

# J. BLAKE SCOTT

Department of Writing and Rhetoric  
University of Central Florida  
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## POSITIONS & EDUCATION

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**Professor of Writing and Rhetoric**, University of Central Florida, 2012-present

**Associate Professor of English**, University of Central Florida, May 2005-July 2010

**Assistant Professor of English**, University of Central Florida, August 2002-May 2005

**Assistant Professor of English; Director of Technical Communication**, University of Florida, August 1999-May 2002; August 2001-May 2002

Ph.D. in English (specializing in Rhetoric and Composition, Rhetorics of Science and Medicine; coursework in Communication Studies), The Pennsylvania State University, August 1999

M.A. in English (specializing in Composition, Rhetoric, and Literacy), University of Oklahoma, August 1994

B.A. in English Education, East Central University (OK), June 1991

## LEADERSHIP AND ADMINISTRATIVE EXPERIENCE

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University of Central Florida

### Key Leadership Roles

- Provost Faculty Fellow (2012-2013)
- Faculty Excellence Fellow (2017-2018)
- University Promotion and Tenure Committee Co-Chair (2016-2017), Chair (2017-2018)
- Faculty Senate, Steering Committee (2018-2019), Personnel Committee (2017-present)
- Foundations of Excellence Transfer Initiative, Co-Chairs of Organization Committee and Engagement Action Team (2014-2016)
- Quality Enhancement Program Lead Proposal Writer and Researcher (2015-2016)
- Department of Writing & Rhetoric Founding Associate Chair (July 2010-January 2015)
- Department of Writing & Rhetoric Founding Director of Degree Programs, Graduate (July 2010-January 2015) and Undergraduate (July 2010-August 2015)
- Member of President-appointed 10-Year Enrollment Strategy Task Force (2019-present)

### UCF Faculty Excellence Fellow

- Advanced COACHE priorities for improving faculty experience, including communication strategies.

- Designed and led Associate Professor Mentoring Communities (with the Provost Faculty Fellows).
- Oversaw Scroll & Quill Society and Mid-Career Advisory Subcommittee (the latter with the Provost Faculty Fellows).
- Developed several Leadership Series sessions and assisted with a range of other development programming.
- Oversaw revision of P&T and related Regulations, and created resources to assist with faculty dossier prep.
- Assisted with approval of unit AESPs and P&T Criteria and created resources to assist units in revising these.

#### **UCF Provost Faculty Fellow**

- Assisted with coordinating college responses to state-mandated GEP revision.
- Assisted with design and implementation of new leadership development series for faculty and junior administrators.
- Member of Provost-appointed team that revised university tenure and promotion guidelines and process.
- Assisted in preparation of various reports for upper administration and state Board of Governors.
- Assisted with evaluation of college assessment plans and reports.

#### **Special Projects** for Undergraduate Studies, Academic Program Quality, and Academic Affairs (2014-2016)

- QEP proposal draft lead researcher and writer.
- QEP Development Team and Advisory Board.
- Researched, drafted, and/or edited seven sections of UCF institutional accreditation report.
- Researched and wrote recommendation reports about UCF centers and institutes and about Security Studies at UCF.
- Researched and wrote recommendation report about approval and oversight of UCF Centers and Institutes.
- Assisted with unit reorganization and grievance work.

#### **Associate Chair**, Department of Writing & Rhetoric

- Assisted chair with budget planning and management, development/revision of governance documents, faculty and staff annual evaluations, student complaints and other problem solving, hiring, and other personnel duties.
- Co-coordinated department teaching schedule and staffing.
- Led efforts to enhance department's research mission.

#### **Director of Undergraduate Programs**, Department of Writing & Rhetoric

- In directing the undergraduate major, minor, and certificate, duties included student advising and support, curriculum and course development, instructor support, scheduling and staffing, marketing, assessment, budget preparation and management, and reporting.
- Supervised department's upper-division instructors, Curriculum committee and course

cluster working groups, and degree programs staff and advisor.

- Led proposal development and state approval of new B.A. and also of a minor, undergraduate certificate, and over 25 new upper-division courses.
- Established marketing and advising resources and processes, comprehensive student and faculty resource websites, course development and curriculum alignment resources, and instructor training program.

#### **Director of Graduate Programs**, Department of Writing & Rhetoric

- In directing the M.A. program and partly overseeing the Professional Writing Graduate, duties included recruitment and marketing, student advising and support, curriculum and course development, scheduling and staffing, and assessment.
- Led revision of M.A. curriculum, including creation of two new courses.
- Created a comprehensive student advising website, professionalization workshop series, and assessment plan/results viewed as model by the college.

#### **UCF Grievance Chair** for United Faculty of Florida

- Oversaw all grievances; trained and supervised grievance representatives.
- Filed and served as representative on numerous grievances and several arbitrations.
- Served as faculty mediator in numerous non-grievance meetings with administrators.
- Worked closely with administrators in various colleges and in Faculty Relations to educate faculty and unit heads about collective bargaining agreement.
- Was co-chair of statewide Contract Enforcement Committee that approved any arbitrations.

#### University of Florida

##### **Director of Technical Communication**

- Developed a standard syllabus and other course materials.
- Trained, supervised, and evaluated approximately twenty GTAs.
- Developed and taught an intensive pre-semester TA-training workshop, and led a year-long mentoring group.

## **JOURNAL EDITORSHIP**

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*Rhetoric of Health & Medicine (RHM)*. Founding co-editor with Lisa Meloncon:

<http://journals.upress.ufl.edu/rhm>.

- Digital, print-on-demand, quarterly journal published by University Press of Florida / University of Florida Press.
- With other editor, oversee five associate editors, three assistant editors, editorial assistants and interns, international editorial board, and reviewers. Affiliated with biennial Rhetoric of Health & Medicine Symposium.
- Thus far, six issues published, with supplemental digital/multimedia materials:  
<http://journals.upress.ufl.edu/rhm/issue/view/251>

## PEER-REVIEWED BOOKS AND EDITED BOOK COLLECTIONS

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*Risky Rhetoric: AIDS and the Cultural Practices of HIV Testing*. Southern Illinois UP, 2003. 281 pages. Paper edition with afterword published 2014.

- **Winner of National Communication Association Health Communication Division 2017 Distinguished Book Award**
- Reviewed in *Journal of Business and Technical Communication*, *Technical Communication Quarterly*, *Rhetoric Society Quarterly*, *Rhetoric and Public Affairs*, *JAC*, *Journal of Health Communication*, *Review of Communication*, *Southern Communication Journal*, *Community Literacy Journal*, *Choice*, *AIDS Book Review Journal*.

*Service-Learning in Technical and Professional Communication*, co-authored by Melody Bowdon. Longman, 2003. 416 pages. Part of the Allyn and Bacon Series in Technical Communication.

- Reviewed in *Technical Communication Quarterly*, *Reflections*, *Kairos*, *IEEE Transactions on Professional Communication*, and *Technical Communication*.

*Critical Power Tools: Technical Communication and Cultural Studies*, co-edited by Bernadette Longo and Katherine Wills. SUNY P, 2006. 293 pages. Part of the SUNY Series in Scientific and Technical Communication.

- **Winner of the 2007 NCTE Award for Best Collection of Essays on Technical and Scientific Communication.**
- Reviewed in *Journal of Business Communication*, *Journal of Business and Technical Communication*, *Technical Communication*, *KnowGenesis International Journal for Technical Communication*.

*The Megarhetorics of Global Development*, co-edited by Rebecca Dingo. U of Pittsburgh P, 2012.

- Reviewed in *Community Literacy Journal* and *Rhetoric, Professional Communication, and Globalization*.

*Methodologies for the Rhetoric of Health & Medicine*, co-edited by Lisa Meloncon. Routledge, 2018.

## JOURNAL SPECIAL ISSUE

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"Cultural Studies & Technical Communication." Special issue with introduction of *Technical Communication Quarterly* (winter 2006). Guest editor with Bernadette Longo.

## SELECTED PEER-REVIEWED ARTICLES & BOOK CHAPTERS

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Scott, J. Blake, and Laurie Pinkert. "Integrative Techne, Transdisciplinary Learning, and Writing Program Design." Article draft accepted by editors of special issue of *College English*, forthcoming September 2020.

Scott, J. Blake. "An Analytic of and Beyond Representation for the Rhetoric of Health &

Medicine." *The Rhetoric of Health & Medicine As/Is*, edited by Lisa Meloncon, Scott Graham, Jenell Johnson, John Lynch, and Cynthia Ryan, Ohio State UP, forthcoming 2019.

Scott, J. Blake, and Catherine Gouge. "Theory Building in the Rhetoric of Health and Medicine" *Reinventing (with) Theory in Rhetoric and Writing Studies: Essays in Honor of Sharon Crowley*, edited by Andrea Alden, Kendall Gerdes, Judy Holiday, and Ryan Skinnell, Utah State UP, forthcoming 2019.

Bhardwaj, Pradeep, Debbie L. Hahs-Vaughn, Florencio Eloy Hernandez, and J. Blake Scott. "Career Development Strategies for Mid-Career Faculty." *Mid-Career Faculty: Trends, Barriers, and Possibilities*, edited by Anita G. Welch, Daniel Reardon, Jocelyn Bolin, Brill-Sense Publishing, 2019, pp. 143-177.

Scott, J. Blake. "Afterword: From Accommodation to Transformation." *Key Theoretical Frameworks for Teaching Technical Communication in the 21<sup>st</sup> Century*, edited by Angela M. Haas and Michelle F. Eble, Utah State UP, 2018, pp. 304-311.

Scott, J. Blake, and Lisa Meloncon. "Manifesting Methodologies for the Rhetoric of Health & Medicine." *Methodologies for the Rhetoric of Health & Medicine*, edited by Lisa Meloncon and J. Blake Scott, Routledge, 2018, pp. 1-23.

Scott, J. Blake, and Lisa Meloncon. "Writing and Rhetoric Majors, Disciplinarity, and *Techne*." *Composition Forum*, vol. 35, 2017, <http://compositionforum.com/issue/35/majors.php>.

Malkowski, Jennifer A., J. Blake Scott, and Lisa Keränen. "Rhetorical Approaches to Health and Medicine." *Oxford Research Encyclopedia of Communication*, edited by Jon F. Nussbaum, Oxford UP, 2016, [goo.gl/K8Gwpu](http://goo.gl/K8Gwpu).

Scott, J. Blake. "Disciplinary Rhetorics, Sexualized Bodies, and Truvada." *Sexual Rhetorics: Methods, Identities, Publics*, edited by Jonathan Alexander and Jacqueline Rhodes, Routledge, 2016, pp. 217-230. **Collection winner of the 2017 CCCC Lavender Rhetorics Book Award for Excellence in Queer Scholarship.**

Wardle, Elizabeth, and J. Blake Scott. "Defining and Developing Expertise in a Writing and Rhetoric Department." *WPA: Writing Program Administration*, vol. 39, no. 1, 2015, pp. 72-93.

Scott, J. Blake, and Elizabeth Wardle. "Using Threshold Concepts to Inform Writing and Rhetoric Undergraduate Majors: The UCF Experiment." *Naming What We Know: Threshold Concepts in Writing Studies*, edited by Linda Adler-Kassner and Elizabeth Wardle, Utah State UP, 2015, pp. 122-139. **Collection winner of the 2017 CWPA Distinguished Research Award.**

Scott, J. Blake. "Afterword: Elaborating Health and Medicine's Publics." Special issue on "Medicine, Health, and Publics," edited by Lisa Keränen. *Journal of Medical Humanities*, vol. 35, no. 1, 2014, pp. 229-235

- Scott, J. Blake, Judy Z. Segal, and Lisa Keränen. "The Rhetorics of Health and Medicine: Inventional Possibilities for Scholarship and Engaged Practice." *PORO: An Interdisciplinary Journal of Rhetorical Analysis and Invention*, vol. 9, no. 1, 2013, [goo.gl/EcQQal](http://goo.gl/EcQQal).
- Scott, J. Blake. "How Can Technical Communicators Work in a Legal and Ethical Manner?" *Solving Problems in Technical Communication*, edited by Johndan Johnson-Eilola and Stuart Selber. U of Chicago P, 2012, pp. 213-236.
- Scott, J. Blake. "Tracking Transglocal Risks in Pharmaceutical Development: Novartis's Challenge of Indian Patent Law." *The Megarhetorics of Global Development*, edited by Rebecca Dingo and J. Blake Scott, U of Pittsburgh P, 2012, pp. 29-53.
- Scott, J. Blake, and Rebecca Dingo. "Introduction: The 'Megarhetorics' of Global Development," *The Megarhetorics of Global Development*, edited by Rebecca Dingo and J. Blake Scott, U of Pittsburgh P, 2012, pp. 1-25.
- Scott, J. Blake. "Civic Engagement as Risk Management and Public Relations: What the Pharmaceutical Industry Can Teach Us about Service-Learning." *College Composition and Communication*, vol. 61, no. 2, 2009, pp. 343-366.
- Scott, J. Blake. "The Practice of Usability: Teaching User Engagement through Service-Learning." *Technical Communication Quarterly*, vol. 17, no. 4, 2008, pp. 381-412. Lead article.
- Scott, J. Blake. "The Rhetoric of Science versus Politics in U.S. HIV Testing and Prevention Policy." *Communication Perspectives on HIV/AIDS for the 21<sup>st</sup> Century*, edited by Timothy Edgar, Seth M. Noar, and Vicki S. Freimuth, Lawrence Erlbaum, 2008, pp. 197-127.
- Scott, J. Blake. "Kairos as Indeterminate Risk Management: The Pharmaceutical Industry's Response to Bioterrorism." *Quarterly Journal of Speech*, vol. 92, no. 2, 2006, pp. 115-143. Lead article.
- Scott, J. Blake. "Extending Service-Learning's Critical Reflection and Action: Contributions of Cultural Studies." *Critical Power Tools: Technical Communication and Cultural Studies*, edited by J. Blake Scott, Bernadette Longo, and Katherine V. Wills, SUNY P, 2006, pp. 241-258.
- Scott, J. Blake, Bernadette Longo, and Katherine V. Wills. "Why Cultural Studies?" *Critical Power Tools: Technical Communication and Cultural Studies*, edited by J. Blake Scott, Bernadette Longo, and Katherine V. Wills, SUNY P, 2006, pp. 1-19.
- Scott, J. Blake. "Contradictory Stances toward Interdisciplinarity: A Response to E.O. Wilson from a Rhetorician of Science." *Writing Environments: Rhetoric, Texts, and the Construction of Nature*, edited by Sidney Dobrin and Chris Keller, SUNY P, 2005, pp. 347-353.
- Scott, J. Blake. "Rearticulating Civic Engagement through Cultural Studies and Service-Learning" *Technical Communication Quarterly* (Special Issue on Civic Engagement and Technical

Communication), vol. 13, no. 3, 2004, pp. 289-306. **Winner of the 2005 NCTE Award for Best Article on Methods of Teaching Technical or Scientific Communication.**

Scott, J. Blake. "Tracking Rapid HIV Testing through the Cultural Circuit: Implications for Technical Communication." *Journal of Business and Technical Communication*, vol. 18, no. 2, 2004, pp. 198-219.

Scott, J. Blake. "Extending Rhetorical-Cultural Analysis: Transformations of HIV Home Testing." *College English*, vol. 65, no. 4, 2003, pp. 349-367. Lead article. **Winner of the 2003 NCTE Richard Ohmann Award for Best Article in *College English*.**

Scott, J. Blake. "The Public Policy Debate over Newborn HIV Testing: A Case Study of the Knowledge Enthymeme." *Rhetoric Society Quarterly*, vol. 32, no. 2, 2002, pp. 57-83.

Scott, J. Blake. "Putting Women and Newborns to the HIV Test: A Case Study of a Public Policy Topos." *Southern Communication Journal*, vol., 66, no. 2, 2001, pp. 101-19. Lead article.  
 Scott, J. Blake. "Rhetoric and Technoscience: The Case of Confide." *Rhetorical Bodies*, edited by Jack Selzer and Sharon Crowley, U of Wisconsin P, 1999, pp. 239-74.

J. Blake Scott. "John Witherspoon's Normalizing Pedagogy of Ethos." *Rhetoric Review*, vol. 16, no. 1, 1997, pp. 58-75.

Scott, J. Blake. "The Literacy Narrative as Production Pedagogy in the Composition Classroom." *Teaching English in the Two-Year College*, vol. 24, no. 2, 1997, pp. 108-17.

Scott, J. Blake. "Discovering and Creating Kairos in the Technical Writing Classroom." *Studies in Technical Communication*, edited by Brenda R. Sims. Association of Teachers of Technical Writing, 1996, pp. 17-25.

Scott, J. Blake. "Sophistic Ethics in the Technical Writing Classroom: Teaching *Nomos*, Deliberation, and Action." *Technical Communication Quarterly*, vol. 4, no. 2, 1995, pp. 187-99.

## PEER-REVIEWED CHAPTERS IN PROCEEDINGS

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Scott, J. Blake. "Argument Building from Databases: Remediating Invention in a First-Year Writing Course." *Rhetoric: Concord and Controversy*, edited by Antonio de Velasco and Melody Lehn. Waveland P, 2011, pp. 79-95.

Scott, J. Blake. "Limited Prevention, Limiting Topos: Reframing Arguments about Science and Politics in the HIV Prevention Policy Debate." *Sizing Up Rhetoric*, edited by David Zarefsky and Elizabeth Benacka, Waveland P, 2008, pp. 273-284.

Scott, J. Blake. "Service-Learning and Cultural Studies: Toward a Hybrid Pedagogy of Rhetorical Invention." *Rhetorical Democracy: Discursive Practices of Civic Engagement*, edited by Gerald Hauser and Grim, Lawrence Erlbaum, 2003, pp. 301-307.

## OTHER PUBLICATIONS

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Scott, J. Blake. "Biopower and Biopolitics." *Encyclopedia of Health Communication*, edited by Teresa Thompson, SAGE, 2014, pp. 110-113.

Scott, J. Blake. "Taking Root." *Reflections: A Journal of Writing, Service-Learning, and Community Literacy*, vol. 4, no. 2, 2005, pp. 146-153. Review essay.

Scott, J. Blake. "Review of *Net Work: Theorizing Knowledge Work in Telecommunications* by Clay Spinuzzi." *Journal of Business and Technical Communication*, vol. 24, 2010, pp. 245-247.

Scott, J. Blake. "Review of *Banning Queer Blood: Rhetorics of Citizenship, Contagion, and Resistance* by Jeffrey Bennett." *Quarterly Journal of Speech*, vol. 92, no. 2, 2010, pp. 217-219.

## WORK IN PROGRESS

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"Developing 'Rhetorical Citizenship Heuristics' for Recognizing and Responding to (Our Own) Demagoguery." *Teaching Demagoguery and Democracy*, edited by Michael J. Steudeman.

"Rhetorical Prescriptions: Managing Risk Conflicts around Global Pharmaceuticals," book about transnational risk conflicts and rhetoric about pharmaceutical access and regulation.

## INVITED PRESENTATIONS & WORKSHOPS

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"The Art of Science Communication." Featured Public Lecture for National Communication Association, University of Colorado, Denver, CO, Sept. 2018.

"Themes, Touchstones, and Trajectories." Featured Speaker at Health and Social Justice Pre-Conference, University of Colorado, Boulder, CO, Sept. 2018.

"Theory Building as Care in the Rhetoric of Health & Medicine." Eminent Scholar Presentation, University of Maryland, Baltimore County, Baltimore, MD, April 2018.

"Techne and Care in the Rhetoric of Health & Medicine." With Jordynn Jack. Rhetoric and Writing Studies Landmark Lecture, San Diego State University, San Diego, CA, 26 Feb. 2018.

"Theory Building as an Act of Care in the Rhetoric of Health & Medicine." Featured Speaker at Celebrating Rhetoric Symposium, Penn State University, State College, PA, 3 Nov. 2017.

"Theory Building in the Rhetoric of Health and Medicine." Featured Speaker at Rhetoric@Reno Event, University of Nevada, Reno, NV, 21 April 2017.

"Moving *Stases* in a Transnational Pharmaceutical Risk Conflict." Featured speaker at Exploring Transnational Rhetorics Symposium, University of Texas, El Paso Rhetoric and Writing Studies. El Paso, TX, 2-5 Nov. 2015.

"Theory Building in the Rhetoric of Health and Medicine." Workshop leader with Jenell Johnson



and Jeff Bennett. Rhetoric Society of America Summer Institute. Madison, WI, June 2015.

“Ethics.” Plenary speaker in Discourses of Health, Medicine, and Society Symposium. University of Cincinnati, 5-6 Sept. 2013.

“Medicine and Its Publics.” Workshop leader with Lisa Keränen. 4<sup>th</sup> Biennial Rhetoric Society of America Summer Institute. Boulder, CO, 23-24 June 2011.

“Rhetorics and Publics of Global Pharmaceutical Risk Conflicts.” Featured speaker at Environments, Risks, and Digital Media Research Symposium, North Carolina State University. Raleigh, NC, 15 April 2011.

“Civic Engagement as Risk Management and Public Relations: What the Pharmaceutical Industry Can Teach Us about Service-Learning.” Featured speaker in the University of Illinois’ Center for Writing Studies Colloquium Series. Urbana-Champaign, IL, 21 September 2006.

“Past the Dead End of Pragmatism: Rhetoric and Cultural Studies in Service-Learning Approaches to Technical Communication.” Featured speaker at Penn State Conference on Rhetoric and Composition. University Park, July 2003.

## SELECTED CONFERENCE PRESENTATIONS

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“Engaging Students with ‘Integrative Techne’ through the Planning of Learning Pathways.” Association of Teachers of Technical Writing Conference, Pittsburgh (PA), March 2019.

“WaW in Professional Writing: Engaging Technical and Professional Communication.” Conference on College Composition and Communication, Kansas City, March 2018.

“AIDS, Ebola, and Public Health Indifference.” With Jeffrey Bennett. National Communication Association Convention, Dallas, November 2017.

“Developing a Program Infrastructure for E-Portfolio Support: Possible Directions for the Field.” With Laurie Pinkert. Association of Teachers of Technical Writing Conference, Portland (OR), March 2017.

“Rhetoric across Epidemics: Patient Zero and the Management of Risky Bodies.” Exploring the Rhetorical Contours of the Zika Virus. National Communication Association Convention, Philadelphia, November 2016.

“Technology-Based Adaptation and Metis-Based Adaptability.” Rhetoric Society of America Conference, Atlanta, May 2016.

“Managing Risk about the Future of Pharmaceutical Development.” Conference on College Composition and Communication, Tampa, March 2015.

“Executive Orders as Rhetorical Infrastructure.” Association of Teachers of Technical Writing

Conference, Tampa, March 2015.

“Moving *Stases* in a Global Risk Conflict over Pharmaceutical Regulation.” Rhetoric Society of America Conference. San Antonio, May 2014.

“Vertical and Cross-Contextual Integration of Rhetorical *Techne* in a Writing and Rhetoric Major.” Supersession: At the Borders of Rhetorical and Civic Education. Rhetoric Society of America Conference. San Antonio, May 2014.

“Global Access to Medicine and Neoliberal *Topoi* of Civic Engagement.” Roundtable: ROST, Social Justice, and Community Engagement. ARST Rhetoric Society of America Preconference. San Antonio, May 2014.

“The Roles of Rhetoric in Upper-Division Writing Programs.” Conference on College Composition and Communication. Indianapolis, March 2014.

“Enacting Vertical and Horizontal Dimensions of Literate Development in Institutional Formations: A Case Study and Polylogue.” With Elizabeth Wardle, Mark Hall, Pavel Zemliansky, and Kevin Roozen. Writing Research across Borders III. Paris, France, February 2014.

“E-Portfolios as Learning Spaces in a Writing Program: From Boundary Objects to Dwelling Places.” International Higher Education Teaching and Learning Association Conference. Orlando, January 2013.

“Emerging Directions in the Rhetoric of Health and Medicine” Roundtable and discussion with Lisa Keränen and Judy Segal. Association for the Rhetoric of Science and Technology (ARST) Symposium at the National Communication Association Conference. Orlando, November 2012.

“Fostering Rhetoric & Civic Engagement Across a Vertical (High School through Upper Division) Curriculum.” With Stacey Pigg. Florida Writing Symposium. Orlando, September 2012.

“E-Portfolios as Boundary Objects in a New Writing Degree Program.” Conference on College Composition and Communication. St. Louis, March 2012.

“Tallahassee/Orlando.” Conference on College Composition and Communication. Atlanta, April 2011.

“Argument Building from Databases: Remediating Invention in a First-Year Writing Course.” Rhetoric Society of America Conference. Minneapolis, May 2010.

“Theorizing Transglocal Publics and Rhetorics in a Pharmaceutical Risk Conflict.” Conference on College Composition and Communication. San Francisco, March 2009.

“Transnationalizing/Globalizing Rhetoric and Composition Studies.” Co-facilitator of full-day workshop. Conference on College Composition and Communication. San Francisco, March 2009.

“Rhetoric, Risk, and Sustainable Futures: Toward ‘Meticulation.’” Conference on College Composition and Communication. New Orleans, April 2008.

“Transglobal Turbulence: Tracking Risk and Kairos in the Novartis India Patent Controversy.” National Communication Association Convention. Chicago, November 2007.

“Competing Models of Civic Engagement? Service-Learning Sustainability and Corporate Civic Engagement.” International Service-Learning and Community Engagement Research Conference. Tampa, October 2007.

“Global/Local Cooption of Civic Engagement: What the Pharmaceutical Industry Can Teach Us about Service-Learning.” Conference on College Composition and Communication. New York City, March 2007.

“Getting Research Support” as part of panel “A Conversation with and for Graduate Students.” Conference on College Composition and Communication. New York City, March 2007.

“Limited Prevention, Limited Topos: Reframing Arguments about Science and Politics in the HIV Prevention Policy Debate.” Rhetoric Society of America Conference. Memphis, May 2006.

“Kairos and Uncontainable Risk: The Pharmaceutical Industry's Response to Bioterrorism.” Conference on College Composition and Communication. San Francisco, March 2006.

“The Practice of Usability: Teaching Students Usability through Service-Learning Projects.” Modern Language Association Convention. New York, 2005.

“Enhancing Service-Learning Approaches to Technical Communication with Cultural Studies.” Conference on College Composition and Communication. San Antonio, 2004.

“Tracking the Rapid HIV Test through the Cultural Circuit: Implications for Technical Communication.” Conference on College Composition and Communication. New York, 2003.

“User-Friendly vs. User-Centered Web Course Delivery: Implications for Technical Communication Programs.” Association of Teachers of Technical Writing Conference. New York, 2003.

“Service-Learning and Cultural Studies: Toward a Hybrid Pedagogy of Rhetorical Invention.” Rhetoric Society of America Conference. Las Vegas, 2002.

“Rhetorical and Cultural Studies of Science and Technology: Toward a Hybrid Methodology.” Rhetoric Society of America Conference. Washington, D.C., 2000.

“Imagining Students as Civic Rhetors in Cultural Studies Approaches to Composition” Conference on College Composition and Communication. Minneapolis, 2000.

## FACULTY DEVELOPMENT PRESENTATIONS

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Faculty Author Panel on Writing and Academic Publishing, John C. Hitt Library and Offices of Research and Faculty Excellence. April 2018.

“Creating a Career Advancement Plan,” with Eloy Hernandez, Amanda Kootnz, and Clarie Knox, FCTL Teaching and Learning Day. February 2018.

“Creating, Sharing, and Using a Career Development Plan.” With Eloy Hernandez and Pradeep Bhardwaj. Workshop in Faculty Excellence Leadership Series. October 2017.

Promotion and Tenure Panel, Faculty Excellence Academic Leadership Academy. February 2017.

“Determining and Developing Faculty Expertise.” CCCC Workshop titled on “Who is Qualified to Teach Writing and How to We Know?” April 2016.

“Threshold Concepts in Writing Majors.” CCCC Workshop on “Open(ing) Conversation: What are the Threshold Concepts of Composition?” March 2014.

“Developing a B.A.: Strategies for Curricular and Infrastructure Design.” CCCC Workshop of “Exploring Options for and Developing Independent Writing Units.” March 2014.

“A Case Study of Electronic Health Records: The Faculty Perspective,” with Karen van Caulil. UCF Service-Learning Day: Engaging STEM and Creating Sustainable Partnerships. October 2010.

“Online Graduate Certificate in Service-Learning,” with Trae Stewart, Melody Bowdon, and Debbie Becker. UCF Faculty Development Summer Conference. May 2006.

“Advanced Service-Learning: Issues for Discussion.” UCF Faculty Development Winter Conference. 12 Dec. 2005.

“Action Plan Assignment” as part of “Best Practices: Strategies You Can Steal.” UCF Faculty Development Summer Conference. 3 May 2005.

“Service-Learning and SoTL” (with Melody Bowdon). UCF Faculty Development Summer Conference. 4 May 2005.

“Strategies for Integrating Robust Reflection” (with Melody Bowdon). UCF Faculty Development Summer Conference. 29 Apr. 2004.

“Ensuring Service-Learning’s Sustainability.” UCF Faculty Development Summer Conference. 29 Apr. 2004.

## TEACHING EXPERIENCE

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## University of Central Florida

- Introduction to Texts and Technology (Ph.D. level)
- Theories of Texts and Technology (Ph.D. level)
- Medical Texts and Technology (Ph.D. level)
- Texts and Technologies of Globalization (Ph.D. level)
- Analysis of Science, Technology, and Medicine (Ph.D. level)
- Rhetoric, Biotechnology, and the Body (Ph.D.-level)
- Rhetorical Movements: Classical Rhetoric (M.A. level)
- Rhetorical Movement: Rhetoric of Health and Medicine (M.A. level)
- Topics in Professional Writing: Public and Community Engagement (M.A. level, Web course)
- Teaching Technical Communication (M.A. level, media-enhanced course)
- Writing & Rhetoric Capstone (upper division)
- Writing with Communities and Nonprofits (upper-division, community-based research component)
- Rhetoric and Civic Engagement (upper division, service-learning component)
- Professional Lives and Literacy Practices (upper division, client-based project component)
- Writing about Health and Medicine (upper division, service-learning component)
- Rhetoric in Popular Culture (upper division)
- Technical Documentation II (upper division, client-based project component)
- Technical Documentation III (upper division, client-based project component)
- Theory and Practice of Technical Writing (upper division, media-enhanced, service-learning component)
- Writing for the Technical Professional (upper division, media-enhanced, service-learning component)
- Professional Writing (upper division, media-enhanced, interactive television, service-learning component)
- Composition I and II

## University of Florida

- Rhetorical and Cultural Studies of Science and Medicine (graduate, new course)
- Composition Theory and Pedagogy (graduate)
- Teacher Training Workshop for Technical Writing (graduate)
- Advanced Professional Writing (service-learning component)
- Professional Writing (service-learning component)
- Professional Editing (new course with client-based project component)
- Advanced Argumentative Writing
- Advanced Expository Writing

## GRADUATE STUDENT COMMITTEES

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### University of Central Florida

Ph.D. Committee of John Lamothe—Director (completed 2015)

Ph.D. Committee of Connie Culler—Director (completed 2015)

Ph.D. Committee of Amy Giroux—Director (completed 2014)

Ph.D. Committee of Marcy Galbreath—Director (completed 2014)  
Ph.D. Committee of David Scoma—Director (completed 2008)

Ph.D. Committee of Michelle Ferrier—Member (completed 2007)  
Ph.D. Committee of Heather Eaton—Member (completed 2008)  
Ph.D. Committee of Natalia Cherjovsky—Member (completed 2010)  
Ph.D. Committee of Amy Barnickel—Member (completed 2010)  
Ph.D. Committee of Hatem Akil—Member (completed 2011)  
Ph.D. Committee of Jennifer Fickley-Baker—Member (completed 2012)  
Ph.D. Committee of Mary Tripp—Member (completed 2012)  
Ph.D. Committee of Chris Friend—Member (completed 2015)  
Ph.D. Committee of Leandra Preston—Member (completed 2015)  
Ph.D. Committee of Jennifer Wojton—Member (completed 2016)  
Ph.D. Committee of Maggie Cato—Member (completed 2016)  
Ph.D. Committee of Vierne Placide (UCF Public Affairs)—Member (completed 2018)  
Ph.D. Committee of Amanda Hill—Member (completed 2018)  
Ph.D. Committee of Jennifer Miller—Member (completed 2018)

M.A. Committee of Vanessa Boreman—Director (completed 2012)  
M.A. Committee of David Dadurka—Director (completed 2012)  
M.A. Committee of Natalie Johnson—Director (completed 2017)  
M.A. Committee of Justiss Burry—Director (completed 2017)  
M.A. Committee of Ella Raynor—Director (completed 2018)

M.A. Committee of Maggie Boreman—Member (completed)  
M.A. Committee of Travis Duncan—Member (completed)  
M.A. Committee of Nan Parker—Member (completed)  
M.A. Committee of Rachel Gramer—Member (completed)  
M.A. Committee of Autumn Shum—Member (completed 2011)  
M.A. Committee of Laura Martinez—Member (completed 2011)  
M.A. Committee of Matthew McBride—Member (completed 2011)  
M.A. Committee of Joshua Roney—Member (completed 2012)  
M.F.A. Committee of Genevieve Tyrell—Member (completed 2013)  
M.A. Committee of Emily Brennan—Member (completed 2015)  
M.A. Committee of Zachary Mandell—Member (completed 2018)  
M.A. Committee of Caitlin Pearson—Member (completed 2018)

## Other

Ph.D. Committee of Jennifer Malkowski, University of Colorado, Boulder (completed 2015)  
Ph.D. Committee of Tonya Zarlengo University of South Florida  
Ph.D. Committee of Raquel Baldwinson, University of British Columbia  
Ph.D. Committee of Gina Kruschek, East Carolina University  
Ph.D. Committee of Michelle McMullin, Purdue University  
Ph.D. Committee of McKinley Green, University of Minnesota

## University of Florida (all completed)

Ph.D. Committee of Bradley Dilger—Member

Ph.D. Committee of Dion Cautrell—Member

M.A. Committee of Mario Garcia—Director

## PROFESSIONAL LEADERSHIP ROLES & SERVICE

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### External Program Reviewer

- James Madison University, School of Writing, Rhetoric, and Technical Communication (2013)
- University of Rhode Island, Department of Writing and Rhetoric (2015)

### Outside Reviewer for Promotion and Tenure

- Texas Tech University (2007)
- North Dakota State University (2007)
- University of Hartford (2008)
- Philadelphia College of the Arts (2010)
- University of Kentucky (2012)
- University of Rhode Island (2012)
- Case Western Reserve University (2013)
- Temple University (2014)
- University of Nebraska, Omaha (2014)
- University of California, Irvine (2014)
- Penn State University, Berks (2015)
- Ryerson University, Canada (2015)
- Arizona State University (2016)
- Ohio State University (2016)
- University of Alabama, Birmingham (2016)
- East Carolina University (2017)
- Texas Tech University (2017)
- George Washington University (2017)
- Illinois State University (2018)
- Oakland University (2018)

### Editorial Boards

- *Written Communication* (2011-present)
- *Technical Communication Quarterly* (2008-present)
- *Intermezzo* (2015-present)
- *Peitho: Journal of the Coalition of Feminist Scholars in the History of Rhetoric and Composition* (2016-present)

### Journal Reviewing

- *Southern Communication Journal* (1999-2002)
- *Technical Communication Quarterly* (2003-present)

- *Journal of Business and Technical Communication* (2003-present)
- *Reflections* (2003-present)
- *Composition Studies* (2004-present)
- *Composition Forum* (2011)
- *Written Communication* (2007-present)
- *College Composition and Communication* (2009)
- *Rhetoric Society Quarterly* (2009-present)
- *Present Tense* (2011, 2012)
- *Programmatic Perspectives* (2009)
- *Journal of Medical Humanities* (2013)
- *Rhetoric Review* (2014-present)
- *Communication Design Quarterly* (2014-present)
- *Connexions* (2015)

### Book Publisher Reviewing

- University of Pittsburgh Press (2007)
- Texas Tech University Press (2008)
- Southern Illinois University Press (2009, 2010)
- University of Chicago Press (2012, 2013)
- Information Science Publishing (2010)

### Other Professional Leadership Roles and Service

- ATTW 2018 Conference Program Co-Chair (2017-2018)
- Member of RSA Publications Committee (2017-present)
- Member of Executive Board, Independent Writing Departments and Programs Affiliate (IWDPA) (2016-2017)
- Member of CCCC Committee on the Major (2015-2016)
- Member of CCCC Nominating Committee (2011-2013)
- Member of CCCC Committee on Child Care Initiatives (2008-2009)
- Member of CCCC Ad-Hoc Committee for Small Grant Program (2005)
- Member of CCCC Position Statement on Service-Learning Committee (2005)
- Stage One Reviewer for CCCC Convention (2010-2014, 2016-present)
- Board Member of Rhetoric Society of America (1994-1996)
- Assistant Program Chair of 1994 Rhetoric Society of America Conference (1994)
- Reviewer for Rhetoric Society of America Conference (2007, 2009)
- Reviewer for International Service-Learning and Community Engagement Conference (2007)
- Judge for NCTE Awards for Technical and Scientific Communication (2006, 2008)
- Judge for NCTE Award for Best Dissertation in Scientific and Technical Communication (2012)

### Mentoring Leadership

- Lead coordinator of UCF Associate Professor Mentoring Communities (2017-2018)
- Lead coordinator of Summer Faculty Development Track, "Advancing the Development of



Associate Professors” (May 2018)

- Mentor in University of Maryland, Baltimore County Eminent Scholar Program (2017-present)
- Mentor at Rhetoric Society of America Research Network Forum (provides feedback to graduate students and new faculty on their research projects) (2018)
- TRiO “Project BEST” Mentoring Program (2016-present)
- CAH Assistant Professor Mentoring Program (2016-present)
- Leader of Department of Writing & Rhetoric CPE and P&T Workshops (2015-present)
- Leader of Department of Writing & Rhetoric Assistant Professor Research Workshop Group (2012-2014, 2016-present)

### University-Level Leadership and Service—University of Central Florida

- Foundations of Excellence Transfer Initiative, Co-Chair of Organization Committee and Co-Chair of Engagement Action Team (2014-2017)
- University Promotion and Tenure Committee Co-Chair (2016-2017), Chair (2017-2018)
- Faculty Senate Steering Committee (2018-present)
- Faculty Senate Committee on Committees (2018-present)
- Faculty Senate Personnel Committee (2017-present)
- Faculty Senate Ad Hoc Committee on Centers and Institutes (2017-2018)
- Faculty Senate Ad Hoc Committee on Freedom of Expression (2018-2019)
- Quality Enhancement Program Lead Proposal Writer and Researcher (2015-2016)
- Quality Enhancement Program Advisory Board (2015-present)
- Quality Enhancement Program Selection Committee (2014-2015)
- UCF Downtown Expansion Learning Innovation Subcommittee (2015)
- University Promotion and Tenure Guidelines and Procedures Revision Committee (2012-2013)
- University At-Large RIA Committee (2013)
- Student Development and Enrollment Services Faculty Advisory Committee (2012-present)
- Academic Affairs Leadership Development Team (2012-2013)
- Academic Affairs GEP Working Group (2012-2014)
- Chair of Interdisciplinary Studies Lecturer Search (2016)
- Member of Experiential Learning Director Search (2016)
- Chair of SoTL Award Selection Committee (2008), Member (2010)
- Chair of Service-Learning Program Committee (2010)
- Service-Learning Coordinating Committee (2005-present)
- Service-Learning Course Approval and Student Showcase Subcommittees
- United Faculty of Florida Senator, Membership Co-Chair, and Grievance Representative (university-wide)
- United Faculty of Florida Contract Enforcement Committee (statewide)

### College-Level Leadership and Service—University of Central Florida

- CAH Sabbatical Committee (2017)
- Chair of CAH Promotion and Tenure Committee (2014), Member (2013)

- Chair of CAH RIA Selection Committee (2013)
- CAH Undergraduate Curriculum and Standards Committee (2010)
- CAH Graduate Studies and Research Committee (2010)
- CAH TIP Selection Committee (2016)
- CAH Dean's Advisory Council (2006-2007)
- Texts and Technology Program Advisory Board (2011-2015)
- Chair of Texts and Technology Curriculum Committee (2012-2014)
- Texts and Technology Committee (admissions, exams, assessment, marketing and curriculum subcommittees, chair of latter for one year) (2003-present)

### Department-Level Leadership and Service—University of Central Florida

- Chair of DWR Curriculum Committee (2011-2015)
- Chair of DWR Cumulative Progress Evaluation Committees (2013, 2014, 2017)
- Chair of University Writing Center Director Search (2010)
- Chair of First-Year Writing Director Search (2008)
- Co-Founder and Member of DWR Diversity and Inclusivity Committee (2016-present)
- Assistant Professor Search Committee (2016-2017)
- Department Council (2012-2013, 2016-2017)
- Chair or Coordinator of Various Other Faculty and Staff Search Committees
- Chair of Composition and University Writing Center Task Force
- Co-led GTA training for Composition Program (2010)
- Observed teaching of Composition GTAs (2009-2010)

### SELECTED COMMUNITY & INDUSTRY OUTREACH

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- Member of two regional HIV/AIDS planning bodies for federal Ryan White CARE Act funds: the East Central Florida AIDS Network and the Orlando HIV Services Planning Council (appointed by Orange County Mayor Richard Crotty to serve on Planning Council)
- Chair of Planning Council Resource Allocation Committee
- Executive Committee of Planning Council
- Vice-Chair of Orlando HIV Services Planning Council Public Relations and Marketing Committee
- Workshop presenter for the Florida Institute for Reform and Empowerment (F.I.R.E.) (2016)
- Facilitator for "Taking Your Pulse" WMFE/StoryCorps Community Storytelling Initiative (2017)
- Oversaw service-learning projects with over 30 community and campus service organizations in North and Central Florida. Established long-term service-learning partnerships with two non-profit organizations that serve people with disabilities and with a community planning body for Ryan White CARE Act funds (federal HIV/AIDS funds)
- Invited Teach-In participant for Orange County Public Schools
- Faculty Advisor for Job Search Special Interest Group of Society for Technical Communication (STC), Orlando Chapter (2003-2004)
- Education Committee of STC, Orlando Chapter (2002-2005)

## AWARDS & GRANTS

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### Awards

- 2017 NCA Health Communication Division Distinguished Book Award
- 2007 NCTE Award for Best Collection of Essays on Technical and Scientific Communication
- 2005 NCTE Award for Best Article on Methods of Teaching Technical or Scientific Communication
- 2003 Richard Ohmann Award for Best Essay in *College English*, flagship journal for NCTE College Section
- Inductee into UCF Scroll & Quill Society, 2017
- UCF Teaching Incentive Program Award, 2009
- UCF Research Incentive Award, 2007, 2019
- UCF Scholarship of Teaching and Learning (SoTL) Award, 2007, 2012
- UCF University Excellence in Professional Service Award, 2007, 2015, 2019
- UCF College of Arts and Sciences Excellence in Graduate Teaching Award, 2011
- UCF College of Arts and Sciences Excellence in Undergraduate Teaching Award, 2005
- UCF Service-Learning Faculty Recognition Award, 2005

### Grants

- Florida Campus Compact Engaged Scholarship Fellow (2010): \$2,000
- In-House Research Award (2003), UCF Office of Research: \$7,497
- Service-Learning Summer Institute Grant (2004), UCF Office of Undergraduate Studies and Florida Campus Compact: \$1,000
- Service-Learning Summer Institute Grant (2003, 2005, 2006), UCF FCTL and Office of Undergraduate Studies: \$3,000 (\$1,000 each year)
- Humanities Scholarship Enhancement Award (2000), UF College of Arts and Sciences: \$7,800

## PROFESSIONAL AFFILIATIONS

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- Rhetoric Society of America
- Association of Rhetoricians of Science, Technology, & Medicine
- College Composition and Communication
- Association of Teachers of Technical Writing
- National Council of Teachers of English
- National Communication Association
- Rhetoric of Health & Medicine Society