



Council for Programs in Technical & Scientific Communication

Annual Conference
2015



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Schedule At A Glance

Thursday, October 1

Event	Time	Location
Registration	2:00-5:00pm	University Inn
WomenInTCMentoring#	3:00-4:00pm	University Inn 507
Program Administrator's Round Table	4:00-5:00pm	University Inn 507
The Open Reception and Rewards The Italian Place, 48 Federal Ave	6:30-9:00pm	Shuttles run from the University Inn

Friday, October 2: Eccles Conference Center - ECC

Registration	8:30am-2:00pm in ECC lobby
Session 1	9:00am-10:00am
Coffee Break	10:00am-10:15am
Session 2	10:15am - 11:15am
Session 3	11:30am-12:30pm
Lunch	12:30pm-2:00pm
Session 4	2:00pm-3:00pm
Coffee Break	3:00pm-3:15pm
Session 5	3:15pm-4:15pm
Session 6	4:30pm-5:30pm

Saturday, October 3

CPTSC 2015 Business Meeting	9:00-11:00am ECC 201/203
CPTSC Excursion Bear River Marshes	1:00-4:00pm Meet in the lobby of the University Inn by 12:45 pm to catch the shuttle

Session 1
Session 1 | 9:00am - 10:00am |

Choose 1	Room #	Description
Option 1	ECC 303	<p>Examining the Potential of Ambient Social Media Data on Programmatic Decision Making <i>Moderator:</i> Laura Vernon</p> <p><i>Using Twitter Data to Inform Programmatic Directions by Bridging the Academy and Industry</i> Chris Lam University of North Texas</p> <p><i>Using Twitter Data to Bolster Program Identity and Foster Cross-Disciplinary Research Partnerships</i> Mark A. Hannah Arizona State University</p> <p><i>Using Twitter Data to Attract Students to Technical Communication Programs</i> Erin Friess University of North Texas</p>
Option 2	ECC 305	<p>Advisory Boards, in Research and Practice <i>Moderator:</i> Ryan Moeller</p> <p><i>Beyond Programmatic Assessment: Industry Advisory Boards as Action Research Sites</i> John M. Spartz University of Wisconsin- Stout</p> <p><i>Viable, Not Just Triable: Research to Discover the Necessary Conditions for a Program</i> Lars Söderlund Western Oregon University and Elizabeth Kramer-Simpson New Mexico Tech</p> <p><i>Using Research to Build and Benefit from Your Own Advisory Board</i> Ryan P. Weber University of Alabama at Huntsville</p>

Session 1 | 9:00am - 10:00am |

Choose 1	Room #	Description
Option 3	ECC 307	<p>Building From Where Students Are At: Critical Digital Program Development <i>Moderator:</i> Jennifer Mallette</p> <p><i>Flexible Course and Project Design</i> Ed Nagelhout University of Nevada, Las Vegas</p> <p><i>Developing Program and Course Assets</i> Elisa Cogbill-Seiders University of Nevada, Las Vegas</p> <p><i>Interconnected Program and Course Assessment Strategies</i> Denise Tillery University of Nevada, Las Vegas</p>
Option 4	ECC 309	<p>Assessing Consistent Sections of Advanced Communication Courses <i>Moderator:</i> Sheryl Ruskiewicz</p> <p><i>Assessing the Need for and Developing Consistency in Advanced Communication Courses at ISU</i> Jeanine Elise Aune and Jo Mackiewicz Iowa State University</p> <p><i>Developing Programmatic Assessment and Interpreting Preliminary Results</i> Jo Mackiewicz Iowa State University</p> <p><i>Responding to Opportunities and Challenges</i> Jeanine Elise Aune Iowa State University</p>

Session 1 | 9:00am - 10:00am |

Choose 1	Room #	Description
Option 5	ECC 201/ 203	<p>Preparing and Guiding Students <i>Moderator:</i> Victoria Sadler</p> <p><i>The Employability of Graduates From Technical Writing programs: are They Prepared for the Workforce?</i> Rhonda J. Stanton Missouri State University</p> <p><i>What Fundamental/Practical Skills Should Technical Communication Students Possess When They Graduate?</i> Jeffrey A. Bacha University of Alabama at Birmingham</p> <p><i>Programmatically Assessing the Issue of Value: Preparing Students to Enter Efficiency Environments</i> Joanna Schreiber Georgia Southern University</p> <p><i>Improving Sustainability and Growth of Technical and Scientific Programs by Adding Intergroup</i> Dialogue to the Curriculum Corinne Renguette Indiana University-Purdue University Indianapolis</p>

Coffee Break | 10:00am - 10:15am |

Session 2
Session 2 | 10:15am - 11:15am |

Choose 1	Room #	Description
Option 1	ECC 303	<p>Technical Communication Client Projects and Non-Profit Partnerships: Programmatic Research, Student Voices and Future Directions</p> <p>Moderator: Ed Nagelhout</p> <p><i>Developing a Long-term Non-profit Partnership</i> Elisabeth Kramer-Simpson New Mexico Tech</p> <p><i>Qualitatively Researching a Long-term Non-profit Partnership</i> Steve Simpson New Mexico Tech</p> <p><i>Grant Writing for a Long-term, Non-profit Client</i> Abigail Smoake New Mexico Tech</p> <p><i>Designing Materials for a Long-term, Non-profit Client</i> Rachel Rayl New Mexico Tech</p>

Session 2 | 10:15am - 11:15pm |

Choose 1	Room #	Description
Option 2	ECC 305	<p>Project Management: How and Why Should We Integrate It in the Technical Communication Curriculum?</p> <p><i>Moderator:</i> Michael J. Salvo</p> <p><i>The Role of Knowledge Management in Understanding Project Management Processes</i> Constance Kampf Aarhus University</p> <p><i>The Role of Interpersonal Communication in Managing Projects: Integrating Lessons From PM Experts into our Teaching of PM</i> Line Berggreen Aarhus University</p> <p><i>Managing Experiences: Utilizing User Experience Design (UX) as an Agile Methodology for Teaching Project Management</i> Guiseppe Getto East Carolina University</p>
Option 3	ECC 307	<p>New Learning Experiences: Improving Instructional Design In Technical Communications Through UX Principles</p> <p><i>Moderator:</i> Rhonda J. Stanton</p> <p><i>Designing Courses with LX and Student Journey Maps</i> Sheryl Ruszkiewicz Oakland University</p> <p><i>Taking UX Failures and Opportunities In the Classroom</i> Kristi Wiley Michigan State University</p> <p><i>Applying LX Through Third Party Applications In Learning Design</i> Jack T. Labriola Texas Tech University</p>

Session 2 | 10:15am - 11:15pm |

Choose 1	Room #	Description
Option 4	ECC 309	<p>Weighing the Options: Three Perspectives on Assessment Tools Used in Technical Communication Programs</p> <p><i>Moderator:</i> Mark A. Hannah</p> <p><i>Balancing the Real and the Ideal: Considering Pre- and Post-Testing as a Tool for Assessment</i></p> <p>Amanda Bemer Southwest Minnesota State University</p> <p><i>Testing the Test: When All Else Fails, Revisit the Rubric</i></p> <p>Tammy Rice-Bailey Milwaukee School of Engineering</p> <p><i>Unveiling Golden Nuggets of Transformative Learning through Reflective Writing</i></p> <p>Laura Vernon Radford University</p>

Session 2 | 10:15am - 11:15pm |

Choose 1	Room #	Description
Option 5	ECC 201/ 203	<p>Configuring Curriculum and Adding Programs <i>Moderator: Stacey Pigg</i></p> <p><i>Theories and Practices Regarding Student Retention in TPC Programs</i> Chris Dayley Utah State University</p> <p><i>Curricular Bloat and Technical Communication Programs</i> Timothy D. Giles Georgia Southern University</p> <p><i>The New Writing Major: English Departments and Their Second B.A.</i> Brian Ballentine West Virginia University</p> <p><i>Program Identity and Curriculum Development: Using the Scholarship of Teaching and Learning to Build Sustainable Outcomes</i> Carroll Ferguson Nardone Sam Houston State University and Brian Blackburne Sam Houston State University</p>

Session 3
Session 3 | 11:30am - 12:30pm |

Choose One	Room #	Description
Option 1	ECC 303	<p>Articulating and Developing Localized Programs <i>Moderator:</i> Russel Willerton</p> <p><i>Localizing in and on the Environment: Designing an Asset Based Curriculum</i> Kendall Leon Portland State University</p> <p><i>Beginning Anew: Updating a Programmatic Identity to Reflect Regional Needs</i> Ashley Patriarca West Chester University</p> <p><i>Negotiating Programmatic Development: Local Geographies and Global Institutions</i> Lehua Ledbetter The University of Rhode Island</p> <p><i>Research, Localization, and Articulating Programmatic Identities</i> Stacey Pigg North Carolina State University</p>

Session 3 | 11:30am - 12:30pm |

Choose One	Room #	Description
Option 2	ECC 305	<p>Sorting Out, Pushing Back, Buying In: The Value of Program Assessment for Students, Instructors, and Programs</p> <p><i>Moderator:</i> Becky Jo Gesteland</p> <p><i>The New Norm: Challenges and Suggestions for Peer-to-Peer Assessment Training and Norming</i> Erin Pumroy Texas Tech University</p> <p><i>Numbers or Faces: Why Are We Assessing? For Administration or Students?</i> Ian Weaver Texas Tech University</p> <p><i>Scoring the Process: Anonymizing, Norming, Reporting Preliminary Findings, and Lessons Learned</i> Timothy Elliot Texas Tech University and Brandon Strubberg Texas Tech University</p>
Option 3	ECC 307	<p>Re-Thinking Educational Contexts</p> <p><i>Moderator:</i> Lee-Ann Kastman Breuch</p> <p><i>Usability Research as a Tool to Ease Transition from Classroom to Workplace</i> Kimberly Baker University of Wisconsin-Milwaukee</p> <p><i>The Value to Technical Communication Programs of Editing a Journal in Science/Technology/Policy</i> Russel Hirst University of Tennessee, Knoxville</p> <p><i>Technical Communication, Digital Humanities, and STEM</i> J.D. Applen University of Central Florida</p>

Session 3 11:30 am - 12:30 pm

Choose One	Room #	Description
Option 4	ECC 309	<p>Reporting on Research: An Update on the Status of Recent CPSTSC Research Grants</p> <p><i>Moderator:</i> Felicia Chong Pavel Zemliansky</p> <p>Pavel Zemliansky University of Central Florida</p> <p>Guiseppe Getto East Carolina University</p> <p>Stephanie Vie University of Central Florida and Jennifer de Winter Worchester Polytechnic Institute</p>
Option 5	ECC 201/ 203	<p>Cultivating a Programmatic Ethos of Social Justice: Benefits of Partnership-Driven Research</p> <p><i>Moderator:</i> David Alan Sapp</p> <p><i>Programmatic Ethos: The TPC Perspective</i> Jared Colton Utah State University</p> <p><i>Program Ethos: The Partner Organization Perspective</i> Krista Gurko AmeriCorps VISTA</p> <p><i>Experience and Lessons Learned: The TPC Perspective</i> Rebecca Walton Utah State University</p>

Lunch 12:30 pm - 2:00 pm

See *page 24* for available lunch options.

Session 4
Session 4 | 2:00 pm - 3:00 pm |

Choose One	Room #	Description
Option 1	ECC 303	<p>Aspects of Authorship and Ownership: A Programmatic Perspective <i>Moderator: Emma Rose</i></p> <p><i>Boots on the IP Ground: Perspectives on How Intellectual Property Impacts TC Programs</i> Tharon Howard Clemson University</p> <p><i>Understanding & Managing the Invention Disclosure Process</i> Brian Still Texas Tech University</p> <p><i>Who Owns Your Course? Your Curriculum? Your Program?</i> Kirk St. Amant East Carolina University</p>

Session 4 | 2:00 pm - 3:00pm |

Choose One	Room #	Description
Option 2	ECC 305	<p>Programmatic Considerations in International Contexts</p> <p><i>Moderator:</i> Lisa Meloncon</p> <p><i>Usability for Social Justice in Technical Communication: Exploring Localization Usability of Western Technology in a South-East Asian Country</i> Keshab Scharya Michigan Technological University</p> <p><i>Inter-Institutional Partnerships Between the Republica de Colombia and the United States: Preliminary Considerations</i> David Alan Sapp Loyola Marymount University and Angela Christine Bailey Unividad del Norte</p> <p><i>Identifying Areas of Instruction Need in International Technical Communication Through Intralingual Translation Workshops: Moving Towards Hospitable Writing</i> Massimo Verzella North Dakota State University</p>

Session 4 | 2:00pm - 3:00pm |

Choose One	Room #	Description
Option 3	ECC 307	<p>Programmatic Perspectives in Online Contexts <i>Moderator:</i> J.D. Applen</p> <p><i>Extralocating Faculty in Technical Communication</i> Sam Dragga Texas Tech University</p> <p><i>Customizing Online Pedagogy - A Programmatic Approach for Graduate Certificates</i> Adam Rex Pope University of Arkansas</p> <p><i>Researching Models for Online Service-Learning in Technical Communication</i> Teena Carnegie Eastern Washington University</p> <p><i>YouTube™ Beauty Tutorials as Online Instructions: Exploring Implications for Research and Pedagogy</i> Felicia Chong Oakland University</p>

Session 4 | 2:00 pm - 3:00 pm |

Choose One	Room #	Description
Option 4	ECC 201/ 203	<p>Gathering Data and Assessing Contexts <i>Moderator:</i> Tammy Rice-Bailey</p> <p><i>Using Big, Unstructured Data for Technical Communication Program Improvement</i> Aimee K. Roundtree Texas State University</p> <p><i>Useful Programmatic Data: Cultivating Information to Support Strategic Decision-Making</i> Enrique Reynoso Purdue University and Michael J. Salvo Purdue University</p> <p><i>Implementing Core Competencies Through Assessment and Curriculum Development</i> Lee-Ann Kastman Breuch University of Minnesota-Twin Cities and Barb Horvath University of Minnesota-Twin Cities</p> <p><i>Assessing Shifts: Using Video Reflections to Make Learning and Practice Visible</i> Emma Rose University of Washington Tacoma</p> <p><i>As If Students Mattered: Gathering Student Perceptions in Curriculum Review and Redesign</i> Susan Popham University of Memphis</p>

Coffee Break | 3:00pm - 3:15pm |

Session 5
Session 5 | 3:15pm - 4:15pm |

Choose One	Room #	Description
Option 1	ECC 305	<p>The Faces of Distance Education: Utilizing On-Campus Resources to Broaden the Community of Online Learners Through Video Conferencing</p> <p><i>Moderator: Josephine Walwema</i></p> <p><i>The Confluence of Technology and Student Resources That Develop Community in Online Courses</i> Rosa Thornley Utah State University</p> <p><i>Adapting the Objectives of Writing Tutors to Work with Online Students</i> Shay Larsen Utah State University</p> <p><i>Improved Delivery Format for Underutilized Library Services for Online Students</i> Dory Cochran Utah State University</p>

Session 5 | 3:15pm - 4:15pm |

Choose One	Room #	Description
Option 2	ECC 303	<p>Re-Contextualizing Courses and Re-Envisioning Classes</p> <p><i>Moderator:</i> Enrique Reynoso</p> <p><i>Incorporating Social Media in the Technical Communication Classroom</i> Sandi Harner Cedarville University</p> <p><i>Research Methods and Curricular Commitment: Situating a Methods Course within a Professional Writing Minor Program</i> Michael S. Knievel University of Wyoming</p> <p><i>Programmatic Research on Curriculum Development: A Proposal to Include a Capstone Portfolio Course to Shape Program Identity and Curriculum Design</i> Herb Smith Kennesaw State University</p> <p><i>What Can I Do with this Major? Using the Intro Course to Address Concern</i> Nick Carrington Cedarville University</p>

Session 5 | 3:15pm - 4:15pm |

Choose One	Room #	Description
Option 3	ECC 201/ 203	<p>Pedagogical Perspectives and Practices <i>Moderator: Susan Popham</i></p> <p><i>Students Exit Quietly: Using Critical Theory to Encourage the Dialectic</i> Emily J. Petersen Utah State University</p> <p><i>What Do We Know? Researching the "Obvious" in TC Assignments</i> Chalice Randazzo Eastern Michigan University</p> <p><i>Investigating Writing Instruction through a Multi-Departmental SOTL Project</i> Pavel Zemliansky University of Central Florida</p> <p><i>Visuals Vying for Valuable Volume: How Teaching Comics in Small Technical Communication Programs Can Yield Big Results</i> Robert Watkins Idaho State University</p> <p><i>Conversing with The SME: The Development and Efficacy of Social Intelligence in the Training of Technical Communicators</i> David Young Texas Tech University</p>

Session 5 | 3:15pm - 4:15pm |

Choose One	Room #	Description
Option 4	ECC 307	<p>Editor's Round Table</p> <p><i>Moderator:</i> Denise Tillery</p> <p>Sam Dragga, Technical Communication</p> <p>Donna Kain, Technical Communication Quarterly</p> <p>Melinda Knight, Business and Professional Communication Quarterly</p> <p>Jo Mackiewicz, Journal of Business and Technical Communication</p> <p>Joe Moxley, Writing Commons</p> <p>Kirk St. Amant, Communication Design Quarterly</p> <p>David Alan Sapp, Rhetoric, Professional Communication, and Globalization</p>



Session 6
Session 6 | 4:30pm - 5:30pm |

Choose One	Room #	Description
Option 1	ECC 303	<p>Perspectives on Programmatic Research <i>Moderator:</i> Pavel Zemliansky</p> <p><i>Researching a Path for the Next 25 Years</i> Russell Willerton Boise State University</p> <p><i>Toward a Program of "Administrative Research"</i> Jay Gordon Youngstown State University</p> <p><i>Historical Technical Communication: Programmatic Implications</i> Andrew Hillen University of South Florida</p> <p><i>Reciprocity: IRBs and Technical and Professional Writing Research(ers)</i> Johanna Phelps-Hillen University of South Florida</p>

Session 6 | 4:30pm - 5:30pm |

Choose One	Room #	Description
Option 2	ECC 305	<p>Round Table on Experience Architecture as Technical and Scientific Communication</p> <p><i>Moderator:</i> Adam Strantz</p> <p><i>The Difference is in the Design: Toward Culturally-Situated Digital Translation</i> Laura Gonzales Michigan State University and Rebecca Zantjer Michigan State University</p> <p><i>Rhetoric and Experience Architecture in Global Contexts</i> Kirk St. Amant East Carolina University</p> <p><i>Experience Architecture as Technical and Scientific Communication</i> Michael J. Salvo Purdue University</p>

Session 6 | 4:30pm - 5:30pm |

Choose One	Room #	Description
Option 3	ECC 201/ 203	<p>Outreach, Engagement, and Collaboration</p> <p>Moderator: Jolynne Berrett</p> <p><i>Community-Engaged Learning in a Professional & Technical Writing Program</i> Becky Jo Gesteland and Shelley Thomas Weber State University</p> <p><i>UX Mentorship: Developing a Research Partnership for Program Innovation</i> Quan Zhou and Victoria Sadler Metro State University</p> <p><i>Engineering a Community: Establishing and Developing Cross-Curricular Collaboration</i> Jennifer Mallette Boise State University</p> <p><i>Stakeholder Theory, Salience, and Program Administration</i> Jim Nugent Oakland State University</p> <p><i>What's in It for All of Us: Critical Reflections on and Best Practices for an Academe-Industry Partnership in Florida's Socio-Political Context</i> Ella Browning University of South Florida</p>



Lunch

Diversity and Social Justice Luncheon 12:30pm - 2:00pm

*Available for Anyone to Attend.
Meal Fee Required at the Door.*

Skyroom Restaurant

Taggart Student Center, 4th floor.

Need directions? See Utah State University Campus Map [here](#).

Questions? Contact Rebecca Walton via her email:

rebecca.walton@usu.edu

Lunch On Your Own

Not interested in eating at the conference? Look into these local dining destinations:

Morty's Cafe
Tandoori Oven
Herm's Inn

Mundo's Latin Grill
Takara Sushi
Bluebird Restaurant

Enjoy your lunch!

Presenters

Presenters (A-Z)

Mobile Version: Click on Presentation Title to View

A

Who Owns Your Course? Your Curriculum? Your Program?

Kirk St. Amant
East Carolina University
Session 4

Rhetoric and Experience Architecture in Global Contexts

Kirk St. Amant
East Carolina University
Session 6

Technical Communication, Digital Humanities, and STEM

J.D. Applen
University of Central Florida
Session 3

Assessing the Need for and Developing Consistency in Advanced Communication Courses at ISU

Jeanine Elise Aune
Iowa State University
Session 1

Responding to Opportunities and Challenges

Jeanine Elise Aune
Iowa State University
Session 1

B

What Fundamental/Practical Skills Should Technical Communication Students Possess When They Graduate?

Jeffrey A. Bacha
University of Alabama at Birmingham

Session 1

Usability Research as Tool to Ease Transition from Classroom to Workplace

Kimberly Baker
University of Wisconsin-Milwaukee

Session 3

Inter-Institutional Partnerships Between the República de Colombia and the United States: Preliminary Considerations

Angela Christine Bailey
Universidad del Norte

Session 4

The New Writing Major: English Departments and Their Second B.A.

Brian Ballentine
West Virginia University

Session 2

Balancing the Real and the Ideal: Considering Pre- and Post-Testing as a Tool for Assessment

Amanda Bemer
Southwest Minnesota State University

Session 2

The Role of Interpersonal Communication in Managing Projects: Integrating Lessons From PM Experts Into Our Teaching of PM

Line Berggreen
Aarhus University

Session 2

Program Identity and Curriculum Development: Using the Scholarship of Teaching and Learning to Build Sustainable Outcomes

Brian Blackburne
Sam Houston State University

Session 2

Implementing Core Competencies Through Assessment and Curriculum Development

Lee-Ann Kastman-Breuch
University of Minnesota - Twin Cities

Session 4

Implementing Core Competencies Through Assessment and Curriculum Development Lee-Ann Kastman Breuch

Brandon Brown
University of Minnesota-Twin Cities

Session 1

What's in It for All of Us: Critical Reflections on and Best Practices for an Academe-Industry Partnership in Florida's Socio-Political Context

Ella Browning
University of South Florida

Session 6



Researching Models for Online Service-Learning in Technical Communication

Teena Carnegie
Eastern Washington University

Session 4

What Can I Do with this Major? Using the Intro Course to Address Concern

Nick Carrington
Cedarville University

Session 5

YouTube™ Beauty Tutorials as Online Instructions: Exploring Implications for Research and Pedagogy

Felicia Chong
Oakland University

Session 4

Inter-Institutional Partnerships Between the República de Colombia and the United States: Preliminary Considerations

Angela Christine Bailey
Universidad del Norte

Session 1

Improved Delivery Format for Underutilized Library Services for Online Students

Dory Cochran
Utah State University
Session 5

Developing Program and Course Assets

Elisa Cogbill-Seiders
University of Nevada, Las Vegas
Session 1

Programmatic Ethos: The TPC Perspective

Jared Colton
Utah State University
Session 3

D

Theories and Practices Regarding Student Retention in TPC Programs

Chris Dayley
Utah State University
Session 2

Extralocating Faculty in Technical Communication

Sam Dragga
Texas Tech University
Session 4

E

Scoring the Process: Anonymizing, Norming, Reporting Preliminary Findings, and Lessons Learned

Timothy Elliott
Texas Tech University
Session 3

F

Using Twitter Data to Attract Students to Technical Communication Programs

Erin Friess
University of North Texas
Session 1

G

Comunity-Engaged Learning in a Professional & Technical Writing Program

Becky Jo Gesteland
Weber State University
Session 6

Managing Experiences: Utilizing User Experience Design (UX) as an Agile Methodology for Teaching Project Management

Guiseppe Getto
East Carolina University
Session 2

Reporting on Research: An Update on the Status of Recent CPTSC Research Grants

Guiseppe Getto
East Carolina University
Session 3

Curricular Bloat and Technical Communication Programs

Timothy D. Giles
Georgia Southern University
Session 2

Toward a Program of "Administrative Research"

Jay Gordon
Youngstown State University
Session 6

The Difference is in the Design: Toward Culturally-Situated Digital Translation

Laura Gonzales
Michigan State University

Session 6

Experiences and Lessons Learned: The Partner Organization Perspective

Krista Gurko
AmeriCorps VISTA

Session 3

H

Using Twitter Data to Bolster Program Identity and Foster Cross-Disciplinary Research Partnerships

Mark A. Hannah
Arizona State University

Session 1

Incorporating Social Media in the Technical Communication Classroom

Sandi Harner
Cedarville University

Session 5

Historical Technical Communication: Programmatic Implications

Andrew Hillen
University of South Florida

Session 6

Reciprocity: IRBs and Technical and Professional Writing Research(ers)

Johanna Hillen-Phelps
University of South Florida

Session 6

*The Value to Technical Communication Programs of Editing a Journal in Science/Technology/
Policy*

Russel Hirst
University of Tennessee, Knoxville

Session 3

Implementing Core Competencies Through Assessment and Curriculum Development

Barb Horvath
University of Minnesota-Twin Cities

Session 4

Boots on the IP Ground: Perspectives on How Intellectual Property Impacts TC Programs

Tharon Howard
Clemson University

Session 4

K

The role of Knowledge Management in Understanding Project Management Processes

Constance Kampf
Aarhus University

Session 2

Research Methods and Curricular Commitment: Situating a Methods Course within a Professional Writing Minor Program

Michael S. Knievel
University of Wyoming

Session 5

Developing a Long-term Non-profit Partnership

Elizabeth Kramer-Simpson
New Mexico Tech

Session 2

L

Applying LX Through Third Party Applications in Learning Design

Jack T. Labriola

Texas Tech University
Session 2

Using Twitter Data to Inform Programmatic Directions by Bridging the Academy and Industry

Chris Lam
University of North Texas
Session 1

Adapting the Objectives of Writing Tutors to Work with Online Students

Shay Larsen
Utah State University
Session 5

Negotiating Programmatic Development: Local Geographies and Global Institutions

Lehua Ledbetter
The University of Rhode Island
Session 3

Localizing in and on the Environment: Designing an Asset Based Curriculum

Kendall Leon
Portland State University
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M

Assessing the Need for and Developing Consistency in Advanced Communication Courses at ISU

Jo Mackiewicz
Iowa State University
Session 1

Developing Programmatic Assessment and Interpreting Preliminary Results

Jo Mackiewicz
Iowa State University
Session 1

Engineering a Community: Establishing and Developing Cross-Curricular Collaboration

Jennifer Mallette
Boise State University
Session 6

N

Flexible Course and Project Design

Ed Nagelhout
University of Nevada, Las Vegas
Session 1

Program Identity and Curriculum Development: Using the Scholarship of Teaching and Learning to Build Sustainable Outcomes

Carroll Ferguson Nardone
University of Nevada, Las Vegas
Session 2

Stakeholder Theory, Salience, and Program Administration

Jim Nugent
Oakland State University
Session 6

P

Beginning Anew: Updating a Programmatic Identity to Reflect Regional Needs

Ashley Patriarca
West Chester University
Session 3

Students Exit Quietly: Using Critical Theory to Encourage the Dialectic

Emily J. Petersen
Utah State University
Session 5

Research, Localization, and Articulating Programmatic Identities

Stacey Pigg
North Carolina State University

Session 3

As If Students Mattered: Gathering Student Perceptions in Curriculum Review and Redesign

Susan Popham
University of Memphis

Session 4

The New Norm: Challenges and Suggestions for Peer-To-Peer Assessment Training and Norming

Erin Pumroy
Texas Tech University

Session 3

R

Designing Materials for a Long-term, Non-profit Client

Rachel Rayl
New Mexico Tech

Session 2

What Do We Know? Researching the "Obvious" in TC Assignments

Chalice Randazzo
Eastern Michigan University

Session 5

Improving Sustainability and Growth of Technical and Scientific Programs by Adding Intergroup Dialogue to the Curriculum

Corinne Renguette
Indiana University-Purdue University Indianapolis

Session 1

Useful Programmatic Data: Cultivating Information to Support Strategic Decision-Making

Enrique Reynoso
Purdue University

Session 4

Customizing Online Pedagogy—a Programmatic Approach for Graduate Certificates

Adam Rex-Pope
University of Arkansas

Session 4

Testing the Test: When All Else Fails, Revisit the Rubric

Tammy Rice-Bailey
Milwaukee School of Engineering

Session 2

Using Big, Unstructured Data for Technical Communication Program Improvement

Aimee K. Roundtree
Texas State University

Session 4

Assessing Shifts: Using Video Reflections to Make Learning and Practice Visible

Emma Rose
University of Washington Tacoma

Session 4

Designing Courses with LX and Student Journey Maps

Sheryl Ruskiewicz
Oakland University

Session 2

S

***Inter-Institutional Partnerships Between the República de Colombia and the United States:
Preliminary Considerations***

David Alan Sapp
Loyola Marymount University

Session 4

Useful Programmatic Data: Cultivating Information to Support Strategic Decision-Making

Michael J. Salvo
Purdue University

Session 4

Experience Architecture as Technical and Scientific Communication

Michael J. Salvo
Purdue University

Session 6

UX Mentorship: Developing a Research Partnership for Program Innovation

Victoria Sadler
Metro State University

Session 6

Usability for Social Justice in Technical Communication: Exploring Localization Usability of Western Technology in a South-East Asian Country

Keshab Scharya
Michigan Technological University

Session 4

Programmatically Addressing the Issue of Value: Preparing Students to Enter Efficiency Environments

Joanna Schreiber
Michigan Technological University

Session 1

Viable, Not Just Triable: Research to Discover the Necessary Conditions for a Program

Lars Söderlund
Western Oregon University
and
Elizabeth Kramer-Simpson
New Mexico Tech

Session 1

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Dr. Lee-Ann Kastman Breuch, University of Minnesota, for her collaborative leadership of the Department of Writing Studies in developing and implementing a model of program assessment in its outcomes-oriented design, measurement activities, and transformative curricular results.

Edward M. White, Norbert Elliot, and Irvin Peckham, *Very Like a Whale: The Assessment of Writing Programs*, Utah State University Press, 2015, for its significant contribution to the field of educational assessment of writing programs, modeling of an innovative theory-driven framework, and use cases that demonstrate assessment complexity in action.

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