

Current Academic Position

Sam Houston State University

Huntsville, TX

Associate Dean, College of Humanities and Social Sciences

Associate Professor, Professional Writing & Rhetoric
Department of English

Director-University Writing in the Disciplines

Relevant courses taught:

- Introduction to Technical Writing
- Studies in Rhetoric
- History of Rhetoric
- Designing Written Documents
- Writing in the Professions
- Argument and Persuasion
- Studies in Technical Communication: Shaping Information, Shaping Knowledge (graduate level)
- Culture and Context in Technical Communication (graduate level)
- Composition

Peer-Reviewed Publications

“Examining Differences in Student Writing Proficiency as a Function of Student Race and Gender.” *Research and Practice in Assessment*. Winter 2018 (Co-authors: Jeff Roberts and Bill Bridges)

“Beyond Grammar: Tracking Perceptions of Quality in Student Email.” *Journal of Technical Writing and Communication*” First published online October 4, 2017.
doi.org/10.1177/0047281617730532. Print edition forthcoming. (Co-author: Brian Blackburne)

“Introduction to Special Edition on Religion.” *Rhetoric, Professional Communication and Globalization: World Religions and Professional Communication: Theories and Practices of the Discipline*. Vol 9. Number 1, December 2016. ISSN: 21539480.

"Critical Inquiry Across the Disciplines: Strategies for Student-Generated Problem Posing," *College Teaching* 59.1 (2011): 13-22. (Co-author Renee Gravois)

“Assessment Strategies as Formative Evaluation.” *Sound Instruction: Ready to Use Classroom Practice, Vol. II*. Eds. Pierson, M., K. Stang, and B. Varner. Stuyvesant Falls, NY: Rapid Intellect Group, 2009: 19-23. (Updated and revised from AEQ 2005 article of the same name)

“Seeing and Reading through the Culture of War.” *Academic Exchange Quarterly*. 9.4 (2005): 204-209. Print. (Co-author: Tracy Bilsing; Editor’s Choice Winter 2005)

“Assessment Strategies as Formative Evaluation.” *Academic Exchange Quarterly*. 9.3 (2005): 293-298.

- “The Ethical Dimension of Diversity: Extolling Our Unique Roles through Similar Outcomes”
 Proceedings of the 31st Annual meeting of the Council for Programs in Technical and
 Scientific Communication, Purdue University, West Lafayette, IN. 7-9 October 2004.
 Ed. Jim Dubinsky. Blacksburg, VA, 2005: 53.
- “Look to the Margins: Seeking User Input in E-Marketing Strategies, A Preliminary Study.” Eds.
 Alhafaji, A. and Biberman, J. *Business Research Yearbook: Global Business
 Perspectives*. Lanham, Maryland: UP of America, 2003: 47-52 (Co-authors: Louis K.
 Falk and Hy Sockel).
- “Complicating Tensions and Reproducing Culture: Searching for Models in Technical and
 Scientific Communication.” Published proceedings of the annual meeting of the Council
 for Programs in Technical and Scientific Communication, Utah State U, Logan, UT. 3-5
 October 2002. Ed. Ann Blakeslee. Ann Arbor, MI: CPTSC, 2003. 49-51.
- “The Global Impact of E-Mail”. Eds. Alkhafaji, A. and Biberman, J., *Business Research
 Yearbook: Global Business Perspectives*. Lanham, Maryland: UP of America, 2002:
 203-208. (Co-authors: Louis K. Falk and Sharaf Rehman)
- “Integrated Marketing Texts and Hidden Ideologies,” Eds. Alkhafaji, A. and Biberman, J.,
Business Research Yearbook: Global Business Perspectives. Lanham, Maryland: UP of
 America, 2001: 51-55.
- “The Real Lessons of the Presidential Election.” Opinion essay. *The Journalist*, Fall 2000: 33.
- “The Nature of Sex Discrimination in Local TV News Shops.” *Women in Mass Communication:
 Challenging Gender Values*. 2nd Ed. Ed. Pamela J. Creedon. Newbury Park, CA: Sage
 Publications, 1993: 172-182. (Co-authors: Conrad Smith and Eric Fredin).
- “Sex Discrimination in the TV Newsroom—Perception and Reality.” *Women in Mass
 Communication: Challenging Gender Values*. Ed. Pamela J. Creedon. Newbury Park,
 CA: Sage Publications, 1989: 227-246. (Co-authors: Conrad Smith and Eric Fredin)
- “Sex Discrimination in Earnings and Story Assignments among TV Reporters.” *Journalism
 Quarterly*. Volume 65. No. 1. Spring 1988: 3-19. (Co-authors: Conrad Smith and Eric
 Fredin)

Co-editor

*Journal of Rhetoric, Professional Communication, and Globalization: World Religions and
 Professional Communication: Theories and Practices of the Discipline*. Vol 9. Number 1,
 December 2016. ISSN: 21539480. (Co-editors: David Alan Sapp, Loyola Marymount University;
 Barry Thatcher, New Mexico State University)

Refereed Presentations

- “Languaging Remediation: Repurposing Traditional Classrooms for Student Maker-Spaces. Digital Praxis
 Poster, 2018 Conference on College Composition and Communication. March 2018 Kansas City,
 MO. (with Brian Blackburne and Brandon Strubberg)
- “Changing Classroom Ecologies: Assessment as a Socially-Just Practice.” Paper presented to the Association
 for Business Communication 82nd Annual Conference, October 18-21, 2017. Dublin, Ireland.
- “Maintaining Brand Status: Staffing the Technical-Writing Classroom. Paper presented at the Council for
 Programs in Technical and Scientific Communication. October 2017. Savannah, GA. (with Brian
 Blackburne)

- “What of Professional Status? Why any Warm Body Won’t Do.” Paper accepted at the Council for Programs in Technical and Scientific Communication. October 2016. Savannah, GA. Not presented because of Hurricane Matthew. (with Brian Blackburne)
- “Internationalizing Writing Curricula: Professional Writing as Ways of Knowing and Becoming.” Research paper presented to the International Conference on the Development of English Across the Curriculum, December 14-15, 2015. Hong Kong, China.
- “Moving Beyond Plagiarism: Intellectual Property as Ways of Knowing.” Research paper presented to the Association for Business Communication 80th Annual International Convention, October 28-31, 2016. Seattle, WA.
- “Program Identity and Curriculum Development: Using the Scholarship of Teaching and Learning to Build Sustainable Outcomes.” Research paper presented to the Council for Programs in Technical and Scientific Communication annual conference, October 1-3, 2015. Logan, UT. (with Brian Blackburne)
- “Building Value into Poster Presentations: An Interactive Approach to Designing Print Posters for Academic Presentations.” Research Poster presented at Association for Teachers of Technical Writing annual conference. March 18, 2015. Tampa, FL. (with Brian Blackburne)
- “Negotiating a New Space: Natural History and the Search for Scientific Identity in the Early National Period.” Research paper presented at the American Studies Association of Texas annual conference. November 13-15, 2014, Huntsville, Texas.
- “Visual Thinking as Problem Solving.” Research paper presented at the Association of Business Communication International Conference, October 22-25, 2014. Philadelphia, PA.
- “Contextualizing Errant E-mail Communication: A Study in Student/Faculty Interactions,” Research poster at the annual meeting of the Council for Programs in Technical and Scientific Communication, September 25-27, 2014. University of Colorado, Colorado Springs. (with Brian Blackburne)
- “Making Ripples in Stagnant Ponds: Conversations to Find Effective ‘Pebbles.’” 2014 International Writing Across the Curriculum Conference, June 12-14, 2014, Minneapolis, MN.
- “Rhetorical Agency in Public Rhetorics: Or Does the Pope Really Tweet?” Digital Pedagogy Poster Sessions, CCCC, March 20, 2014, Indianapolis, IN. (with Tracy Bilsing)
- “Challenging Perceptions of Space in Web 2.0: Where Is the Digital Salon?” 35th Annual Southwest Popular Culture Association, February 19-22, 2014, Albuquerque, NM.
- “(Re) Building Credibility: One University’s Journey into Writing Assessment,” Texas A&M 14th Annual Assessment Conference, February 16-18, 2014, College Station, TX. (with Jeff Roberts and Bill Bridges—all equal authors).
- “Greenwashing after the Gulf: Marketing BP’s Sustainability Message.” Association for Business Communication 77th Annual International Convention, October 24-27, 2012, Honolulu, HI.
- “Reframing a Scientific Culture: The Rhetoric of Benjamin Smith Barton.” Rhetoric Society of America 15th Bi-annual Conference. May 25-28, 2012. Philadelphia, PA.
- “Using Global Language in the Writing Process: Visual Thinking as Problem Solving.” Poster Presentation, ATTW, March 21, 2012, St. Louis, MO.
- “Decoding the ‘Tower of Babble’: Finding New Frameworks Across the Disciplines.” Council for Writing Program Administrators. July 14-17, 2011. Baton Rouge, LA.
- “Selling Writing to Learn: Repositioning the Value Proposition.” Writing Across the Curriculum International Conference. May 20-22, 2010. Bloomington, IN. (Co presenter: Sheryl-Murphy Manley)

“Strategies for a New Context: Technical Writing in the Disciplines.” Council for Programs in Technical and Scientific Communication. October 2-4, 2008. University of Minnesota, Minneapolis, MN.

“Crossing Electronic Borders: Translating Writing and Assessing through Community Spaces.” International Writing Across the Curriculum Conference. (co-author Molly K. Johnson) May 29-31, 2008. Austin, TX.

“Writing-to-Learn Across Disciplines: Historical and Theoretical Background.” Component of panel presentation on empirical study of writing in the business management classroom. Decisions Sciences Institute annual meeting. San Antonio, TX. 18-21 November 2006.

“The Ethical Dimension of Diversity: Extolling Our Unique Roles through Similar Outcomes” Council for Programs in Technical and Scientific Communication, Purdue University, West Lafayette, IN. 7-9 October 2004.

“The Final Frontier: Alternate Assessment in Alternate Space.” National Writing Across the Curriculum Conference, Houston, TX. March 2002.

Non-peer reviewed publications

Textbook

Technical Communication as Problem Solving. Dubuque, IA: Kendall-Hunt Publishers, 2011. (Co-authors: Molly K. Johnson and Teena A. M. Carnegie).

Curriculum

“Bridging High School and College Writing” SHSU P-16/AVATAR Initiative, April 2014. This document is a teaching resource developed for faculty in both secondary and post-secondary levels to help identify and implement strategies aligned with the College Career Readiness Standards (CCRS) to close gaps in student knowledge as they move from secondary to post-secondary composition and English literature curricula. Committee members met semi-regularly for 2 years to develop this document, which serves as a pilot for other core disciplines now working to develop their own initiatives aligned with the CCRS.

Technical Report

“A Report of the 2013 Writing in the Disciplines Assessment Project (lead author) submitted by the Writing in the Disciplines Committee to Dr. Richard Eglsaer, Associate Provost, SHSU

Education

New Mexico State University, Las Cruces, New Mexico
Ph.D. Rhetoric and Professional Communication, Department of English

The Ohio State University, Columbus, Ohio
M.A. Journalism, School of Journalism

University of Texas at El Paso, El Paso, Texas
B.A. Mass Communication, College of Liberal Arts