## ATTW 2018 Conference Program at a Glance

### Tuesday, March 13

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Check-in/registration and coffee</td>
<td>8:00-9:00am</td>
<td>Wyandotte Ballroom 1</td>
</tr>
<tr>
<td>Co-Chairs’ Welcome</td>
<td>9:00-9:30am</td>
<td>Wyandotte Ballroom 2</td>
</tr>
<tr>
<td>Concurrent Session A</td>
<td>9:45-11:00am</td>
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<tr>
<td>Poster and Exhibit Session</td>
<td>11:15am-12:30pm</td>
<td>Wyandotte Ballroom 2</td>
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<tr>
<td>Lunch on Your Own</td>
<td>12:30-1:45pm</td>
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<tr>
<td>Concurrent Session B</td>
<td>2:00-3:15pm</td>
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<tr>
<td>ATTW Research Methods Workshops</td>
<td>1:30-5:30pm</td>
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<tr>
<td>Concurrent Session C (Other Workshops)</td>
<td>3:30-5:00pm</td>
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<tr>
<td>Awards, ATTW Business Meeting,</td>
<td>5:30-7:00pm</td>
<td>Wyandotte Ballroom 2</td>
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<tr>
<td>and Reception</td>
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### Wednesday, March 14

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<tr>
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<tr>
<td>Check-in and coffee</td>
<td>8:00-8:45am</td>
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<tr>
<td>President’s Welcome</td>
<td>8:45-9:00am</td>
<td>Wyandotte Ballroom 2</td>
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<tr>
<td>Plenary Session: Celebrating 45 Years</td>
<td>9:00-10:30am</td>
<td>Wyandotte Ballroom 2</td>
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<tr>
<td>Concurrent Session D</td>
<td>10:45am-12:00pm</td>
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<tr>
<td>Women in Tech Comm Luncheon</td>
<td>12:15-1:45pm</td>
<td>Wyandotte Ballroom 1</td>
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<tr>
<td>Concurrent Session E</td>
<td>2:00-3:15pm</td>
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<tr>
<td>Concurrent Session F</td>
<td>3:30-4:45pm</td>
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<tr>
<td>Reception with Area Guests</td>
<td>5:00-6:00pm</td>
<td>Wyandotte Ballroom 1</td>
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### Join us from a distance!

We plan to stream select panels, including the plenary, from Wyandotte Ballroom 2 throughout both days. Look for the [add icon image here] icon after panel and special event titles.
ATTW 2018 Conference Program

Precarity and Possibility: Engaging Technical Communication’s Politics
Natasha Jones & Blake Scott, University of Central Florida, Program Co-Chairs

We are pleased to share the ATTW 2018 Conference schedule, and invite those of you who can’t attend in person to join us from a distance!

We plan to stream select panels, including the plenary, from Wyandotte Ballroom 2 throughout both days. Look for the [add icon image here] icon after panel and special event titles.

Tuesday, March 13

Check-in and coffee 8:00-9:00am  Wyandotte Ballroom 1

Co-Chairs’ Welcome 9:00-9:30am  Wyandotte Ballroom 2
Natasha Jones, University of Central Florida
Blake Scott, University of Central Florida

Safe Spaces 9:00-11:00am  Armourdale
2:30-5:30pm  McCarthy Gallery
Open to all throughout the day to reflect, get support from others, connect with others in solidarity, or otherwise step away from the conference.

Concurrent Session A 9:45-11:00am
Session A1: Political Risk and Precarity  Wyandotte Ballroom 2
Panel Chair: Julie Staggers, Washington State University

*Lies, Damn Lies, and Alternate Facts: Structural Secrecy in the Post-Truth Age*
Tweetable Description: Tracking the relationship between structural secrecy and erasive rhetoric in government texts, and offering a heuristic that helps students engage with them as advocates
Julie Staggers, Washington State University
Charlotte Hyde, Kansas State University
**Toward a Rhetoric of Deceit**  
Tweetable Description: Exploring how rhetorics of deceit are used across media and how we can counter them  
Eric York, Clarkson University

**Earth Discourses: Constructing Risks and Responsibilities in Chinese State and Social Media**  
Tweetable Description: Through investigating the rhetoric of risk and responsibility for climate change in Chinese media, illuminating the complexity of environmental communication in transnational context  
Lin Dong, Georgia State University

**Rubles and Rhetoric: Corporate Kairos and Social Media’s Crisis of Common Sense**  
Tweetable Description: Unpacking the ethical implications of what Facebook did (and chose not to do) in the recent political advertising scandal by exploring the influence of "corporate kairos" in social media  
Sara West, University of Arkansas  
Adam Pope, University of Arkansas

**Session A2: Learning from Industry Practices**  
Panel Chair: Joanna Schreiber, Georgia Southern University

**Project Management as Techne or Technique? The Importance of Engaging Critically with Industry Practices**  
Tweetable Description: *Teche or technique in the workplace: what would Plato do?*  
Joanna Schreiber, Georgia Southern University  
Jessica Lauer, Michigan Technological University

**Reconnecting With Ethics: Rhetorical Agency and Social Listening in Corporate Social Media Communication**  
Tweetable Description: Analyzing corporate communications on social media using theories of rhetorical agency and social listening to better account for ethical concerns  
Katlynne Davis, University of Minnesota

**Responding to Precarious Cultural and Economic Circumstances: Social, Cultural, and Creative Entrepreneurship**  
Tweetable Description: Come learn about social, cultural, and creative entrepreneurship in precarious economic and cultural circumstances  
Benjamin Lauren, Michigan State University  
Stacey Pigg, North Carolina State University

**Efficiency, Usability, and Productive Failure in Operations Research Writing**  
Tweetable Description: Interfacing operations research and rhetoric  
Jennifer Juszkiewicz, Indiana University  
Joseph Warfel, Northwestern University

**Session A3: Activism in the Classroom**  
Panel Chair: Kristin Bivens, Harold Washington College

**The Activist Syllabus as Technical Communication and the Technical Communicator as Curator of Public Intellectualism**
Tweetable Description: As curators of public intellectualism, technical communicators can provide content management guidance and advice regarding usability, accessibility, and design concerning activist syllabi
   Kristin Bivens, Harold Washington College
   Kirsti Cole, Minnesota State University, Mankato

**Disability and Periphery Design: Teaching Tech Writers to Challenge Normalizing Practices in Constructing Digital Texts**
Tweetable Description: Challenging the disabling effects of institutional virtual faces
   Stephanie Quinn, McKendree University

**Embodied Making and Empathy in the Technical Writing Classroom**
Tweetable Description: Exploring politically motivated client partnerships to engage students in social justice issues
   Kimberly Tweedale, Michigan Technological University
   Silke Feltz, Michigan Technological University

Session A4: Public Monuments, Online Training Manuals, and Research Accountability: Redistributing Narratives to Promote Social Justice in the Public, the Classroom, and the Academy
   Shawnee 2
Tweetable Description: Redistributing narratives to promote social justice in the public, the classroom, and the academy
   Panel Chair: Eric James Stephens, Clemson University

**Toward a (More) Just Memorial: Applying the Antenarrative Methodology to Problematic Historical Marker Texts**
Tweetable Description: Analyzing three marker texts in rural South Carolina through the “3Ps” lens of positionality, privilege, and power to interrogate dominant narratives and reintroduce marginalized voices into marker texts
   April O'Brien, Clemson University

**Designing for Dignity: Building Online Training Manuals that Teach and Enact Cultural Capital and Ethics**
Tweetable Description: Students translate abstract concepts like cultural capital to create digital technical training documents that promote more inclusive and thoughtful engagement
   Stephen Quigley, Clemson University

**Social Justice Research: A Wicked Problem**
Tweetable Description: By understanding the unintentional risks of exploitation in social justice work, researchers will be able to minimize exploitation while doing work worth doing
   Eric James Stephens, Clemson University

Session A5: Politics of Inclusion: International Perspectives in Technical Communication
   Quindaro
Tweetable Description: Countering the silence around women's experiences in non-Euro-Western countries
   Panel Chair: Emily January Petersen, Weber State University

**Expanding Feminist Historiography Research to Include Global Perspectives**
Feminist historiography in TC could better account for the concerns of women of color, women of varied cultural contexts and countries, and women whose knowledge work may not be documented in traditional ways.
Emily January Petersen, Weber State University

*Writing Towards Hope: Technical Communication in Rural Morocco*
Tweetable Description: Studying the role of technical communication in collective organizations as a tool for Moroccan women to seek financial independence and autonomy
Breeanne Matheson, Utah State University

*The Narrative of Silent Stakeholders: Reframing Local Environmental Debates to Include Global Human Impacts*
Tweetable Description: Studying the impacts that climate change is having on a rural women’s association in Morocco and the actions members are taking to mitigate such effects
Beth Shirley, Utah State University

**Session A6: Tools and Approaches for Inclusively Engaging Users**

Panel Chair: Vincent Robles, University of North Texas

*Community-Engaged Patient Experience Design: Addressing Medical Paperwork’s Impasses for Somali Parents of Children with Autism Spectrum Disorder*
Tweetable Description: Can PXD intervene in the ways medical paperwork disrupts Somali practices of family, disability, expertise?
Kari Campeau, University of Minnesota

*Guiding Risk on America’s Most Used Long-Distance Hiking Trails*
Tweetable Description: Analyzing trail guides' communication of risk on America’s most used long-distance hiking trails
Abigail Morris, East Carolina University

*Using Participatory Video for Anti-Oppressive Research in Technical Communication*
Tweetable Description: Participatory video is an underused anti-oppressive method for studying TC
Alison Cardinal, University of Washington

*Designing Participatory Frameworks for Multilingual User Experience: Translation, Technical Communication, and Community-Embedded Research*
Tweetable Description: Designing a participatory model for this translation project, emphasizing sustained and continuous engagement with Somali-speaking website users from the project’s initiation
McKinley Green, University of Minnesota

**Session A7: Technical Communicators as Change Agents: Case Studies Examined Through Active-Practice Framework**

Panel Chair: Daniel Riechers, Texas Tech University

*Flipping the Paradigm: Uplifting Communities Through Asset-Based Grant Writing*
Tweetable Description: Flipping the grant writing paradigm to an asset-based narrative promotes a community’s capacities and assets, positioning community members as architects of their own future
   Daniel Riechers, Texas Tech University

*Teaching Local Social and Organizational Justice in the TC Classroom*
Tweetable Description: Understanding context through a case study of a mid-sized, industrial, predominantly Hispanic city in the United States through economic and social data and interviews
   Angela McCauley, Texas Tech University

*Campus Carry Policy: A “Reasonable” Risk Case Study*
Tweetable Description: Using a socio-legal analysis of Smithsonian American History Museum exhibits to facilitate student understanding of gun culture
   Nicole Borrenpohl, Texas Tech University

**Poster and Exhibit Session  11:15am-12:30pm  Wyandotte Ballroom 2**

*Writing Education in Workplace Training Courses*
Tweetable Description: Addressing writing education disparity between students who complete training programs and who attend the university
   Elizabeth Angeli, Marquette University

*Sound Off: A Multimodal Space for Listening*
Tweetable Description: An interactive, multimodal listening space for conference attendees to participate in and address how we design spaces for community members to listen, attend to failures, and inspire social change
   Erica Stone, Texas Tech University

*The Visual Rhetoric of Politicized Crop Art in 19th and 20th Century Seed Catalogues*
Tweetable Description: Examining how the visual rhetoric of politicized crop art on the covers of seed catalogues merges regional abundance with patriotism
   Amanda Arp, Iowa State University

*What Is Our Role? What Is the Need? Cadets’ Responsive Rhetorics at a Military Institute*
Tweetable Description: Showing the nuanced, participatory processes and behavioral tactics adopted by cadets to research and develop solutions for several “open cases” within the institute
   Stephanie Hodde, Virginia Military Institute
   Dillon Sirbaugh, Virginia Military Institute
   Chelsea Sias, Virginia Military Institute

*Reimagining International Aid Organizations’ Website Design: Learning from the Communication Practices of Local Advocacy Organizations*
Tweetable Description: Designing for international aid organizations is a social justice responsibility
   Ruby Pappoe, University of Texas at El Paso

*Visualization of Fear: Ethical Ideology in Crime Mapping Practices*
Tweetable Description: Analyzing the visual aesthetics of crime maps and flawed depictions of victims and criminality
Validating Campus Inclusion Strategies
Tiffany Eide, Iowa State University
Tweetable Description: Research design of UX study that attempts to validate campus claims of inclusion

Practical Possibility for Increasing Health Access in a Time of Precarity
Andrew Mara, Arizona State University
Tweetable Description: Template for technical writers and professional communicators to collaborate with local agencies and religious groups to improve the health and lives of those most underserved

Social Media, Geotagging, and Technical Communication: Why Surveillance Matters
Barbara Heifferon, Louisiana State University
Tweetable Description: Extreme vetting: social media, geotagging, and technical communication, or why surveillance matters

Visualizing Human Rights in the French Encyclopédie: Politics, Practical Knowledge, and Enlightenment Values
Sarah Young, University of Arizona
Tweetable Description: Drawings in the 18th-century French Encyclopédie democratized both knowledge and human rights

Lunch on Your Own 12:30-1:45pm

Research Methods Workshops 1:30-5:30pm
(accepted participants only)

Analyzing Cross-Cultural Data in an International Context Argentine
Tweetable Description: Participants will learn techniques for planning and completing a qualitative analysis of cross-cultural data in an international context; this includes thinking through the organization of an international team, exploring the choice of analytic tools for multilingual contexts, and working through a set of data
Tiane Donahue, Dartmouth University

Coding Language Reliably Armourdale
Tweetable Description: Participants will learn to measure and then improve reliability by a) targeting revisions, b) building out a coding scheme, c) changing segmentation, and d) adding dimensions to the analysis
Cheryl Geisler, Simon Fraser University

Concurrent Session B 2:00-3:15pm
Session B1: A Seat at the Table: A Black Feminist Critique of Technical and Professional Communication Programs
Wyandotte Ballroom 2
Tweetable Description: Critiquing our experiences as black women in the academy and asserting the possibility of a more socially just and inclusive field of scholarship and practice in TPC
Panel Chair: Temptaous Mckoy, East Carolina University
You’ve Recruited Black Graduate Students, Now What?: Eliminating Privileged Socialization Practices for Minority Students in Graduate TPC Programs
Tweetable Description: TPC programs, and the larger field, have a duty to enable more inclusive forms of socialization based on minority students’ values, skills, attitudes, and enculturation experiences
Temptaous Mckoy, East Carolina University
Shifting Out of Neutral: Centering Difference, Bias, and Social Justice in a Business Writing Course
Tweetable Description: Using Black Feminist pedagogy to center difference, bias and social justice in a business writing classroom disrupts the field’s assumptions of the neutral, objective, efficient, and apolitical nature of our work
Cecilia Shelton, East Carolina University
Headwraps & Hoops in TPC: Decolonizing Professionalism through Dress & Work Practices
Tweetable Description: By decolonizing the ways we view dress and work practices, we can enable room for students of all backgrounds to claim professional space in TPC, thus moving us towards a more inclusive and socially just field
Constance Haywood, East Carolina University

Session B2: Visual Design and Design Thinking
Wyandotte Ballroom 1
Panel Chair: Deborah Balzhiser, Texas State University
Precarious Data: Crack, Opioids, and Visualizing a Drug Abuse Epidemic
Tweetable Description: Data visualizations of drug epidemics reinforce the precarity of systematic inequalities using scientific authority and the often-presumed neutrality of statistical graphics
Candice Welhausen, Auburn University
Matters of Form, Questions of Race, Identity, Design and the U.S. Census
Tweetable Description: Using visual semiotic analysis, demonstrating how the 2010 Census form syntactically, semantically, and pragmatically guided respondents into the White category, allowing resources for Communities of Color to be used for Whites
Deborah Balzhiser, Texas State University
Charise Pimentel, Texas State University
Amanda Scott, Texas State University
Defining the Other: Constructing an American Identity through Visualizing Census Data in the U.S. Statistical Atlases
Tweetable Description: Charts in U.S. statistical atlases visualize American identity in an age of intensive immigration
Li Li, Elon University
Charles Kostelnick, Iowa State University

*Iteration for Impact: Exploring Design Thinking & Designing for Social Change in a Client Projects*

Tweetable Description: Sharing a pedagogical case for design thinking and designing for social change in an upper-level TPC course client project

Liz Lane, University of Memphis

Session B3: Applying UX Approaches to Curricular Innovation to Augment Empathy, Understanding, and Civic Techno-activism

Tweetable Description: Applying UX approaches to curricular innovation generates better pedagogy regarding audience awareness and activism

Panel Chair: Brian Still, Texas Tech University

*Transparency in Instruction: Modeling UX Practices for TPC Service Courses in Course Presentation*

Tweetable Description: By using the course format as a model for practicing UX, instructors can illustrate the consideration of users in the process of creating technical documents or artifacts, utilizing technologies or designing processes

Mary De Nora, Texas Tech University

*Building Advocacy and Understanding through UX Approaches to Audience Analysis in the Technical and Professional Communication (TPC) Service Course*

Tweetable Description: Using UX methods to examine how audience analysis is addressed in service course textbooks used in the United States

Jamie May, Texas Tech University

*Applying Usability Testing in the Introductory Technical Writing Classroom in Order to Increase Authentic Audience Awareness*

Tweetable Description: How technical writing students benefit from usability testing involving authentic audiences of local youth groups

Rick Mangum, Texas Tech University

*Embedding Advocacy in UX Methods: Global Activism with Cryptocurrencies*

Tweetable Description: Using human-centered design to embed technical communication researchers in and investigate motivations and experiences of cryptocurrency subculture

Darin Williams, Texas Tech University

Session B4: Identity and Social Work in Engineering

Panel Chair: Elizabeth Angeli, Marquette University

*Gender, Identity, and Intern Positionalities: Mapping the Identity Negotiations of Female Engineering Students across Academic and Professional Communities of Practice*

Tweetable Description: Identifying the rhetorical ways in which female engineering students construct an engineering identity as they negotiate the boundaries of their field through coursework, internships, and co-ops

Mary McCall, North Dakota State University

*Making Marginalized minds matter: Not Engineering to Help but Learning to (Un)learn*

Tweetable Description: Minds on the margin are not marginal minds
Prashant Rajan, Iowa State University

**Exploring a Social Justice Approach to Teaching Technoscience Communication for Engineering Students**

Tweetable Description: Helping students consider social justice issues through a technoscience communication course

Mary Clinkenbeard, University of Wisconsin-Milwaukee
Geoffrey James Gimse, University of Wisconsin-Milwaukee

**Social Responsibility, Practical Wisdom, and Learning to Write in the Engineering Co- and Extracurriculum**

Tweetable Description: Social responsibility, practical wisdom help engineers write through uncertainty and contradiction

Brian Hendrickson, Roger Williams University

**Session B5: Critical Discourse Analysis of Technical Communications in Capitalist Medicine**

Shawnee 2

Tweetable Description: Using critical discourse analysis and activity theory to examine the economic exploitation of medical services originally designed to care for people at their most vulnerable or points

Panel Chair: Scott Mogull, Texas State University

**Medicine as a Business: Contentious Objectives in Medical-Business Genres**

Tweetable Description: Exploring how medical business/billing genres simultaneously serve different, often competing objectives for multiple activity systems

Scott Mogull, Texas State University

**The Letter of Medical Necessity as Genre: Who Creates it and Who Controls It**

Tweetable Description: Agents of insurance companies understand the genre of medical necessity letters differently than patients and providers

Susan L. Popham, Indiana University Southeast

**Techno-scientific Commodities in Late Capitalism: A Shift in the Message from the Pharmaceutical Industry**

Tweetable Description: How the marketing of two therapeutic drugs illustrates a shift from informative communication characterized by techno-scientific innovation to persuasive communication characterized by commodification

Ronald F. Lunsford, University of North Carolina at Charlotte
Christopher Lunsford, M.D., University of Virginia

**Session B6: Intercultural and Transnational Methods**

Quindaro

Panel Chair: Andrew Mara, Arizona State University

**Technical and Intercultural Negotiations: A Multimodal Approach**

Tweetable Description: Using multimodal technical communication analysis to enhance cultural awareness and promote social justice in pedagogy

Sidouane Patcha Lum, University of Texas at El Paso
Culture and Power in Digitally Mediated Intercultural Rhetorical Encounters
Tweetable Description: Coordinating activity theory and actor-network theory to study digitally mediated intercultural rhetoric
Beau Pihlaja, Texas Tech University

Positions and Re-positionings: Transnational Methods for Technical Communication
Tweetable Description: Developing methodologies for transnational rhetorical technical communication research in networked spaces
Eduardo Nevarez, University of Minnesota

Localization Usability for Social Justice: Exploring Usability Implementation in Global North Technology in the Context of a Global South Country
Tweetable Description: Incorporating localization usability into technical communication classes to prepare students as global communication designers who empower local users and promote social justice and human rights
Keshab Acharya, University at Buffalo-SUNY

Concurrent Session C: Workshops and Editors  3:30-5:15pm
Session C1: Editors’ Roundtable  Wyandotte Ballroom 2
Tweetable Description: Journal and book series editors overview and answer your questions about publishing opportunities and processes
Panel Chair: Brian Blackburne, Sam Houston State University

Technical Communication
Sam Dragga, Texas Tech University
Journal of Business and Technical Communication
David R. Russell, Iowa State University
IEEE Transactions of Professional Writing
Chris Lam, University of North Texas
Communication Design Quarterly
Kirk St. Amant, Louisiana Tech University
Rhetoric of Health & Medicine
Lisa Meloncon, University of South Florida
Blake Scott, University of Central Florida

Session C2: Action Item: Make Our Institutions Accessible  Delaware
Active strategies for TCers to make learning accessible: materials, instruction, navigation
  Workshop Chair: Kelli Cargile Cook, Texas Tech University

The Technical Communication Educator as Inclusive Design Advocate
Tweetable Description: Guidelines, tips, and tricks for understanding inclusive design and its applications within academic institutions
  Kelli Cargile Cook, Texas Tech University

A Question of Sustainability: Making Classroom Materials Accessible
Tweetable Description: Methods for making classroom materials accessible, including running an accessibility report and adjusting file content and formats
  Ian Weaver, Texas Tech University

Making Space in Technical Communication: Interactive Designs and Restrictive Environments on Campus
Tweetable Description: Inclusive design opportunities beyond classroom materials, including institutional artifacts and recommendations
  Leah Heilig, Texas Tech University

Session C3: What are the Moral Foundations and Ethical Frameworks of Technical and Professional Communication?
  Shawnee 1
Tweetable Description: Engaging with research methodology to investigate moral foundations and ethical frameworks in TPC
  Workshop Chair: Laurie A. Pinkert, University of Central Florida
  Chris Lam, University of North Texas
  Mark Hannah, Arizona State University

Session C4: Empathy and Perspective-Taking in the Technical Writing Classroom: Designing Curricula to Prepare Students for Social Advocacy
  Shawnee 2
Tweetable Description: Incorporating localized examples of user advocacy in the technical writing classroom can equip students with advocacy tools and extend their sense of social responsibility by encouraging students to research and, in return, empathize with diverse perspectives.
  Workshop Chair: Kate Crane, Eastern Washington University
  Jeannie Bennett, Texas Tech University
  Erica Baumle, Texas Tech University

Awards, ATTW Business Meeting, and Reception
  5:30-7:00pm
  Wyandotte Ballroom 2
Wednesday, March 14

Check-in and coffee 8:00-8:45am  Wyandotte Ballroom 1

Safe Space 9:00am-5:00pm  McCarthy Gallery
Open to all throughout the day to reflect, get support from others, connect with others in solidarity, or otherwise step away from the conference.

President’s Welcome 8:45-9:00am  Wyandotte Ballroom 2
Michelle Eble, East Carolina University

Plenary Session 9:00-10:30am  Wyandotte Ballroom 2
Celebrating 45 Years of ATTW: What Have We Learned, and How Might We Learn Further?
Tweetable Description: Pairs of scholars discuss what the field has learned and how it should continue to learn about the following: 1) identity and intersectionality; 2) diversity and inclusion; 3) culture, power, positionality; 4) civic engagement and participatory research; 5) ethics and rhetoric
Panel Chairs: Natasha Jones and Blake Scott
Angela Haas, Illinois State University
Cruz Medina, Santa Clara University
Sushil K. Oswal, University of Washington Tacoma
Godwin Agboka, University of Houston-Downtown
Huatong Sun, University of Washington Tacoma
Kristen Moore, Texas Tech University
Michele Simmons, Miami University (OH)
Laura Gonzales, University of Texas at El Paso
Steven B. Katz, Clemson University
Lauren Cagle, University of Kentucky

Concurrent Session D 10:45am-12:00pm
Session D1: Developing User-Centered Technical and Professional Writing Programs at Hispanic-Serving Institutions  Wyandotte Ballroom 2
Tweetable Description: Introducing a longitudinal, cross-institutional study designed to establish a framework for building TPW programs at Hispanic-Serving Institutions
Panel Chair: Ann Shivers-McNair, University of Arizona
Presenter 1 Tweetable Description: Ongoing development of an undergraduate writing major at an institution in the Southwest with an 80% Latinx population
Laura Gonzales, University of Texas, El Paso
Presenter 2 Tweetable Description: Programmatic design through asset based mapping and building at a campus in rural Northern California that recently received HSI designation
Kendall Leon, California State University, Chico
Presenter 3 Tweetable Description: Pedagogical and programmatic initiatives at a campus where both the HSI designation and the TPW certificate program are emergent, providing opportunities to align with university efforts to engage bilingual Latinx students and communities
   Ann Shivers-McNair, University of Arizona

Session D2: ATTW Grad Research Award Panel
   Panel Chair: Michelle Eble, East Carolina University
   Technical and Professional Communication in India: Establishing Power and Legitimacy
   Tweetable Description: Field research explores how 49 TPC practitioners (mostly women) in India negotiate power, legitimacy and, marginalization in their workplaces
   Breeanne Matheson, Utah State University
   Linguistic Proficiency in Multicultural Teamwork Contexts: Problems and Preliminary Strategies
   Tweetable Description: Studying the strategies of experienced L1 English-speaking professionals when they co-write documents with L2 non-native English speakers
   Maria Poznahovska, Carnegie Mellon University
   From Pussyhats to Gynepunk: DIY Feminism in Post-Industrial Spaces
   Tweetable Description: Exploring how intersectional feminist makerspaces offer alternatives to normative spaces and help facilitate feminist activism through technical communication
   John T. Sherrill, Purdue University

Session D3: Lessons From Hurricane Harvey: Technical Communication Advocacy in Response to a Natural Disaster
   Tweetable Description: Exploring tech comm interventions/advocacy in the precarious context of Houston, TX, post-Hurricane Harvey
   Panel Chair: Bailey Cundiff, Texas Tech University
   Don’t Tweet At 911: Grassroots Technologies, Kairos, and Hurricane Harvey Relief
   Tweetable Description: Three examples of technological, grassroots efforts that were created in response to the specific needs of Hurricane Harvey and just as quickly disappeared
   Bailey Cundiff, Texas Tech University
   Mapping Harvey: A Tale of Flooding in Two Houston Communities
   Tweetable Description: Story behind a series of neighborhood maps, the ideologies they stabilize, and the lives they impact
   Janene Davison, Texas Tech University
   H-E-B Prepared: How Articulations of Organizational Ethics Can Center Vulnerable Populations
   Tweetable Description: How technical communicators working with local organizations can use H-E-B’s example to maintain socially just communications during both disaster and calm
   Abby Koenig, Texas Tech University
   Teaching to Trauma: Pedagogical Practices in Response to Natural Disaster
Tweetable Description: How faculty can respond to natural disaster-induced trauma while maintaining course integrity
   Casey Akins, Texas Tech University

**Session D4: Contemporary Public Health Issues**

**Panel Chair:** Molly Hartzog, Frostburg State University

*Pills, politics, and possibility: Communication practices surrounding OxyContin, 1995 to 2007*
Tweetable Description: What can technical communicators learn from dangerous communication practices between 1995-2007 surrounding the nation's bestselling painkiller?
   Michael Madson, Medical University of South Carolina

*Negotiating Addiction Publics with Health Ecologies*
Tweetable Description: How technical communicators can help women who are identified as addicts negotiate their diagnosis and treatment as rhetorical agents in an addiction public
   Peter Cannon, University of South Florida

*Neglected Tropical Diseases: Leveraging the Topos of Definition to Create Exigence*
Tweetable Description: Case study of how the definition of “neglected tropical diseases” has operated kairotically since 2005, illuminating how the topos of definition can be leveraged to build a research exigence to serve vulnerable populations
   Molly Hartzog, Frostburg State University

*Defining Medical Privacy and Patient Rights: The Case of Nurse Wubbels*
Tweetable Description: Rhetorical analysis on how different types of technical writing defined the boundaries of “medical privacy” around the incident involving Nurse Alex Wubbels
   Calandra Blackburn, Frostburg State University

**Session D5: Leveraging Literacies in Technical Communication Courses for Social Justice**

**Panel Chair:** Russell Kirkscey, Georgia Institute of Technology

*Developing Ethical Literacies in a Software Engineering Course*
Tweetable Description: Employing communication ethics and social justice frameworks to develop ethical literacies in an undergraduate capstone project course for software engineers
   Russell Kirkscey, Georgia Institute of Technology

*Critical Literacy Narratives in the Professional and Technical Writing Service Course*
Tweetable Description: Assigning a literacy narrative (about a critical illness or disability) to help health science majors in a service PTW course understand an ethic of care
   Liz Hutter, Valparaiso University

*Developing Speaking/Listening Literacies in Technical Communication Courses*
Tweetable Description: Designing a technical communication service course to help students recognize the politics of sound
   Halcyon M. Lawrence, Georgia Institute of Technology

**Session D6: Civic Problems, Citizen Responses**

*Argentine*
Panel Chair: Erica Sparby, Illinois State University

When Trolls Become Technical Communicators: A Case Study of iOS8 and "Wave"
Tweetable Description: What can we learn from trolls whose technical documentation convinced people to nuke their iPhones?
   Erica Sparby, Illinois State University

“We are going to be moved for your rich people!”: Valuing Stories from Citizens Displaced by a Private Planning Project
Tweetable Description: How to value personal stories from low-income citizens who were deprived of agency by a large-scale urban redevelopment project
   Timothy Elliott, Texas Tech University

User/Citizen: Technical Communication, Policing, and Empowerment
Tweetable Description: As an organized rhetorical activity, copwatching seeks access to technical communication that might empower some citizens, as users of public and governmental institutions
   Michael Knievel, University of Wyoming

Precarious Electoral Moments: Biometric Use in Elections and its Social justice Implications
Tweetable Description: Technologies adopted to enhance electoral processes have become tools for fraud and discrimination
   Isidore Dorpenyo, George Mason University

Session D7: Technical Communication Advocacy: Promoting Democratic Access in the Classroom, the Corporation, Health Care, and the Environment
Armourdale
Tweetable Description: How technical communicators act as curators and designers of collaborative, democratic technologies and scholarship in local advocacy projects in the workplace and the academy
   Panel Chair: Rachel Wolford, Texas Tech University

Presenter 1 Tweetable Description: Using online chat rooms to reduce the marginalization of voices in the undergraduate classroom and increase student participation and a sense of safety and community
   Rachel Wolford, Texas Tech University

Presenter 2 Tweetable Description: Negotiating with IT specialists and developers to provide an up-to-date website and online information portal for customers at a Houston-based electricity company
   Terry Smith, Texas Tech University

Presenter 3 Tweetable Description: Assessing popular risk assessment artifacts from the Joint Commission on accreditation used by healthcare organizations
   Michelle Cowan, Texas Tech University

Presenter 4 Tweetable Description: Developing a Story Map about water deficits and oil production on the Llano Estacado plain of Texas
   Darin Williams, Texas Tech University
Women in TC Luncheon  12:15-1:45pm  Wyandotte Ballroom 1

Concurrent Session E  2:00-3:15pm
Session E1: The Possibilities of Queering Technical Communication  Wyandotte Ballroom 2
Tweetable Description: Applying queer theory to tactical tech comm practices in an online trans DIY hormone therapy forum
  Panel Chair: Avery Edenfield, Utah State University
*The Precarity of Queer Theory in Technical Communication*
Tweetable Description: Demonstrating the similarities and limitations of tactical technical communication and queer theory
  Avery Edenfield, Utah State University
*Tactical Tech Communication, New Materialism, and Queer Theory*
Tweetable Description: Using new materialism to inform our understanding of how technologies can help produce queer effects beyond the intended aims of individual transgender communicators in tactical spaces
  Jared S. Colton, Utah State University
*Methods/Case study of an Online DIY HRT*
Tweetable Description: Tactics of users in online forums that circulate information and support for do-it-yourself (DIY) hormone therapy as part of medical transition
  Steve Holmes, George Mason University

Session E2: Grad Student Professionalization Workshop  Delaware
Tweetable Description: “Speed dating” format in which graduate students and faculty members meet one-to-one in five minute segments to share ideas, talk about the job market, and discuss preparing for the job search
  Lisa Meloncon, University of South Florida
  Lora Arduser, University of Cincinnati

Session E3: Usability Frameworks and User Advocacy as Social Justice: Past, Present, and Future  Shawnee 1
Tweetable Description: Case studies of usability studies that work toward social justice by highlighting the user experiences of blue collar workers, community media, and emergency relief seekers
  Panel Chair: Michael Trice, University of North Texas
*Empowering Blue-collar Voices: A Post-Textual Movement towards Social/Cultural/Political (SCP) Usability Assessments*
Tweetable Description: Illustrating a post-textual movement that assesses usability across complex information systems and SCP factors with the case of a boiler explosion at a Ford Motor plant
  Michael Trice, University of North Texas
Fears and Functionality: Participant Self-Evaluation in Community Media
Tweetable Description: Exploring how community wiki users with different levels of experience express concerns about accountability, civility, and deliberation
    Amber Lancaster, Oregon Institute of Technology

Mobile Readiness and Social Justice: Are Emergency Agencies Reaching Everyone?
Tweetable Description: Examining how Alabama Local Emergency Management Agencies communicate with their smartphone-based public
    Susan A. Youngblood, Auburn University
    Norman E. Youngblood, Auburn University

Session E4: Health and Medicine Methods
Panel Chair: Dawn Opel

Culture, Traditional Beliefs, and Healthcare in Global South Contexts: Lessons for Technical Communicators
Tweetable Description: Drawing from a focus group of 30 patients in Ghana who visit government health facilities, a discussion of how cultural factors influence access to health facilities and use of health products
    Godwin Agboka, University of Houston-Downtown

“Because nobody should be alone in a dark place”: Mental Health Literacy, Sentiment Analysis, and Enacting Depression
Tweetable Description: Using corpus methods for sentiment analysis to explore identity work and argument in user posts in an online depression forum
    Katie Walkup, University of South Florida

Outbreak at the Vale of Leven: The Technical Storytelling Work of C-Diff Justice
Tweetable Description: How a bacterial outbreak at a rural hospital became a wicked problem
    Kyle Vealey, West Chester University

Charting as Writing: The Role of Writing Stewardship in Improved Healthcare Quality and Outcomes for Underserved Populations
Tweetable Description: Healthcare charting = writing + TPC can enact its values w/ writing stewardship to improve healthcare quality
    Dawn Opel, Michigan State University
    Bill Hart-Davidson, Michigan State University

Session E5: Community and User Advocacy for Social Justice
Panel Chair: Kristen Moore, Texas Tech University

Advocating for Inclusivity: Valuing Diverse Bodies in Technical Communication
Tweetable Description: Tactical and institutional TC practices to ethically include the diversely-abled in social systems
    Sherena Huntsman, Utah State University

Plain Language, New Audiences, and Civic Participation: A City Charter Case Study
Tweetable Description: Plain language improves the use of documents, but doesn't necessarily invite new users
Kira Dreher, Montclair State University

**Networked Engagement as a Useful, Glocal Method for Activism: Organizing 4C4Equality**
Tweetable Description: 4C4Equality offers networked engagement as a useful, glocal method for activism

Don Unger, St. Edwards University

**Session E6: Concepts and Theories for Social Justice**

Panel Chair: Tim Giles, Georgia Southern University

*Using Technical Communication to Plan Campus Civic Action: Results from a National Study of Campus Compact’s 30th Anniversary Action Statement Initiative*
Tweetable Description: Study of advocacy and concept of social justice in 60+ campus civic action plans / technical reports

Brian Gogan, Western Michigan University

**Kategoria and Apologia as Heuristics for the Rhetoric of Social Justice**
Tweetable Description: Using kategorias & apologias--tactics of righteous accusation and image repair--to combat injustice

Keith Grant-Davie, Utah State University

**Allostasis and the Politics of Possibility**
Tweetable Description: Medical and social adaptation could undermine well-intentioned technical and professional discourses

Brenton Faber, Worcester Polytechnic Institute

**Redressing Digital Aggression with an Ethics of (Re)Circulation**
Tweetable Description: Advocating for an approach to social media circulation that promotes inclusivity and social justice in a current political climate

Brandy Dieterle, University of Central Florida

**Session E7: Methodologies of Discomfort: Applying ANT and RGS to Troublesome Fieldwork**

Panel Chair: Drake Gossi, University of Nevada, Reno

*Assembling an Author from Scratch: Using Actor-Network Theory to Rethink How At-Risk Youth Encounter Literature*
Tweetable Description: Creatively misreading ANT in order to redesign a literature pedagogy at an alternative high school

Drake Gossi, University of Nevada, Reno

**Can Robots Teach Patient-centered Care?: Ethical Lessons in Clinical Nursing Simulations**
Tweetable Description: Examining clinical simulations through ANT and RG provides opportunities to value the social, cultural, and rhetorical learning that occurs at the interface between novice practitioner and machine

Lilly Campbell, Marquette University

**Ethnography without Humans: The Methodological Limitations of Actor-Network Theory For Studying Sociotechnical Networks**
Tweetable Description: Using ANT and RGS scholarship to study genre cycling at a federally funded supercomputing center
Sarah Read, Portland State University

**Concurrent Session F**  3:30-4:45pm
**Session F1: Layers of Precarity: Policies, Implementation, and Disproportionate Effects**  Wyandotte Ballroom 2
Tweetable Descriptions: Exploring the layers of precarious positionality and disproportionate impacts of policies
Panel Chair: Barbi Smyser-Fauble, Butler University
Presenter 1 Tweetable Description: How forms of digital media advocacy via social networking platforms impacted government and public perceptions of and reactions to Title IX policies
Barbi Smyser-Fauble, Butler University
Presenter 2 Tweetable Description: Examining the use of commonplace American Dream rhetorics to lure potential students into a “right to try” educational system
Sarah Warren-Riley, Illinois State University
Presenter 3 Tweetable Description: Using concepts of readiness and access to track how a holistic education and work readiness framework codifies behavioral skills through predictive assessments
Lisa Dooley, Illinois State University
Presenter 4 Tweetable Description: Examining the precarity of the Baby Friendly Hospital Initiative that compels hospital staff to respond to policy criteria rather than individual human needs
Oriana Gilson, Illinois State University

**Session F2: Roundtable with Area Activists (TBA)**  Delaware
Tweetable Description: Learn from the inclusive and social justice work of area educational leaders and teachers

**Session F3: Roundtable with Area Activists (TBA)**  Shawnee 1
Tweetable Description: Learn from the inclusive and social justice work of area civil rights leaders and activists

**Session F4: Tactics and Strategies: The Power of Technical Communication in Social Justice**  Shawnee 2
Tweetable Description: How Tactical Technical Communication (Tactical TC) enables us to examine the roles of technical communication used outside and against the grain of institutions in the spread of technological know-how, for good or ill
Panel Chair and Opening Presenter: Miles A. Kimball, Rensselaer Polytechnic Institute
*Diagnostic Interruption: Social Justice, Autism Advocacy, and Technical Communication*
Tweetable Description: How the Autistic Self-Advocacy Network uses TTC to lobby for changes to medical terminology and practice
Drew Holladay, University of Maryland, Baltimore County

“Do Not Carry Explosives In Your Pocket”: An Ethical Rationale for Engaging Dangerous Cases of Tactical Technical Communication
Tweetable Description: Examining how destructive guides such as the *The Anarchist’s Cookbook* become pluri potent when we look beyond their expedient use value
Hilary Sarat-St. Peter, Columbia College Chicago

The Ethics of Doxxing for Social Justice
Tweetable Description: Rather than asking whether doxxing is ethical or unethical, a technomoral virtue framework asks how doxxing helps, hurts, and changes us as technical communicators
Jared S. Colton, Utah State University

Politicizing Speculative Futures in Special Technical Communication Genres
Tweetable Description: How artist Norm Magnussen’s fake historical markers appropriate a formal strategy of control, helping technical communicators to see the ethical value in exploring dystopian futures as a form of tactical shaming
Steve Holmes, George Mason University

Session F5: Programmatic Perspectives
Panel Chair: Lisa Meloncon, University of South Florida

Using Critical Race Theory to Increase Diversity in TPC Academic Programs
Tweetable Description: Understanding how to increase diversity in TPC programs through student perceptions and critical race theory
Chris Dayley, Utah State University

Cultivating Coding Literacy: A Case Study of Course Redesign through Advisory Board Engagement
Tweetable Description: Story of advisory board engagement in a course redesign effort to cultivate code literacy
Jason Tham, University of Minnesota
Ann Hill Duin, University of Minnesota

Is the Beginning a Very Good Place to Start? The Perils and Potential of Introducing New Professional Writing Majors to Content Management on Day One
Tweetable Description: Evaluation of student experiences and learning outcomes in pilot courses that introduced content management on day one
Stewart Whittemore, Auburn University

Why Programmatic Research is Vital
Tweetable Description: Making programmatic research accessible so that it can continue to inform the field
Lisa Meloncon, University of South Florida

Session F6: Pedagogical Frameworks and Practices
Panel Chair: Marjorie Rush Hovde, Indiana University-Purdue University Indianapolis
**Politicizing Sensations, People, and Environmental Hazards in and out of the Technical Communication Classroom**
Tweetable Description: Considering a social justice framework that pays attention to sensation as an embodied concept in TC to support students who may "feel" different about environmental hazards
   Lisa Phillips, Illinois State University

**Preparing Engaged Citizens: An Argument for Exploring Depictions of Technology in Popular Culture as a Means of Developing Critical Technological Literacy**
Tweetable Description: Analyzing depictions of technology in popular culture can create engaged citizens who participate well in public decisions about technology
   Marjorie Rush Hovde, Indiana University-Purdue University Indianapolis

**Trans Students' Right to their Own Gender in TPC Presentations**
Tweetable Description: Engaging transgender identification in TPC presentations
   Fernando Sánchez, University of St. Thomas

**The Spatial Politics of Technical Communication**
Tweetable Description: Using a heuristic to explore the politics of technical communication by considering spatial aspects of institutions
   Stuart Selber, Penn State University

**Reception with Area Guests 5:00-6:00pm**
Wyandotte Ballroom 1