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## Schedule At A Glance

### Thursday, October 1

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<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Registration</td>
<td>2:00-5:00pm</td>
<td>University Inn</td>
</tr>
<tr>
<td>WomenInTCMentoring#</td>
<td>3:00-4:00pm</td>
<td>University Inn 507</td>
</tr>
<tr>
<td>Program Administor’s Round Table</td>
<td>4:00-5:00pm</td>
<td>University Inn 507</td>
</tr>
<tr>
<td>The Open Reception and Rewards</td>
<td>6:30-9:00pm</td>
<td>Shuttles run from the University Inn</td>
</tr>
<tr>
<td>The Italian Place, 48 Federal Ave</td>
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</table>

### Friday, October 2: Eccles Conference Center - ECC

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Registration</td>
<td>8:30am-2:00pm</td>
<td>in ECC lobby</td>
</tr>
<tr>
<td>Session 1</td>
<td>9:00am-10:00am</td>
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</tr>
<tr>
<td>Coffee Break</td>
<td>10:00am-10:15am</td>
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<tr>
<td>Session 2</td>
<td>10:15am - 11:15am</td>
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<tr>
<td>Session 3</td>
<td>11:30am-12:30pm</td>
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<tr>
<td>Lunch</td>
<td>12:30pm-2:00pm</td>
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<tr>
<td>Session 4</td>
<td>2:00pm-3:00pm</td>
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<tr>
<td>Coffee Break</td>
<td>3:00pm-3:15pm</td>
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<tr>
<td>Session 5</td>
<td>3:15pm-4:15pm</td>
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<tr>
<td>Session 6</td>
<td>4:30pm-5:30pm</td>
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### Saturday, October 3

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<thead>
<tr>
<th>Event</th>
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<tr>
<td>CPTSC 2015 Business Meeting</td>
<td>9:00-11:00am</td>
<td>ECC 201/203</td>
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<tr>
<td>CPTSC Excursion</td>
<td>1:00-4:00pm</td>
<td>Meet in the lobby of the University Inn by 12:45 pm to catch the shuttle</td>
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<tr>
<td>Bear River Marshes</td>
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</table>
| Option 1 | ECC 303 | **Examining the Potential of Ambient Social Media Data on Programmatic Decision Making**  
*Moderator:* Laura Vernon  
*Using Twitter Data to Inform Programmatic Directions by Bridging the Academy and Industry*  
Chris Lam  
University of North Texas  
*Using Twitter Data to Bolster Program Identity and Foster Cross-Disciplinary Research Partnerships*  
Mark A. Hannah  
Arizona State University  
*Using Twitter Data to Attract Students to Technical Communication Programs*  
Erin Friess  
University of North Texas |
| Option 2 | ECC 305 | **Advisory Boards, in Research and Practice**  
*Moderator:* Ryan Moeller  
*Beyond Programmatic Assessment: Industry Advisory Boards as Action Research Sites*  
John M. Spartz  
University of Wisconsin-Stout  
*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  
*Using Research to Build and Benefit from Your Own Advisory Board*  
Ryan P. Weber  
University of Alabama at Huntsville |
### Session 1 | 9:00am - 10:00am |

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<tr>
<th>Choose 1</th>
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<th>Description</th>
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| Option 3 | ECC 307 | **Building From Where Students Are At: Critical Digital Program Development**  
*Moderator: Jennifer Mallette*  

*Flexible Course and Project Design*  
Ed Nagelhout  
University of Nevada, Las Vegas  

*Developing Program and Course Assets*  
Elisa Cogbill-Seiders  
University of Nevada, Las Vegas  

*Interconnected Program and Course Assessment Strategies*  
Denise Tillery  
University of Nevada, Las Vegas  |
| Option 4 | ECC 309 | **Assessing Consistent Sections of Advanced Communication Courses**  
*Moderator: Sheryl Ruszkiewicz*  

*Assessing the Need for and Developing Consistency in Advanced Communication Courses at ISU*  
Jeanine Elise Aune and Jo Mackiewicz  
Iowa State University  

*Developing Programmatic Assessment and Interpreting Preliminary Results*  
Jo Mackiewicz  
Iowa State University  

*Responding to Opportunities and Challenges*  
Jeanine Elise Aune  
Iowa State University |
### Session 1 | 9:00am - 10:00am |

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<tr>
<td>Option 5</td>
<td>ECC 201/203</td>
<td><strong>Preparing and Guiding Students</strong></td>
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<td><em>Moderator: Victoria Sadler</em></td>
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<td><em>The Employability of Graduates From Technical Writing programs: are They Prepared for the Workforce?</em></td>
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<td>Rhonda J. Stanton</td>
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<td>Missouri State University</td>
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<td><em>What Fundamental/Practical Skills Should Technical Communication Students Possess When They Graduate?</em></td>
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<td>Jeffrey A. Bacha</td>
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<td>University of Alabama at Birmingham</td>
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<td><em>Programmatically Assessing the Issue of Value: Preparing Students to Enter Efficiency Environments</em></td>
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<td>Joanna Schreiber</td>
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<td>Georgia Southern University</td>
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<td><em>Improving Sustainability and Growth of Technical and Scientific Programs by Adding Intergroup Dialogue to the Curriculum</em></td>
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<td>Corinne Renguette</td>
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<td>Indiana University-Purdue University Indianapolis</td>
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**Coffee Break | 10:00am - 10:15am |**
### Session 2
**Session 2 | 10:15am - 11:15am |**

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<tr>
<th>Choose 1</th>
<th>Room #</th>
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</table>
| Option 1 | ECC 303 | **Technical Communication Client Projects and Non-Profit Partnerships: Programmatic Research, Student Voices and Future Directions**  
Moderator: Ed Nagelhout  
*Developing a Long-term Non-profit Partnership*  
Elisabeth Kramer-Simpson  
New Mexico Tech  
*Qualitatively Researching a Long-term Non-profit Partnership*  
Steve Simpson  
New Mexico Tech  
*Grant Writing for a Long-term, Non-profit Client*  
Abigail Smoake  
New Mexico Tech  
*Designing Materials for a Long-term, Non-profit Client*  
Rachel Rayl  
New Mexico Tech |
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<th>Choose 1</th>
<th>Room #</th>
<th>Description</th>
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</table>
| Option 2 | ECC 305 | **Project Management: How and Why Should We Integrate It in the Technical Communication Curriculum?**<br>  
**Moderator:** Michael J. Salvo  
**The Role of Knowledge Management in Understanding Project Management Processes**<br> Constance Kampf  
Aarhus University  
**The Role of Interpersonal Communication in Managing Projects: Integrating Lessons From PM Experts into our Teaching of PM**<br> Line Berggreen  
Aarhus University  
**Managing Experiences: Utilizing User Experience Design (UX) as an Agile Methodology for Teaching Project Management**<br> Guiseppe Getto  
East Carolina University |
| Option 3 | ECC 307 | **New Learning Experiences: Improving Instructional Design In Technical Communications Through UX Principles**<br>  
**Moderator:** Rhonda J. Stanton  
**Designing Courses with LX and Student Journey Maps**<br> Sheryl Ruszkiewicz  
Oakland University  
**Taking UX Failures and Opportunities In the Classroom**<br> Kristi Wiley  
Michigan State University  
**Applying LX Through Third Party Applications In Learning Design**<br> Jack T. Labriola  
Texas Tech University |
### Session 2 | 10:15am - 11:15pm |

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<tr>
<th>Choose 1</th>
<th>Room #</th>
<th>Description</th>
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</table>
| Option 4 | ECC 309 | **Weighing the Options: Three Perspectives on Assessment Tools Used in Technical Communication Programs**  
*Moderator:* Mark A. Hannah  

*Balancing the Real and the Ideal: Considering Pre- and Post-Testing as a Tool for Assessment*  
Amanda Bemer  
Southwest Minnesota State University  

*Testing the Test: When All Else Fails, Revisit the Rubric*  
Tammy Rice-Bailey  
Milwaukee School of Engineering  

*Unveiling Golden Nuggets of Transformative Learning through Reflective Writing*  
Laura Vernon  
Radford University |
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<tbody>
<tr>
<td>Option 5</td>
<td>ECC 201/203</td>
<td><strong>Configuring Curriculum and Adding Programs</strong>&lt;br&gt; <em>Moderator:</em> Stacey Pigg</td>
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<td><strong>Theories and Practices Regarding Student Retention in TPC Programs</strong>&lt;br&gt; Chris Dayley&lt;br&gt; Utah State University</td>
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<td><strong>Curricular Bloat and Technical Communication Programs</strong>&lt;br&gt; Timothy D. Giles&lt;br&gt; Georgia Southern University</td>
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<td><strong>The New Writing Major: English Departments and Their Second B.A.</strong>&lt;br&gt; Brian Ballentine&lt;br&gt; West Virginia University</td>
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<td><strong>Program Identity and Curriculum Development: Using the Scholarship of Teaching and Learning to Build Sustainable Outcomes</strong>&lt;br&gt; Carroll Ferguson Nardone&lt;br&gt; Sam Houston State University and&lt;br&gt; Brian Blackburne&lt;br&gt; Sam Houston State University</td>
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<tr>
<td>Option 1</td>
<td>ECC 303</td>
<td><strong>Articulating and Developing Localized Programs</strong></td>
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<td><em>Moderator:</em> Russel Willerton</td>
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<td><strong>Localizing in and on the Environment: Designing an Asset Based Curriculum</strong></td>
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</tbody>
</table>
|            |         | Kendall Leon  
|            |         | Portland State University  |
|            |         | **Beginning Anew: Updating a Programmatic Identity to Reflect Regional Needs**  |
|            |         | Ashley Patriarca  
|            |         | West Chester University  |
|            |         | **Negotiating Programmatic Development: Local Geographies and Global Institutions**  |
|            |         | Lehua Ledbetter  
|            |         | The University of Rhode Island  |
|            |         | **Research, Localization, and Articulating Programmatic Identities**  |
|            |         | Stacey Pigg  
<p>|            |         | North Carolina State University  |</p>
<table>
<thead>
<tr>
<th>Choose One</th>
<th>Room #</th>
<th>Description</th>
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</thead>
</table>
| Option 2  | ECC 305 | **Sorting Out, Pushing Back, Buying In: The Value of Program Assessment for Students, Instructors, and Programs**<br>
Moderator: Becky Jo Gesteland

*The New Norm: Challenges and Suggestions for Peer-to-Peer Assessment Training and Norming*
Erin Pumroy  
Texas Tech University

*Numbers or Faces: Why Are We Assessing? For Administration or Students?*
Ian Weaver  
Texas Tech University

*Scoring the Process: Anonymizing, Norming, Reporting Preliminary Findings, and Lessons Learned*
Timothy Elliot  
Texas Tech University and  
Brandon Strubberg  
Texas Tech University |
| Option 3  | ECC 307 | **Re-Thinking Educational Contexts**<br>
Moderator: Lee-Ann Kastman Breuch

*Usability Research as a Tool to Ease Transition from Classroom to Workplace*
Kimberly Baker  
University of Wisconsin-Milwaukee

*The Value to Technical Communication Programs of Editing a Journal in Science/Technology/Policy*
Russel Hirst  
University of Tennessee, Knoxville

*Technical Communication, Digital Humanities, and STEM*
J.D. Applen  
University of Central Florida |
### Session 3 11:30 am - 12:30 pm

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

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**Lunch 12:30 pm - 2:00 pm**  
See page 24 for available lunch options.
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<th>Choose One</th>
<th>Room #</th>
<th>Description</th>
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</thead>
</table>
| Option 1   | ECC 303 | **Aspects of Authorship and Ownership: A Programmatic Perspective**  
*Moderator: Emma Rose*  
*Boots on the IP Ground: Perspectives on How Intellectual Property Impacts TC Programs*  
Tharon Howard  
Clemson University  
*Understanding & Managing the Invention Disclosure Process*  
Brian Still  
Texas Tech University  
*Who Owns Your Course? Your Curriculum? Your Program?*  
Kirk St. Amant  
East Carolina University |
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</table>
| Option 2   | ECC 305 | **Programmatic Considerations in International Contexts**  
Moderator: Lisa Meloncon  
**Usability for Social Justice in Technical Communication: Exploring Localization Usability of Western Technology in a South-East Asian Country**  
Keshab Scharya  
Michigan Technological University  
Inter-Institutional Partnerships Between the Republica de Colombia and the United States: Preliminary Considerations  
David Alan Sapp  
Loyola Marymount University  
and  
Angela Christine Bailey  
Univsidad del Norte  
Identifying Areas of Instruction Need in International Technical Communication Through Intralingual Translation Workshops: Moving Towards Hospitable Writing  
Massimo Verzella  
North Dakota State University |
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<th>Choose One</th>
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</table>
| Option 3   | ECC 307| **Programmatic Perspectives in Online Contexts**  
  *Moderator: J.D. Applen* |
|            |        |  **Extralocating Faculty in Technical Communication**  
  Sam Dragga  
  Texas Tech University |
|            |        |  **Customizing Online Pedagogy - A Programmatic Approach for Graduate Certificates**  
  Adam Rex Pope  
  University of Arkansas |
|            |        |  **Researching Models for Online Service-Learning in Technical Communication**  
  Teena Carnegie  
  Eastern Washington University |
|            |        |  **YouTubeTM Beauty Tutorials as Online Instructions: Exploring Implications for Research and Pedagogy**  
  Felicia Chong  
  Oakland University |
### Session 4 | 2:00 pm - 3:00 pm |

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

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**Coffee Break | 3:00pm - 3:15pm |**
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<tbody>
<tr>
<td>Option 1</td>
<td>ECC 305</td>
<td><strong>The Faces of Distance Education: Utilizing On-Campus Resources to Broaden the Community of Online Learners Through Video Conferencing</strong></td>
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<td><em>Moderator:</em> Josephine Walwema</td>
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<td><strong>The Confluence of Technology and Student Resources That Develop Community in Online Courses</strong></td>
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<td>Rosa Thornley                                                                                 Utah State University</td>
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<td><strong>Adapting the Objectives of Writing Tutors to Work with Online Students</strong></td>
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<td>Shay Larsen                                                                                 Utah State University</td>
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<td><strong>Improved Delivery Format for Underutilized Library Services for Online Students</strong></td>
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<td>Dory Cochran                                                                                 Utah State University</td>
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<tr>
<td>Option 2</td>
<td>ECC 303</td>
<td><strong>Re-Contextualizing Courses and Re-Envisioning Classes</strong></td>
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<td><em>Moderator:</em> Enrique Reynoso</td>
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<td><strong>Incorporating Social Media in the Technical Communication Classroom</strong></td>
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<td>Sandi Harner</td>
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<td>Cedarville University</td>
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<td><strong>Research Methods and Curricular Commitment: Situating a Methods Course within a Professional Writing Minor Program</strong></td>
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<td>Michael S. Knievel</td>
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<td>University of Wyoming</td>
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<td><strong>Programmatic Research on Curriculum Development: A Proposal to Include a Capstone Portfolio Course to Shape Program Identity and Curriculum Design</strong></td>
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<td>Herb Smith</td>
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<td>Kennesaw State University</td>
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<td><strong>What Can I Do with this Major? Using the Intro Course to Address Concern</strong></td>
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<td>Nick Carrington</td>
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<td>Cedarville University</td>
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| Option 3   | ECC 201/203 | **Pedagogical Perspectives and Practices**  
*Moderator:* Susan Popham  

*Students Exit Quietly: Using Critical Theory to Encourage the Dialectic*  
Emily J. Petersen  
Utah State University  

*What Do We Know? Researching the “Obvious” in TC Assignments*  
Chalice Randazzo  
Eastern Michigan University  

*Investigating Writing Instruction through a Multi-Departmental SOTL Project*  
Pavel Zemliansky  
University of Central Florida  

*Visually Vying for Valuable Volume: How Teaching Comics in Small Technical Communication Programs Can Yield Big Results*  
Robert Watkins  
Idaho State University  

*Conversing with The SME: The Development and Efficacy of Social Intelligence in the Training of Technical Communicators*  
David Young  
Texas Tech University
### Editor’s Round Table

*Moderator:* Denise Tillery

- Sam Dragga, Technical Communication
- Donna Kain, Technical Communication Quarterly
- Melinda Knight, Business and Professional Communication Quarterly
- Jo Mackiewicz, Journal of Business and Technical Communication
- Joe Moxley, Writing Commons
- Kirk St. Amant, Communication Design Quarterly
- David Alan Sapp, Rhetoric, Professional Communication, and Globalization
CPTSC 2015 Conference

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

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<th>Choose One</th>
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| Option 1   | ECC 303 | Perspectives on Programmatic Research  
 Moderator: Pavel Zemliansky  
 
**Researching a Path for the Next 25 Years**  
Russell Willerton  
Boise State University  

**Toward a Program of “Administrative Research”**  
Jay Gordon  
Youngstown State University  

**Historical Technical Communication: Programmatic Implications**  
Andrew Hillen  
University of South Florida  

**Reciprocity: IRBs and Technical and Professional Writing Research(ers)**  
Johanna Phelps-Hillen  
University of South Florida |
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<th>Choose One</th>
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</table>
| Option 2   | ECC 305 | **Round Table on Experience Architecture as Technical and Scientific Communication**  
Moderator: Adam Strantz  
*The Difference is in the Design: Toward Culturally-Situated Digital Translation*  
Laura Gonzales  
Michigan State University  
and  
Rebecca Zantjer  
Michigan State University  
*Rhetoric and Experience Architecture in Global Contexts*  
Kirk St. Amant  
East Carolina University  
*Experience Architecture as Technical and Scientific Communication*  
Michael J. Salvo  
Purdue University |
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<td>Ella Browning University of South Florida</td>
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Lunch

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

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

Skyroom Restaurant
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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
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Herm’s Inn

Mundo’s Latin Grill
Takara Sushi
Bluebird Restaurant

Enjoy your lunch!
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
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Assessing the Need for and Developing Consistency in Advanced Communication Courses at ISU
Jeanine Elise Aune
Iowa State University
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Responding to Opportunities and Challenges
Jeanine Elise Aune
Iowa State University
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**What Fundamental/Practical Skills Should Technical Communication Students Possess When They Graduate?**
Jeffrey A. Bacha  
University of Alabama at Birmingham  
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**Usability Research as Tool to Ease Transition from Classroom to Workplace**
Kimberly Baker  
University of Wisconsin-Milwaukee  
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**Inter-Institutional Partnerships Between the República de Colombia and the United States: Preliminary Considerations**
Angela Christine Bailey  
Universidad del Norte  
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**The New Writing Major: English Departments and Their Second B.A.**
Brian Ballentine  
West Virginia University  
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**Balancing the Real and the Ideal: Considering Pre- and Post-Testing as a Tool for Assessment**
Amanda Bemer  
Southwest Minnesota State University  
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**Program Identity and Curriculum Development: Using the Scholarship of Teaching and Learning to Build Sustainable Outcomes**
Brian Blackburne  
Sam Houston State University  
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**Implementing Core Competencies Through Assessment and Curriculum Development**
Lee-Ann Kastman-Breuch  
University of Minnesota - Twin Cities
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Implementing Core Competencies Through Assessment and Curriculum Development Lee-Ann Kastman Breuch
Brandon Brown
University of Minnesota-Twin Cities

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Teena Carnegie
Eastern Washington University

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Nick Carrington
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YouTube™ Beauty Tutorials as Online Instructions: Exploring Implications for Research and Pedagogy
Felicia Chong
Oakland University

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Dory Cochran  
Utah State University  
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University of Nevada, Las Vegas  
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Jared Colton  
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Guiseppe Getto
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and
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David Young  
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**Session 5**

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

Rebecca Zantjer  
Michigan State University  
**Session 6**

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**Investigating Writing Instruction through a Multi-Departmental SOTL Project**

Pavel Zemliansky  
University of Central Florida  
**Session 5**

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

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**Session 3**

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**UX Mentorship: Developing a Research Partnership for Program Innovation**

Quan Zhou  
Metro State University  
**Session 6**
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Tracy Bridgeford & Kirk St.Amant
Editors Programmatic Perspectives
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**Award for Excellence in Program Assessment: Implementation**

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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