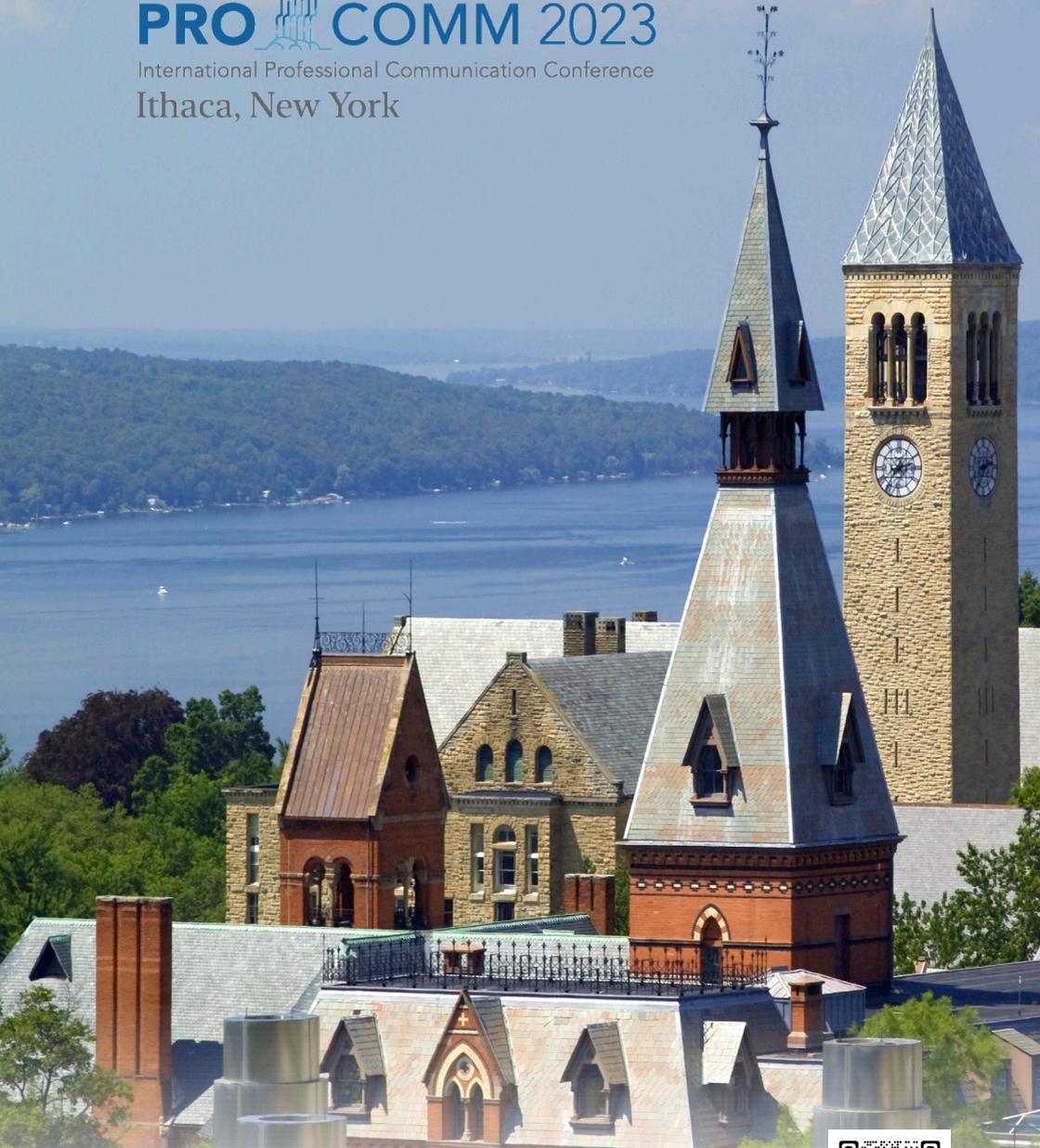


IEEE PRO COMM 2023

International Professional Communication Conference
Ithaca, New York



LAND ACKNOWLEDGEMENT

Cornell University is located on the traditional homelands of the Gayogḡhó:nq? (the Cayuga Nation). The Gayogḡhó:nq? are members of the Haudenosaunee Confederacy, an alliance of six sovereign Nations with a historic and contemporary presence on this land.

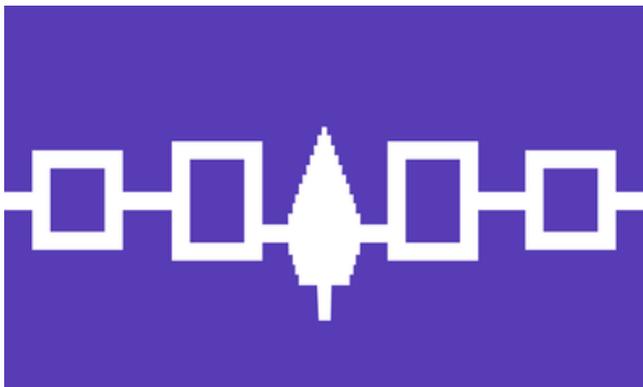
The Confederacy precedes the establishment of Cornell University, New York state, and the United States of America. We acknowledge the painful history of Gayogḡhó:nq? dispossession, and honor the ongoing connection of Gayogḡhó:nq? people, past and present, to these lands and waters.

This land acknowledgment has been reviewed and approved by the traditional Gayogḡhó:nq? leadership.

We also want to remember that this acknowledgement is simply an important first step in the decolonizing and reconciliation process - for us both as individuals and as a collective.

This is a stylized representation of the Hiawatha belt, national belt of the Haudenosaunee alliance of tribes who are indigenous to this area. While the artifact of the belt is highly protected, this version is often flown as a flag or emblem. Hiawatha (of the Onondaga Nation) was the Peacemaker's helper.

The Hiawatha belt represents when five warring nations—the Cayuga, Mohawk, Oneida, Onondaga, and Seneca—buried their weapons under a tree to live in peace. Shown during any gathering of the Grand Council of the Haudenosaunee, the Hiawatha belt reminds tribal and local leaders to maintain the peace and to make decisions for today and future generations. More information is here: <https://www.onondaganation.org/culture/wampum/hiawatha-belt/>



Monday, July 17

5:00 pm – 7:00 pm Welcome Reception
Johnson Museum, 6th Floor

Tuesday, July 18

8:30 am – 3:30 pm Registration

8:00 am – 5:00 pm Break room, Discussion room

8:30 am – 9:30 am Paper Sessions

9:45 am – 11:00 am Workshops & Panels

11:15 am – 12:00 pm Joenk Award Presentation

12:00 pm – 1:00 pm Lunch Buffet

1:00 pm – 2:30 pm Keynote: Dr. Craign McMahan

2:45 pm – 3:45 pm Paper Sessions

4:00 pm – 5:15 pm Paper & Panel Sessions

6:00 pm – 8:00 pm Society Mixer and Awards

Wednesday, July 19

8:00 am – 3:30 pm Registration

8:00 am – 5:00 pm Break room, Discussion room

8:30am – 9:30 am Paper Sessions

9:45 am – 11:00 am Workshops & Panels

11:15 am – 12:00 pm Roundtables

12:00 pm – 1:00 pm Lunch, boxed

1:00 pm – 2:00 pm Plenary: Dr. Suguru Ishizaki

2:15 pm – 3:15 pm Paper Sessions

3:30 pm – 4:45 pm Workshops & Panels

5:15 pm Waterfall Walk, Dinner on your own

Thursday, July 20

8:00 am – 10:00 am Registration

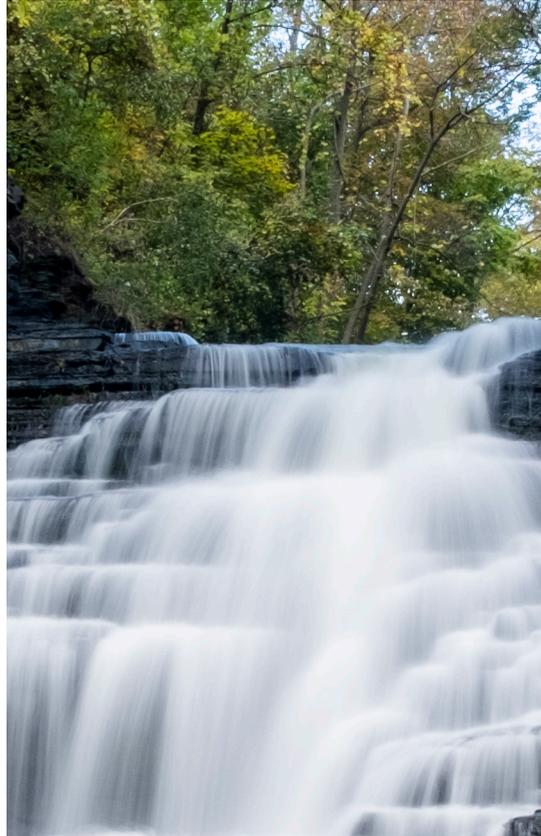
8:00 am – 10:00 am Break room, Discussion room

8:30 am – 9:30 am Paper Sessions

9:45 am – 10:45 am Paper Sessions

11:00 am – 12:00 pm Town Hall

12:00 pm – 1:00 pm Boxed Lunch



CASCADILLA GORGE. ONE OF MANY FALLS YOU WILL SEE ON THE JULY 19 WATERFALL WALK, IF YOU JOIN.

All Cornell photographs courtesy of the Cornell University Brand Center

KEYNOTE SPEAKER

Tuesday

1:00 pm - 2:30 pm

Olin Hall 165

**Dr. Craig McMahan, Mercer University****Stepping into the Mekong: A Study in Motivation**

Abstract: In this 90-minute keynote, Dr. Craig McMahan of Mercer University leads us through the process of making big changes through motivational strategies. Attendees will first hear Dr. McMahan speak about his founding of an internationally successful service and research program. He will then facilitate break-out discussion on motivation as applied to attendees' organizations.

Biographical Information: Craig McMahan, Dean of the Chapel/ Director of Mercer on Mission/Asst. Prof. at Mercer University. Dr. McMahan directs development projects and humanitarian aid in over 30 countries throughout the developing world in the context of service-learning experiences for talented and highly motivated Mercer University students. A flagship initiative at Mercer, Mercer on Mission (directed by Dr. McMahan) is a faculty-led study abroad program that integrates study abroad, service learning, and undergraduate research to create transformative learning experiences for students across the globe. For more details about the program, visit their website at <https://mom.mercer.edu/>.

PLENARY

Wednesday

1:00 pm - 2:00 pm

Olin Hall 165

**Dr. Suguru Ishizaki, Carnegie Mellon University****Tools to Think With — An Approach to Designing for the Future**

Abstract: Throughout my work, I have engaged in the design and prototyping of computational tools for communication. This experience has helped me gain a deeper understanding of design and writing practices. In this presentation, I will draw from my explorations of how AI-based text analysis/generation tools could influence and shape new communication paradigms; and share my thoughts on the future of writing and writing instruction. Live demonstrations of working prototypes will be presented to illustrate the value of experimenting with computational tools in designing for the future.

Biographical Information: Suguru Ishizaki is a scholar/designer specializing in communication and user experience design, with over 30 years of experience in both academia and industry. He is currently a Professor of English at Carnegie Mellon University, where he directs the Professional & Technical Writing Programs. He is the author of *Improvisational Design: Continuous, Responsive Digital Communication* (2002), an early exploration of Artificial Intelligence in communication design. His current research focuses on computer-assisted rhetorical analysis and AI-enabled learning environments for writing. Prior to his current appointment, he was a senior staff engineer at Qualcomm, where he worked on R&D and product management of early mobile applications. Prior to that, he was a faculty member at Carnegie Mellon's School of Design. He earned his MS and PhD from MIT's Media Laboratory.



Traci Nathans-Kelly
Cornell University
Conference Co-Chair



Marie Paretti
Mercer University
Conference Co-Chair

Welcome to ProComm 2023 and Ithaca!

Heracitus once claimed that nobody steps in the same stream twice, for it's not the same stream and you are not the same person. Ithaca—and the Cornell campus—is famous for its waterfalls, streams, and lakes, and from those natural elements we draw our 2023 inspiration.

We are very excited to bring everyone together in Ithaca, NY! It is our hope that you find the conference to be stimulating and thought provoking, and in the times you aren't in sessions, we wish that you find yourself immersed in the beauty that is this part of the country.

Along with some familiar formats, we are trying a few new things this year.

- Feel free to share thoughts with all about the future directions of the ProComm conference by interacting with the discussion table prompts, located in the Registration/Break room.
- On the evening of July 18, the Awards Reception Mixer was designed for people to chat, catch up, and listen to some live jazz music while celebrating the award winners.
- On July 19, after sessions are done for the day, feel free to join folks for a guided gorge tour that will conclude on the Ithaca Commons, where we encourage you to explore the amazing shops and 30+ restaurants.

Welcome to ProComm 2023 and Ithaca!



GENERAL INFORMATION

PROCOMM 2023 ONLINE

WEBSITE

<https://attend.ieee.org/procomm-2023/>

CORNELL CAMPUS MAP (DYNAMIC):

<https://www.cornell.edu/about/maps/>

MAIN CONFERENCE VENUES

Upson Hall on the Cornell Engineering Campus, located at 124 Hoy Road, Ithaca, NY 14853. Conference sessions for July 18, 19, and 20 occur in Upson Hall.

The Keynote presentation, the Plenary presentation, and the Town Hall will be held in Olin Hall 165, which is about ½ block away from Upson. A student guide will lead people to that location; meet in Upson 116 to connect with the student guide who will walk folks to Olin Hall.

REGISTRATION

July 17: 5:00 - 7:00 pm

The Welcome Event at Johnson Museum will have registration materials for participants to pick up. Address: 114 Central Ave, Ithaca, NY 14853, 6th floor meeting room. ParkMobile Zone 4113.

July 18, 19: 8:00 am - 3:00 pm

Registration materials can be found in the main venue, Upson Hall, room 116. Address: 124 Hoy Road, Ithaca, NY 14853.

July 18, 19: 8:00 am - 3:00 pm

Registration materials can be found in the main venue, Upson Hall, room 102. Address: 124 Hoy Road, Ithaca, NY 14853.

WELCOME RECEPTION

July 17: 5:00 pm - 7:00 pm

The Welcome Event at Johnson Museum will have food and drink for all, with spectacular views of the campus and Cayuga Lake. Address: 114 Central Ave, Ithaca, NY 14853, 6th floor meeting room.

AWARDS RECEPTION AND MIXER

July 18: Awards will be given at the Mixer Event, located at Coltivare restaurant. Address: 235 S Cayuga St, Ithaca, NY 14850. A public parking garage is attached to this venue.

BREAKS AND CONVERSATION ROOM

July 18, 19, all day: Please join us in the break/registration room, Upson 116, for refreshments, conversation, and more. Participants will be able to share ideas about upcoming topics, issues, and content for future conferences and for IEEE ProComm in general. On July 20, this featured space will be moved to Upson 102.

MEALS

Breakfasts: Breakfasts are not served by the conference. However, there will be coffee, tea, and light snacks mid-morning in the Break Room (Upson 116).

Lunches: On Tuesday, ProComm is providing a lunch buffet. On Wednesday, ProComm is providing a box lunch. On Thursday, ProComm is providing a boxed lunch that you are welcome to take with you if your travels demand a quick exit. Lunches will be served in the Duffield Atrium, which is just across the hall from Upson 116.

Dinners: On July 18, in lieu of a sit-down banquet, those who purchased a ticket to the event at Coltivare for the Awards Reception should meet at Coltivare restaurant. Address: 235 S Cayuga St, Ithaca, NY 14850. Heavy hors d'oeuvres and drinks will be served.

Dinners: Evening meals on July 17 and 19 are on your own. Other food: During the day, additional snacks, beverages, and grilled foods can be purchased at Mattin's Café in Duffield, which is just steps away, across the hall from our main venue.

Feel free to ask anyone at the Registration table in Upson 116 for quick directions.

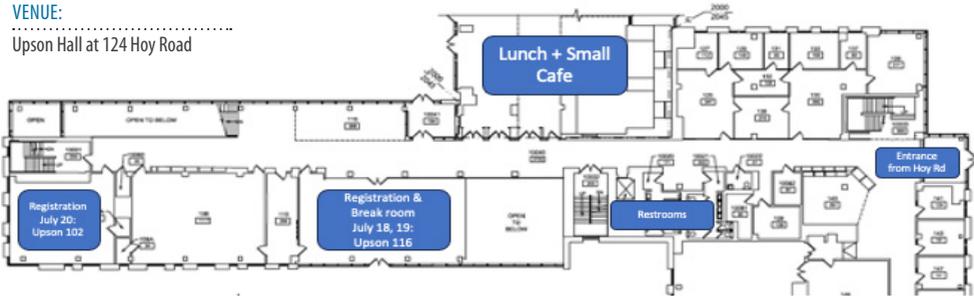
ProComm welcomes your involvement!

Use this QR code to find out more.



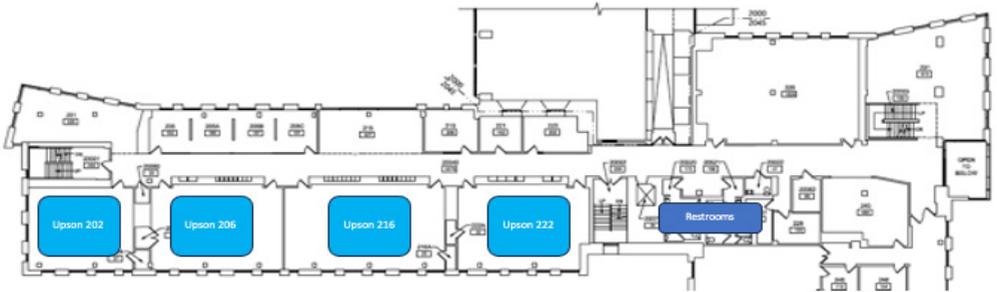
VENUE:

Upson Hall at 124 Hoy Road



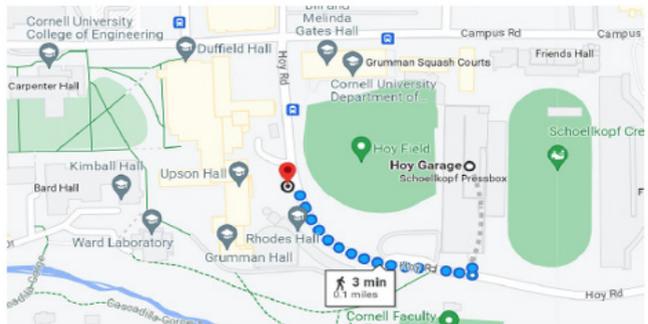
VENUE:

Upson Hall at 124 Hoy Road



VENUE PARKING

Hoy Garage at 167 Hoy Road. [Walk to venue](#) at Upson Hall is three minutes.



GENERAL INFORMATION

PARKING AND RIDES

PARKING AT 176 HOY ROAD: Participants can use ParkMobile (Zone 4121) or a printed parking pass. The first floor is serviced by ParkMobile. All floors above the first floor must use a self pre-printed parking pass. See the ProComm conference website for the active URL for parking passes. This garage is about ½ block from the main conference venue, Upson Hall.

PARKING IN OTHER PARKMOBILE SPOTS:

Use your ParkMobile app to see the other nearby Cornell parking slots.

Warning: Cornell Parking is very alert. Don't park illegally; you will be ticketed and perhaps towed. IEEE ProComm and/or Cornell University assumes no responsibility for parking issues.

SHUTTLE: A shuttle service, Big D's, will be provided between the conference hotel (the Best Western) in the morning (8am pickup) and when the sessions end in the late afternoon.

LYFT, UBER, AND TAXI SERVICES: Ithaca hosts both Lyft and Uber drivers. Information about taxis can be found at <https://flyithaca.com/ground/taxi-service/>

INTERNET ACCESS

If you already have eduroam from your university, your wifi connection through eduroam should work on the Cornell campus.

If you do not have eduroam, participants are welcome to use Cornell's **Guest wifi:** <https://it.cornell.edu/wifi/connect-cornell-visitor-wi-fi>

Please connect well in advance of your needed access, as it takes at least 20 minutes for your status to be verified and functional.

For easy access to the wifi information, please use the following QR Code:



SPEAKER TECHNOLOGY

Speakers, presenters, and workshop leaders will connect their own laptops to the projection system. Each projector station has an HDMI cable to connect to personal laptops. We will have limited numbers of dongles available in case you forget yours. All rooms have white boards, as well. If you plan to use the white boards, it may be wise to bring your own markers.

RESTROOMS AND LACTATION FACILITIES

Each floor in Upson Hall has both gender-specific facilities and single-occupant restrooms. It is Cornell policy that "the University allows students, staff, faculty, and visitors to use the restroom or facility that corresponds to their gender identity." All are wheelchair accessible. If you have lactation room needs, please contact Traci Nathans-Kelly, conference co-chair so she can procure a key.

BANKING

ATM machines are available at the Cornell Bookstore (135 Ho Plaza; cannot be accessed by car) or at the entrance to the nearby Terrace Restaurant at 130 Statler Dr, Ithaca, NY 14853.

ON OR NEAR-TO-CAMPUS VENUE SHOPPING, EATERIES, MAILING STORE

Cornell Bookstore: 135 Ho Plaza, Cornell Campus. 9am-5pm. Bookstore, tech store, clothing, souvenirs, postal counter, and café inside. Not accessible by car.

The Statler Hotel has a restaurant and bar, and it's across the street from the main venue. Lobby address is 130 Statler Drive, Ithaca NY 14853.

Collegetown is Ithaca's area next to our venue, boasting over 20 restaurants and more. Here are a few highlights. Limited street parking. Parking garage at 114 Dryden Rd.

P&L Supply is a quirky stationery store with a great variety of fun items, located at 112 Dryden Road.

Uncle Marty's Shipping Office has greeting cards and shipping services, located at 206 Dryden Road.

Collegetown Bagels (CTB) is a longtime Cornell favorite, serving bagels, sandwiches, pastries, and more all day. Beverages of all sorts available, including alcohol, located at 409 College Ave. 7am-10pm.

Ithaca Beer Company is at 409 College Ave, serving food and beverages. Open evenings, Thursdays through Sundays.

7-11 has all the usual items plus a limited selection of fresh fruits, veg, etc., located at 409 College Ave.

Google "**Collegetown Ithaca restaurants**" for specific types of food, from Korean to street-food inspired offerings, many choices are available.

MEDICAL

For emergencies, please dial 911. If you need over the counter meds, Cornell Student Health has a pharmacy nearby at 110 Ho Plaza, which is about a three minute walk from our venue at Upson Hall. Hours are 10:30 am* - 4:30 pm (closed from 12:00-1:00 pm). The closest Walgreens is at 330 Pine Tree Road, across the street from the Best Western, the conference hotel.

BLICQ AWARD



Helen Grady

Ronald S. 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.

Biographical Information: Dr. Grady's effect on students at Mercer and beyond has been profound," said Dr. Laura Lackey, dean of the School of Engineering. "It is notable that, in helping design the online M.S. in Technical Communication Management at Mercer — in the days before remote education became pervasive — she helped found a program of excellence that has withstood the test of time and is acclaimed nationally."

Dr. Grady also played a pivotal role in restructuring the engineering core curriculum, resulting in a two-sequence course in professional communication for all students in the School of Engineering. In addition, she founded and directed the Center for Excellence in Engineering Education to assist faculty in enhancing teaching scholarship and web-based instruction.

During her tenure at Mercer, Dr. Grady was invited to teach several classes at the University of Applied Sciences in Karlsruhe, Germany. She is a Society for Technical Communication (STC) Fellow, recipient of the STC Jay R. Gould Award for Excellence in Teaching Technical Communication, two-time recipient of the IEEE PCS Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society, winner of Mercer's Vulcan Innovations in Teaching Award, and a Georgia Governor's Teaching Fellow.

She currently serves as a technical adviser to the Mercer Engineering Research Center.

GOLDSMITH AWARD

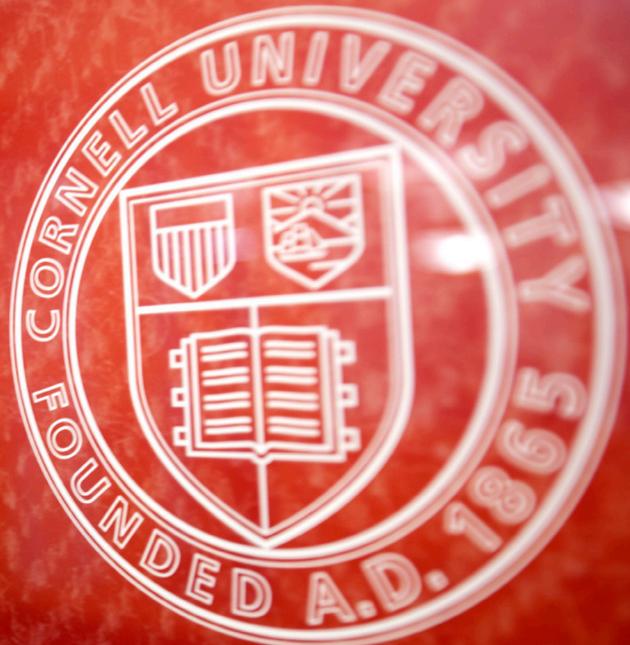


Traci Nathans-Kelly
Goldsmith Award winner

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).

Biographical Information: Traci M. Nathans-Kelly, Ph.D. has been a member of IEEE since 2007. In her years with IEEE, she has served as the first Editor for the Professional Engineering Communication book series, where she brought twelve books to the shelves. For the IEEE ProComm conference, she has served various roles including Conference Co-Chair with Marie Paretti (2017, 2023) and as Program Chair (2015). With co-author Christine G. Nicometo, she published *Slide Rules: Design, Build, and Archive Presentations in the Engineering and Technical Fields* through the Wiley-IEEE book series. Regular conference participation is with not only IEEE ProComm but also SEFI (European Society for Engineering Education) and ASEE; related work includes reviewing for *IEEE PCS Transactions*, *JEE*, and others.



SCHLESINGER AWARD



Darina M. Slattery
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.

Biographical Information: Darina M. Slattery holds a PhD in Computer Science, an MSc in Software Localisation, a Bachelor of Business Studies with French Degree. She has been teaching at UL since 1998 and has published her research in refereed journals and international conference proceedings. Her teaching and research interests include e-learning, instructional design, virtual teams, and technical communication. She is Head of Technical Communication and Instructional Design at the University of Limerick.



CORNELL UNIVERSITY LOOKS OVER CAYUGA LAKE

JOENK AWARD



Laura Gonzales
Joenk Award winner



Robin Lewy
Joenk Award winner



Erika Hernández Cuevas
Joenk Award winner



Vianna Lucía Ajiataz
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.

Biographical Information:

Laura Gonzales is Associate Professor of Digital Writing and Cultural Rhetorics in the Department of English at the University of Florida. She is the author of *Sites of Translation: What Multilinguals Can Teach Us About Digital Writing and Rhetoric* (University of Michigan Press, 2018) and *Designing Multilingual Experiences in Technical Communication* (Utah State University Press, 2022).

Robin Lewy is Director of Programming at Rural Women's Health Project, the only health justice organization in North Florida. Robin's work has been steeped in humanities, having worked professionally as an actress, before completing her MA degree. She now facilitates communal storytelling with immigrants and advocates for health justice in the state of Florida and beyond.

Erika Hernández Cuevas is a Coordinator for the Red de Intérpretes y Promotores Interculturales de México (Network of Intercultural Interpreters and Promoters of Mexico), Oaxaca de Juárez, Mexico. She is also a translator and interpreter of Chinateco, variant from the Municipality of San Pedro Yolox.

Vianna Lucía González Ajiataz is the cofounder of Ki'kotemal TV, a collaboration with a group of activist youth who work toward the promotion and revitalization of Mayan languages with the Escuela de Felicidad in Quetzaltenango, Guatemala.

JOENK AWARD



Dr. Jason Tham
Joenk Award winner

Dr. Jason Tham (PhD, University of Minnesota) is an Assistant Professor of Technical Communication and Rhetoric at Texas Tech University. He co-directs the User Experience (UX) Lab and undergraduate student club, Raider UX/UI. He is also the faculty sponsor for the STC Student Chapter at TTU. He teaches courses in UX research, information design, instructional design, web publishing, and digital rhetorics.

Biographical Information: He is a Research Partner with the Digital Life Institute at Ontario Tech University. His current research interests are design thinking approaches in technical communication pedagogy and practice. In addition to his books *Keywords in Design Thinking* (2022, WAC Clearinghouse), *Design Thinking in Technical Communication* (2021, Routledge), *Collaborative Writing Playbook* (2021, Parlor Press, with Joe Moses), and *Designing Technical & Professional Communication* (2021, Routledge, with Deborah Andrews), Dr. Tham's scholarship has appeared in *Technical Communication*, *Journal of Technical Writing & Communication*, *Computers and Composition*, *Technical Communication Quarterly*, and *IEEE Transactions on Professional Communication*, among other journals and edited volumes.

HAYHOE AWARD



Rachael Jordan
Hayhoe 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.

Jordan Biographical Information: Rachael Jordan is a PhD student at Texas Tech University in the Technical Communication & Rhetoric program. Her research interests include queer rhetorics' application to technical communication, specifically in regard to sexual literac(ies) and usability. You can find her research in *Composition Forum*, *Open Words*, and various conference proceedings.

2023 AWARDS

LUFKIN AWARD



John Fowler
Lufkin Award winner



Mark Zachary
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.

Fowler Biographical Information: John Fowler is a graduate student in the Human Centered Design & Engineering department at the University of Washington. He is also a research scientist / engineer in the School of Social Work at the University of Washington.

Zachary Biographical Information: Mark Zachary is Professor of Human Centered Design & Engineering at the University of Washington. He directs the Communicative Practices in Virtual Workspaces Lab and is Director of the Interdisciplinary Individual PhD Program in the UW Graduate School.



INSIDE OF URIS LIBRARY THERE IS THIS SECRET OTHER LIBRARY,
THE A.D. WHITE LIBRARY, LOCATED AT 161 HO PLAZA. OPEN UNTIL 5PM

EZRA CORNELL FOUNDED A UNIVERSITY FOR ALL, STATING "I WOULD FOUND AN INSTITUTION WHERE ANY PERSON CAN FIND INSTRUCTION IN ANY STUDY."

MONDAY, JULY 17

WELCOME

5:00 pm – 7:00 pm

WELCOME RECEPTION

Come join us for a Welcome Party on the Monday night prior to the conference at Johnson Museum, 6th floor, Cornell University.

TUESDAY

SESSIONS

8:30 am – 9:30 am

MODERATOR

MENG YU



USER EXPERIENCE

UPSON 206

- UX Testing of Developer Documentation — A Case Study of O Database Documentation (Zhijun Gao, Tianshu Wang, Meina Wang, and Yunhong Zhang)
- What can we learn from the super mobile apps? (Meng Yu)
- UX Writing and Design: Dissolving Boundaries (Joseph Jeyaraj)

ZOOMING IN ON LANGUAGE

UPSON 216

- From 0 to 100 Since Covid: How a Major Reform in the Humanities Department in a STEM University Sparked Writing Culture and Pedagogies (Zipora Rakedzon and Orit Rabkin)
- Analyzing Levels of Prescriptivism in American English Usage Guides (Jordan Smith)

MODERATOR

JORDAN SMITH

WORKSHOP

9:45 am – 11:00 am



WORKSHOP

UPSON 206

- Teaming up for Stronger Communication: An Integrated Approach to Teamwork and Communication Instruction (Lydia Wilkinson and Patricia Sheridan)

PANELS

9:45 am – 11:00 am



PANELS

- The Enduring Value(s) of Cultural Research Methods in TPC (Calvin Pollak, Dorcas Anabire, Margaret Hsiao, Wesley Mathis and R. Elle Smith) **Upson 216**
- Emerging Tech Comm Skill Sets: UX, Content Strategy, and Instructional Design. (Guiseppa Getto, Bremen Vance, Suzan Flanagan, Kylie Jacobsen and Christina Mayr) **Upson 222**



BREAK

11:00 pm – 11:15 pm



BREAK

UPSON 116

PAPER SESSION

11:15 am – 12:15 pm



Olin Hall 165

- (Re)Designing Technical Documentation about COVID-19 with and for Indigenous Communities in Gainesville, Florida, Oaxaca de Juarez, Mexico, and Quetzaltenango, Guatemala (Laura Gonzales, Robin Lewy, Erika Hernandez Cuevas, and Vianna Lucia Gonzalez Ajtatz) Joenk Award Winners 2023

LUNCH

12:15 pm – 1:00 pm



LUNCH BUFFET

Duffield Atrium

SESSION

1:00 pm – 2:30 pm



KEYNOTE WITH BREAKOUTS

Olin Hall 165

- Stepping into the Mekong: A Study in Motivation (Dr. Craig McMahan, Mercer University)

BREAK

2:30 pm – 2:45 pm



BREAK

UPSON 116

SESSIONS

2:45 pm – 3:45 pm



DEI SESSION - INCLUSIVE LEARNING AND TEACHING

UPSON 206

- Communicating for Belonging in First-Year Engineering (Allison Godwin, Linda DeAngelo, Erica McGreevy, Eric McChesney, Kevin Binning, Charlie Diaz, Gerard Dorvé-Lewis, Ketura Elie, Kevin Kaufman-Ortiz, and Jacqueline Rohde)
- Imagining a Social Justice Technical Communication “Dream” Course (Morgan Banville, Kat Gray, Emily Gresbrink, Rachael Jordan, Elena Kalodner-Martin, and Heather Listharke)
- Moving Towards More Inclusive Conferences and Events: Reflections on Establishing an Equity, Diversity, and Inclusion Chair (Laura Patterson, and Darina Slattery)

MODERATOR

DEI PATTERSON

SESSION

2:45 pm – 3:45 pm



ENGINEERING ED: MAPPING ENGR WRITING EDUCATION

UPSON 216

- Mapping Approaches to Teaching Writing in Engineering (Marie Paretti, Catherine Berdanier and Magnus Gustafsson)
- Engineering Technical Communication Programs: A Change in Writing Instruction (Kelly Scarff)
- Curriculum Development for the First Technical Communication Study Program in Kenya: The Challenges of Digitalization (Belinda Oechsler, Yvonne Cleary, and Sissi Closs)

MODERATOR

MARIE PARETTI

BREAK

3:45 pm – 4:00 pm



BREAK

UPSON 116

TUESDAY

SESSIONS



4:00 pm – 5:00 pm

MODERATOR

CHRISTINE BURGOYNE

Engineering Education Session - Approaches to Graduate Education

UPSON 206

- Developing a Community of Scholarly Practice for Graduate Students Through An Integrated Communications Program in the Department of Materials Science and Engineering at Virginia Tech (Christine Burgoyne and Kim Grandstaff)
- Mapping Change in Professional Identity Growth in Doctoral Engineering Students (Kelli Cargile Cook, Jennifer Cross and Mario Beruvidesj)
- Why is it so hard to teach my graduate students to write? (Rick Evans)

TPC EDUCATION SESSION - INTERCULTURAL & ONLINE EDUCATION

UPSON 216

- A Systematic Review on the Latest Trends in Intercultural Technical and Professional Communication (Jiaxin Zhang, Jianfen Chen and Chenxing Xie)
- Two Online Writing Courses in One—The Redesign of Educational Communication (Saul Carliner)

MODERATOR

JIZXIN ZHANG

PANEL



4:00 pm – 5:00 pm

AI PANEL

UPSON 222

- Co-AI Technical Writing: Documentation, Experimentation, User Testing, Ethical Design (Ann Hill Duin, Isabel Pedersen, Jim Hall, Dan Card and Lee-Ann Kastman Breuch)

MIXER AND AWARDS

6:00 pm – 8:00 pm

MIXER AND AWARDS: COLTIVARE

- Shuttle available from Best Western Hotel (conf hotel) to Coltivare for event start. Participants should anticipate their own ride back to their hotels afterwards. This event was a pre-paid event; please, no drop-ins. There is also public parking at Coltivare.

WEDNESDAY

SESSIONS



8:30 am – 9:30 am

DEI SESSION - INCLUSIVE LEARNING AND TEACHING

UPSON 206

- Professional Writing for Employment (Rachel Tofteland-Trampe)

THE STATE OF TEXAS

UPSON 216

- Origin Stories: How Stories of Founding in Small Texas Communities Reflect Current Relations (Tristin Hooker, Clay Spinuzzi, Vanessa Lopez, Maclain Scott, Andrew Booth, Drake Gossi & Nigel O'Hearn)
- Material Rhetorical Infrastructure as Limits and as Limiter in Rural Texas Communities (Drake Gossi, Andrew Booth, Maclain Scott, Vanessa Lopez, Nigel O'Hearn, Tristin Hooker & Clay Spinuzzi)
- "I'd like to still see that Family Unit being the center of it": The Institutional Logic of the Family in a Small-town Entrepreneurial Ecosystem (Drake Gossi)

MODERATOR

TRISTIN HOOKER

BREAK



Break

UPSON 116

9:30 am – 9:45 am

WORKSHOPS



WORKSHOPS

9:45 am – 11:00 am

- Using AI-Generated Content to Support the Writing Process (Bremen Vance, Pam Estes Brewer and Ann Hill Duin) Upson 216
- Attending to the Affective Domain and Disciplinary Identity While Teaching Academic Technical Writing (Catherine Berdanier) Upson 222

PANEL



PANEL

UPSON 206

9:45 am – 11:00 am

- Specialized Writing Courses: Changing National Trends (Lora Anderson, Teresa Cook, and Laura Wilson)

BREAK



BREAK

UPSON 116

11:00 am – 11:15 am

SESSIONS



ROUNDTABLES

11:15 am – 12:15 pm

- Artificial Intelligence and Content Strategy (facilitated by Bremen Vance) Upson 216
- Diversity, Equity, & Inclusion (facilitated by Kira Dreher, and Laura Patterson) Upson 222

LUNCH



LUNCH BOXED

Duffield Atrium

12:00 pm – 1:00 pm

PLENARY

1:00 pm - 2:00 pm

PLENARY

OLIN HALL 165

- Tools to Think With — An Approach to Designing for the Future (Dr. Suguru Ishizaki, Carnegie Mellon University)

BREAK

2:00 pm - 2:15 pm



BREAK

UPSON 116

SESSIONS

2:15 pm - 3:15 pm



ENGINEERING EDUCATION SESSION - INNOVATIVE APPROACHES

UPSON 206

- A Critical and Ethical Approach to Teaching Genre Change Awareness: A Case Study of an Elective Engineering Communication Course (Hua Wang)
- Skule Nite: Developing Transdisciplinary Skills through an Extracurricular Community of Practice (Lydia Wilkinson)
- Changing Course: Collaborative (Re)Design of an Engineering Communication Curriculum (Eva Brumberger and Allison Ellswort)

TPCED - FOCUS ON ASSIGNMENTS

UPSON 216

- Expanding Proposal Writing Pedagogy: A Content Analysis of Course Syllabi (Mika Stepankiw)
- Teaching the Recommendation Report in the Technical Communication Classroom: Aligning Genre with Professional Expectations (Lisa Johnson and Debi Galley)
- New Technologies and Changing Pedagogy: Incorporating GoReact in the Technical Communication Classroom to Improve Student Oral Presentations (Maren Johnson)

AI AND POSTHUMANISM IN TPC

UPSON 206

- How to Navigate Shifting Tides: Mapping Technical Writing Students' Use of Artificial Intelligence (Brandon Strubberg, Kristin Bennett, and Carroll Ferguson Nardone)
- Posthumanism and Technical Communication: Using an Assemblage Assignment in an Interdisciplinary Course (Kira Dreher, and Jeffrey Squires)

BREAK

3:15 pm - 3:30 pm



COFFEE BREAK

UPSON 116

WEDNESDAY

WORKSHOPS

3:30 pm - 4:45 pm



WORKSHOPS

- Radical Communication: Making (and Teaching) Zines in (and for) Technical Communication (Derek Ross and Kayleigh Pears) Upson 216
- LX—Where UXD Meets ID (Saul Carliner) Upson 222

PANEL

3:30 pm - 4:45 pm



PANEL

UPSON 206

- Structuring Genre Performance for Future Data Scientists via an Interactionist Design Model (Allison Hutchison, Michael Laudenbach, Danielle Xu, and Zhiyu Guo)

WATERFALL WALK

5:15 pm - 6:15 pm

WATERFALL WALK

- Waterfall walk, guided by Traci Nathans-Kelly from conference venue to Ithaca's downtown Commons. Meet in Duffield Atrium, where we have lunches. This is a downhill, sometimes damp, steep adventure down Cascadilla Gorge. It can take 30-60 minutes, depending on how many times you stop to take photos. Wear really good walking shoes.
- Dinner on your own. Waterfall walkers will be brought to Ithaca's culinary center at the end, where you can find plenty of places to eat.

THURSDAY

SESSIONS

8:30 am - 9:30 am



ENVIRONMENT & POLITICS

UPSON 206



Lufkin Award Winner

- Discovering and Designing for the Data Visualization Needs of Child Welfare System Professionals Influencing Public Policy (John Fowler, and Mark Zachry)
- Building Robust Long-Term Conservation Monitoring with Design Thinking (Jessie Golding and Suguru Ishizaki)
- Articulating Environmental & Human Health: Rust Belt Communication (Barbara George)

MODERATOR

BARBARA GEORGE

TPC & WORKPLACE CONNECTIONS

UPSON 216



Hayhoe Award Winner

- Shifting Dynamics in Online Sex Work: A Pilot Analysis Sexual Content' in Terms of Service (Rachael Jordan)
- The Role of The Pitch: Gatekeeping and Pitch Development in a High Technology Business Accelerator (Mason Pellegrini)
- Measuring Transfer of Training Using Five-Component Objectives (Aidan O'Neill and Yvonne Cleary)

MODERATOR

MASON PELLEGRINI

THURSDAY

BREAK

9:30 am - 9:45 am



BREAK

UPSON 102

WORKSHOPS

9:45 am - 11:00 am



TPC & COMPLEX PROBLEMS

UPSON 206

- What can engineering students learn from how the COVID-19 pandemic played out in the media?
(Alan Chong)
- Considering Race and Mortality from COVID as a Wicked Problem Using Praxiography as Pedagogy
(JD Applen)
- Ethos: A Framework to Assess Character and Stance
(Karen Gulbrandsen)

MODERATOR

ALAN CHONG

POLITICAL & PUBLIC COMMUNICATION

UPSON 216

- Professionalizing Campaign Text Spam: How Technical Marketing Rhetoric Influences Rapid Change to the Professional Communication of Politics
(Ryan Cheek and Samuel Allen)
- The Goofy Roots of the Plain Language Movement: Reconsidering the Rhetorical Hedonism of "Gobbledygook Has Gotta Go"
(Daniel Liddle)

MODERATOR

TRACI NATHANS-KELLY

TOWN HALL

11:00 am - 12:00 pm

TOWN HALL

OLIN HALL 165

LUNCH

12:00 pm - 1:00 pm



LUNCH BOXED

DUFFIELD ATRIUM

WINE TASTING

1:30 pm - 3:30 pm

WINE TASTING

- This is a pre-paid event. Please, no drop-ins. If you would like more information, please contact Traci Nathans-Kelly.





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The faculty of Cornell's Engineering Communications Program

Welcomes

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- Traci Nathans-Kelly, Director
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- Allison Hutchison
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