</p> <p><i>Trajectories of STC careers and critically engaging with industry trends</i> Joanna Schreiber Georgia Southern University</p> <p><i>Subject Matter Experts to Technical Communicators: Here’s What I Like About You</i> Tammy Rice-Bailey University of Wisconsin-Milwaukee</p>

Conference Outline

4:45-5:00pm	Break
5:00-6:00pm	Concurrent Session 6
Panel A	Rethinking Programmatic Identity within Institutional Contexts and Within the Field
Room 400A	<p>Moderator: Rosário Durão</p> <p><i>Beyond Personal Technologies: Shifting Program Identity</i> Michael J. Salvo Purdue University</p> <p><i>Rebranding TSC: A Discussion of Gains and Losses in a Move to Professional Writing</i> Heidi McKee Miami University</p> <p><i>Rhetorical and Kairotic Reflections: A Framework for Program Revision</i> Matthew Cox East Carolina University and Michelle Eble East Carolina University</p>



Conference Outline

Panel B	The International Tech Writing Class: Planning a Graduate Course with TESOL, ESL, and Technical Writing Faculty
Room 400C	<p>Moderator: Kathryn Northcut</p> <p><i>Integrating Language Skills Into the Technical Writing Course</i> Lars Söderlund Wright State University</p> <p><i>Navigating Institutional Expectations for International Writing Courses</i> Chris Hall Wright State University</p> <p><i>Choosing ESL Pedagogies for International Writers</i> Bobby Rubin Wright State University</p> <p><i>Organizing an International Graduate Technical Writing Syllabus, Revising for Undergraduates</i> Catherine Crowley Wright State University</p>



Conference Outline

Panel C	Revisiting Participatory Assessment in Technical Communication
Room 415A/B	<p>Moderator: Nancy W. Coppola</p> <p><i>Incident Reports as Participatory Assessment: A Case Study in Rhetorical and Technical Breakdowns</i> Kyle P. Vealey Purdue University</p> <p><i>Managing Complexity as Participatory Assessment: A Case Study in Organizational Culture and Ethics</i> Charlotte Hyde Purdue University</p> <p><i>Is Our Program Really On Track? Developing and Executing a Rigorous and Strategic Departmental Assessment Plan</i> Susan A. Baim Miami University</p>



Conference Outline

Panel D	Dimensions of Developing Courses and a Major in Technical Communication
Room 419A/B	<p>Moderator: Rick Mott</p> <p><i>Working within Contextual Resources and Constraints in Designing a Technical Communication Major</i> Marjorie Rush Hovde Indiana University-Purdue University Indianapolis and Ellen Harley Indiana University-Purdue University Indianapolis</p> <p><i>How We Utilized the Paul-Elder Critical Thinking Model in Technical Communication Curricular Design</i> Lisa Contino Indiana University-Purdue University Indianapolis</p> <p><i>Using Industry Professionals to Help Create Relevant Program Learning Objectives</i> Wanda L. Worley Indiana University-Purdue University Indianapolis</p> <p><i>Integrating Experiential Learning with Technical Communication Coursework</i> Corinne Renguette Indiana University-Purdue University Indianapolis</p>



Conference Outline

Panel E	Aspects of Curriculum and Curricular Design
Room 427	<p>Moderator: Mary Beth Debs</p> <p><i>Preparing Future Curriculum: Addressing Faculty Identity, Futility, and Resistance in Curriculum Review Processes</i> Susan L. Popham University of Memphis</p> <p><i>Implementing Usability in the Technical Communication Curricula</i> Felicia Chong Oakland University</p> <p><i>Symbolic-Analytic Work in Content Management Contexts: Exploring Implications for Program and Curriculum Development</i> Rebekka Andersen University of California, Davis</p>

Saturday October 12, 2013

10:00 am-	CPTSC 2013 Business Meeting
12:00 pm	Kingsgate Marriott, Room 130 (Mt. Echo Room)



2013 CPTSC Service Award Winners

Distinguished Service Award Winner--Kelli Cargile Cook



Kelli Cargile Cook is an Associate Professor of Technical Communication and Rhetoric at Texas Tech University, where she also serves as the introductory technical communication course coordinator. Her research focuses on online technical communication pedagogy, program development, program assessment, and professional development. She has co-edited two collections: *Online Education: Global Questions, Local Answers* (2005), which received the NCTE Award for Excellence for Best Collection in Technical and Scientific Communication (2006), and *Online Education 2.0: Evolving, Adapting, and Reinventing Online Technical Communication* (2013). She revised the third edition of *The Elements of*

Technical Writing, which has recently been translated into Japanese and Korean. From 2012-13, she was designated as a Fellow by the SUNY Center for Online International Learning (COIL). She is a past president of the Association of Teachers of Technical Writing and of the Council for Programs in Technical, Scientific, and Professional Communication.



2013 CPTSC Service Award Winners

Distinguished Service Award Winner--Nancy W. Coppola



Nancy W. Coppola is the founding director of the Master of Science in Professional and Technical Communication (MS-PTC). Begun in 1994, MS-PTC has become a distinguished and prominently recognized graduate program in technical communication. Under the leadership of Dr. Coppola, MS-PTC was one of the first internationally available, completely online programs in technical communication, for which she won a Best Telecourse in Education award in 1995. She designed and developed two graduate certificate programs (Technical Communication Essentials; Social Media Essentials) that serve as resource for MS-PTC and provide interdisciplinary curricula for students.

Her scholarly publications have twice won the best research paper awards from IEEE Professional Communication Society (2005, 2006). Her edited two-part journal series won the APEX 2012 award for publication excellence. Her teaching has been recognized twice by NJIT for excellence awards (1994, 2013), the College of Science and Liberal Arts (2007), the Society for Technical Communication (STC) Jay R. Gould Award for excellence in teaching technical communication. She is a fellow of STC and Senior Member of IEEE. Her research, grants, and publications focus on professionalization issues for technical communication including a body of knowledge and programmatic issues including program assessment.



2013 CPTSC Service Award Winners

Honorary Distinguished Service Award Winner--George Hayhoe



George Hayhoe is professor of technical communication and director of the MS Program in Technical Communication Management at the Mercer University School of Engineering. He worked as a technical communicator in industry for 18 years, and has also taught full time at Virginia Tech and East Carolina University, and as an adjunct at Utah State University and Augusta State University. He received the Society for Technical Communication's Jay R. Gould Award for Excellence in Teaching Technical Communication in 2012.

His publications include *A Research Primer for Technical Communication: Methods, Exemplars, and Analyses*, co-authored with Michael Hughes (Lawrence Erlbaum Associates, 2008), and *Qualitative Research in Technical Communication*, co-edited with James Conklin (Routledge, 2011). He was editor of *Technical Communication* from 1996 to 2012. He is also active in the development of international standards in the field, serving as co-editor of ISO/IEC/IEEE 26514:2008, *Requirements for Designers and Developers of Software User Documentation*.

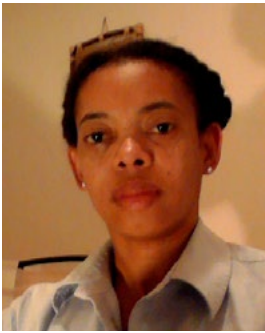
A fellow of the Society for Technical Communication, he served on its board of directors from 1992 to 1996, and as chair or member of many committees for more than 20 years. He is also a senior member of the Institute of Electrical and Electronics Engineers and the IEEE Professional Communication Society, served on the society's Administrative Committee from 1993 to 2012, and was its president in 2000 and 2001. The Professional Communication Society established the Hayhoe Fellow to sponsor a student presenter at its annual conference in 2012.

He holds a PhD in English from the University of South Carolina. His research interests include product and document usability, and research methods in technical and professional communication.



2013 CPTSC Service Award Winners

Diversity Scholarship Award Winner--Therese Pennell



A doctoral student at East Carolina University, I have journeyed far to get this opportunity. I was born in Belize in the smallest southernmost town in the country. Belize is the only “English-speaking” Central American country. But we really speak Kriol.

The ninth of ten children in a family that valued education, I received my undergraduate at the University of Belize in English Education. After twelve years of teaching high school English and literature I became aware of the need in my community for accessible higher education and pursued a research focus in distance education/online learning.

I moved to Greenville, North Carolina with my two wonderful children, where I received my MA in Technical Communication and a certificate in Multicultural and Transnational Literature at East Carolina University (ECU). One semester later I returned to the Doctoral Program at ECU where I am now a third year into my studies, newly married to my amazing Marine Veteran.

My research focus is on International Policies, Intercultural Communication, Distance Education, and the intersection of all these in rhetoric.





Department of English Graduate Programs Thomas Harriot College of Arts and Sciences

PhD in Rhetoric, Writing, and Professional Communication

The PhD program offers students the opportunity to combine theory and practice in the study of rhetoric, writing, and professional communication. Focusing on public and community rhetorics across genres and media, we provide future scholar-teachers with diverse, well-supported research and pedagogical experiences and foster professional development within intellectual and professional communities.

For more information, see www.ecu.edu/english/phd.

Faculty

Michael Albers
William Banks
Nicole Caswell
Matthew Cox
Michelle F. Eble
Erin Frost
Guiseppe Getto
Dana Harrington
Brent Henze
Donna Kain
Joyce Middleton
Tracy Ann Morse
Wendy Sharer
Kirk St. Amant

MA in English Concentrations

Rhetoric & Composition (campus)

Technical & Professional Communication
(campus & online)

Post-Baccalaureate Certificates

Professional Communication
(campus & online)

Teaching English in the Two-Year College
(campus)

For more information, contact

Michelle F. Eble
Director of Graduate Studies
Department of English
252-328-6660, eblem@ecu.edu

Professional Writing in Memphis

B.A., M.A. and Ph.D. programs

Online undergraduate degree

Internships with local companies, including FedEx and Autozone

Dedicated multimedia studio

Faculty includes William Duffy, Brad McAdon, Joseph Jones, Loel Kim, Gene Plunka, Susan Popham, Emily Thrush, and Dmitri Stanchevici

THE UNIVERSITY OF
MEMPHIS
Department of English

www.memphis.edu/english

PROFESSIONAL WRITING @UWM

THE UNIVERSITY OF WISCONSIN – MILWAUKEE
MA or PhD in English with a Concentration in Professional Writing

We offer high quality hands-on learning experiences with an equal balance of theory and project work — and warm collegiality among faculty and students.

Our graduates have a 100% placement rate in academia and industry. Our faculty are enthusiastic and caring, with rich workplace and academic experience, outstanding teaching and publishing credentials, and international reputations:

DAVE CLARK · S. SCOTT GRAHAM · WILLIAM KEITH
PATRICIA MAYES · STUART MOULTHROP · PETER SANDS
RACHEL SPILKA · BILL VAN PELT · ANNE FRANCES WYSOCKI

<http://www.uwm.edu/Dept/English>

For more information, please contact Rachel Spilka at spilka@uwm.edu

DEPARTMENT OF WRITING STUDIES

UNIVERSITY OF MINNESOTA

Study at a research-intensive university with an internationally recognized faculty in rhetoric, composition, and technical communication. Our program is one of the most established of its kind in the country, offering rigorous scholarship, strong student-faculty advising, ample teaching and research opportunities, and outstanding placement. We house the SAGE journal, *Written Communication*.

M.A. and Ph.D. degrees in Rhetoric and Scientific and Technical Communication

Our program combines theory and research in all aspects of rhetoric, composition, writing studies, and technical and professional communication. Graduates are widely recognized in teaching and research positions both national and international.

M.S. and B.S. degrees in Scientific and Technical Communication and the Technical Communication Certificate

Designed for working professionals and other students whose primary goal is a career in the field of technical communication.

To find out more visit www.writingstudies.umn.edu

MS and PhD in

Rhetoric
and **Technical
Communication**

at Michigan Tech

Students choose from a variety of disciplinary & interdisciplinary courses within three streams of study:

Rhetoric, Composition, & Literacy
Technical Communication & Technology Studies
Communication in Cultural Contexts

Join our distinguished faculty for individualized, interdisciplinary study in a program with commitment to student success through challenging, advanced study and intensive mentoring.

<http://www.mtu.edu/humanities/>



The rising STAR of Texas

Master of Arts with a major in Technical Communication

- Located in the Austin-Round Rock-San Marcos Metropolitan Area
- Classes available in San Marcos, Round Rock, and online
- Classes meet one evening per week
- Internship and thesis tracks offered
- Excellent job placement rates in high-tech and healthcare industries, government, non-profits, and higher education
- Excellent acceptance rates into Ph.D. programs
- New state-of-the art usability lab for student research
- Summer application deadline is April 15 and Fall application deadline is June 15

for more information

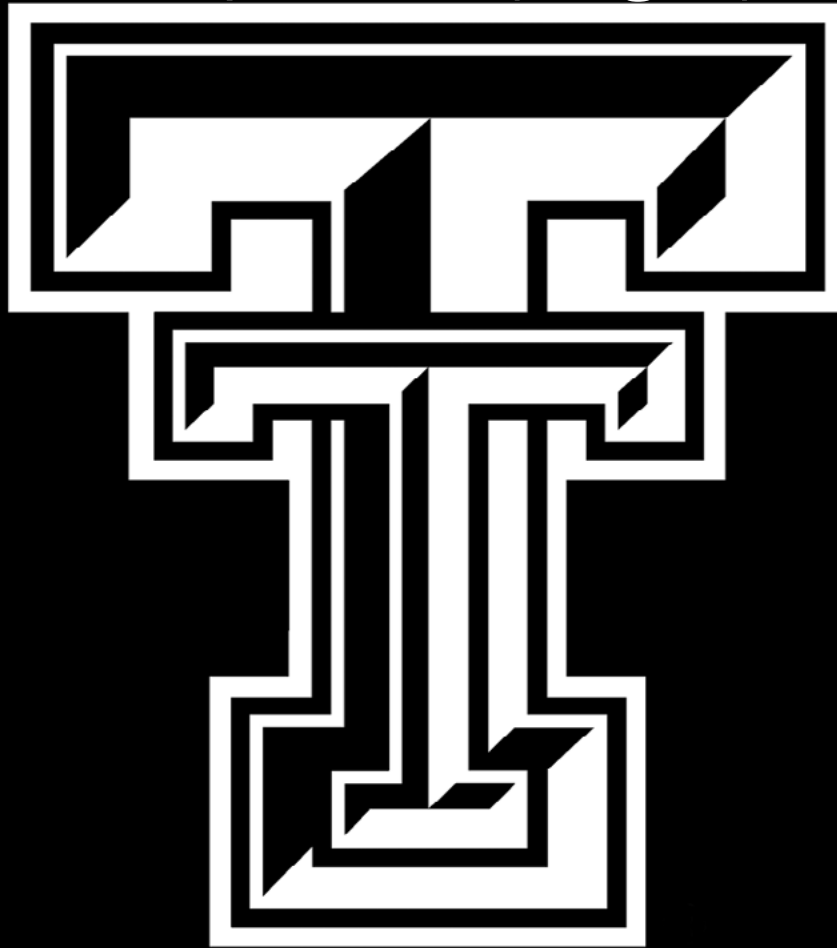
512.245.3733 or matc@txstate.edu
matc.english.txstate.edu

A member of The Texas State System

TEXAS TECH
TechComm&Rhetoric
MA ~ PhD

Onsite 
ONLINE

www.depts.ttu.edu/english/tcr



Take courses in:

- Writing for the Media
- Editing Processes
- Transnational Communication
- Digital Storytelling
- Usability Design and Testing
- Content Strategy

Develop career opportunities

Get credit for prior learning

Build on your associate's degree

BACHELOR OF SCIENCE PROFESSIONAL COMMUNICATION

UNDERGRADUATE, GRADUATE & CERTIFICATE in
TECHNICAL & PROFESSIONAL COMMUNICATION

100% ONLINE

Same tuition rate for students in any state!

MASTER OF SCIENCE TECHNICAL AND PROFESSIONAL COMMUNICATION

30 credit curriculum

- 12 credits of core courses
- 15 credits of self-selected study
- 3-6 credits research: thesis or field project

New 6-credit Certificates (transferable to
MSTPC degree program)

- Communicating with Emerging Media
- Improving the User Experience



Bachelor of Science in Professional Communication
Master of Science in Technical and Professional Communication
Inspiring Innovation. *Learn more at www.uwstout.edu*

TECHNICAL WRITING at

The professional writing program at Austin Peay State University prepares students from various majors to enter the worlds of industry, business, and science with a strong foundation in writing.

Bachelor's degree with a minor in professional writing, eighteen hours from courses such as

- Advanced Technical Writing
- Technical Report Writing
- Professional Writing and Editing
- Business Writing
- Writing Workshop: Non-Fiction
- Technical Writing Theory and Research
- Professional Writing Internship

**Department of Languages and Literature
Austin Peay State University
Harned Hall, Room 115
Box 4487 • Clarksville TN 37044**

Master's degree in English with an emphasis in technical writing, including

- Technical Writing Research and Theory
- Professional Writing and Editing
- Special Topics in Professional Writing Internship
- Thesis option

Austin Peay is one of the fastest growing universities in Tennessee; is a Best for Vets College; and is a member of the honor roll of Great Colleges to Work For, cited in the Chronicle of Higher Education.

APSU does not discriminate on the basis of race, color, national origin, sex, disability, or age. For inquiries regarding non-discrimination policies, contact nondiscrimination@apsu.edu.

<http://www.apsu.edu/langlit>

Discover what Routledge has to offer on Technical Communication!



Social Media in Disaster Response

How Experience Architects Can Build for Participation

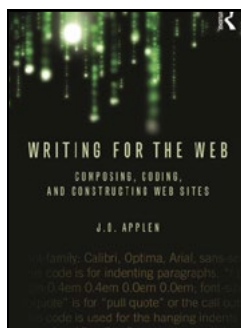
By Liza Potts

October 8th by Routledge

Paperback: 978-0-415-81741-7

\$34.95

The ATTW Series in Technical and Professional Communication is a new series from Routledge that freshly addresses topics of interest to TPC professionals in industry and academia, including plain language, program assessment, publication management, visual communication, and editing.



Writing for the Web

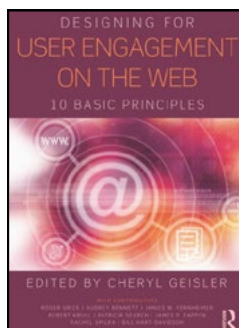
Composing, Coding, and Constructing Web Sites

By J.D. Applen

June 26th 2013 by Routledge

Paperback: 978-0-415-88326-9

\$49.95



Designing for User Engagement on the Web

10 Basic Principles

Edited by Cheryl Geisler

July 9th 2013 by Routledge

Paperback: 978-0-415-82347-0

\$39.95

90% OF THE WORLD'S DATA WAS CREATED IN THE LAST 800 DAYS. WE CALL THAT AN OPPORTUNITY.

There's a skyrocketing demand for a new generation of talented, creative thinkers—driven professionals eager to develop smarter ways for people to view, interact with and make sense of information. The University of Baltimore is meeting that demand.

We offer two unique graduate programs that will equip you with the skills and confidence to thrive in some of the fastest growing and most exciting industries today.

**UNIVERSITY
OF BALTIMORE**

M.S. in Interaction Design and Information Architecture

Learn the skills needed to imagine, design and build interactive systems that will influence humankind's evolving relationship with technology.

- 36 credits
- 100% graduate placement rate
- available part time and entirely online
- introduces students to the latest technology and methods

ubalt.edu/interactiondesign

D.S. in Information and Interaction Design

Master user-centered design techniques to improve the way people access and interact with information. You'll also develop new ideas that may impact the future of new media.

- 48 credits
- one of the only doctoral programs of its kind in the country
- concentrations include interaction design for digital media, user research, educational applications and government and public-sector applications

ubalt.edu/informationandinteraction



MA in **PWE** Professional Writing & Editing

West Virginia University's M.A. in Professional Writing & Editing is a 30 credit-hour degree that combines theories of writing and rhetoric with real-world practice. Graduate teaching assistantships include comprehensive teacher training and a competitive stipend.

Faculty

Charles Baldwin	Catherine Gouge
Cheryl Ball	John Jones
Brian Ballentine	Nathalie Singh-Corcoran
Laura Brady	Thomas Sura

Visit

<http://pwe.wvu.edu>

 West Virginia University

MASTER OF APPLIED ARTS

Missouri Western State University

TECHNICAL COMMUNICATION WRITING STUDIES

Missouri Western State University is proud to announce the Master of Applied Arts in Written Communication, a graduate degree for people who are interested in learning about writing in the classroom and the boardroom.

Our program is unique. Our focus is on application—on connections between the campus, the workplace, and the world. Our faculty bring their classroom and industry experience to the students, and students learn how theory and practice inform and enrich each other.

OPTION

1

The **TECHNICAL COMMUNICATION** option was developed for students who want to advance their careers in government, business, and industry through improved writing skills and through preparation to supervise and train others to become better writers. Students in the program participate in internships and projects for clients.

OPTION

2

The **WRITING STUDIES** option will improve students' understanding of writing theory and pedagogy, as well as improving their preparation to use technology in the teaching of writing. Students in the program have the opportunity to teach developmental writing and freshman composition.

For more information, visit our website:

<http://www.missouriwestern.edu/eflj/graduate>

Graduate Director, Department of English, Foreign
Languages and Journalism
Missouri Western State University
Eder Hall 222
St. Joseph, MO 64507
816-271-4310





DEPARTMENT OF Writing & Linguistics



The Department of Writing and Linguistics at Georgia Southern University is the only free-standing writing department in Georgia, and one of a handful in the nation.

The Department offers a B.A. in Writing and Linguistics, minors in Professional & Technical Writing and Linguistics, as well as coursework in Writing Studies, Professional & Technical Writing, Creative Writing, and Linguistics.

www.georgiasouthern.edu/writling



GEORGIA SOUTHERN
UNIVERSITY

Georgia Southern University, a Carnegie Doctoral Research University founded in 1906, offers 117 degree programs serving more than 20,000 students.



SAN DIEGO STATE UNIVERSITY

Master's Program in Rhetoric and Writing Studies

The Department of Rhetoric and Writing Studies at San Diego State University offers the Master of Arts Degree in Rhetoric and Writing Studies. We welcome students with good communication and writing skills, interesting work experiences, and strong academic records.

We draw students from a variety of educational and professional backgrounds and provide an academic environment for intensive study of the rhetorical nature of written discourse and its relationship to knowledge, culture, and professional practice.

The M.A. program at SDSU offers specializations in

- Professional Writing, designed for working writers who wish to further their careers in science, industry, and other fields;
- Teaching of Composition, geared toward university and community college writing programs;
- General Program, which prepares students for advanced studies in the field.

Positions as Teaching Associates and tutors are available.

Admission for the Fall 2014 semester due by March 1, 2014.

Please visit our website at <http://rhetoric.sdsu.edu/graduate/index.htm> and direct inquiries to Dr. Jane Robinett, Director of the M.A. program, jrobinet@mail.sdsu.edu.



Master of Arts in Professional Communication



The MAPC program combines communication theory, research, and work practices and provides a close network of faculty and students. Graduates of the program have a comprehensive understanding of written, digital and visual communication and can think critically about issues and current debates in professional communication. The customizable degree prepares students to pursue a Ph.D. or to work in industry, public service, or academia.



visit us online

www.clemson.edu/caah/mapc

New Mexico State University

Graduate Programs in Rhetoric and Professional Communication

We are pleased to offer the following degree programs:

M.A. in Rhetoric and Professional Communication

Ph.D. in Rhetoric and Professional Communication

Our graduate programs provide a grounding as well as specializations in rhetoric, composition, professional communication, and critical/cultural studies. We also offer a wide range of research and outreach opportunities through the Borderlands Writing Project, the Writing Center, the Design Center, and numerous community focused grants, internships, and consulting projects.

Located at the U.S.-Mexico border, NMSU offers a rich intercultural and interdisciplinary environment for supporting students pursuing local and global interests in industry, government, and education at all levels.

For more information, contact
Dr. Christopher Burnham
RPC Program Chair
Department of English
cburnham@nmsu.edu
575.646.7993
english.nmsu.edu/rpc



Live, Learn and Thrive.



BREAKTHROUGH

To improving results

MyTechCommLab™

fosters learning within and
beyond the classroom



Engaging
Experiences

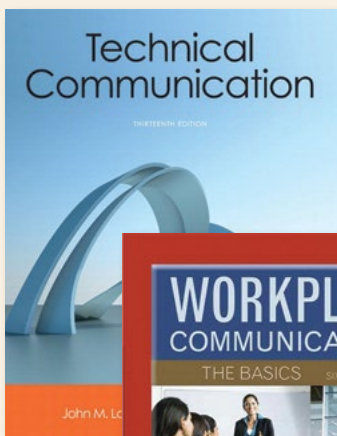


Improving
Results



Partner

MyTechCommLab offers the best multimedia resources for technical communication in one, easy-to-use place. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class performance. Students will find more than 100 interactive model documents and 48 case studies. Also, there are extensive guidelines, tutorials, and exercises for document design, writing, and research, and a large bank of diagnostics and practice for grammar review. MyTechCommLab comes from Pearson, your partner in providing the best digital learning experiences.

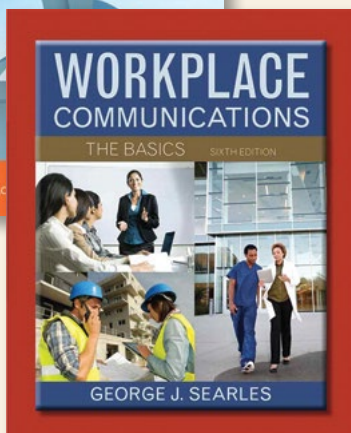


TECHNICAL COMMUNICATION, 13/e

plus new MyTechCommLab

©2014 • John M. Lannon and Laura J. Gurak

Paperback text + new MyTechCommLab with eText: 9780321913005



WORKPLACE COMMUNICATIONS: THE BASICS, 6/e

plus new MyTechCommLab

©2014 • George J. Searles

Paperback text + new MyTechCommLab with eText: 9780321912985

www.pearsonhighered.com/techcomm