



# CPTSC 2014 Conference

## Program Committee & Acknowledgments

### **Program Coordinator**

Kirk St.Amant

### **Review Coordinators**

Pam Estes Brewer  
Constance Kampf  
Rosário Durão  
Ritu Raju

### **Sponsorship**

Joanna Schreiber

### **Local Host**

Alex Ilyasova

### **Program Design**

Hillary Oberpeul

### **Program Committee Members**

|                   |                  |
|-------------------|------------------|
| Michael Albers    | Sally Henschel   |
| Rebekka Andersen  | Russel Hirst     |
| Deborah Andrews   | Marj Rush Hovde  |
| Elizabeth Angeli  | Bob Johnson      |
| Brian Ballentine  | Karla Kitalong   |
| Tracy Bridgeford  | Michael Klein    |
| Allen Brizee      | Nataia Matveeva  |
| Russell Carpenter | Brian McNeily    |
| Dave Clark        | Liza Potts       |
| Sam Dragga        | Ken Price        |
| James Dubinski    | Michele Simmons  |
| Doug Eyman        | Jason Swarts     |
| Guiseppa Getto    | Necia Werner     |
| Sandi Harner      | Pavel Zemliansky |

*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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|                              |                                     |
|------------------------------|-------------------------------------|
| Registration                 | 4:30 p.m. - 7:00 p.m.   Upper Lodge |
| Opening Ceremony & Reception | 7:00 p.m. - 8:30 p.m.   Upper Lodge |

## Friday, September 26

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|                  |                                       |
|------------------|---------------------------------------|
| Registration     | 8:00 a.m. - 12:30 p.m.   Upper Lodge  |
| <b>Session 1</b> | <b>8:30 a.m. - 9:30 a.m.</b>          |
| Break            | 9:30 a.m. - 9:45 a.m.   Upper Lodge   |
| <b>Session 2</b> | <b>9:45 a.m. - 10:45 a.m.</b>         |
| Coffee Break     | 10:45 a.m. - 11:00 a.m.   Upper Lodge |
| <b>Session 3</b> | <b>11:00 a.m. - 12 Noon</b>           |
| Lunch            | 12 Noon - 1:30 p.m.   Upper Lodge     |
| <b>Session 4</b> | <b>1:30 p.m. - 2:30 p.m.</b>          |
| Coffee Break     | 2:30 p.m. - 2:45 p.m.   Upper Lodge   |
| <b>Session 5</b> | <b>2:45 p.m. - 3:45 p.m.</b>          |
| Break            | 3:45 p.m. - 4:00 p.m.   Upper Lodge   |
| <b>Session 6</b> | <b>5:00 p.m. - 6:00 p.m.</b>          |
| Session 7        | 6:15 p.m. - 7:00 p.m.                 |

## Saturday, September 27

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|   |   |
|---|---|
| CPTSC 2014 Business Meeting                                       | 10:00 a.m. – 12:00 Noon   Breckinridge 5101 |
| CPTSC Excursion:<br>Manitou Springs & the Pike's Peak Cog Railway | 2:30 p.m. - 6:00 p.m.                       |



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# CPTSC 2014 Conference Outline

## Friday, September 26

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



# CPTSC 2014 Conference Outline

## Friday, September 26

*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*

Giuseppe 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

# CPTSC 2014 Conference Outline

## Friday, September 26

*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**



# CPTSC 2014 Conference Outline

Friday, September 26

## 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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# CPTSC 2014 Conference Outline

Friday, September 26

## ***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

# CPTSC 2014 Conference Outline

Friday, September 26

## **Sites for Social Justice Learning in the Technical Communication Classroom: Technology, Reflection, Ethics, and Learning Outcomes**

| 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

## MICHIGAN STATE UNIVERSITY

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[wrac.msu.edu/professional-writing](http://wrac.msu.edu/professional-writing)

**#msupw**

# CPTSC 2014 Conference Outline

Friday, September 26

## **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**



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# CPTSC 2014 Conference Outline

Friday, September 26

## 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

# CPTSC 2014 Conference Outline

## Friday, September 26

*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 Brumberger

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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# CPTSC 2014 Conference Outline

## Friday, September 26

### *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

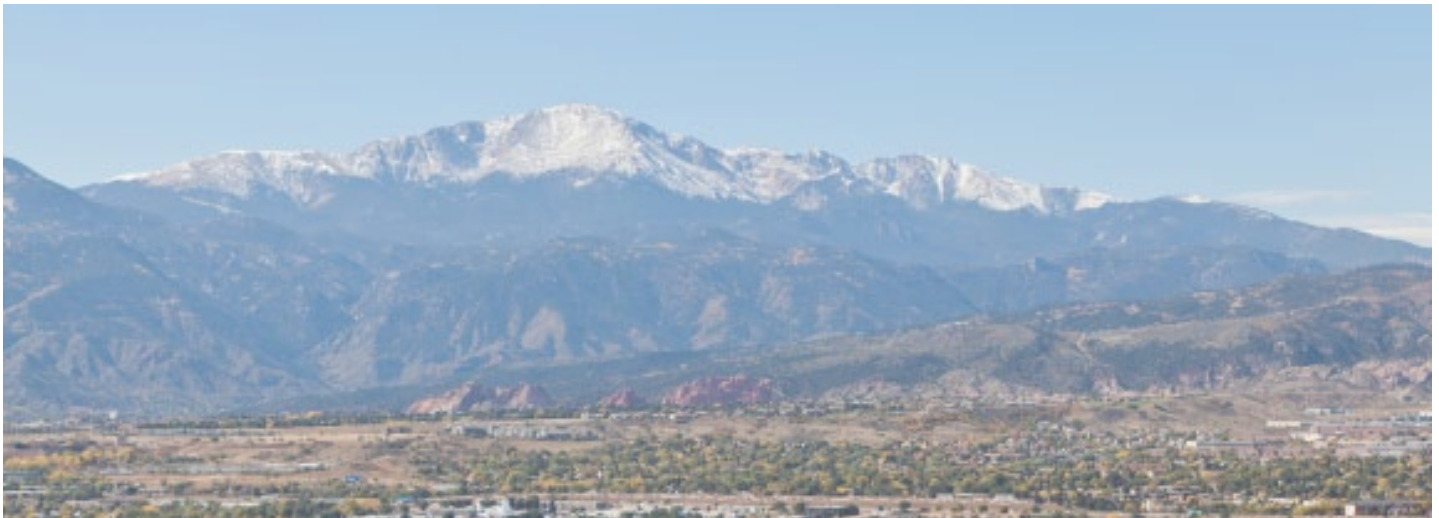
### *Leveraging 'Technical' Identity: Personal/Professional Learning Networks and BS/MS Redesign*

Joe Moses

University of Minnesota-Twin Cities

## **Lunch**

**12 Noon - 1:30 p.m. | Upper Lodge**





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# CPTSC 2014 Conference Outline

Friday, September 26

Session 4

1:30 p.m. - 2:30 p.m.

## **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



# CPTSC 2014 Conference Outline

Friday, September 26

## ***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 Hip-hop 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

Val Ross  
University of Pennsylvania

Ellie Browning  
University of South Florida

Julie Gerdes  
Texas Tech University

# CPTSC 2014 Conference Outline

Friday, September 26

## ***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**



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*Fulbright Scholar and Graduate Director Jerry Blitefield teaches an advanced writing seminar.*

# CPTSC 2014 Conference Outline

Friday, September 26

## 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

# CPTSC 2014 Conference Outline

## Friday, September 26

### *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

## MA in PWE

### Professional Writing & Editing

#### Faculty

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



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## Friday, September 26

*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

# technical communication



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# CPTSC 2014 Conference Outline

Friday, September 26

## *Industry-Academic Partnering with Industry to Facilitate a Real-World Writing Experience*

Deedra Wollert Hickman  
University of South Florida

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**

| Upper Lodge B

*Moderator* – Nancy W. Coppola  
New Jersey Institute of Technology

### **MA IN ENGLISH: RHETORIC AND TECHNICAL COMMUNICATION**

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#### **FOR MORE INFORMATION CONTACT**

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graduate director RTC  
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#### **FOR MORE INFORMATION CONTACT**

Teena Carnegie, PhD  
undergraduate director TCOM  
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# CPTSC 2014 Conference Outline

## Friday, September 26

### *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

# CPTSC 2014 Conference Outline

## Friday, September 26

*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 Entrepreneurship 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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# CPTSC 2014 Conference Outline

## Friday, September 26

*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

# CPTSC 2014 Conference Outline

## Friday, September 26

*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

*Indigenous Contexts, New Questions: Human Rights Perspectives in Technical Communication*

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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# CPTSC 2014 Conference Outline

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**

**5:15 p.m. - 6:15 p.m.**

## **Contexts for Collaboration**

| 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

# CPTSC 2014 Conference Outline

## Friday, September 26

### *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

# CPTSC 2014 Conference Outline

## Friday, September 26

### **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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# CPTSC 2014 Conference Outline

## Friday, September 26

*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](mailto:eblem@ecu.edu), or visit [www.ecu.edu/english/graduate](http://www.ecu.edu/english/graduate)**

# CPTSC 2014 Conference Award Winners

## **Research Grant Recipients**

### **General Research Grant Category**

"Analyzing Successful Professionalization Practices in Technical and Professional Communication"  
Submitted by Erin A. Frost, Guiseppe Getto, and Therese Pennell

### **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



# CPTSC 2014 Distinguished Service Award & Grant Recipients



## **Tracy Bridgeford**

Tracy Bridgeford has been selected to receive the CPTSC 2014 Distinguished Service Award. This award recognizes Tracy for her leadership in the field, her ongoing professional activities that have produced numerous information resources, and also her many publications that have contributed to teaching and research in the field.

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## **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.

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## **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?

# CPTSC 2014 Diversity Scholarship Recipients



## 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.

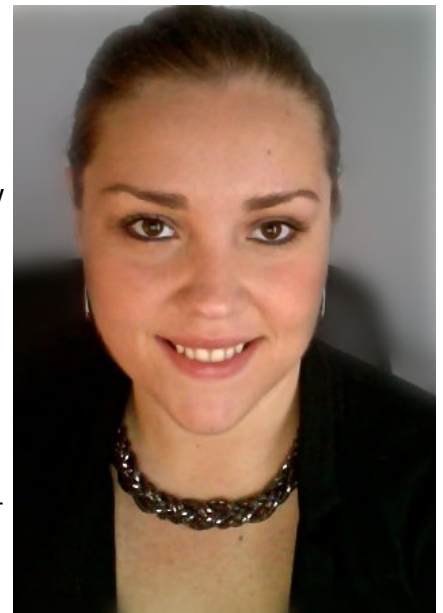
Isidore's scholarly work will appear in the 2015 edition of the Journal of Technical Writing and Communication. In 2013, he won the Outstanding Teacher of the Year Award at Michigan Tech; and in 2014, the CPTSC/Bedford St. Martin's Diversity Scholarship (second place). He is currently the Assistant to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

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## 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 multilinguals 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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