

CPTSC 2014 Conference

Program Committee & Acknowledgments

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Kirk St.Amant

Review Coordinators

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Constance Kampf
Rosário Durão
Ritu Raju

Sponsorship

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Local Host

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Program Design

Hillary Oberpeul

Program Committee Members

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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

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

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

Saturday, September 27

CPTSC 2014 Business Meeting	10:00 a.m. – 12:00 Noon Breckinridge 5101
CPTSC Excursion: 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



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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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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

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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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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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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

| Breckinridge 5102

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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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

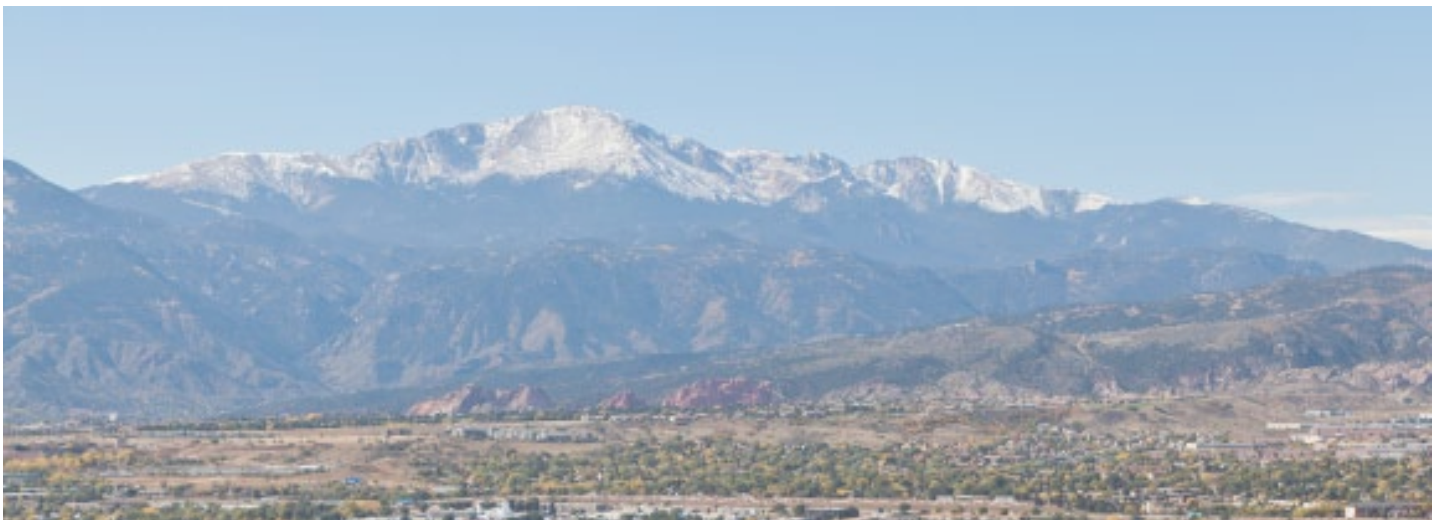
Leveraging 'Technical' Identity: Personal/Professional Learning Networks and BS/MS Redesign

Joe Moses

University of Minnesota-Twin Cities

Lunch

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



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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



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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

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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.

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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

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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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Programmatic Use of Social Media for Networking and Retention

Stephanie Vie

University of Central Florida

Making Space for Productive Interdisciplinary and Intra-Institutional Collaborations

Marilee Brooks-Gillies

University of Colorado, Colorado Springs

Inventing Mentoring in the Workplace: How to Create Sustainable and Mobile Mentoring Networks

Beth Keller

Michigan State University

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

| Breckinridge 5113

Moderator – Rebecca Walton

Utah State University

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

Deedra Wollert Hickman
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

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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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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

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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 – Therese Pennell
East Carolina University

Tracy Bridgeford
Programmatic Perspectives

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

Donna Kain
Technical Communication Quarterly

Melinda Knight
Business and Professional Communication Quarterly

Charles Kostelnick
Journal of Business and Technical Communication

Liz Pohland
Intercom Magazine

Charles Sides
Journal of Technical Writing and Communication



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For more information, contact Michelle F. Eble, Director of Graduate Studies at 252-328-6660 or eblem@ecu.edu, or visit www.ecu.edu/english/graduate

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.

Analyzing Successful Professionalization Practices in Technical and Professional Communication

Erin Frost, Guiseppe Getto, and Therese Pennell
East Carolina University

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

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

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

Social Media in Technical And Professional Communication: A Programmatic and Curricular Survey and Repository of Current Practices

Jennifer De Winter, Worcester Polytechnic Institute and Stephanie Vie, University of Central Florida

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

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

CPTSC 2014 Diversity Scholarship Recipients



Isidore Kafui Dorpenyo

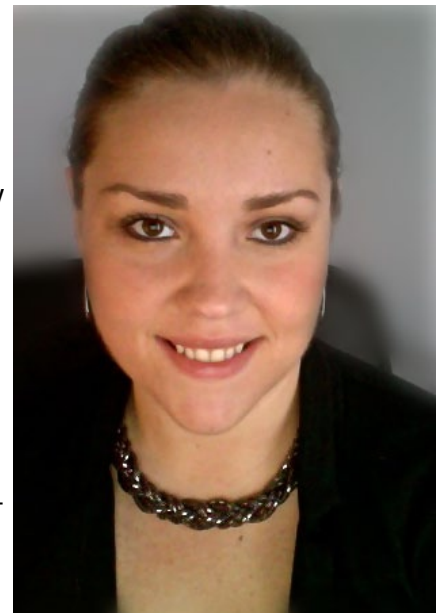
Isidore Kafui Dorpenyo is a PhD student in the Rhetoric, theory and Culture program at Michigan Technological University. Isidore seeks to explore the intersections between rhetoric, technical communication and cultural studies. His proposed PhD dissertation seeks to critically assess the role that technical 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.

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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