Tuesday, March 12

9:00 am - 5:00 pm	**Check-In and Registration** Rotunda
9:15 - 10:30 am	**Concurrent Session A** *See panel details*
10:45 am - 12:00 pm	**Concurrent Session B** *See panel details*
12:00 - 1:30 pm	**Lunch on Your Own**
1:30 - 5:30 pm	**ATTW Research Methods Workshop** Armstrong
1:30 - 2:45 pm	**Concurrent Session C** *See panel details*
2:45 - 3:15 pm	**Afternoon Break**
3:15 - 4:30 pm	**Concurrent Session D** *See panel details*

Concurrent Session A
9:15 - 10:30 am

Session A1 | Designing Site-Specific TPC Research with a Methodological Focus on Participant Treatment, Accountability, and Reciprocity

Location: Cambria East
Panel Chair: Erica Stone, Texas Tech University

Erica Stone, Texas Tech University
Sarah E. Austin, USAF Academy Prep School
Richard T. Magnum, Embry-Riddle Aeronautical University

Session A2 | Accountable & Calculated Risks: PrEP and the Rhetorics of Public Health, Identity, and Survivance

Location: Cambria West
Panel Chair: Matthew Cox, East Carolina University

Self-Advocacy and Communicated Risk Reduction in Patient Educational Materials for PrEP
    Wilfredo Flores, Michigan State University

"My Blood Cells When I Take My Truvada": Examining Twitter Users' Engagement with PrEP, Truvada, and Sexual Health
    Ryan Murphy, Purdue University

Risky Silences and Risky Rhetorics: Access to PrEP/Truvada and Intersectional Populations
    Joshua Gardner, East Carolina University
    Matthew Cox, East Carolina University

Session A3 | Bodies and Body Construction

Location: Butler East
Panel Chair: Errol Rivers, University of Memphis

Posturing Black Bodies within the Field of Technical Writing
    Errol Rivers, University of Memphis

Gray Matters: Accounting for Age in Technical Communication Research
    Allegra Smith, Purdue University

Session A4 | Accountable Teaching and Course Design

Location: Butler West
Panel Chair: Jason Swarts, North Carolina State University

Keeping the Service Course Accountable to Contemporary Practice: The Communication in the Workplace Study
    Stacey Pigg, North Carolina State University
    Jamie Larsen, North Carolina State University

Accountability to Administrators, But Also to Our Majors
    Geoffrey Sauer, Iowa State University

Hacking Accountability: Using Reflective Performance Reviews for Sustainable Assessment of Student Writing in TPC Courses
    Jeff Pruchnic, Wayne State University
    Ellen Barton, Wayne State University
    Jared Grogan, Wayne State University

Engaging Professional Communication Students with Integrative Techne through the Planning of Learning Pathways
    Blake Scott, University of Central Florida

Session A5 | From In Ixtli to Yollotl to the Hip Hop Cipher: Imagining Diverse Models for Accountability in Technical Communication Praxis

Location: Fayette
Panel Chair: Victor Del Hierro, University of Texas-El Paso

The Hip Hop Practitioner: Community-Building as a Model for Communication Design and Accountability
    Victor Del Hierro, University of Texas-El Paso

Community-Based Accountability and Teaching Technical Writing
    Matt Gomes, Santa Clara University

A Techno-Indigenous Approach to Building Accountability when Mentoring PhD Students
    Marcos Del Hierro, University of New Hampshire

Accountability through Reciprocity in Qualitative Community-Based Research
    Lucia Dura, University of Texas-El Paso

Session A6 | Account for Diverse Students and Communication Needs

Location: Washington
Panel Chair: Marisa Lamb, Los Alamos National Laboratory

Technical Writing in World-Class Science: Continuing Education at Los Alamos National Laboratory
   Marisa Lamb, Los Alamos National Laboratory

Prototyping Pedagogy: Integrating Usability Research Methods in the Tech Comm Classroom to Improve Cognitive Accessibility
   Samuel Dunn, California State University, Sacramento

Ethical Concerns in Technical Writing Assessment: Accounting for Student Labor in Class-Wide Simulations
   Jaclyn Fiscus, Florida State University

Learning the Market Illogic: Professional Writing Pedagogies for Neurodiverse Writers
   Yanar Hashlamon, Ohio State University

Session A7 | Situating Located Accountability in Institutional Contexts, Researcher Subjectivity, and Technical Communication Pedagogy

Location: Fayette
Panel Chairs: Lisa L. Phillips, Texas Tech University & Mary De Nora, Texas Tech University

Located Accountabilities & Assumptions within STEM Institutions
   Sarah Hercula, Missouri University of Science and Technology

Disclosing Located Accountability within Technical Communication in the Lying Era
   Lisa L. Phillips, Texas Tech University

Concurrent Session B
10:45 - 12:00 pm

Session B1 | Teaching like an Entrepreneur: Evolving with Contemporary Technical Communication

Location: Cambria East
Panel Chair: Richard Johnson-Sheehan, Purdue University

The Business Plan as a "Macrogenre": Teaching the Predominant Genre of Entrepreneurship
　　Mason Pellegrini, Purdue University

Presenting Like an Entrepreneur: Entrepreneur Experience Level and Slide Deck Strategies
　　Richard Johnson-Sheehan, Purdue University

Ambidextrous Writing: Cultivating Mētis for Entrepreneurship
　　Hilary Sarat-St. Peter, Columbia College Chicago

Academic Entrepreneurs vs. Entrepreneurial Academics
　　David Blakesley, Clemson University

Session B2 | To What Extent is Academic Technical Communication Research Accountable to Technical Communication Practitioners?

Location: Cambria West
Panel Chairs: Rachel Wolford, Texas Tech University & Brian Still, Texas Tech University

STC's Nine Core Competencies: How do Academic Research and Industry Practice Inform One Another?
   Rachel Wolford, Texas Tech University

Project Planning and Project Analysis: A Science Communicator's Perspective
   Sierra Sinor, Texas Tech University

Content Development and Written Communication: The Challenges of Genre for an Online Accessibility Specialist
   Kirsten Morris, Texas Tech University

Content Management and Visual Communication: A Practitioner's Perspective from a Leading Technology Firm
   Will Streit, Texas Tech University

Reviewing and Editing and Organizational Design: A Pedagogical Approach for Multimodal Engineering Communication
   Akshata Balghare, Texas Tech University

Session B3 | Exploring Accountability and the Role Social Media Plays in the Rhetoric of Health & Medicine (RHM)

Location: Butler East
Panel Chair: Elena Kalodner-Martin, University of Massachusetts Amherst

Social Media as Rhetorically Active: Exploring Affect and Agency in Reddit
   Elena Kalodner-Martin, University of Massachusetts Amherst

Going Viral: How Social Media is Changing the Conversation about Accountability, Environmental Stressors, and Mental Health in the African-American Community
   Kimberly C. Harper, North Carolina A&T State University

ZDoggMD, YouTube, and Medicine 3.0
   Barbara Heifferon, Louisiana State University

Session B4 | Accountable Medical and Healthcare Rhetorics

Location: Butler West
Panel Chair: Michael Madson, Medical University of South Carolina

Accounting for Pain: The "Fifth Vital Sign" and Tragic Transformation of Metaphor
　　Michael Madson, Medical University of South Carolina

Sickled Cells and Social Justice: The Rhetoric of Invisibility
　　Shanna Cameron, University of Memphis

Accountability in Divergent Healthcare Practices: DIY Treatment Communities and the Role of Technical Communicators
　　Molly Kessler, University of Minnesota

Accountability in a Cross-Disciplinary Research Project on Knowledge Transfer in Medical Education
　　Ella Browning, University of Pennsylvania

Session B5 | Accountability as Sustainability for Programmatic Development

Location: Fayette
Panel Chair: Lisa Meloncon, University of South Florida

Program Outcomes: Accountability Beyond Assessment
　　Tanya Zarlengo, University of South Florida

Unifying Program and Course Goals with Curricular Expectations
　　Josh Rea, University of South Florida

Facilitating Faculty and Sustainability through Critical Reflexivity
　　Spencer Bennington, University of South Florida

Sustainable Identity: Connecting Field and Program
　　Lisa Meloncon, University of South Florida

Session B6 | Accountable to Marginalized Voices

Location: Washington
Panel Chair: Saveena Veeramoothoo, University of Minnesota

Accountability in the Corpus Analysis of the International Organization for Migration's World Migration Reports
   Saveena Veeramoothoo, University of Minnesota

How to Be A Feminist: Feminist Accountability in the Tech Comm Classroom
   Jennifer Mallette, Boise State University

Testing the Value of "Translating" Military Service in Resumes: Considerations for Improving the Accountability of Job Search Instruction for Student-Veterans
   Ashly Smith, Sam Houston State University

Merging Social Justice and Accountability: Generating Usable Contents for User Empowerment and Inclusion
   Keshab Acharya, University at Buffalo

Session B7 | Environmental Accountability

Location: Armstrong
Panel Chair: Barbara George, Kent State University

Accountability in Environmental Risk Tools
   Barbara George, Kent State University

Framing War Path Landing: How Environmental Activists Used Accountability to Expand Opportunity
   Sean Williams, Clemson University

Boundary Waters: Mapping Accountability In Environmental Assessment
   Dan Card, University of Minnesota

Meaningful Conversations: Accountability and Responsible Agriculture
   Sara Parks, Minnesota State University, Mankato
   Lee Tesdell, Minnesota State University, Mankato

Concurrent Session C
1:30 - 2:45 pm

Session C1 | Accountable Data and Visual Design

Location: Cambria East
Panel Chair: Ann Shivers McNair, University of Arizona

A Community-Focused, Accountable Approach to the Design of Communication and Experiences
    Ann Shivers McNair, University of Arizona
    Clarissa San Diego, Makerologist
    Tony Loiseleur, Makerologist

Visual/Verbal Counteraction: An Approach To Images in Technical Communication
    Megan Poole, Pennsylvania State University

Virtually Visible Meaning: Supporting Criticism and Accountability in VR Data Visualizations
    Kailan Sindelar, Clemson University

Circulating Data: Stories of Accountability
    Patrick Danner, University of Louisville

Session C2 | Scientific Knowledge and Accountability

Location: Cambria West
Panel Chair: Kenneth Walker, University of Texas at San Antonio

Communicating Science for Accountability and Equity: A Model of Transdisciplinary Rhetorical Training for Scientists
    Kenneth Walker, University of Texas at San Antonio
    Jasmin Hale, University of Texas, San Antonio

Technical Discourse and Working Knowledge in Postgenomic Science
    Chad Wickman, Auburn University

Tradition is Not a Rhetorical Fallacy: Being Accountable to the Longings of Coal Miners and Anti-Vaccine Advocates
    Will Kurlinkus, University of Oklahoma

Session C3 | Accounting for Plain Language

Location: Butler East
Panel Chair: Kira Dreher, Montclair State University

Local Community Outreach in the Opioid Crisis: Extending the Scope of Plain Language
　　Kira Dreher, Montclair State University

Accountable Pedagogies: Does Plain Language Help Students Understand TPC's Ethics?
　　Kathryn Swacha, Christopher Newport University

Formality and Stance: Trends in the Stylistic Features of Medical Discourse
　　Thomas Slagle, Youngstown State University

Session C4 | Transnational Health Accountability

Location: Butler West
Panel Chair: Julie Gerdes, Texas Tech University

Accounting for Taxpayers in Transnational Risk Construction
　　Julie Gerdes, Texas Tech University

Technical Communication, Traditional Herbal Medicine, and Patient Safety
　　Godwin Agboka, University of Houston-Downtown

Don't Underestimate Me: Zika Virus, Visualizing Data, and Public Accountability
　　Shannon Fanning, Farmingdale State College

Session C5 | Accounting for Chronic Pain: Questions and Approaches for Teaching, Research, and Cross-Disciplinary Collaboration

Location: Fayette
Panel Chair: Christa Teston, Ohio State University

Embodying Chronic Pain in the Rhetoric of Health and Medicine Classroom
Hilary Selznick, Western Michigan University

Accountable Research: Lessons from a Crystallization of Quantitative, Qualitative, and Reflective Writing Research
Rachael Graham Lussos, George Mason University

Accountable Partnerships: Investigating Chronic Pain Across Disciplines
Sara Singer, University of North Carolina

Session C6 | Social Design and Design Standards

Location: Washington
Panel Chair: Fernando Sanchez, University of St. Thomas

Plotting Accountable Visual Design Pedagogies: Re-Centering Intersectional and Social Design in TPC
Liz Lane, University of Memphis

Accounting For Motion Sickness: Design Standards For Accessible Interface Animation
Daniel Liddle, Western Kentucky University

Holding the Algorithms Accountable: Posthuman Usability and Accountability
Daniel Hocutt, University of Richmond School of Professional and Continuing Studies

Concurrent Session D
3:15 - 4:30 pm

Session D1 | From Access to Accountability: Logics of Care in Technical Communication

Location: Cambria East
Panel Chair: Heidi Y. Lawrence, George Mason University

Passive and Privileged: Addressing Access in TC Research
  Veronica Garrison Joyner, George Mason University
  A. Mae Bonem, George Mason University

Distributing Accountability: Meeting the Needs of Students, Researchers, and Knowledge-Making in Technical Communication
Lourdes Fernandez, George Mason University
  Luana Shafer, George Mason University

Logic of Care as a Framework for Accountability in Technical Communication
  Heidi Y. Lawrence, George Mason University

Programmatic Objectives and Findings
  Doug Eyman, George Mason University (Respondent)

Session D2 | Promoting Disciplinary & Professional Accountability in First-Year Writing through Reader-Centered Communication

Location: Cambria West
Panel Chair: Nisha Shanmugaraj, Carnegie Mellon University

Teaching Student Accountability Through Comparative Genre Analysis (CGA)
  Laura McCann, Carnegie Mellon University

Keeping Accountable to Audience: Incorporating Multiple Perspectives in Student Writing
  Susan Tanner, Carnegie Mellon University

Accountability to Stakeholders: Ethical Positionality in Proposal Writing
  Richard Branscomb, Carnegie Mellon University

Session D3 | Entrepreneurism in the Technical Communication Program and Classroom

Location: Butler East
Panel Chair: Brian Still, Texas Tech University

Exploring the Social Construction of Entrepreneurism in Program Administration, Research, and Teaching
    Brian Still, Texas Tech University

Integrating Entrepreneurial Skills in Technical Communication Classes at a STEM-Focused Institution
    Rosario Durão, New Mexico Tech

Teaching Students to Thrive as Entrepreneurs: The Responsibility of Technical Communication Professors
    Suzy Bills, Brigham Young University

Session D4 | Teaching Content Management in Technical Communication: Part 1

Location: Butler West
Panel Chair: Tracy Bridgeford, University of Omaha

The Notion of Craft in Content Management
    Tracy Bridgeford, University of Omaha

Content Strategy in the Classroom
    Liza Potts, Michigan State University

Editing and Content Management
    Donna Kain, East Carolina University

Usability and Content Management
    Bill Williamson, Saginaw Valley State University
    Scott Kowalewski, Saginaw Valley State University

Session D5 | Editors' Roundtable

Location: Fayette
Panel Chair: Marie Moeller, University of Wisconsin-La Crosse

ATTW Book Series
  Tharon Howard, Clemson University

Communication Design Quarterly
  Derek Ross, Auburn University

IEEE Transactions of Professional Writing
  Chris Lam, University of North Texas

Rhetoric of Health & Medicine
  Lisa Meloncon, University of South Florida
  Blake Scott, University of Central Florida

Technical Communication
  Karen Schriver, KSA Communication Design & Research

Technical Communication Quarterly
  Rebecca Walton, Utah State University

WAC Clearinghouse Foundations and Innovations in Technical and
Professional Communication
  Lisa Meloncon, University of South Florida

Session D6 | Spaces and Places of Deliberation and Democracy

Location: Washington
Panel Chair: Sonia Stephens, University of Central Florida

Using Deep Mapping in Participatory Design
  Sonia Stephens, University of Central Florida

Landmarking as an Act of Rhetorical Accountability
  Daniel P. Richards, Old Dominion University

Crowdsourcing Public Health, Visual Risk Assessment, and Accountability
  Candice Welhausen, Auburn University

Change Management and Ambient Accountability in the Workplace
  Greg Wilson, Texas Tech University
  Jacob Rawlins, Brigham Young University