

IEEE PRO COMM 2024

International Professional Communication Conference
Pittsburgh, Pennsylvania * 14-17 July





Welcome to ProComm 2024 and Pittsburgh !

As your Co-Chairs, we are delighted to see such a diverse and distinguished group of scholars, researchers, and professionals gathered here to share your knowledge, insights, and innovations.

This conference—like all ProComm conferences—is a testament to our collective commitment to advancing our field and fostering collaboration; truly, the word “excellence” is defined by looking around at the colleagues at this gathering. Over the next few days, we will have the opportunity to engage in thought-provoking discussions, attend enlightening presentations and panels, and participate in dynamic workshops.

Our theme this year, Building Bridges: Connecting Ideas, People, and Possibilities, embodies the essence of progress, collaboration, and growth. The conference team has curated a program that highlights cutting-edge research, innovative methodologies, and emerging trends, ensuring that each of you leaves with new ideas and perspectives. We encourage you to take full advantage of the networking opportunities available, such as the Awards Dinner. We hope that you can reconnect with your familiar peers, find some new colleagues, exchange ideas, and build lasting professional relationships.

We would like to extend our gratitude to our speakers, sponsors, and the entire organizing committee for their hard work and dedication in making this event possible. Your contributions are invaluable.

Thank you for being here, and we look forward to a stimulating and rewarding conference. And we hope to see you next year in Denmark!

Welcome!

Traci Nathans-Kelly and Allison Hutchison, Co-Chairs ProComm 2024

Sunday, July 14

5:00 pm	—	7:00 pm	Welcome Reception Wyndham/Marriott Bistro
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Monday, July 15

8:00 am	—	3:00 pm	Registration
8:00 am	—	8:20 am	Opening Remarks
8:30 am	—	9:30 am	Sessions
9:30 am	—	9:45 am	Break
9:45 am	—	11:00 am	Sessions & Workshops
11:00 am	—	11:15 am	Break
11:15 am	—	12:15 pm	Sessions
12:15 pm	—	1:15 pm	Lunch (provided)
1:15 pm	—	2:15 pm	Keynote: Reva Schwartz
2:15 pm	—	2:30 pm	Break
2:30 pm	—	3:30 pm	Sessions
3:30 pm	—	4:00 pm	Break
4:00 pm	—	5:00 pm	Sessions

Tuesday, July 16

8:00 am	—	3:00 pm	Registration
8:30 am	—	9:30 am	Sessions
9:30 am	—	9:45 am	Break
9:45 am	—	11:00 am	Workshops & Panel
11:00 am	—	11:15 am	Break
11:15 am	—	12:15 pm	Sessions
12:15 pm	—	1:15 pm	Lunch (provided)
1:15 pm	—	2:15 pm	Sessions
2:15 pm	—	2:30 pm	Break
2:30 pm	—	3:30 pm	Sessions
3:30 pm	—	3:45 pm	Break
3:45 pm	—	4:30 pm	Panel

Tuesday, July 16 (continued)

5:00 pm	—	7:00 pm	Awards Dinner and Networking Event
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Wednesday, July 17

8:00 am	—	10:00 am	Registration
8:30 am	—	9:30 am	Sessions
9:30 am	—	9:45 am	Break
9:45 am	—	11:00 am	Workshops & Panel
11:00 am	—	11:15 am	Break
11:15 am	—	12:45 pm	Closing Session
12:45 pm	—	1:45 pm	Lunch (provided)

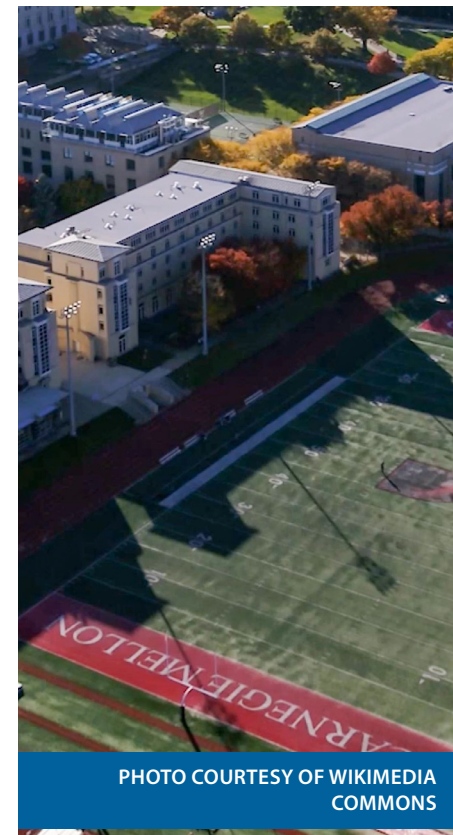


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COMMONS

PROCOMM 2024 ONLINE

WEBSITE

<https://attend.ieee.org/procomm-2024/>

PROCOMM PROCEEDINGS ONLINE

Available only during the conference:

After the conference, find the Proceedings in IEEE Xplore.

CARNEGIE MELLON CAMPUS MAP (DYNAMIC):

<https://bit.ly/procomm2024places>

MAIN CONFERENCE VENUE

Jared L. Cohon University Center (main conference site)
5032 Forbes Avenue
Pittsburgh PA 15213
412-268-2107

Information Desk:

Mon-Fri: 8:00AM - 10:00PM

Contact the Cohon Center Info Desk at +1 412-268-2107

REGISTRATION

Registration materials for participants will be available during the following times:

July 14: 5:00 - 7:00 pm

The Welcome Event at Wyndham/Marriott Bistro
Wyndham/Marriott Bistro.
100 Lytton Avenue
Pittsburgh, PA 15213

July 15, 16: 8:00 - 3:00 pm

Connan Conference Room
Jared L. Cohon University Center
5032 Forbes Avenue
Pittsburgh PA 15213
412-268-2107

July 17: 8:00 - 11:00 am

Connan Conference Room

WELCOME RECEPTION

July 14: 5:00 - 7:00pm

Wyndham/Marriott Bistro.

100 Lytton Avenue

Pittsburgh, PA 15213

(very casual, non-ticketed event)

AWARDS DINNER AND NETWORKING EVENT

July 16: 5:00 - 7:00pm

The Great Hall, College of Fine Arts

4919 Frew Street

Pittsburgh PA 15213

(To find the Great Hall, enter the College of Fine Arts building from the west main entrance closest to the College of Fine Arts Lawn)

BREAKS AND CONVERSATION

Join us in the break rooms for refreshments, conversation, and more.

July 15, 16: Danforth Conf Room

Jared L. Cohon University Center (main conference site)

July 17: Connan Conf Room

Jared L. Cohon University Center (main conference site)

MEALS

Breakfasts: Breakfasts are not served by the conference. However, there will be coffee, tea, and light snacks midmorning in the break room.

Lunches: Lunches will be served by ProComm. Please come to the Danforth Conference Room for your lunch items, and then choose your seating in the Connan conference room, the Danforth conference room, or outside (weather permitting).

Dinners: Evening meals on July 14 and 15 are on your own. On July 16 there will be an Awards Dinner and Networking Event where dinner will be provided, see above for location.

PARKING

<https://bit.ly/procomm2024places>

- East Campus Garage is at 5040 Forbes Ave.
- CMU Gates Garage is at 594-598 Boundary St.

Rates and more information is at

<https://www.cmu.edu/transportation/park/visitor.html>

INTERNET ACCESS

Connect to Guest Wireless:

- Select the CMU-GUEST wireless network.
- Visit any web page.
- You will need a valid non-CMU email address and the access code (B89GJHXA).
- Accept the terms of use and click Log In.

(Only one session is allowed per email address. Using the same email to connect multiple devices, will disconnect all devices.)

More information can be found at:

<https://www.cmu.edu/computing/services/endpoint/network-access/wireless/how-to/guest.html>

ADDITIONAL GOODS AND SERVICES

For additional services, such as banking and printing, please refer to the Cohon Center's webpage at: <https://www.cmu.edu/cohon-university-center/stores-and-services/index.html>

ProComm welcomes your involvement!

Use this QR code to find out more.

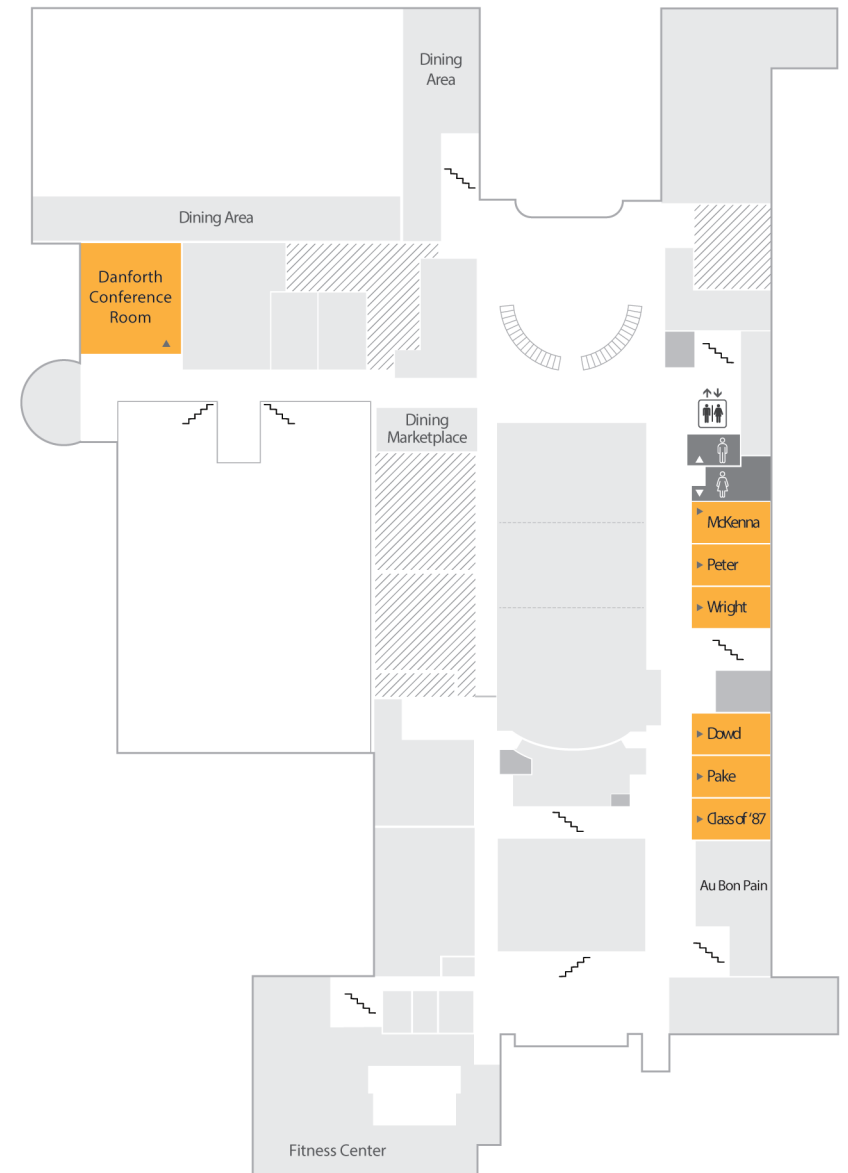


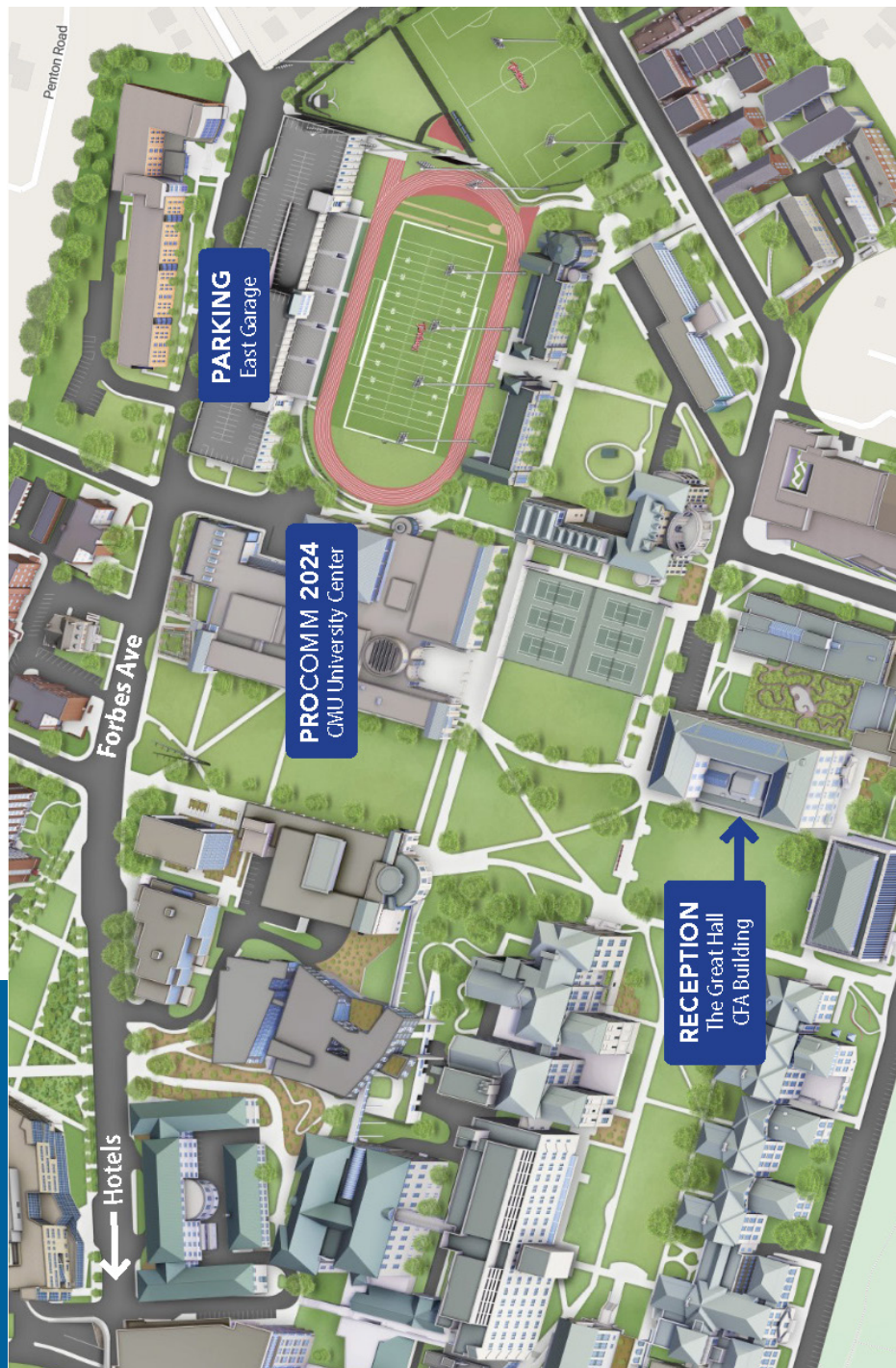
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COMMONS

University Center | 1st Floor



University Center | 2nd Floor





CONFERENCE COMMITTEE LEADERSHIP



Traci Nathans-Kelly, Ph.D.
Conference Co-chair



Allison Hutchison, Ph.D.
Conference Co-chair



Kira Dreher, Ph.D.
Program Co-chair



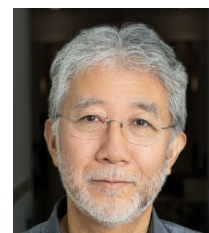
Darina Slattery, Ph.D.
Program Co-chair



Joyce Karreman, Ph.D.
Proceeding Co-chair



Lin Dong Ph.D.
Proceeding Co-chair



Suguru Ishizaki, Ph.D.
Local Arrangements



Laura Patterson, Ph.D.
Diversity Chair



Sean Moseley, Ph.D.
Finance Chair

KEYNOTE SPEAKER

Monday
McConomy Auditorium
1:15 pm – 2:15 pm

**Reva Schwartz****The Future of AI from a Sociotechnical Lens**

Our conference keynote is Reva Schwartz. Schwartz is a research scientist at the National Institute of Standards and Technology's (NIST) Information Technology Laboratory (ITL). She serves as Principal Investigator on Bias in Artificial Intelligence and leads the NIST ARIA Program which seeks to advance measurement science for the risks and impacts of generative AI. Her research focuses on evaluating the societal impacts of AI systems, improving organizational practices, and driving understanding of socio-technical systems.

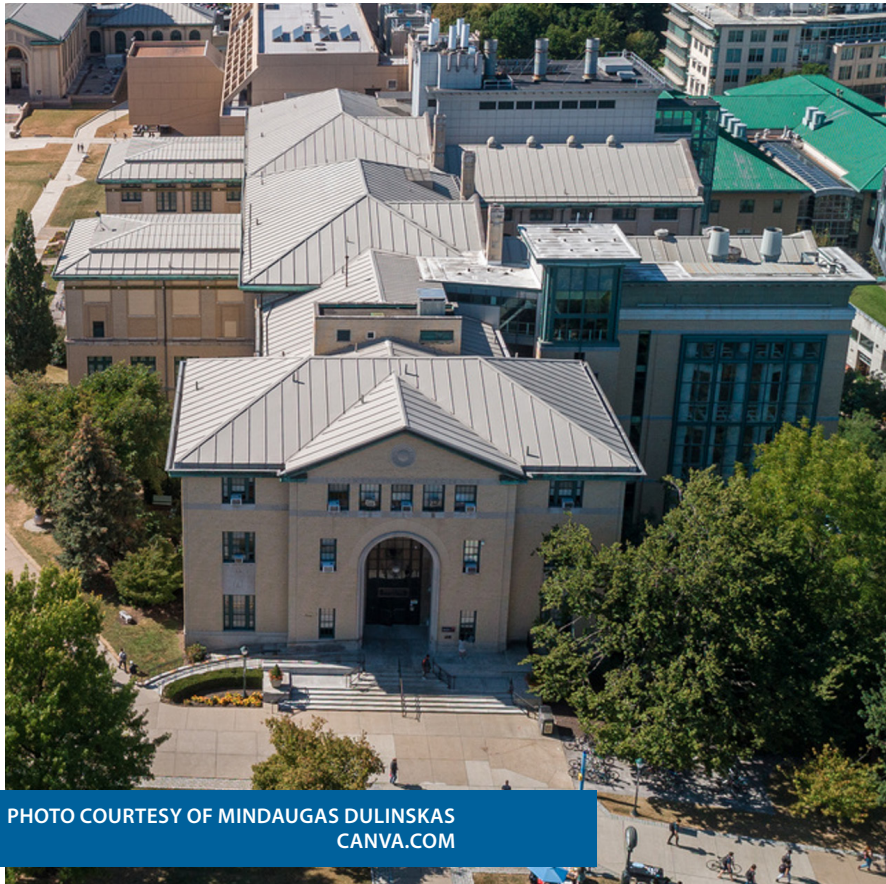


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BLICQ AWARD

**Rebecca Walton**

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.

Rebecca Walton is the Executive Associate Dean for the College of Humanities and Social Sciences at Utah State University and a professor of technical communication and rhetoric in the Department of English. Walton researches how people intervene for justice in their workplaces. Her co-authored scholarship has won multiple national awards, including awards for best book, best theory article, and best empirical research article. Her research has informed implicit bias training, policy revision, and curriculum development at multiple universities, and her leadership experience includes external program review, journal editorship, and program redesign at the undergraduate and graduate levels.

GOLDSMITH AWARD



(Right top to left, top to bottom)

Prof. Ken Tallman, Prof. Fiona Coll, Prof. Rob Irish*, Prof. Lydia Wilkinson, Prof. Deborah Tihanyi*, Prof. Peter Weiss* (Emeritus), Prof. Ted Nolan, Prof. Alan Chong (Director), Prof. Jennifer Lofgreen

* Former Directors

Goldsmith Award winners

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).

The University of Toronto's Engineering Communication Program (ECP) was founded over twenty-five years ago with the aim of providing disciplinarily relevant communication instruction to engineering students. Since then, the unit has grown to provide integrated communication instruction that responds to the changing needs of our associate faculty members in Engineering departments, that fulfills the requirements of Canada's Engineering Accreditation Board and that consistently engages students by building curriculum that makes sense to them. ECP works in different capacities in each of the nine Engineering departments at UofT, as well as the common First Year, offering standalone communication courses, partnering with Engineering faculty on communication and design courses, and providing course support by collaborating on assignment and rubric design, as well as offering assignment-specific instruction. With the relatively new Institute for Studies in Transdisciplinary Engineering Education and Practice (ISTEP) grows, ECP has begun to co-mingle engineering communication instruction with transdisciplinary competencies including leadership and ethics and equity to realize the interconnectedness of future skills that ensure success across complex engineering contexts, and the importance of communication as a foundational competency to other transdisciplinary skills.



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CANVA.COM

SCHLESINGER AWARD



Pamela Estes Brewer
Schlesinger Award winner

The Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society recognizes IEEE ProComm members that have provided outstanding service to the Society.

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.

Pam Estes Brewer is Professor and Chair of Technical Communication in the School of Engineering at Mercer University. She serves on the IEEE ProComm Board of Governors and is a Fellow in the Society for Technical Communication. She researches, authors, and presents on topics related to hybrid teaming and research methods. Dr. Brewer has an ongoing relationship with the Department of Homeland Security supervising usability testing of DHS web assets. She has published two books, *International Virtual Teams* and, with Dr. George Hayhoe, the 2nd edition of *A Research Primer for Technical Communication*.

JOENK AWARD



Ya Sun
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.



Chenghui Wu
Joenk Award winner

About the paper

Chenghui Wu (student) and Ya Sun (professor) are recognized for their paper "*Discursive Construction of Message Credibility for Chinese State-Owned Enterprises on Twitter*," which appeared in the September 2023 issue of the Transactions (3Q23).



JAMES M. LUFKIN AWARD



Suzanne Lane
James M. Lufkin Award



Nora Rivera
James M. Lufkin Award

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

About the award: The James M. Lufkin Award recognizes the best conference paper submitted to the ProComm Proceedings. The winner is selected by the ProComm Conference Committee in consultation with the ProComm Awards Committee based on nominations made by our conference reviewers. 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.

Suzanne Lane is a Senior Lecturer in Cornell's Engineering Communications Program, and the Vice President of ProComm. Formerly, she directed MIT's Writing, Rhetoric, and Professional Communication Program, where her curriculum development and improvements in the working conditions for lecturers led to the program winning a CCCC Writing Program Certificate of Excellence in 2021-2022. Suzanne researches how new media affects engineering genres and how the reasoning in engineering fields and subfields shape academic genres, and she develops tools for teaching and assessing engineering communication.

Nora K. Rivera is an Assistant Professor in the Department of English at Chapman University. She is the author of *The Rhetorical Mediator: Understanding Agency in Indigenous Translation and Interpretation through Indigenous Approaches to UX* (2024). Her dissertation received the 2022 Outstanding Dissertation award from the American Association of Hispanics in Higher Education and the 2022 Honorable Mention award from the Latin American Studies Association. She is the recipient of the Society for Technical Communication 2023 Frank R. Smith Award for Outstanding Journal Article in Technical Communication. Rivera's interdisciplinary work has been published in numerous academic journals and edited collections.

HAYHOE FELLOW AWARD



Ben Markey
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.

Ben Markey is a Ph.D. student in Rhetoric at Carnegie Mellon University. His research interests include computational text analysis, LLMs, Writing in the Disciplines, and formative assessment at scale. His dissertation explores the use of computational methods (e.g., corpus linguistics, machine learning, etc.) to help teaching assistants assess writing in STEM courses taught at scale.



PHOTO COURTESY OF TIM KAULEN
CARNEGIE MELLON UNIVERSITY



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SUNDAY, JULY 14

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 the Wyndham/Marriott Bistro.

MONDAY

OPENING

8:00 am – 8:20 am

OPENING

McConomy Auditorium

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

SESSIONS

8:30 am – 9:30 am



ENGINEERING EDUCATION

McKenna Conf Room

- Teaching Communication in Context: Rhetorical Moves in Data Science Reports (Allison Hutchison)
- Collaborative Writing for Engineering Learners in India: From a Dormant to a Dynamic Skill (Divya John)
- Bridging Rhetoric and Engineering: Qualitative Results from a Writing Center Program to Improve Engineering Undergraduate Writing (D'Arcy Randall and Hye Sun You)

MODERATOR

D'Arcy Randall



MODERATOR

David Guile

ENTREPRENEURSHIP

Wright Conf Room

- "Homogenize the Markets": Associations and Substitutions in a Startup's Sociotechnical Arguments, 2016-2023 (Clay Spinuzzi)
- Value Propositions as Fractional Objects: Searching for Strands of Stabilization in a Startup's Arguments (Clay Spinuzzi and David Guile)
- Visualizing the Entrepreneur's Journey: Synchronic, Iterative, and Linear Representations (Clay Spinuzzi and Omar Sabaj)



PAPER WORKSHOP PANEL

MONDAY

BREAK

9:30 am – 9:45 am



BREAK

Danforth Conf. Room

WORKSHOPS

9:45 am – 11:00 am



WORKSHOPS

- Visualizing Engineering Communication – Using Systems Design to Understand Communication in an Engineering Project (Stephen Harper and Paul Talbot)
Room McKenna Conf Room
- Building Bridges Toward Publication in the Transactions (George Hayhoe, Mason Pellegrini, Joyce Karreman, Adam Strantz, Josephine Walwema)
Room Wright Conf Room

SESSIONS

11:00 am – 11:15 am



BREAK

Danforth Conf. Room

SESSIONS

11:15 am – 12:15 pm



INDUSTRY/ACADEMIC BRIDGES, PART I

McKenna Conf Room

- Trends in Post-Pandemic Instructional Design: An Exploratory Analysis of Job Ads Using Textual Analysis (Hannah Nabi, Bremen Vance, Guiseppe Getto)
- Employers' Perceptions of Microcredentials on Entry-Level Résumés in Technical and Professional Communication (Jordan Booth, Timothy Ponce, Amy Hodges)
- Bridging the Classroom and Workplace: The High-Impact Practices of a Technical and Professional Communication Studio Course (Allegra Smith)

MODERATOR

Bremen Vance

MODERATOR

Traci M. Nathans-Kelly



POLITICS AND INTERNATIONAL CONSIDERATIONS, PART 1

Wright Conf Room

- Navigating Work-Life Communication Boundaries on Super Apps (Meng Yu)
- Hoodies in the Halls of Power: A Rhetorical Materialist Critique of Professional Decorum in the United States Senate (Ryan Cheek and Samuel Allen)

LUNCH

12:15 pm – 1:15 pm



LUNCH

Lunch will be served at Danforth Conf. Room & Connan Conf Room.

SESSION

1:15 pm – 2:15 pm



KEYNOTE: REVA SCHWARTZ

McConomy Auditorium

The Future of AI from a Sociotechnical Lens

BREAK

2:15 pm – 2:30 pm



BREAK

SESSIONS

2:30 pm – 3:30 pm

MODERATOR

Nupoor Ranade



INDUSTRY/ACADEMIC BRIDGES, PART II

KMcKenna Conf Room

- Extended Abstract: Competencies and Connections: Toward Bridging the Academic-Industry Gap
(Nupoor Ranade and Jason Swarts)
- Building Bridges: Five Nonprofit Grant Writers Reflect on Learning the Profession
(Sarah Gunning, Denelle Joynes, Ashley McMullen, Justine Trybus)
- Extended Abstract: Bridging the Academy and the Workplace: Industry Practitioner Perceptions of Engineering Communication Skills
(Eva Brumberger and Allison Ellsworth)

MODERATOR

Gregory Pogue



FOCUSSING ON LOCALITY

Wright Conf Room



James M. Lufkin Award Winner

- Carrying Meaning, Bridging Worlds: Indigenous Language Localization in Western Courts
(Nora Rivera)
- Looks Matter! A Comparative Analysis of Image Use on Chinese and Western Municipal Websites
(Yaxing Li, Joyce Karreman, Menno de Jong)

BREAK

3:30 pm – 4:00 pm



BREAK

SESSIONS

4:00 pm – 5:00 pm

MODERATOR

Sushil K. Oswal



AI

KMcKenna Conf Room

- Extended Abstract: The Impact of Interactive AI Feedback on STEM Students' Writing of Lay Research Summaries
(Tzipora Rakedzon, Ayelet Baram-Tsabari, Elad Segev, Roy Yosef)
- Leveraging AI to Bridge the Gap Between Aspiring Engineers and Effective Communicators
(Aneet Dharmavaram Narendranath, Radheshyam Tewari, Jalcyn Johnson)
- Examining the Accessibility of Generative AI Website Builder Tools for Blind and Low Vision Users: 21 Best Practices for Designers and Developers
(Sushil K. Oswal and Hitender K. Oswal)

SESSIONS

4:00 pm – 5:00 pm

(continued)

MODERATOR

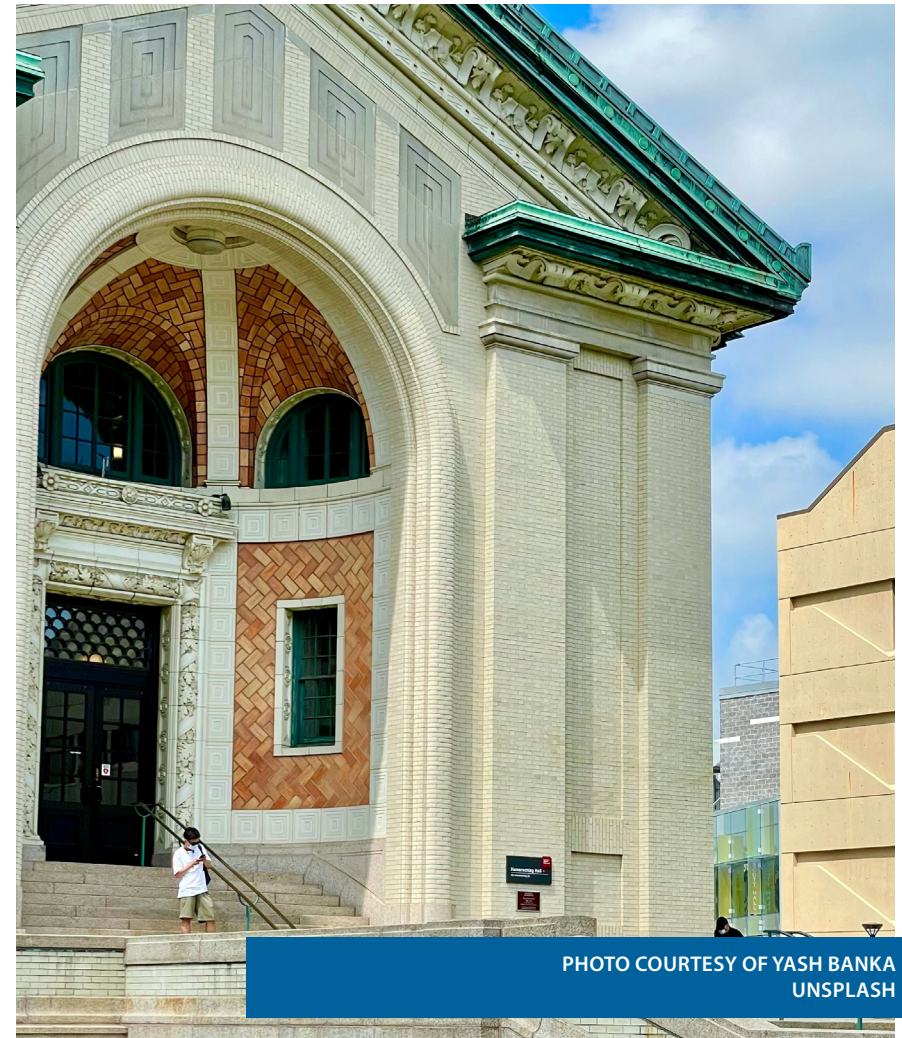
Io Valls-Ratés



GENRES, PART I

Wright Conf Room

- Beautiful Noise? The Impact of Filled Pauses on the Perception of Speaker Charisma
(Sina Voss and Oliver Niebuhr)
- Extended Abstract: Designing Research Posters: Empirical Evidence Supports Moving Away from Abstracts and Short Section Headings
(Joanna Wolfe and Juliann Reineke)
- Gestures and Feet Can Tell Us How You Speak! On the Relationships Between Voice and Body Language in VR Public Speeches
(Oliver Niebuhr and Io Valls-Ratés)

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UNSPLASH

SESSIONS

8:30 am – 9:30 am

MODERATOR

Pitch Sinlapantakul



UX, PART I

McKenna Conf Room

- “It Was Frustrating to Have to Constantly Redesign”: An Exploration of Authenticity in Advanced UX Education
(Pitch Sinlapantakul, Sophie Park, Connie Yang, Mark Zachry)
- A Symbiotic Relationship: Combining User Experience Methods and Systems Theory to Understand Engineering Doctoral Students’ Professional Identity Development
(Jason Tham, Jennifer Cross, Mario Beruvides, Diego Polanco-Lahoz, Md. Rashedul Hasan, Kelli Cargile Cook)
- Approaches, Contexts, and Critiques of UX Pedagogy: An Exploration of Themes from an Integrative Literature Review
(Guisepe Getto, Philip Gallagher, Suzan Flanagan)

MODERATOR

Aneet Dharmavaram
Narendranath

REFLECTION AND PROBLEM SOLVING

Wright Conf Room

- The Impact of an Entrepreneurially Minded Learning Activity on the Metadiscourse of Students’ Reflections
(Aneet Dharmavaram Narendranath, Sirena Hargrove-Leak, Zachary Thelander)
- Building Reflection and Communication Bridges for Broadening of Knowledge in Learned Ignorami
(Radheshyam Tewari, Aneet Narendranath, Jaclyn Johnson)
- Teaching Collaborative Problem-Solving in Technical and Professional Communication
(Zarah Moeggenberg and Melissa Maier)

BREAK

9:30 am – 9:45 am



BREAK

Danforth Conf. Room

PANEL

9:45 am – 11:00 am



PANEL

McKenna Conf Room

- Bridging Divided Disciplines Through Interdisciplinary Teaching Collaborations
(Rachel Atherton, Patsy Brackin, Ben Jelen, Corey Taylor, Jay McCormack)

WORKSHOP

9:45 am – 11:00 am



WORKSHOP

Wright Conf Room

- Design Fiction as a Novel Approach in Cultivating Critical Reflection and Ethical Awareness in TPC
(Yunye Yu and Yiyi Wu)

BREAK

11:00 am – 11:15 am



BREAK

Danforth Conf. Room

SESSIONS

11:15 am – 12:15 pm



UX, PART II

McKenna Conf Room

- Development of a UX Scale for Technical Communication
(Zhijun Gao, Wenxi Du, Defeng Li, Jingsong Yu)

MODERATOR

Mark Zachry

SESSIONS

11:15 am – 12:15 pm

(continued)

MODERATOR

Mark Zachry



UX, PART II

McKenna Conf Room

- VizCare: Using UCD Techniques to Impact the Child Welfare System
(John Fowler and Mark Zachry)
- Design, Training, and Branching Scenarios: Building Bridges Through Different User Experiences
(Joseph Bartolotta and Tiffany Bourelle)

MODERATOR

Mary Glavan



ETHICS

Wright Conf Room

- Current Ethical Stances in Plain Language Research Across Fields
(Kira Dreher and Russell Willerton)



James M. Lufkin Award Winner

- Meeting ABET Outcomes through Teaching Students to Analyze the Ethics of an AI System
(Suzanne Lane)
- Extended Abstract: Bridging Deep Tech Ethics, Community Literacy, and Computer Science Education
(Mary Glavan and Rodrigo Ferreira)

LUNCH

12:15 pm – 1:15 pm



LUNCH

Lunch will be served at Danforth Conf. Room & Connan Conf Room.

SESSIONS

1:15 pm – 2:15 pm



UX, PART III

McKenna Conf Room

- Bridging the Gap: Exploring Barriers and Opportunities of Collaboration in User Experience Partnerships Between Nonprofits and (Technical and Professional Communication) Academics
(Krista Sarraf)
- Bridging People and Practice: Using Design Systems to Teach Accessibility
(Adam Strantz)
- Successful Problem-Solving in User Support Forums: A Study Aimed at Identifying Post and Thread Characteristics
(Jozevel Adriaansz and Joyce Karreman)

MODERATOR

Krista Sarraf



POLITICS AND INTERNATIONAL CONSIDERATIONS, PART II

Wright Conf Room

- Extended Abstract: East Palestine: Temporal Considerations of Risk Communication
(Barbara George)
- Extended Abstract: Blowing the Whistle: How Nigerians Express Organizational Dissent on Social Media
(Ewuradwoa Dorothy Hammond)

MODERATOR

Barbara George



POLITICS AND INTERNATIONAL CONSIDERATIONS, PART II

Wright Conf Room

BREAK

2:15 pm – 2:30 pm



BREAK

TUESDAY

SESSIONS

2:30 pm – 3:30 pm

MODERATOR

Mason Pellegrini



GENRES, PART II

McKenna Conf Room

- Extended Abstract: Delightful Documentation? Improving Documentation Quality with the Kano Model (Yoel Strimling)
- Bridging the Gap between Executive and Technical Communication (Kathryn Gannon)
- The Rhetorical Structure of the Entrepreneurial Pitch Problem Statement: Findings from an International Business Accelerator (Paul Hunter and Mason Pellegrini)

MODERATOR

Kamisha Escoto



OTHER EDUCATION

Wright Conf Room



Hayhoe Fellow Award Winner

- Presenting and Making Relevant: A Semantic Frame Analysis of Teaching Assistant Perceptions of Writing in Statistics (Ben Markey)
- Extended Abstract: Training Engineering Faculty on How to Mentor Scientific Communication: Soft Piloting an Evidence-Based Intervention at Rice University (Kamisha Escoto, Elizabeth Festa, Sibani Biswal)
- Extended Abstract: You Can Lead a Horse to Water: Students' Usage Patterns of an Open Educational Resource for Technical Communication (Jonathan Arnett)

BREAK

3:30 pm – 3:45 pm



BREAK

PANEL

3:45 pm – 4:30 pm



PANEL

McKenna Conf Room

- Teaching Critical LLM Literacy and Rhetorical Design in Technical and Professional Communication (Calvin Pollak, Alexander Helberg, Cameron Mozafari)

AWARDS DINNER

5:00 pm – 7:00 pm



AWARDS DINNER AND NETWORKING EVENT

Come join us as we celebrate our award recipients.

Address:

The Great Hall, College of Fine Arts
4919 Frew Street
Pittsburgh PA 15213

(To find the Great Hall, enter the College of Fine Arts building from the west main entrance closest to the College of Fine Arts Lawn). Attendees can follow a guide from just outside the Connan room to the venue.



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WEDNESDAY

SESSIONS

8:30 am – 9:30 am

MODERATOR

Amy Baird



ACCESSIBILITY

Dowd Conf Room

- Connecting Accessibility and Engineering/Computing in the Technical Communication Classroom (Amy Baird and Lauren Kuryloski)
- Motor-Mobility Testing for the Enhancement of Web Application Accessibility (Philip B. Gallagher and Michael K. Griffin)

MODERATOR

Massimo Verzella



TRANSLATION AND LANGUAGE

Pake Conf Room

- Extended Abstract: What We Can Learn from Shifts in Emphasis in Technical Translations (Massimo Verzella)
- Constructing a Glossary of Translated Technical Terms for Professional Communication: Using the Chinese Translations of English Terms in Epidemiology as an Example (How-Ran Guo and Yen-Cheng Tseng)
- Extended Abstract: Communicate with Ethical Values - Lessons from the Ancient Sangam Literature of Tamil! (Aravindhan Anbazhagan)

BREAK

9:30 am – 9:45 am



BREAK

Connan Conf Room

PANEL

9:45 am – 11:00 am



PANEL

Dowd Conf Room

- Bridging Transformative Possibilities in Engineering Communication (Richard Branscomb, Andrea Francioni Rooney, Joe Moore, Daniel Tkacik)

WEDNESDAY

WORKSHOP

9:45 am – 11:00 am



WORKSHOP

Pake Conf Room

- The Challenge of Teaching 'Effective Written Communication': Bridging the Gap Between Common and Best Practices (Ros Woodhouse and Julie Rosen)

BREAK

11:00 am – 11:15 am



BREAK

Connan Conf Room

CLOSING

11:15 am – 12:45 pm

CLOSING SESSION

McConomy Auditorium

IEEE/ ProComm Opportunities (Pamela Estes Brewer and Daria Slattery) followed by President's Town Hall

LUNCH

12:45 pm – 1:45 pm



LUNCH

Lunch will be served at the Danforth Conference Room.

NOTES

ProComm welcomes your involvement!
Use this QR code to find out more.



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Graduate Programs

Ph.D. in Technical Communication & Rhetoric
M.A. in Technical Communication
Graduate Certificate in Teaching Technical Communication
Graduate Certificate in Grant & Proposal Writing

Our Faculty

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

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

CornellEngineering
Engineering Communications Program

**The faculty of
Cornell's Engineering
Communications
Program celebrates
ProComm 2024**

We wish all conference
attendees a rewarding
conference experience

- Traci Nathans-Kelly,
Conference Co-Chair
- Allison Hutchison,
Conference Co-Chair
- Suzanne Lane, IEEE ProComm
Conference Committee
- Cameron Mozafari
- Hua Wang
- Rick Evans, Emeritus

<https://www.engineering.cornell.edu/students/undergraduate-students/curriculum/engineering-communications-program>



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University of Southern Denmark



IEEE ProComm 2025 will be held in Sønderborg, Denmark, July 20-23, 2025. ProComm will be hosted by the Centre for Industrial Engineering (CIE) at the University of Southern Denmark.

Watch for upcoming details, calls for participation, and more!

<https://procomm.ieee.org/>

ProComm welcomes your involvement! Use this QR code to find out more.

