

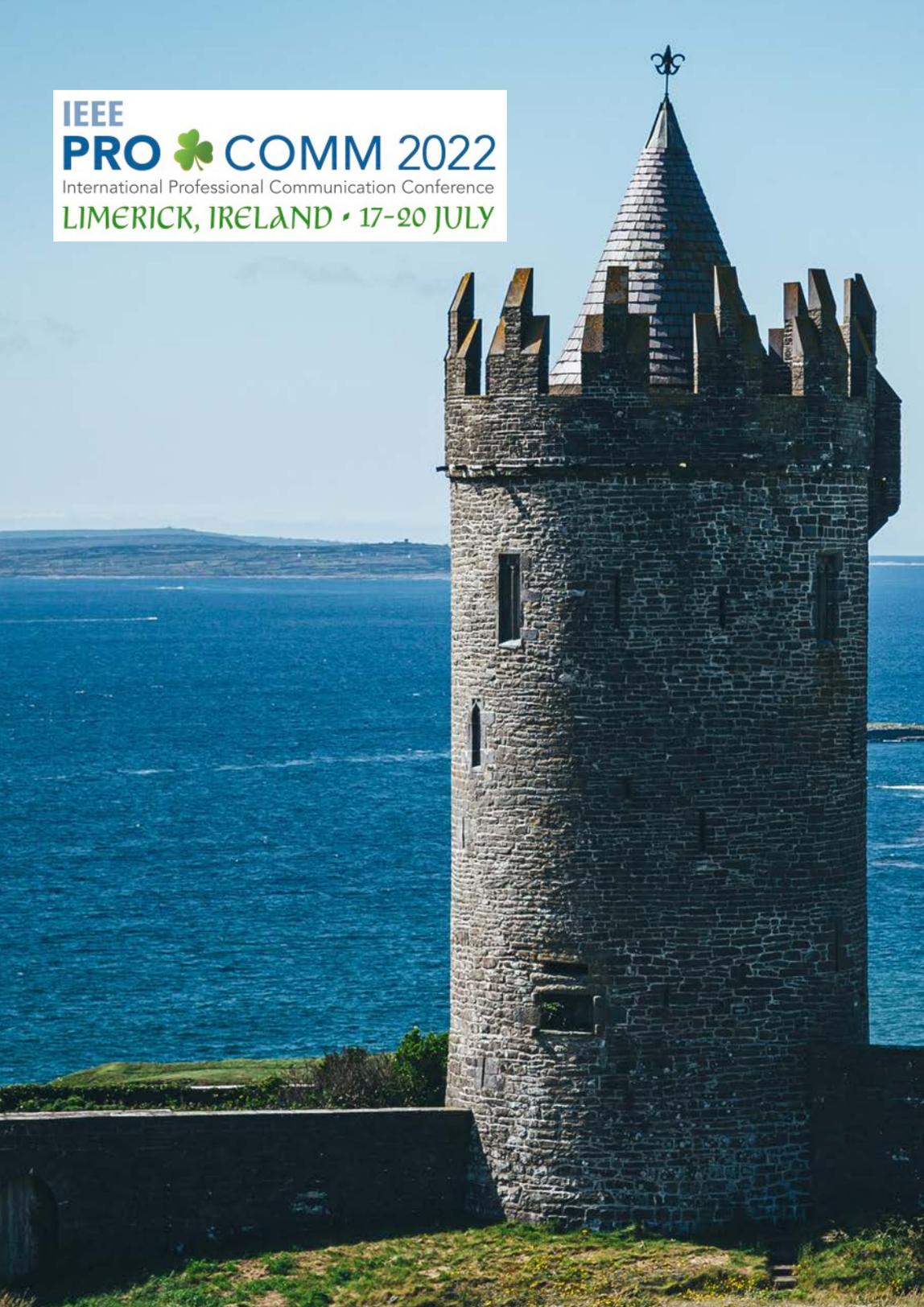
IEEE
PRO  **COMM 2022**

International Professional Communication Conference

LIMERICK, IRELAND • 17-20 JULY



IEEE
PRO  **COMM 2022**
International Professional Communication Conference
LIMERICK, IRELAND • 17-20 JULY



All Sessions will be held in the Kemmy Business Building.

Sunday, July 17

7:00 pm – 9:00 pm Irish BBQ and Awards Celebration
(Registration Open)

Monday, July 18

8:30 am – 9:15 am Registration

9:15 am – 10:25 am Opening & Keynote

10:30 am – 12:00 pm Sessions & Workshops  

12:00 pm – 1:00 pm Lunch (provided)

1:00 pm – 2:30 pm Sessions, Panel & Workshops   

2:30 pm – 2:50 pm Break

2:50 pm – 3:50 pm Sessions 

3:50 pm – 4:10 pm Break

4:10 pm – 5:10 pm Special Panel 

5:10 pm – 5:20 pm Break

5:20 pm – 6:20 pm Sessions 

Tuesday, July 19

9:00 am – 10:00 am Plenary

10:00 am – 10:20 am Break

10:20 am – 11:50 am Sessions, Panel & Workshops   

11:50 am – 12:50 pm Lunch (provided)

12:50 pm – 1:45 pm Town Hall Meeting

1:45 pm – 3:15 pm Sessions & Panel  

3:15 pm – 3:35 pm Break

3:35 pm – 4:35 pm Sessions 

5:30 pm – 9:00 pm Knappogue Castle Medieval Banquet

Wednesday, July 20

9:00 am – 10:30 am Sessions & Workshops  

10:00 am – 10:30 am Break

10:30 am – 11:15 am Sessions 

11:15 am – 11:45 am Closing Session

11:45 am – 12:45 pm Lunch (provided)

Marie Paretti

Teaching to Become: Identity, Language, and Pedagogy
in Engineering Communication

  
PAPER WORKSHOP PANEL

Josephine Walwema

Social Justice in Technical Communication

 *James M. Lufkin award for best ProComm paper*

Sushil Oswal

Reshaping the Philosophical Backdrop for Learning Disability-
inclusive User Experience Design: the Case of a Socially-Aware
Student Project

 *Rudolph J. Joenk Award Winner 2020*

Claire Lauer

How People are Influenced by Deceptive Tactics in Everyday
Charts and Graphs

Donal M. Ryan

Loose Words

 *Hayhoe Fellow Award for best student paper*

Michael Laudenschach

Write & Audit: Tracing the Effects of a Student-facing Text
Analysis Tool on Writing in Statistics



Institute for Studies in Transdisciplinary Engineering Education and Practice
UNIVERSITY OF TORONTO



TEXAS TECH UNIVERSITY
Department of English



Department of
Technical Communication
mercer university



UNIVERSITY OF
LIMERICK
OLLSCOIL LUIMNIGH



Fáilte Ireland
National Tourism Development Authority

MEET IN
IRELAND



Pam Brewer
Mercer University
Conference Chair



George Hayhoe
Mercer University
Conference Chair

Welcome to ProComm 2022 and Limerick, Ireland!

We sincerely hope that you find the conference relevant and thought-provoking, and that you take away from it both great new ideas and practical strategies for enhancing your professional communication skills. Lydia Wilkinson and Claas Digmayer have done a wonderful job assembling a program that bridges the multiple perspectives within the ProComm membership: engineers communicating in industry, educators helping students develop more effective communication strategies, and technical communication professionals who work in industry, teach, and contribute to the body of knowledge that helps us understand communication in this complex data age. One thing that excites us as the conference organizers is that fully 25% of the presentations are by students, so you have an opportunity to learn about exciting projects that they are working on and to get a preview of the next generation of professional and technical communicators!

We've created opportunities to share multiple perspectives through our paper, panel, and workshop sessions, as well as our keynote and plenary presentations. We're looking forward to Marie Paretti's Monday morning keynote, "Teaching to Become: Identity, Language, and Pedagogy in Engineering Communication," as well as an afternoon plenary session on "Social Justice in Technical Communication." On Tuesday morning, we'll hear author Donal Ryan present a plenary entitled "Loose Words"; on Tuesday afternoon we'll ask you to share your perspectives during our town hall, as we discuss how best to serve the diverse membership of IEEE's Professional Communication Society.

Our social events provide more opportunities to keep this conversation going. On Sunday evening, we're looking forward to an Irish barbecue that will feature awards presentations and traditional Irish entertainment (separately ticketed). On Tuesday evening, we'll be attending a medieval banquet at Knappogue Castle (separately ticketed). Lunch will be provided on all three days, served informally in the Kemmy Business School where you can grab a plate and find a place to socialize.

Beyond the conference, we're excited for you to explore Limerick and the rest of the Emerald Isle! The University of Limerick campus is a short bus or car ride to the city centre, where you will find King John's Castle, plentiful shopping, museums and galleries, and spectacular views of the River Shannon. And beyond Limerick, the entire island is packed full of history, adventures, and warm hospitality.

Welcome!

Pam and George

INFORMATION

REGISTRATION

Monday 8:30 am - 9:15 am (KBG 12)

AWARDS AND RECOGNITIONS RECEPTION

Please join us Sunday evening for the Irish BBQ and Awards Celebration at The Stables area.

INTERNET ACCESS

Free wifi available throughout the campus: **UL Guest**. Email address is needed with the 7 day option. Cappavilla Village works from the same system. Eduroam is also available throughout the campus: <https://ulsites.ul.ie/itd/wireless-eduroam>

SPEAKER TECHNOLOGY

Speakers should bring their presentation on a USB Stick to the Speakers' Service room (KBG 16) in the Kemmy Business School one day prior to their presentation.

PROCOMM 2022 ONLINE

Website: <https://attend.ieee.org/procomm-2022/>
Twitter: twitter.com/ieeeprocomm

ACCOMMODATIONS AND TRAVEL

Cappavilla Village

Check in from 4:00 pm at Village Office
Tel: +353 61 237 500

Limerick Travel Contact Information

Louise Mulcahy, Bedford Row, Limerick
Tel: +353 61 204 432
Email: inbound@limericktravel.ie

Tours, Local Attractions, Restaurants

See Limerick Travel staff at the Registration and Information Desk for assistance.

TICKETED EVENTS

Irish BBQ

Sunday 7:00 pm - 9:00 pm
The Stables area

Medieval Banquet

Tuesday 5:30 pm - 9:00 pm
Knappogue Castle
Assembly at 5:15
Bus departs Cappavilla Village at 5:30 pm.

GOODS AND SERVICES

Banking

ATM machines are available on campus.

Parking

Free parking at the Western Car Park

Lunch

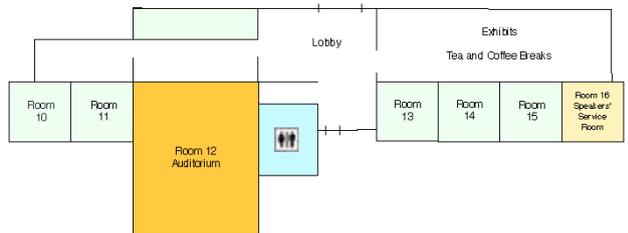
Lunch Monday, Tuesday, and Wednesday is included with registration and will be served at the Kemmy Business School.





Kemmy Business School

**Kemmy Business School
Ground Floor**



PLANNING COMMITTEE MEMBERS

Conference Chairs

Pam Estes Brewer, Mercer University
George Hayhoe, Mercer University

Program Chairs

Claas Digmayer, RWTH Aachen University
Lydia Wilkinson, University of Toronto

Finance Chair

Brian Traynor, Mount Royal University

Proceedings Chair

Joyce Karreman, University of Twente

Sponsorship Chair

Yvonne Cleary, University of Limerick

Sponsorship Committee

Gustav Verhulsdonck, Central Michigan University
Sissi Closs, Karlsruhe University of Applied Sciences

Publicity Chair

Nancy Barr, Michigan Technological University

Conference Webmaster

Bremen Vance, Mercer University

Program Designer

Boram Kim, Mount Royal University

PROFESSIONAL COMMUNICATION SOCIETY

BoG Officers

President: Darina Slattery, University of Limerick
Vice President: Alan Chong, University of Toronto
Secretary: Nancy Barr, Michigan Technological University
Treasurer: Brian Traynor, Mount Royal University

BoG Members at Large

Laura Patterson, University of British Columbia Okanagan
Joyce Karreman, University of Twente
Bob Lyons, Engineering Consultant
Zhijun Gao, Peking University
Pam Estes Brewer, Mercer University School of Engineering
Sean Moseley, Rose-Hulman Institute of Technology
Claas Digmayer, RWTH Aachen University
Suzanne Lane, MIT
Kira Dreher, CMU, Qatar
Lin Dong, University of International Business and Economics
George Hayhoe, Mercer University School of Engineering
Lydia Wilkinson, University of Toronto
Necia Werner, Carnegie Mellon University

CONFERENCE SPONSORS

- University of Applied Sciences, Aalen
- Institute for Studies in Transdisciplinary Engineering Education and Practice (ISTEP), University of Toronto
- Texas Tech University - Department of English
- Mercer University - Department of Technical Communication
- University of Limerick - Ollscoil Luimnigh
- Fáilte Ireland



KEYNOTE SPEAKER

Monday

KBG 12

9:30 am – 10:25 am

**Marie Paretti****Teaching to Become: Identity, Language, and Pedagogy in Engineering Communication**

Our conference keynote is Marie Paretti, this year's Blicq award winner and an author on the Joenk award-winning paper, *New Engineers' Transfer of Communication Activities From School to Work*.

Abstract: Situated theories of learning highlight the ways in which learning is not simply the accumulation of knowledge or the development of skills, but the construction of identity. And scholars in writing studies and sociolinguistics have long examined the ways in which identities are constructed discursively – in how we use language and position ourselves, and in how others talk about and position us. But what identities are available to students in our professional communication classrooms? Who are we asking them to become as they learn the genres of their intended professions, the strategies for adapting their communication based on the rhetorical situation, the audience, the purpose? Drawing on recent studies that include both students' experiences of writing in engineering courses and new graduates' experiences of the transition from school to work, I invite us to consider what happens when we consider the teaching and learning of professional communication through the lens of identity work.

PLENARY

Tuesday

KBG 12

9:00 am – 10:00 am

**Donal M. Ryan****Loose Words**

This plenary talk looks at the manipulatory, debased language of media and politics as opposed to the precise, considered language of art and science - one force using words to create artificial truth and the other using words to articulate truth itself.

Donal Ryan, from Nenagh, Co. Tipperary, is the author of five number one bestselling novels and a short story collection. He has won several awards for his fiction, including the European Union Prize for Literature, the Guardian First Book Award and four Irish Book Awards, and has been shortlisted for several more, including the Costa Book Award and the Dublin International Literary Award. He was nominated for the Booker Prize in 2013 for his debut novel, *The Spinning Heart*, and again in 2018, for his fourth novel, *From A Low and Quiet Sea*. In 2021 he became the first Irish writer to be awarded the Jean Monnet Prize for European Literature. His work has been adapted for stage and screen and translated into over twenty languages. A law graduate and former civil servant, Donal has lectured in Creative Writing at the University of Limerick since 2014 and lives in Castletroy with his wife Anne Marie and their two children.

GOLDSMITH AWARD



Joyce Locke Carter
Goldsmith Award winner

The Alfred N. Goldsmith Award for Outstanding Achievement in Engineering Communication has been given by IEEE PCS since 1975.

About the award: Dr. Goldsmith was the editor of the predecessor of PCS, the Institute of Radio Engineers (IRE), from 1912 to 1954, and was a founding member of the IRE Professional Group on Engineering Writing and Speech, the forerunner of the IEEE Professional Communication Society (PCS).

Joyce Locke Carter is professor of rhetoric and technical writing at The University of Arkansas, Little Rock, where she chairs the department of Rhetoric and Writing and teaches undergraduate and graduate courses in argumentation, hypertext, usability research, publication management, and rhetoric and technology. Her work appears in *Computers and Composition*, *Technical Communication*, her Hampton Press book on *Market and Market-like Rhetorical Activities*, and a Baywood Press book edited by Cook & Grant-Davie on *Distance Education*. She wrote the proposal for the Texas Tech PhD degree offered via distance education and managed that degree for its first 11 years. Her current book project, *Reading Arguments: How Sophisticated Readers Read Graduate Admissions Arguments*, uses eye-tracking and usability research methods to study how experts read high-stakes arguments. Dr. Carter is the past chair of the Conference on College Composition and Communication (CCCC). Dr. Carter worked as a professor of rhetoric for 18 years at Texas Tech. Before that, she was the CEO of the Austin-based Daedalus Group, Inc., an educational software firm that was founded by herself, fellow graduate students, and faculty at the University of Texas. She received both her MBA and her PhD in rhetoric from the University of Texas at Austin.



BLICQ AWARD



Marie Paretti
Blicq Award winner

The Ronald S. Blicq Award for Distinction in Technical Communication Education was proposed by the AdCom and approved by IEEE Awards and Recognition Committee in 2000.

About the award: The Blicq Award recognizes innovative educators who have influenced the ways that technical communication is taught – in pre-college settings, in undergraduate and graduate university degree programs, and in professional life through workshops and seminars.

In naming the award for Ron Blicq, PCS acknowledges his extraordinary impact on technical communication education at all levels. In courses offered through IEEE and PCS as well as university programs and independent workshops, he has helped engineers to improve their communication skills. Through his textbooks, videos, and workshops, he has also taught several generations of technical communication faculty to design practical and motivating communication courses for technical students. Ron Blicq has been a member of IEEE and PCS since 1958 (they were then the Institute for Radio Engineers and the Professional Group on Engineering Writing and Speech), and he has been developing and teaching courses for the IEEE and PCS since 1974.

Marie Paretti received the B.S. degree in Chemical Engineering and the M.A. degree in English from Virginia Tech, Blacksburg, VA, USA, in 1986 and 1990, respectively, and the Ph.D. degree in English from the University of Wisconsin-Madison, Madison, WI, USA, in 1997. She is currently a Professor of Engineering Education at Virginia Tech. Drawing on theories of situated learning and social construction, her work includes multiple studies funded by the US National Science Foundation on the teaching and learning of communication, effective teaching practices in design education, the development of professional identities, the dynamics of cross-disciplinary collaboration in academia and industry, and inclusion and equity in engineering.



SCHLESINGER AWARD



Suguru Ishizaki

Schlesinger Award winner

The Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society has been given since 1995.

About the award: A member of PCS since 1964 and Senior Member of IEEE, Dr. Schlesinger was president of the Society in 1976 and 1977. During that time, she regularized publication of the PCS Transactions and, when she could find no one to edit the Newsletter, took on the job herself, producing some 80 pages annually. She widened the sphere of the Society to include those who communicate in English as a second language and helped the PCS education committee to launch home study, conference, and workshop writing courses.

Suguru Ishizaki has been an active member of IEEE Professional Communication Society for 14 years, and continues to volunteer to this day. He served on the society's Board of Directors between 2010 and 2018, and was the society president in 2017-2018. He is currently a Professor of English at Carnegie Mellon University and serves as the director of the Master of Professional Writing program. His research integrates visual/verbal communication, user experience & visualization, and computational text analysis. His recent research has focused on visualizing writers' composing choices through computational text analysis and interactive visualization. He has co-invented (with David Kaufer) a suite of text analysis tools called DocuScope, which has been used for a wide range of research projects, including corpus-based rhetorical analysis, technology-enhanced writing instruction, and analysis of Shakespeare plays. Before his current appointment in the Department of English at Carnegie Mellon, he was a senior staff engineer at Qualcomm, where he worked on the research and development as well as the product management of early mobile applications. Prior to Qualcomm, he was on the faculty of the School of Design at Carnegie Mellon, where he currently holds a courtesy appointment. He is the author of *Improvisational Design: Continuous Responsive Digital Communication* (MIT Press, 2003); a co-author of *The Power of Words: Unveiling the Speaker and Writer's Hidden Craft* (Erlbaum 2004) and *Arab Women in Arab News: Old Stereotypes and New Media* (Bloomsbury 2012).

JOENK AWARD
Julie Dyke Ford

Joenk Award winner

Marie Paretti

Joenk Award winner

Daria Kotys-Schwartz

Joenk Award winner

Susannah Howe

Joenk Award winner

Robin Ott

Joenk Award winner

The Rudolph J. Joenk, Jr. Award for Best Paper in the *IEEE Transactions on Professional Communication* recognizes an outstanding article published in the preceding year's *IEEE Transactions on Professional Communication*.

About the award: The winner is selected by the PCS Editorial Advisory Committee. The Best Paper Award was proposed at an AdCom meeting in 1975 by Charles A. Meyer, then chair of the awards committee and earlier (1965-66) president of the society. In 2000, the AdCom voted to re-name the Best Paper Award for Rudolph J. Joenk, Jr., to acknowledge and honor his extraordinary contributions to the *Transactions*. Dr. Joenk served as editor of the *IEEE Transactions on Professional Communication* for eight years, beginning in 1977. In his term as editor he revived the publication from a dwindling two issues in 1976 to a reliable set of quarterly issues in 1984 that are still growing in size and strength. Through his outstanding editorial work, he established high standards for a journal that is now a central information resource in the field of engineering communication.

About the paper
New Engineers' Transfer of Communication Activities From School to Work

This article presents the results of a thematic analysis of data from weekly reflections and regular interviews during new engineers' first year of work. Despite relying heavily on their academic experiences in documenting and presenting technical work, new engineers report experiencing communication-related challenges. Unfortunately, the classroom cannot replicate the complexity and situated nature of communication in the workplace. New engineers moving between school and work experience challenges adapting to that new environment including communication activities embedded within unique sociocultural contexts. Classroom activities cannot fully replicate professional settings and their nuances, students can be made more fully aware of the embedded nature of communication activities. Moreover, engineering educators can simulate aspects of the workplace in capstone courses, and companies can provide guidance to help mentor new engineers through the inevitable context gaps.



Julie Dyke Ford
Joenk Award winner

Julie Dyke Ford received the Ph.D. degree in Rhetoric and Professional Communication from New Mexico State University, Las Cruces, NM, USA, in 2001, the M.A. degree in English from UNC Charlotte, Charlotte, NC, USA, in 1998, and the B.A. degree in English from Elon University, Elon, NC, USA, in 1995. She is currently a Professor of Technical Communication within the Mechanical Engineering Department, New Mexico Institute of Mining and Technology, Socorro, NM, USA. She has published research regarding technical communication pedagogy, engineering design pedagogy, and knowledge transfer in multiple journals including *IEEE Transactions on Professional Communication*, *Technical Communication*, *Technical Communication Quarterly*, *Journal of Technical Writing and Communication*, *the International Journal of Engineering Education*, *Journal of Engineering Education*, and *Journal of STEM Education: Innovation and Research*.



Marie Paretti
Joenk Award winner

Marie Paretti received the B.S. degree in Chemical Engineering and the M.A. degree in English from Virginia Tech, Blacksburg, VA, USA, in 1986 and 1990, respectively, and the Ph.D. degree in English from the University of Wisconsin-Madison, Madison, WI, USA, in 1997. She is currently a Professor of Engineering Education at Virginia Tech. Drawing on theories of situated learning and social construction, her work includes multiple studies funded by the US National Science Foundation on the teaching and learning of communication, effective teaching practices in design education, the development of professional identities, the dynamics of cross-disciplinary collaboration in academia and industry, and inclusion and equity in engineering.



Daria Kotys-Schwartz
Joenk Award winner

Daria Kotys-Schwartz received the B.S. and the M.S. degrees in Mechanical Engineering from The Ohio State University, Columbus, OH, USA, in 1998 and 2001, respectively, and the Ph.D. degree in Mechanical Engineering from the University of Colorado Boulder, Boulder, CO, USA, in 2007. She is currently the Director of the Idea Forge, a cross-disciplinary design space at the University of Colorado Boulder. She is also the Director of Undergraduate Programs and a Teaching Professor in the Department of Mechanical Engineering. Her research interests include engineering student learning, retention, and student identity development within the context of engineering design.



Susannah Howe
Joenk Award winner

Susannah Howe received the B.S.E. degree in Civil Engineering and Operations Research from Princeton University, Princeton, NJ, USA, and the M.Eng. and Ph.D. degrees in Civil and Environmental Engineering (with a focus on structural materials) from Cornell University, Ithaca, NY, USA. She is currently the Design Clinic Director in the Picker Engineering Program at Smith College, Northampton, MA, USA. She coordinates and teaches the capstone design course, which she established in 2003, and she also serves as the Sophomore Class Dean for the college. Her current research centers around innovations in engineering design education, particularly at the capstone level.



Robin Ott
Joenk Award winner

Robin Ott received the B.S. degree in Mechanical Engineering from Virginia Tech, Blacksburg, VA, USA, in 1995 and the graduate certificate in Engineering Education. She coordinates and teaches Virginia Tech's Capstone Design program in Mechanical Engineering. She has 20 years of industry experience including design engineering work and software application engineering. While working at Kollmorgen, Radford, VA, USA, she held multiple roles including working with Shingijutsu Global Consulting experts and earning black belts in the DBS kaizen areas of Standard Work and 5S. Most recently, she worked as Senior Director of Project Management for Intrexon, a small bio-tech company located in the VT Corporate Research Center.

 HAYHOE FELLOW AWARD


Michael Laudenschlager
Hayhoe Fellow Award winner

The **Hayhoe Fellow Award** is given to a graduate student who has submitted a conference paper that will be presented at the annual International Professional Communication Conference.

About the award: The award, named for longtime PCS member George Hayhoe, provides support to the student to defray conference attendance costs. Consideration is given to all graduate-level students who submit a paper, and the selection is based on input from the paper reviewers, the conference program committee, and the conference chair.

The Hayhoe Fellow Award was established in 2012 to acknowledge the activities of Dr. George Hayhoe, a longtime PCS member, member of the PCS Advisory Committee, and former president of PCS. Dr. Hayhoe's contributions to the society are numerous, but his legacy is best represented in supporting the next generation of technical communicators who can benefit from the experience of the ProComm.

About the paper

Corpus-based research on student writing can help to reveal otherwise unmarked linguistic patterns in student and expert writing. Such an approach is promising since it motivates students to become more keenly aware of their linguistic choices, fostering a metacognitive awareness of themselves as decision-makers. This paper outlines a proposed study that examines the effects on student writing in statistics when students use DocuScope Write & Audit, a text visualization software developed at CMU, to help them revise their texts. Write & Audit allows student writers to inspect both their topical organization and the rhetorical experiences they create, whether localized to specific topics or ambient across the whole text.

Michael Laudenschlager is a fourth-year PhD Candidate in Rhetoric at Carnegie Mellon University. With a focus on composition pedagogy, his research draws from corpus linguistics methods and rhetorical theory to describe the variation of genres and registers in student writing. Specifically, he uses writing in the discipline of statistics & data science as a case study to address broader questions surrounding corpus-based approaches to genre-based writing instruction.

Central to his research is the premise that a corpus-informed pedagogy might foster metalinguistic awareness, empowering learners and thus promoting autonomy in their writing choices. If a corpus-based pedagogy can provide instructors and students with the tools to both participate in and critique specific discourse patterns, then students might better grasp their agency as shapers of their respective discourse communities, encouraging genre innovation and the high-road transfer of genre awareness throughout their development as writers.

LUFKIN AWARD

Sushil Oswal

Lufkin Award winner

The James M. Lufkin Award recognizes the best conference paper submitted to ProComm Proceedings. The winner is selected by the ProComm Conference Committee in consultation with the PCS Awards Committee.

About the award: The award was re-named for James M. Lufkin in 2008. James M. Lufkin served multiple terms on the PCS AdCom and multiple terms as Society President. In 1975, he received PCS's first Alfred N. Goldsmith Award for outstanding achievement in technical communication, and he was awarded an IEEE Millennium Medal in 2000. The achievement we particularly honor in naming the best conference award for him is his core role in chairing a series of conferences (1973, 1975, 1977) on the future of scientific journals.

About the paper

Reshaping the Philosophical Backdrop for Disability-Inclusive User Experience Design: The Case of a Socially-Aware, Collaborative, International Translation Project

The paper extends Bruce Maylath's translation work to incorporate the values of disability and accessibility as an essential aspect of language work in a digitally-restructured, international industry aimed at supplying on-call translations using online tools integrated in websites and search engines, as well as, the traditional translations. While accessible design and the standards for achieving it have been with us for more than two decades since the publication of Web Content Accessibility Guidelines 1.0 by World Wide Web Consortium, technical and professional communication, human computer interaction, user experience, and related web and information design fields have not yet fully caught up to recognize the professional responsibility of creating born accessible web designs and retrofits continue to dominate the accessibility design and development work.

Dr. Sushil K. Oswal is a Professor of Human-Centered Design in the School of Interdisciplinary Arts and Sciences and CREATE Faculty at the Center for Research and Education on Accessible Technology and Experiences. The broad focus of Dr. Oswal's HCI research is on the employment of technology in the knowledge industry. His research has encompassed human-computer interaction design issues in distributed web environments, digital library databases, self-service kiosks, and learning management systems. He consults in the areas of HCI, technology design, and digital accessibility of work spaces.

GOLDSMITH AWARD

Guru Madhavan

BLICQ AWARD

Ann Hill Duin

SCHLESINGER AWARD

Richard House

JOENK AWARD

Claire Lauer and Shaun O'Brien





SUNDAY

WELCOME

7:00 pm – 9:00 pm

Irish BBQ and Awards Celebration

Come join us for a Irish BBQ and Awards Celebration on the Sunday night prior to the conference!
Registration will be located at the Stables from 6:30 pm.

MONDAY

REGISTRATION

8:30 am – 9:15 am

Registration

KBG 12



Registration will be located in KBG12.

OPENING & KEYNOTE

9:15 am – 10:25 am

Opening

KBG 12



The conference will commence with an opening message from the conference chair.

Keynote

KBG 12



Teaching to Become: Identity, Language, and Pedagogy in Engineering Communication
(Marie Paretti)

SESSIONS

10:30 am – 11:15 pm



Communication for Special Purposes: Broadening the View of ProComm

KBG 11



User Support for the Elderly. An Interview Study
(Eva-Maria Jakobs, Simone Wirtz-Brueckner)



Quality Criteria of Conflict Communication for Infrastructure Projects
(Nils Helmuth, Eva-Maria Jakobs)



Justifying Innovations in a Start-up Accelerator Program: How Entrepreneurs Create Value through Pitch Discourse
(German Varas, Omar Sabaj)



WORKSHOPS



10:30 am – 12:00 pm

Workshops

**Room KBG 13**

Optimal Feedback for Students: How to Implement Feedback Mechanisms in Our Education That Respond to Students' Needs?

(Anna Bos-Nehles, Alieke van Dijk, Joyce Karreman, Veronica Junjan and Ipek Seyran Topan)

**Room KBG 14**

Like the idea of writing to learn, but don't like the idea of grading papers? We have four ideas that are not too good to be true

(Joe Moses and Jason Tham)

**Room KBG 15**

Designing Instructional Videos for the Use of Complex Software Systems in Manufacturing Companies

(Lorena Niebuhr, Nina Rußkamp and Eva-Maria Jakobs)

SESSIONS



11:15 am – 12:00 pm

Understanding How Disciplines See the Work of Professional Communication **KBG 12**

Connecting Analysis, Disciplinary Culture and Technical Writing in a Computing Context (Michelle Trim, Siobhan Mei and Justin Obara)



What Are Engineers Looking For in Professional Communication Training?

(Alan Chong)



100% Say Writing is Important to Their Work: Of Course, Yet How Does This Easy Fact Do Harm? Results from a Survey of Scientists and Technical Professionals on Their Attitudes Towards and Practices For Writing and Communication

(Sarah Read)

LUNCH



12:00 pm – 1:00 pm

Lunch

Lunch will be served at the Kemmy Business School

SESSIONS



1:00 pm – 1:45 pm

Teaching for Transfer in Engineering and Technical Communication Courses **KBG 13**

Examining Proposal Writing Courses to Bolster Student Skills That Apply to All Fundraising Rhetorical Situations (Mika Stepankiw)



Teaching Engineering Writing through Rhetorical Genre Studies

(Erik Juergensmeyer)



Exploring Transfer in a Vertical Writing Curriculum for Technical and Professional Writing Students

(Sarah Zurhellen, Sarah Beth Hopton)

PANEL



1:00 pm – 2:30 pm

Panel

**Room KBG 11**

Intercultural Professional Communication in Community

(Nora Rivera, Shewonda Leger, Mckinley Green, Valentina Sierra Nino, Victor Del Hierro, Laura Gonzales and Raquelle Paulsen)

**Room KBG 14**

Investigating Job Advertisements as Interdisciplinary Research

(Bremen Vance, Allison Hutchison, Samantha Cosgrove, Ronin Sharma, Sonia Verma, Kimberly Lopez, Johan Bregler, Paul Beck and Angela Liu)

MONDAY

WORKSHOPS

1:00 pm – 2:30 pm



Workshop

KBG 15

-  Hybrid Learning Methods
(Constance Richter)

SESSIONS

1:45 pm – 2:30 pm



How Can We Do Better? Access and Effectiveness in Technical Communication

KBG 13

-  Rhetorical Accessibility as Political Legitimacy: The Role of Style in NSA Surveillance Discourse
(Calvin Pollak)
-  Metonymic Technical Writing for the 737 Max: Appropriate Genres, Effective Procedures
(Joseph Jeyaraj)
-  Anti-Racism, Linguistic Diversity, and Technical Editing
(Amy Hodges, Tim Ponce)

BREAK

2:30 pm – 2:50 pm



Break

SESSIONS

2:50 pm – 3:50 pm



The Guides That Bind Us: Analyzing Impact of Core and Supplemental Documentation

KBG 11

-  Content Audit and Gap Analysis of Perl's Core Documentation
(Khawar Latif Khan)
-  Inclusive Editing: Actionable Recommendations for Editors and Instructors
(Zarah Moeggenberg, Hannah Stevens, Rebecca Walton, Jamal-Jared Alexander)
-  The Case for Supplemental Style Guides in Professional and Technical Communication
(Allison Durazzi)
-  Facial Recognition Technology Codes of Ethics: Rhetorical and Content Analysis and Review
(Aimee Roundtree)

Collaborators as Communicators: Supporting Team Success

KBG 13

-  Distant Collaborations: Designing for Australia, Ireland, Qatar, and the USA
(John Sherrill, Michael Salvo)
-  Perceptions of Benefits and Problems with Peer Feedback in Multidisciplinary (Computer Science/Technical Communication) Teams
(Olga Menagarishvili, Andy Frazee and Rebecca Burnett)
-  Assessing Equity and Inclusion in Research Teams Through Constructive Distributed Work
(Shelton Weech, Hadi Riad Banat, Michelle McMullin, Aleksandra M. Swatek, Anuj Gupta and Bradley Dilger)
-  A Life-skills Course for Engineers to Acquire Communication Skills and Team Skills
(Divya John)

SESSIONS

2:50 pm – 3:50 pm

(continued)

**Tales from the Trenches: Teaching Technical Communication in a Changing Classroom Landscape**

KBG 14



Developing, Pilot-Testing, and Evaluating an Approach to Teach Technical and Professional Communication Skills in an Introductory Engineering Course
(Maha Issa, Sara Khaddaj, Dima Al Hassanieh and Niveen Abighannam)



User-centered Design (UCD) and Transcreation of Non-profit Communications in a Technical Communication Classroom
(Jessica Campbell and David Katan)



Bringing the World: Capitalizing on Multilingual and Multicultural Sources in Technical and Professional Communication Classroom
(Shuwen Li)

Interpreting and Interpretive Rhetorics

KBG 15



Loyalty Strategies in Latin American SMEs: A Systematic Review of Scientific Literature Between 2012 and 2021
(Franklin Cordova Buiza and Rocío del Pilar Paredes-Vásquez)



Rhetorical Listening in the Archives: Saturday Tapes interviews with Janice Lauer Rice
(Jessica Lauer and Alexis Piper)



Kairos as a Heuristic for Analyzing Professional Discourses
(Karen Gulbrandsen)

BREAK

3:50 pm – 4:10 pm

**Break**

SPECIAL PANEL

4:10 pm – 5:10 pm

**Special Panel**

KBG 11

Godwin Agboka, Raquel Deleon, Isidore Dorpenyo, Lisa Phillips



Social Justice in Technical Communication
(Josephine Walwema)

BREAK

5:10 pm – 5:20 pm



Break

SESSIONS

5:20 pm – 6:20 pm



Reimagining Technical Communication and User Experience Through a Social Justice Lens

KBG 14



Localized Usability and Agency in App Design to Accommodate China's Social and Healthcare Exigency
(Hua Wang)



(Un)housed and (Un)heard: The Power of Narrative in Reimagining Long-Term Crisis Communication
(Elena Kalodner-Martin)



A Meaningful Image for All: The Rhetoric of Writing Alt-Text
(Sherena Huntsman)



UX Methods as Transformative Institutional Change: Stacey Abrams' Georgia Campaign as a Formative Example
(Emily Bowers, Emma Harris, Ruby Mendoza)

New Initiatives to Increase Access and Engagement in Research and Teaching

KBG 11



James M. Lufkin award for best ProComm paper

Reshaping the Philosophical Backdrop for Learning Disability-inclusive User Experience Design: The Case of a Socially-Aware Student Project
(Sushil Oswal)



Authentic Practice: Using Online Simulations to Teach Professional Writing
(Jon Balzotti, Jason McDonald, Melissa Franklin and Lila Rice)



International Graduate Students' Experiences in Teaching and Learning Academic Writing in Engineering: A Case of a Genre-Analysis Course
(Rabail Qayyum and Helaleh Khoshkam)



NSF Merit Review Criteria as Points of Entry for Advancing Social Justice
(Elizabeth Pitts)

Re-thinking Visuals: Research-Informed Approaches to Instruction and Interpretation

KBG 13



Data Visualizations: A Meta-Synthesis Review of Empirical Studies across Disciplines
(Carolyn Gubala and Lisa Meloncon)



Re-Thinking The Role of The Visual in Professional Communication: The Case for a Liberal Arts Core
(Eva Brumberger)



Rudolph J. Joenk Award Winner 2020

How People are Influenced by Deceptive Tactics in Everyday Charts and Graphs
(Claire Lauer)

PLENARY

9:00 am – 10:00 am

Plenary

KBG 12

-  Loose Words
(Donal M. Ryan)

BREAK

10:00 am – 10:20 am



Break

SESSIONS

10:20 am – 11:20 am



Teaching Strategies

KBG 15

-  Articulating and Challenging Sustainable Development in Undergraduate Engineering
(Robert Irish and Lisa Romkey)
-  Improving Students' Soft Skills in an Engineering Lab Course: Developing and Testing a Discipline-Specific Approach
(Razan Badran, Niveen Abighannam, Ali Tehrani and Maya Sfeir)
-  Communicating in Large Classes In-Person Vs. Online: Facilitating Student Interactive, Integrated Learning of Design, Communication, and Teamwork
(Patricia Kristine Sheridan and Robert Irish)

PANEL

10:20 am – 11:50 am



Panel

KBG 11



- Human-AI Teaming: Cases and Considerations for Professional Communicators
(Ann Hill Duin, Isabel Pedersen, Heidi A. McKee, James E. Porter and Alan Knowles)

WORKSHOPS

10:20 am – 11:50 am



Workshops

-  **Room KBG 13**
Accessibility in Web Design
(Kim Wallace)
-  **Room KBG 14**
Technical Presentation Skills for STEM Professionals
(Frank DiBartolomeo)

LUNCH

11:50 am – 12:50 pm



Lunch

Lunch will be served at the Kemmy Business School

TOWN HALL MEETING

12:50 pm – 1:45 pm

Town Hall Meeting

KBG 12

SESSIONS

1:45 pm – 2:30 pm



Challenging Borders: Redefining Technical Communication Audiences and Producers

KBG 15

-  Re-Envisioning US Paper Currency Within Technical Communications Through Ethical Frameworks
(Cynthia Pope)
-  Sex Work & Technical Communication Genres: Creating a Discourse Community Online
(Rachael Jordan)
-  Framing Undocumented Migrants as Technical Communicators: The Tactical in Humanitarian Technical Communication
(Gabriel Aguilar)

PANEL

1:45 pm – 3:15 pm



Panel



Room KBG 11

How Can Professional Communicators Aid Rural Economic Development? Solidarity, Double Binds, and Constructive Dialogue in Rural Texas Communities
(Clay Spinuzzi, Andrew Booth, Maclain Scott, Vanessa Lopez, Nigel O'Hearn, Drake Gossi, Tristin Hooker and Gregory Pogue)



Room KBG 13

UX in/as Political Re-Negotiation
(Daniel Richards, Cana Uluak Itchuaqiyaq, Corina Kramer, Chris Lindgren, Laura Gonzales, Suban Nur Cooley, Kellie Sharp-Hoskins and Emma Rose)



Room KBG 14

Reconfiguring the Relationship Between Graduate Professional Writing and Rhetoric & Composition Programs: Innovations Toward Transdisciplinary Integration
(Blake Scott, Sonia Arellano and Steffen Guenzel)

SESSIONS

2:30 pm – 3:15 pm



Preparing Future Professionals: Service-Learning and Industry Interactions

KBG 15



Experiential Learning Documentation Project in the Technical Communication Classroom
(Rachel Lott and Lisa Johnson)



Student Technical Editors as Consultants for Engineering Capstone Design Teams: A Case Study
(Russell Kirksey and Anilchandra Attaluri)



The Technical Communication Advisory Board: Expanding Professional Pathways for PhD Students in Writing Studies Fields
(Katllyne Davis, Dan Card, Lee-Ann Breuch and Ann Hill Duin)

BREAK

3:15 pm – 3:35 pm



Break

SESSIONS

3:35 pm – 4:35 pm



Adaptive Design: User Research in Product and Web Development

KBG 11



The Profile of the Apple Brand Consumer: Electronic Equipment and Software in Lima-Peru
(Franklin Cordova-Buiza, Maria Fernanda Aguirre-Moldonado, Dorkas Angelica Alor-Rau)



Making Content Decisions Between Open Source and Enterprise Versions of a Software Product
(Arthur Berger, Shane O'Donnell)



Cultural Differences of Website Design Between Chinese and Western Countries: A Literature Review
(Yaxing Li, Joyce Karreman, Menno de Jong)



A Research Focused Approach to Customer Discovery
(William Makowski, Tom Martin, Andy Shaudt)

SESSIONS

3:35 pm – 4:35 pm

(continued)

**Expanding the Boundaries of Technical Communication: New Spaces and Places KBG 13**

Bear on a Wall: Disruptive Agents and Place-based Ethical Boundaries
(Brett Oppegaard, Russell Willerton, Derek Ross, Yingying Tang and Austin Pearson)



The “Antennarrative” in Asynchronous Online Technical Communication Courses: A Social Justice Approach to Teaching
(Louise Zamparutti)



Rhetoric of Place: Exploring Environmental Narratives and Everyday Spaces in Composition Classrooms
(Steve Zwilling)



Digital Community Moderation Values: Politics, News, and Hot Beverages on Reddit
(Michael Trice and Liza Potts)

Assignment Design and Assessment in the Technical Communication Classroom KBG 14

Ready, Set, Bake: A Prototype Approach to Heuristic Analysis
(Morgan Banville)



Failure is Always an Option: Lessons from Creating a Renewable, Sustainable Assignment
(Jonathan Arnett)



Formative Feedback Conferences in the Technical Communication Classroom
(Sara Doan)



Grading for Process: Using the Portfolio to Emphasize Process in Technical Communication
(Maren Johnson)

Digital literacy**KBG 15**

“It Can’t Tell You How to Do That.” Suggesting a Faculty-Focused Subgenre of Instructional Writing
(Alfred Owusu-Ansah and Michelle Jarvie-Eggart)



Digital Literacy Practices of Engineering Students Using E-Textbooks at a University Of Technology in South Africa
(Ekaterina Rzyankina, Zachary Simpson)



Hayhoe Fellow Award for best student paper

Write & Audit: Tracing the Effects of a Student-facing Text Analysis Tool on Writing in Statistics
(Michael Laudenbach, Suguru Ishizaki and David Brown)



Exploring the User Experience Design of Commercially-Available Cybersecurity Products for Personal Mobile Devices
(Sean Williams)

BANQUET

5:30 pm – 9:00 pm

Knappogue Castle Medieval Banquet

Come join us for the Knappogue Castle Medieval Banquet at the Knappogue Castel. Assembly is at 5:15 pm and the bus departs Cappavilla Village at 5:30 pm. Banquet begins at 6:30 pm.

WEDNESDAY



SESSIONS

9:00 am – 10:00 am



Design for Specific Audiences in Technical Communication

KBG 11



Users As Audiences: Investigating Links Between UX and Audience Experience
(Bess McCullough)



Building a Product Knowledge Base in the One-Stop-Shop Way: A Case Study in a Multinational Technology Corporation
(Xinyue Wan, Bin Wang)



Development of Technical Communication in China: Program Building and Industrial Trends
(Xinyue Wan)



Rejecting and Restricting Smart Home Technology
(David Wright, Daniel Shank)

New Approaches in Communication and Collaboration Instruction

KBG 13



Integrating Intercultural Communication into a Required Engineering Communication Course with a Critical and Activist Approach: Towards Engineering Justice
(Hua Wang)



Design Fiction as a Novel Approach to Cultivate Awareness of Social Responsibilities in Engineering Students
(Yunye Yu and Yiying Wu)



Collaboration, Communication, Curiosity and Critical Thinking: The 4 Cs of Developing Teamwork in Chinese STEM Students
(Constance Van Horne, Tzipora Rakedzon)



Emotional Intelligence (EQ) in the Classroom, in Writing, on Teams
(Michal Horton, Debra Burlison)

WORKSHOP

9:00 am – 10:30 am



Workshop



Room KBG 14

Incorporating Ethics and Justice in STEM Communication Courses
(Heather Falconer and Elizabeth Payne)



Room KBG 15

Forming Advisory Boards in Connection with Technical Communication Academic Programs
(Lee-Ann Kastman Breuch, Ann Hill Duin, Daniel Card and Katlynnne Davis)

BREAK

10:00 am – 10:30 am



Break

SESSIONS

10:30 am – 11:15 am



Teaching Visual Communication

KBG 11



First-year Mechanical Engineering Students' Communication Strategies Around Integrating Text and Image in Design Reports
(Zachary Simpson and Muaaz Bhamjee)



The Praxis of Visual Rhetoric: How to Teach Pragmatic Design Skills to PTC Students
(Rick Mott)



Data Visualization Production: What Pedagogy Do Undergraduate Science Students Receive?
(Sarah Gunning)

Research-based Approaches for Institutional Improvement

KBG 13



Do School Leaving and Higher Education Entrance Exams Predict Success in Engineering Study?
(Robert Prince and Zach Simpson)



Consultation Approaches for Large Scale Systems Adoption in Higher Education
(Darina Slattery)



Content Strategy for Academic Units: A Case Study for Developing a Plan Within Constraints
(Sonia Verma and Bremen Vance)

CLOSING

11:15 am – 11:45 am

Closing Session

KBG 12

LUNCH

11:45 am – 12:45 pm



Lunch

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To paraphrase Heraclitus, “Nobody steps in the same stream twice, for it’s not the same stream and you are not the same person.” For the 2023 conference, ProComm welcomes participants to Ithaca, New York on the campus of Cornell University. Ithaca—and the Cornell campus—is famous for its waterfalls, streams, and lakes, and from those natural elements we draw our 2023 inspiration.

We encourage proposals for panels, papers, and workshops that draw inspiration from these natural surroundings. Even though we teach the same courses repeatedly or work in the same companies for stretches of time, we all know that each class or each project is a new experience. And if we doubted that before, the last few years have given us nothing but reasons to change everything we do and to shift the world around us. We are not the same. Our students and coworkers are not the same. And the world is not the same. The organizers encourage participants to share work that explores the shifting dynamics of all that we do. Come and share innovative research, dynamic on-site workflows, changing pedagogies, efforts to integrate social justice into our practices, updated communication technologies, discussions of the ethics of those technologies for our profession, and more. IEEE ProComm looks forward to continuing its legacy of innovation and support for its members—one foot on shore, and one foot in the changing stream.