Call for Proposals
2011 Annual Conference of the
Council for Programs in Technical and Scientific Communication (CPTSC)

Conference Theme: Academy-Industry Relationships and Partnerships

Conference Dates: Thursday, 6 October to Saturday, 8 October 2011

Conference Location: James Madison University in Harrisonburg, VA (see http://www.jmu.edu/)

As a professional field, technical and scientific communication overlaps both the academy and industry. Successful educational programs must therefore try to balance the interests of both areas by merging theory and practice to provide students with the knowledge and skills needed to succeed in a range of workplace settings (e.g., academia, education, and private- and public-sector agencies). Establishing and maintaining effective relationships and partnerships between educators, academic researchers, and private- and public-sector practitioners, however, can be difficult, for different parties can have varying perspectives and understandings of what "others" in the field do. Yet all areas need to work together to create educational programs that provide students with the understanding of theory and practice needed for success after graduation. To achieve this objective, members of the field must examine how academia and industry (i.e., public- and private-sector organizations) can establish effective relationships and form successful partnerships that can contribute to the success of educational programs in technical and scientific communication.

Within this context, the guiding question to be examined during the 2011 CPTSC Conference is

How can academia and industry collaborate to develop and maintain effective educational programs in technical and scientific communication?

The overall objective of the conference is to explore ideas related to academia-industry relationships and partnerships so members of the field can begin a dialogue designed to foster communication and collaboration among academics and industry practitioners in the field.

Individuals are invited to submit proposals that examine this question, and proposals can address a range of topics including

- Rethinking curricular or programmatic design to foster input from and collaboration between academia and industry

- Examining the role of program assessment and program review as a mechanism for fostering academic and industry partnerships

- Examining how ideas and practices related to accreditation and certification can create academia-industry dialogues on educational issues

- Exploring the role of internships as a method for forging academic and industry relationships and partnerships

- Reviewing the role of research as a mechanism for fostering academic-industry relationships and partnerships that can guide curriculum and program design

- Considering the role of publications and conferences as venues for academic-industry discussions relating to program and curriculum development

- Collaborating with industry partners to develop assignments, courses, and programs (e.g., certificate programs)

- Comparing how professional organizations in the field (e.g., the STC, the IEEE PCS, INTECOM) try to address and balance academic and industry interests and preferences

- Coordinating efforts to create a more uniform set of core or foundational expectations of what individuals with various levels of education (e.g., certificates, undergraduate degrees, and graduate degrees) should have in terms of knowledge and skills (e.g., STC's Body of Knowledge project)

- Presenting models for how academia and industry can collaborate for the benefit of educators, students, academic researchers, and industry practitioners

- Working with alumni to develop courses and curricula that address and reflect their post-graduation experiences working in academia and industry

- Examining sources of funding that individuals in academia and industry can use to develop, supplement, or contribute to educational projects

- Reviewing approaches and practices academics and industry practitioners from other countries use to develop technical and scientific communication programs in those nations

- Examining academic and industry perspectives and prospects for collaboration in relation to different methods for educational delivery (e.g., on-site, online, or hybrid classes)

Presentation Formats
Proposals may be submitted for the following kinds of presentations:
- Individual Presentations: 5-7 minute presentation given by an individual speaker
- Panel Presentation: A session in which 3-6 individuals spend 20-30 minutes examining a central topic or theme
- Poster Session: Posters will be on display throughout the conference, and poster creators will present and discuss their posters at a dedicated session during the conference

Submission Guidelines
Interested individuals should submit a 250-400 word proposal that provides the following information:
- The title of the proposed presentation
- The kind of presentation (i.e., individual presentation, panel presentation, or poster presentation)
- The submitter's name, affiliation, and contact email
- The topic of the proposed presentation
- The connection of the proposed presentation to the conference theme
- A summary of the approach used to examine the proposed presentation topic
- A summary of what attendees can "take away" from the presentation to apply to or use within the context of their own organizations or programs

All proposals should be submitted as .rtf files attached to an email message sent to CPTSC2011@gmail.com

The subject line of the related email should read "CPTSC 2011 Conference Proposal." All proposals will be peer reviewed.

Note: While individuals may submit more than one proposal for consideration, each accepted presenter may give only one presentation at the conference.

Submission Deadlines
Early Submission Deadline – Proposals received on or before 16 May 2011 will be considered "early submissions" and will receive expedited review and consideration for the conference. (Individuals who submit a proposal for this early deadline may submit a revised proposal for the regular review deadline.)

Regular Submission Deadline – Proposals received on or before 8 July 2011 will be considered "regular submission" and will undergo a slightly longer review process.

Questions
Individuals who have questions or who wish to discuss proposal ideas are encouraged to contact the 2011 Conference Program Chair (Kirk St.Amant) at CPTSC2011@gmail.com