

Council for Programs in Technical and Scientific Communication

50 Years of CPTSC

Final Program, October 18-19, 2024



The University of Wisconsin - Stout

Menomonie, WI

CPTSC 2024 Conference

Courtesy Van Shuttle from Hotels to Campus



CPTSC is providing a courtesy van shuttle traveling around five stops: 1) the Groome Transportation airport shuttle drop, the conference hotels on the north end of town—2) Hampton Inn and Suites and 3) Best Western Plus—and the conference site at 4) Harvey Hall, which is adjacent to the 5) Cobblestone Hotel.

Connect to Discord via a browser or the Discord app to tell the drivers where you are and where you want to go. You don't need to have a Discord identity—or the Discord app—to use the channel. Go to bit.ly/cptsc24shuttle or follow the QR code on the back of your name badge.

Friday, October 18, 2024

MORNING: Attendees arrive. No planned activities.		
Lunch on your own before Workshop 1 @ 1:00 PM		
11:00 – 12:30	Registration and Check-in Harvey Hall Lobby Opens at 11:00 AM Closes at 5:00 PM	Lunch on Your Own COFFEE AND SNACKS PROVIDED AT 1:00
12:30 - 1:00		
1:00 – 2:15 Session 1		Workshop 1.1 Harvey Hall 143
2:15 – 2:30		BREAK TIME
2:30 – 3:45 Session 2		Workshop 2.1 Harvey Hall 143
3:45 – 4:00		BREAK TIME
4:00 – 5:15 Session 3		Workshop 3.1 Harvey Hall 143
5:15 – 6:45		Workshop 3.2 Harvey Hall 141
7:30 – 9:30	OPTIONAL CULTURAL ACTIVITY Agatha Christie's "And Then There Were None" Menomonie Theater Guild Mabel Tainter Center for the Arts Discounted Tickets Available (\$13) Use promo code UWSTOUT	

CPTSC 2024 Conference

Courtesy Van Shuttle from Hotels to Campus



CPTSC is providing a courtesy van shuttle traveling around five stops: 1) the Groome Transportation airport shuttle drop, the conference hotels on the north end of town—2) Hampton Inn and Suites and 3) Best Western Plus—and the conference site at 4) Harvey Hall, which is adjacent to the 5) Cobblestone Hotel.

Connect to Discord via a browser or the Discord app to tell the drivers where you are and where you want to go. You don't need to have a Discord identity—or the Discord app—to use the channel. Go to bit.ly/cptsc24shuttle or follow the QR code on the back of your name badge.

Saturday, October 19, 2024				
Harvey Hall (HH)	HH 140	HH 141	HH 143	HH 145
COFFEE AND REFRESHMENTS PROVIDED AT 7:30				
8:00 – 8:50 Session 0 Committee Meetings	GSC	Administrators	Grants	Open
9:00 – 9:50 Session 1	1.1	1.2	1.3	1.4
10:00 – 10:50 Session 2	2.1	2.2	2.3	2.4
11:00 – 11:50 Session 3	3.1	3.2	3.3	3.4
12:00 – 12:40 Lunch Hang's Cuisine	Harvey Cafe Varied seating for 40	Harvey Hall 179 Banquet seating for 20	Harvey Hall 173 Group seating for 30	
12:50 – 1:50 Business Meeting	Harvey Hall Theatre Business Meeting			
2:00 – 2:50 Session 4	4.1	4.2	4.3	Open
3:00 – 3:50 Session 5	5.1	5.2	5.3	5.4
4:00 – 4:50 Session 6	6.1	6.2	6.3	Open
5:00 – 5:50 Administrators Roundtable	Harvey Hall 143 Administrators Roundtable			
6:00 – 8:00 Social Activity	Harvey Hall Theatre Film Screening Chinese Take-Away: Un Cuento Chino (2011) Argentina. Spanish with English subtitles. Run time 1 hour 25 minutes.			

CPTSC 2024 Conference

PROGRAM CO-CHAIRS

R.J. Lambert, Medical University of South Carolina

Christopher J. Morris, York University (Canada)

Mitchell Ogden, University of Wisconsin–Stout

LOCAL HOST

Mitchell Ogden, University of Wisconsin–Stout

WEBMASTER

Jason Tham, Texas Tech University

MEMBERSHIP AND REGISTRATION

Jenn Mallette, Boise State University

SPONSORSHIP CHAIR

R.J. Lambert, Medical University of South Carolina

CALL FOR PROPOSALS

Christopher J. Morris, York University (Canada)

CPTSC EXECUTIVE COMMITTEE

President: Tharon Howard, Clemson University

Vice President: Jason Tham, Texas Tech University

Secretary: Chalice Randazzo, Utah Tech University

Treasurer: Jenn Mallette, Boise State University

Diversity Committee Representative: Laura Gonzales, University of Florida

Past President: Teena Carnegie, Eastern Washington University

Members at Large:

R.J. Lambert, Medical University of South Carolina

Mitchell Ogden, University of Wisconsin–Stout

Christopher J. Morris, York University (Canada)

Programmatic Perspectives Co-Editors

Russell Kirkscey, Penn State Harrisburg

Rhonda Stanton, Missouri State University

Program Reviewers

Thank you to our volunteer reviewers, who provided a thorough and timely blind peer-review process for panel, paper, and workshop proposals.

G. Edzordzi Agbozo, Michigan Tech
Nikki Agee, UNC Pembroke
Lora Anderson, University of Cincinnati
Jonathan Arnett, Kennesaw State University
Teena Carnegie, Eastern Washington University
James Dubinsky, Virginia Tech
Andrew Fiss, Michigan Tech
Priyanka Ganguly, Texas Tech University
Leah Heilig, University of Rhode Island
Sally Henschel, Midwestern State University Texas
Daniel Hocutt, University of Richmond
Tharon Howard, Clemson University
Liz Hutter, University of Dayton
Joseph Jeyeraj, City Tech CUNY
Russell Kirkscey, Penn State Harrisburg
Michael Knievel, University of Wyoming
Soyeon Lee, University of Texas, El Paso
Heather Lettner-Rust, Longwood University
Jung-Hsien Lin, UC-Irvine
Jenn Mallette, Boise State University

Travis Matteson, Alfred State University SUNY
Heidi McKee, Miami University
Lisa Melonçon, Clemson University
Christopher J. Morris, York University
Kathy Northcut, Missouri S&T
Ashley Patriarca, West Chester University
Beau Pihlaja, Texas Tech University
Stacey Pigg, NC State
Timothy Ponce, University of Texas Arlington
Kristopher Purzycki, UW-Green Bay
Chalice Randazzo, Utah Tech University
Colleen Reilly, UNC-Wilmington
Julie Reiser, Johns Hopkins
Tori Sadler, Metropolitan State University
Michael Salvo, Purdue University
Lars Söderlund, Baymard Institute
Rhonda Stanton, Missouri State University
Julie Stella, Indiana University Indianapolis
Laura Vernon, Radford University
Josie Walwema, University of Washington

CPTSC 2024 Conference



Graduate Studies in Rhetoric, Writing, and Professional Communication

About Us

The PhD in Rhetoric, Writing, and Professional Communication offers students the opportunity to combine theory and practice in the study of rhetoric, writing, and professional communication. Focusing on public and community rhetorics across genres and media, we provide future scholar-teachers with diverse, well-supported research and pedagogical experiences and foster professional development within intellectual and professional communities.

Certificates

Professional Communication (Online)
Teaching English
in the Two-Year College (Online)

MA in English

English Studies (Campus)
Technical & Professional
Communication (Online)

Faculty

• Will Banks	• Matthew Cox	• Brent Henze
• Nicole Caswell	• Desiree Dighton	• Tracy Ann Morse
• Erin Clark	• Michelle Eble	• Wendy Sharer
	• Constance Haywood	

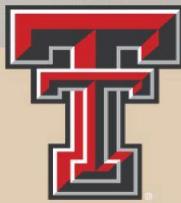


ECU

ENGLISH

For more information, visit
english.ecu.edu,
email englishgrad@ecu.edu,
or call (252) 328-6660.

CPTSC 2024 Conference



Texas Tech University

Technical Communication & Rhetoric

About Us

Our innovative onsite and online programs are designed to give students an immersive learning experience while affording flexibility and accessibility to all students.

Our strengths include:

- Excellent job placements
- Quality research & teaching facilities
- Dedicated & 1-on-1 mentorship
- Tailored professional development curriculum
- Ample funding opportunities
- Nationally renowned faculty members

To find out more, visit
www.depts.ttu.edu/english

Questions about graduate studies? Email us at
english.tcr@ttu.edu

Graduate Programs

Ph.D. in Technical Communication & Rhetoric

M.A. in Technical Communication

Graduate Certificate in Teaching Technical Communication

Graduate Certificate in Grant & Proposal Writing

Our Faculty

The accomplished and committed faculty in our program offer a wide range of expertise and courses to prepare students to be scholars and leaders in rhetoric and technical communication studies.

Michael Faris	Digital rhetoric & literacy, feminist & queer rhetorics, WPA
Priya Ganguly	Transnational rhetorics, rhetorics of health & medicine
T J Geiger II	Religious rhetorics, feminist rhetorics, rhetorical history
Kellie Gray	Visual & digital rhetorics, technical communication pedagogy
Steve Holmes	Ethics, social justice, rhetorical history & theory
Callie Kostelich	Rural literacies, feminist rhetorics, composition studies
Mason Pellegrini	Workplace writing, entrepreneurship, qualitative methods
Lisa L. Phillips	Environmental, sensory, & intersectional feminist rhetorics
Beau Pihlaja	Global technical communication, digital technologies
Rich Rice	Composition & rhetoric, new media, online writing instruction
David Roach	Instructional communication, communication apprehension
Geoff Sauer	Database-driven content, responsive design, theory
Brian Still	User experience, invention, entrepreneurialism
Jason Tham	Design thinking, collaboration, emerging technologies
Scott Weedon	Rhetorical genre studies, rhetorics of science & medicine

COMING
SOON

Like you've never seen it before.
New features coming soon.

UNT
UNIVERSITY
OF NORTH TEXAS®
techcomm.unt.edu

M.S. in Technical Communication at NC State

Prepare for a career that bridges the relationships between people and technical systems.

For over 35 years, MSTC at NC State has produced over 300 alumni with many of them working in local companies and in management positions. The M.S. in Technical Communication is a 33-hour program that empowers students for careers in web design, UX, software documentation, medical communication, usability and more.

Led by our nationally recognized faculty in the heart of North Carolina's growing tech region, our program will help you hone your expertise as a user advocate and information developer.

"I had a pretty limited understanding of what technical communication was, and then going into the MSTC program, it just kind of took my worldview and blew it apart in the best way possible."



Willamina O'Keeffe
UX Researcher



For more information:

- Visit english.chass.ncsu.edu/graduate/ms/
- email graduate-english@ncsu.edu

2024 CPTSC Graduate Student Research Awards

Kalie Leonard, University of Minnesota, “Current Trends in the Content Operations Industry and Implications for Teaching Technical Communication,” was awarded \$500.

Codi Renee Blackmon, East Carolina University, “Implementing A Graduate Student Instructor (GSI) Institute on Race and Ethnicity,” was awarded \$250.

Thais Rodrigues Cons, University of Arizona, “Drawing on Writing Center experience to advance Technical Professional Communication in Brazil,” was awarded \$250.

Congratulations to Kalie, Codi Renee, and Thais! Please be sure to learn more about their projects as well as other amazing graduate student work at CPTSC 2024 this fall!

CPTSC Graduate Student Research Award Committee:

Dr. Gabe Aguilar

Dr. Meghalee Das

Dr. Katlynne Davis

Dr. Nupoor Ranade

Dr. Lynn Russell

Dr. Mollie Stambler

Dr. Allegra Smith, Committee Co-Chair

Dr. Joanna Schreiber, Committee Co-Chair

2024 CPTSC Diversity Scholarship Winners



Dorcas A. Anabire is a Ph.D. student in Technical Communication and Rhetoric and a Presidential Doctoral Research Fellow at Utah State University. Her research is at the intersection of design, social justice, and inclusivity in workplace and academic settings. She is particularly interested in exploring how design practices can be used to address social justice issues, enhance usability, and improve user experience and accessibility, especially in cross-cultural contexts and marginalized communities. She also researches inclusive recruitment practices for minoritized students in technical and professional communication programs.



Codi Renee Blackmon (she/her/hers) is a Ph.D. candidate in Rhetoric, Writing, and Professional Communication at East Carolina University. She holds a B.A. in English from the University of Texas at Arlington and earned her M.A. in Professional and Technical Writing from the University of Arkansas at Little Rock. Her research interests include technical and professional communication, social justice, and race and ethnicity, particularly in digital spaces. Her dissertation questions colorblindness in technical communication to help technical communicators establish digital literacies to comprehend and confront racism. Her research methods allow for the purposeful, evidence-based examination of online cultures and professional discourse communities to understand and use these concepts. By studying diverse and marginalized knowledge, she purposefully amplifies BIPOC, multiply-marginalized, and Black TPC. She has a forthcoming article in *Programmatic Perspectives* and was also awarded a Graduate Research Award from the Association of Teachers of Technical Writing (ATTW).

Research and Service Award Winners

2023 Research Grants to Promote Anti-Racist Programs and Pedagogies

Veronica Joyner

“Recruiting Faculty from Diverse and Underrepresented Backgrounds”

Yeqing Kong, Chenxing Xie, and Huiling Ding

“Building a Skill Taxonomy for Doctoral Graduates in Technical and Professional Communication: A Corpus-Assisted Study of Academic Job Market (2013-2023).”

Charles Woods

“Understanding Privacy and Surveillance in Technical and Scientific Communication: A Study of Programs in Texas.”

2024 Distinguished Service Award

Congratulations to this year's recipient, Dr. Xiaoli Li, University of Dayton.

DSA Committee Members

Teena Carnegie, Eastern Washington University (Chair)

Tracy Bridgeford, University of Nebraska Omaha

Marjorie Rush Hovde, Indiana University-Purdue University Indianapolis

2024 Best Research Article - *Programmatic Perspectives*

Congratulations to Morgan Banville, winner of the CPTSC Best Research Article, with her article, “Exploring a Case of Surveillance: Pedagogical and Programmatic Influences of Biometric Technology.” This article can be read in full in [issue 15.1](#) of the journal.

Editors

Russell Kirkscey, Penn State Harrisburg

Rhonda Stanton, Missouri State University

The editors would like to thank Tracy Bridgeford for her assistance in the award process.

About the Award

The CPTSC Best Research Article Award is a prestigious recognition presented each year by *Programmatic Perspectives*. The award identifies the author whose manuscript, published in the journal over the past year, demonstrates outstanding contributions to the field of technical, professional, and scientific communication. The winning article is selected based on its originality and the significance of the research, the clarity and coherence of the argument, and its overall contribution and impact on the discipline.

The selected work will be an example of research that offers valuable insights for both scholarly discussion and practical applications in the field. The award serves to highlight the journal's commitment to publishing meaningful scholarship about programs in technical, professional, and scientific communication and celebrating the authors who develop those manuscripts.

CPTSC 2024 Conference

Virtual Pre-Conference: Editors Roundtable

Monday, September 23, 2024

	Pacific	Mountain	Central	Eastern
Editors Roundtable	9 am - 10:15 am	10 am—11:15 am	11—12:15	12—1:15 pm

The goal of the Editors Roundtable is to provide emerging and established scholars useful information that can enhance the field's writing, research, and editorial processes. To that end, with your consent, we plan to record the Zoom meeting, post it to the CPTSC website, and distribute it via the organization's listserv.

Hosted by Christopher Morris, the Roundtable will be 60-75 minutes during which editors will have an opportunity to discuss their journal's scope, recent scholarship, and unique contributions to the field. Each editor will speak for 5-8 minutes, followed by a brief Q+A period.

Recording of the session can be accessed [here](#).

Jason Tham, [Computers and Composition](#) & [Computers and Composition Online](#)

Tracy Bridgeford, [Technical Communication Quarterly](#)

Jordan Frith & Amber Lancaster, [Communication Design Quarterly](#)

Jo Mackiewicz, [Journal of Business and Technical Communication](#)

Charles Sides, [Journal of Technical Writing & Communication](#)

Rhonda Stanton & Russell Kirkscey, [Programmatic Perspectives](#)

WORKSHOP SESSION 1

Workshop 1 (HH 143)

Friday, October 18

1:00—2:15 pm

Thinking beyond assessment: Leveraging outcomes to encourage equity and to enhance student learning

student learning outcomes, program evaluation, service course

Lisa Melonçon, Jessica Griffith, Carolyn Gubala, Tanya Zarlengo

Clemson University
Jacksonville State University,
University of California Davis,
University of South Florida

Student learning outcomes (SLOs) are traditionally linked to and used for institutional assessment and accreditation (e.g., Carter et al., 2003; Hundleby & Allen, 2010; Shavelson, 2020; St. Amant & Nahrwold, 2007; Yu, 2012); however, scholarship in technical and professional communication has started to emphasize that SLOs can be used in other ways (e.g., Bartolotta & Newmark, 2019; Clegg, et al., 2019; Griffith et al., 2024; Sonnenburg et al, 2024). Our workshop builds on and extends this work by asking participants to shift their thinking to consider SLOs as a key facet of program evaluation. Continuous improvement models—which are flexible structures used to analyze the many moving parts of programmatic perspective—work well for programmatic evaluation in TPC because they feature an adaptable and iterative framework that encourages program administrators and faculty to reflect and to contextualize that reflection.

Embracing a continuous improvement model, we suggest a model that leverages SLOs to shift emphasis from assessment and the deliverable (what the students produce), thereby highlighting how students learn the skills and concepts of the class.

WORKSHOP SESSION 2

Friday, October 18

Workshop 2 (HH 143)

2:30—3:45 pm

Designing an Online Social Justice Technical Professional and Scientific Communication MA/MS Program

online,
program
development,
social justice

Barbi
Smyser-Fauble,
Elise Verzosa
Hurley,
Angela Haas,
Derek M.
Sparby

Illinois State University

We work at a large public university in the Midwest, where we are housed in an English department and offer BA/BS and MA/MS degrees in Technical Writing and Rhetorics, as well as a PhD in English Studies, with a specialization in Technical Writing and Rhetorics. Our technical communication curriculum is intertwined with our rhetorical studies curriculum, grounded in rhetorical approaches to technical communication praxis and informed by technical, professional, and scientific communication (TPSC) theories, histories, methodologies, and methods. Moreover, our programming is social justice-oriented, an intentional approach to teaching technical communication students, scholars, teachers, and practitioners how to use their proximity to power and rhetorical agency to advocate for the most vulnerable in their professional, civic, community, and ecological spheres of influence. To meet the evolving needs of our students, we are developing an online MA/MS program. For this workshop, we invite participants who have designed online programs, completed coursework in an online program, and/or are also (considering) developing an online program to join us for a conversation about online TPSC program design, including programmatic identity, infrastructure, curriculum, and pedagogy. Through guided conversation and brainstorming, we plan to collaboratively develop a framework for considering a wide-range of diverse best practices in TPSC online program design that participants can use in discussions with home university stakeholders.

WORKSHOP SESSION 3

Workshop 3.1 (HH 143)

Study Abroad in Technical Communication:
Technology, Travel, and Disciplinary Values

study abroad,
telecom,
emerging
technologies,
disciplinary
values,
intercultural
communication

Brigitte N
Mussack,
Barb Horvath,
Thomas
Reynolds

Friday, October 18

4:00—5:15 pm

Technical communication, as a field, is invested in international and intercultural communication (Sun & Ghetto, 2017; Amant, 2013). Ethical intercultural communication involves close collaboration with diverse users (Gonzales & Zantjer, 2015) that centers humans and values humanistic approaches (Rose, Racadio, Wong, Nguyen, Kim, & Zahler, 2017). As WPAs developing curriculum for undergraduate programs in technical communication, how are we preparing our students for intercultural collaboration? How can we collaborate with other programs and departments within our home universities? This workshop examines the role and value of study abroad programs in a technical communication degree program curriculum. Specifically, the workshop participants address the question of how undergraduate technical communication programs, particularly those offering a Bachelor of Science degree, prepare students to engage in an increasingly global, intercultural world. Specifically, how do technical communication programs integrate study abroad opportunities into their curriculum, and how do they frame and center providing students with “real world” experiences in intercultural and global communication? As technologies increase the ease of global collaboration across distance, how do TPSC programs understand the value of study abroad, and how do study abroad programs foster collaboration with(in) organizations, communities, and institutions in ways that productively highlight issues of power, ethics, and identity?

Workshop 3.2 (HH 141)

4:00—5:15 pm

50 Years of External Program Reviews: Shaping Your Programs' Future from Past to Present

external program review, program quality, program evaluation, self study models

Teena Carnegie, Sean D. Williams, Lee-Ann Kastman Breuch, Tharon Howard

Eastern Washington University, Arizona State University, University of Minnesota, Clemson University

In proposing the inaugural meeting of what would later become CPTSC, Thomas Pearsall noted that the “some 20 programs in technical communication (TC)” (Pearsall, 1977) that existed in the US shared a number of problems and challenges. At the top of his list was the question: “what elements make up a successful TC program?” (Pearsall, 1974). In many ways, CPTSC was created to answer this question. Its purpose focused on promoting technical and scientific communication (TSC) programs, on research in TSC, on the exchange of information, and on assisting the development of new programs (CPTSC, 1977). In its first ten years, CPTSC saw rapid growth in the development of TC programs, so much so that members argued that CPTSC needed to not only focus on what went into a program (Pearsall, 1984) but also “the promotion of quality in our programs” (Kelley, 1984). In 1987, to address this need, Patrick Kelley proposed the creation of an advisory board made up of past presidents of CPTSC, who would serve as consultants who would be responsible for coordinating evaluation, upon request, of proposed, new, and established programs in technical and scientific communication (CPTSC, 1987). A half century later, CPTSC continues to revise the process by which it supports members in the external review of their programs. This workshop explores the process, models, values, and benefits of external program review. The audience for this workshop are program administrators who are interested in the external review process and how it can best serve their programs.

OPENING RECEPTION AND POSTER PRESENTATION

Friday, October 18

Harvey Hall - First Floor

Opening Reception

5:15-6:45 pm

Invited Poster Presentation:

TPC by the Numbers

Lisa Melonçon Clemson University

A field-wide programmatic perspective is one that looks at TPC programs and courses at the field level by combining data and experiences from multiple institutions and programs. Knowing field-wide attributes shows connections between programs allows TPC faculty and scholars to make cases for the value of those connections to those inside higher education and outside of it. To celebrate the 50th anniversary of CPTSC, this series of posters presents visualizations that show TPC by the numbers at a field wide perspective. Data to be included will show:

- Location of TPC programs by department and institution
- Degree names
- Type and number of TPC degree programs and their growth over the last years
- General common curricular requirements, to include:
 - Number of hours
 - Online or on-site
 - Number of required courses
 - Cumulative experiences (e.g., capstone courses)
 - Internships as required, optional, or neither

CONCURRENT SESSION 1

Saturday, October 19

Panel 1.1 (HH 140)

Forming Diversity and Identities

9-9:50 am

Panel Chair: Chris Dayley, Texas State University

Dismantling Whiteness in TPC Academic Programs

inclusion,
change, reform,
academic
programs

Chris Dayley

Texas State University

Reforming Faculty Recruitment: Hiring Faculty from
Diverse Professional and Educational Backgrounds

diversity, faculty,
recruitment,
alt-academic

Veronica Joyner

University of Central Florida

Implementing A Graduate Student Instructor (GSI)
Institute on Race and Ethnicity

social justice,
antiracist
pedagogy,
diversity
training,
graduate
student
instructors

Codi Renee
Blackmon

East Carolina University

CPTSC 2024 Conference

Panel 1.2 (HH 141)

High School Outreach as Program Recruitment Strategy

9-9:50 am

Panel Chair: Jessica Lauer, UW-Whitewater

High School Outreach as Program Recruitment Strategy

recruitment,
high school,
enrollment

Jessica Lauer,
Janine Tobeck

University of Wisconsin-Whitewater

Panel 1.3 (HH 143)

Structures and Genres of Publishing

9-9:50 am

Panel Chair: Holly Baker, BYU

In Search of a Core Curriculum: Assessment of Editing and Publishing Programs in Higher Education

program
assessment,
editing,
publishing,
curriculum

Holly Baker

Brigham Young University

Platform Literacy: Experiments to Evoke Ethical Issues with Publishing

platform,
publishing, tech
writing

Kristopher
Purzycki

University of Wisconsin-Green
Bay

Lost-and-Found Futures in TPC: Parallels Between Willerton's White Paper Genres and Today's "Variable" Dashboards

white papers,
variable data,
dashboards, TPC

Kyle Mattson

University of Central Arkansas

CPTSC 2024 Conference

Panel 1.4 (HH 145)

Critical Approaches to A.I.

9-9:50 am

Panel Chair: David Alan Sapp, Loyola Marymount University

AI Media Analysis: Teaching Polytechnic Critical Thinking Skills

artificial intelligence, technology, pedagogy, polytechnic

Elizabeth Johnston

University of Wisconsin-Stout

Using the “HEAT” Model to Evaluate Students’ Representations of Identity Using AI

generative AI, content strategy, ux design, visual communication

Tharon Howard Clemson

CONCURRENT SESSION 2

Saturday, October 19

Panel 2.1 (HH 140)

Panel Chair: Shankar Paudel, UTEP

Engaging Cultural Formations

10-10:50 am

Digital Storytelling for Indigenous Environmental Justice:
Exploring New Forms in Technical Communication

indigenous
environmental
justice, global
north; global
south

Shankar Paudel The University of Texas at El Paso

Localizing for Global Users: Investigating Cultural and
Linguistic Factors in Content Adaptation.

localization,
cultural
relevance,,
convergence,
divergence

New Mexico State University

Redrawing the Boundaries: Non-Western Rhetoric and
Technical Communication for 21st Century Education

non-Western
rhetoric, 21st
century
education,
technical
communication

Raj Kumar Baral University of Texas at El Paso

Panel 2.2 (HH 141)

Redefining PTW Competencies with A.I. 10-10:50 am

Panel Chair: Brian Kopp, UW-La Crosse

Redefining professional and technical writing competencies in the age of AI: A programmatic approach to enhancing career readiness

AI, ChatGPT, prompt engineering, PTW programs

Bryan Kopp, Marie Moeller, Lindsay Steiner, Louise Zamparutti

University of Wisconsin-La Crosse

Panel 2.3 (HH 143)

Writing in Place

10-10:50 am

Panel Chair: Adrianna Deptula, Purdue University

Writing Centers as a PTSC pedagogical possibility: the case of CAPA, Brazil

Brazil, collaborative translation, alternative TSC

Thais Rodrigues Cons

Enhancing Rural Healthcare by Incorporating Generative AI and Machine Learning: Building Stronger Communication Networks

healthcare, artificial intelligence, rurality, RHM

Richard Johnson-Sheehan, Paul Thompson Hunter, Adrianna Deptula

Panel 2.4 (HH 145)

Panel Chair: Joseph Jeyaraj, City Tech CUNY

Defining Skills, Evaluating Skills: Developing Program Assessment

Structures for Student Support

11-11:50 am

program
assessment,
defining skills

Joseph xJeyaraj

New York City College of
Technology, CUNY

Hyflex Learning: Challenges and Opportunities for the
Form, Structure, and Technology of STC Instruction

hyflex, modality,
pedagogy,
access

Joshua Welsh

Central Washington University

CONCURRENT SESSION 3

Saturday, October 19

Panel 3.1 (HH 140)

Social Media and Digital Tech

11-11:50 am

Panel Chair: Isidore K. Dorpenyo, George Mason University

More Than a Glitch! Recognizing Cultural Erasure Through Technology Breakdown

translation technology, AI, Facebook, structural discrimination

Isidore K. Dorpenyo

George Mason University

Bridging Theory and Practice: Enhancing TPC Programs with LinkedIn Learning in an Evolving Digital Era

pedagogy, digital learning, software, tools, resources

Rhonda Stanton

Missouri State University

Panel 3.2 (HH 141)

Developing UX Programming in PTSC

11-11:50 am

Panel Chair: Krista Speicher Sarraf, Cal Poly-San Luis Obispo

Developing User Experience Programming in Professional, Technical, and Scientific Communication Programs

user experience, curriculum, interdisciplinary, collaboration

Krista Speicher Sarraf, Emma J. Rose, Jason Tham

California Polytechnic State University - San Luis Obispo, University of Washington Tacoma, Texas Tech University

CPTSC 2024 Conference

Panel 3.3 (HH 143)

Shaping Student Learning with OER

11-11:50 am

Panel Chair: Julia Romberger, Old Dominion University

Nurturing Programs and Shaping Student Learning with OER

OER, curriculum, sustainability

Julia Romberger,
Teena Carnegie,
Lynn Russell

Old Dominion University,
Eastern WA University,
Bryan College

Panel 3.4 (HH 145)

Writing Across Place

11-11:50 am

Panel Chair: Carroll Ferguson Nardone, Sam Houston State University

Building Programmatic Connections Among Automated Composition, Digital Space, & Physical Infrastructure

infrastructure,
engagement,
community

Emi Stuemke

University of Wisconsin-Stout

“Flat” TPC: Notes on Navigating Relationships with English, Institutions, and the Current Historical Moment in a Small TPC Program

English,
programs,
structure,
change,
institutions

Michael Knievel

University Of Wyoming

CPTSC 2024 Conference

LUNCH, FOLLOWED BY BUSINESS MEETING AND AWARDS 12-1:50 pm

12:00 – 12:40 Lunch	Harvey Cafe Varied seating for 40	Harvey Hall 179 Banquet seating for 20	Harvey Hall 173 Group seating for 30
12:50 – 1:50 Business Meeting	<p style="text-align: center;">Harvey Hall Theatre: Business Meeting</p> <ol style="list-style-type: none">1. Call to Order2. Approval of 2023 Minutes (click here to review minutes: https://shorturl.at/jA42f)3. President's Report & Election Results (Tharon Howard)4. Treasurer's Report (Jenn Mallette)5. Report from Programmatic Perspectives (Russell Kirkscey & Rhonda Stanton)6. Committee Reports (Committee Representatives)<ul style="list-style-type: none">-Diversity Committee-Grad Student Committee-Administrators Committee-International Committee-Research Awards Committee7. Awards<ul style="list-style-type: none">-Distinguished Service Award (Teena)-Graduate Student Awards (Katlynne Davis)-Diversity Scholars (Laura Gonzales)<i>-Programmatic Perspectives Article of the Year (Russell Kirkscey & Rhonda Stanton)</i>8. Proposal: Longer-term membership option (Tharon - handouts)9. Announcements: 2025 CTPSC site location announcement & 2027, 2028 open call		

CONCURRENT SESSION 4

Saturday, October 19

Panel 4.1 (HH 140)

Current State of CPTSC Grad Committee 2-2:50 pm

Panel Chair: Rachel Jordan, Texas Tech

Fostering Collaboration(s): A Seven-Year Reflection on the Current State of the CPTSC Graduate Student Committee

mentoring,
programming,
inclusion

Rachael Jordan,
Emily Gresbrink,
Dorcas Anabire

Texas Tech University,
Minnesota State University - Mankato,
Utah State University

Panel 4.2 (HH 141)

(Re)structuring Curricula

2-2:50 pm

Panel Chair: Kathleen Hardesty, Florida Polytechnic University

Using Embodied Experiences to Restructure TPSC Programs for Durable Research

embodiment,
positionality,
disability,
accessibility

Kathleen
Hardesty,
Leah Heilig

Florida Polytechnic University,
University of Rhode Island

Professional Writing as English Dept. Boundary Object

small programs,
emotions in TPC,
curriculum

Fernando
Sánchez,
Katlynne Davis

University of St. Thomas

Curricular Revision Within Resource Contraction

program
development,
curriculum

Jenn Mallette

Boise State University

CPTSC 2024 Conference

Panel 4.3 (HH 143)

Structuring A.I. Prompts

2-2:50 pm

Panel Chair: David Alan Sapp, Loyola Marymount University

The Art & Science of Prompt Engineering

AI strategies,
prompt
evaluation,
markdown
language

Emily Laird

University of Wisconsin-Stout

A Genre-based Rhetorical Approach to Drafting Effective
Prompts

genre-based
approach,
GenAI, technical
communication

Hua Wang

Cornell University

Scaffolding Prompt Engineering from First Year Writing to
Technical Communication Courses

prompt
engineering, AI,
GPT, AI and
writing

John Misak

New York Institute of Technology

CONCURRENT SESSION 5

Saturday, October 19

Panel 5.1 (HH 140)

Reflections in and Beyond the Classroom

3-3:50 pm

Panel Chair: Stuart Deets, University of Minnesota-Twin Cities

Public Policy Pedagogy: Implications of Administrative Burden for the Service Course

public policy,
service course,
public
engagement,
citizenship

Stuart Deets

University of Minnesota-Twin
Cities

What's Your Program Culture? A Pilot Study of Technical and Professional Communication Course Syllabi

program
assessment,
social justice,
program culture,
syllabi

Julie Watts

University of Wisconsin-Stout

CPTSC 2024 Conference

Panel 5.2 (HH 141)

Skills and Development

3-3:50 pm

Panel Chair: Joy Santee, University of Southern Indiana

Building a Skill Taxonomy for Doctoral Graduates in Technical and Professional Communication: A Corpus-Assisted Study of Academic Job Market

skill taxonomy,
corpus analysis,
job market,
doctoral
graduates, job
advertisements

Yeqing Kong,
Chenxing Xie

Georgia Institute of Technology,
University of Cincinnati

Capstone Class as Journey: The Redesign of MS Capstone Class for Better Integrated Degree Experience

masters,
curricula,
program,
experience
report

Douglas Walls,
Stacey Pigg

NC State

Developing the Service Learning to Internship Pathway (SLIP): Adapting Institutional Resources for Programmatic Success

internships,
student
professionalizati
on, structures,
service learning

Joy Santee

University of Southern Indiana

CPTSC 2024 Conference

Panel 5.3 (HH 143)

Putting A.I. To Work

3-3:50 pm

Panel Chair: Rick Mott, Eastern Kentucky University

Themes in Artificial Intelligence Policies in Technical Communication Service Courses

policies, critical AI literacy, TC service course

Emmanuella Afimaa

University of Minnesota-Twin Cities

Exploiting Emerging Forms, Structures, and AI Technologies in TPSC: How Can We Effectively Shape Our Programs for the Next Generation of Students?

AI, emerging technologies, TPSC pedagogy

Rick Mott

Eastern Kentucky University

Panel 5.4 (HH 145)

Legal Literacies and Housing Justice

3-3:50 pm

Panel Chair: Laura Gonzales, University of Florida

Leveraging Legal Literacies in Technical Communication Programming Toward Housing Justice

legal literacy, housing justice, legal rhetoric, human rights, social justice

Angela M. Haas,

Illinois State University,

Laura Gonzales,

University of Florida,

Eric Korankye

Illinois State University

CONCURRENT SESSION 6

Saturday, October 19

Panel 6.1 (HH 140)

Panel Chair: Jill Fennell, Georgia Tech

Demystifying Hidden Tasks in Engineering Communication through Scaffolding

Specialized Tasks, Trends, and Insights

4-4:50 pm

engineering,
communication
program
scaffolding

Jill Fennell

Georgia Tech

Departmental UX Insights: A Post-COVID UX Study on University COVID-19 Communication

constructivist
grounded theory,
UX, COVID-19
email, Crisis &
Emergency Risk
Communication
(CERC)

Jiaxin Zhang

University of North Texas

CPTSC 2024 Conference

Panel 6.2 (HH 141)

Technological Trajectories

4-4:50 pm

Panel Chair: Carroll Ferguson Nardone, Sam Houston State University

Whither Visual Rhetoric: Where Have We Been and Where Are We Heading?

visual rhetoric,
information
design, data
visualization

Charles Kostelnick Iowa State University

Avoiding "Pseudotransactionality" and Reliance on AI: A Return to "Analog" Publication and Community-Building in a Magazine Practicum

practicum,
service learning,
community
building, print
publications,
pedagogy

Beth Shirley, Ty McCullouch Montana State University

Panel 6.3 (HH 143)

A Student and Alumni TPC Program Panel

4-4:50 pm

Our Users' Experience: A Student and Alumni Panel on Their TPC Program

student
perspective,
usability, applied
learning

Mitch Ogden
(moderator),
Gary Schuster
(2013), Rachel
Hallgrimson
(2016), Ava
McHugh (2025),
Josh Brose
(2026)

University of
Wisconsin-Stout

CPTSC 2024 Conference

Roundtable 7.1 (HH 143)

Administrator's Roundtable

5–5:50 pm

MOVIE NIGHT @ CPTSC

Chinese Take-Away

6–7:30 pm

[Chinese Take-Away: Un Cuento Chino \(2011\)](#)

Argentina. Dir. Sebastián Borensztein

Spanish with English subtitles.

Run time 1 hour 25 minutes.

A well-ordered hardware store owner in Buenos Aires will see his life turn upside down when he helps a stranded Chinese man who doesn't speak a word of Spanish find his uncle in the bustling city. But can this coexistence bear fruit?

CPTSC 2024 Conference

Please email R.J. Lambert (lamberro@musc.edu)
if you have corrections to the final schedule.

Conference Website:

<http://conference.cptsc.org/>

Hotel and Travel Accommodations:

<http://conference.cptsc.org/index.php/local-arrangements/>

Instructions for Conference Registration:

<http://conference.cptsc.org/wp-content/uploads/2024/08/CPTSC-Registration-Instructions.pdf>

Membership and Registration Site:

<https://cptsc.org/join-renew/join-cptsc-renew-your-membership/>