



Beyond Borders:

Communicating Globally

IPCC 2013 | VANCOUVER, BC



July 15-17, 2013
Vancouver, B.C., Canada
PCS.IEEE.ORG

agenda at a glance

SUNDAY, JULY 14

3:00 – 5:00 p.m.	Registration	Conference Hotel Lobby
5:30 p.m.	Social Get-Together	Mahony & Sons Irish Pub

MONDAY, JULY 15

7:00 a.m.	Registration	Lobby, Buchanan Bldg. A
8:00 – 9:00 a.m.	M1: Keynote	A102
9:15 – 10:30 a.m.	M2: Breakout Session	A102 / B315 / B215 / B213
10:45 a.m. – Noon	M3: Breakout Session	A102 / B215 / B213
12:00 – 1:30 p.m.	Networking Lunch	Isabel MacInnes Ballroom (Conference Hotel)
1:30 – 2:45 p.m.	M4: Breakout Session	A102 / B315 / B215 / B213
3:00 – 4:15 p.m.	M5: Breakout Session	A102 / B315 / B215 / B213
4:30 – 5:30 p.m.	M6: Plenary	A102

BUCHANAN BUILDINGS

TUESDAY, JULY 16

7:00 a.m.	Registration	Lobby, Buchanan Bldg. A
8:00 – 9:00 a.m.	T1: Plenary	A102
9:15 – 10:30 a.m.	T2: Breakout Session	B315 / B215 / A103
10:45 a.m. – Noon	T3: Breakout Session	B315 / B215 / A103
1:00 – 2:15 p.m.	T4: Breakout Session	B315 / B215 / A103
2:30 – 3:45 p.m.	T5: Breakout Session	B315 / B215 / A103
7:00 – 9:00 p.m.	Awards Banquet	Cecil Green House

BUCHANAN BUILDINGS

WEDNESDAY, JULY 17

7:30 – 8:00 a.m.	Registration	Lobby, Buchanan Bldg. A
8:00 – 9:00 a.m.	W1: Plenary	A102
9:15 – 10:30 a.m.	W2: Breakout Session	B215 / B213
10:45 a.m. – Noon	W3: Breakout Session	B215 / B213

BUCHANAN BUILDINGS

conference sponsors

IEEE-USA

British Columbia Institute of Technology
*Electrical and Computing Engineering
Technology, School of Energy
Mechanical Engineering & Chemical
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School of Computing and Academic Studies
Civil Engineering Technology, Building,
Design & Construction Group, School of
Construction & the Environment*

University of Twente

Rose-Hulman Institute of Technology
*Engineering Management
MACH Conference*

Carnegie Mellon University

Mount Royal University

Engineers Without Borders-U.S.A.

University of Minnesota

University of British Columbia, Okanagan campus
School of Engineering

welcome to IPCC 2013



I am delighted to welcome you to the 2013 International Professional Communication Conference in beautiful Vancouver, B.C. This year we explore the theme of global communication and how we, as 21st century communicators, manage the complex intersection of rapidly emerging technologies and ever-changing social, linguistic, national, and cultural borders in today's increasingly globalized world. We are very pleased to feature Dr. Bernard Amadei, the founder and CEO of Engineers without Borders-U.S.A. as our keynote speaker, as well as our invited speakers. We are also offering two workshops to help practicing engineers enrich and deepen their written and presentation communication skills.

I hope that during your stay here at the University of British Columbia (UBC) you'll be able to enjoy some of the outstanding campus attractions such as the Museum of Anthropology, as well as the many exciting activities and sights in downtown Vancouver. Please join us on Tuesday evening at the elegant Cecil Green House on campus for our awards reception to honor those individuals who have made significant contributions to our field and to PCS. Come enjoy good food and some of the most spectacular mountain and ocean scenery on the North American West coast.

My deepest thanks and appreciation go to the IPCC 2013 planning committee members who worked so hard to make this conference a success:

- Carolyn Labun and Darlene Webb who crafted an excellent program for the conference and helped with everything from sponsorships to publicity.
- Brian Traynor who did double-duty as Conference Treasurer and Proceedings Chair.
- Karina Allen who chaired the student e-poster competition.
- Tatiana Teslenko who coordinated local arrangements.
- Laura Patterson who created the conference program book.
- Suguru Ishizaki and Alan Chong, our conference webmasters.
- Martin Malpica and his staff, who coordinated our registration process.

There were many other people who played a part in making this conference a success, and while there are too many to mention here, I hope you know that all of us appreciate your fine efforts.

Enjoy the conference!

Sandy Bartell, Conference Chair IPCC 2013
The Boeing Company

planning committee members



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Columbia



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general information

Conference Registration / Check-in

Sunday / 3:00 – 5:00 p.m. Next to conference hotel check-in, conference hotel lobby.

Monday and Tuesday / 7:00 a.m., Wednesday / 7:30 a.m. First floor Buchanan Building A, right outside Room A102.

Sunday Night Social

For those of you arriving on Sunday, July 14, you are invited to an informal social at the Mahony & Sons Irish pub on campus starting at 5:30 p.m. In addition to its fine beverages, Mahony's offers standard pub fare.

Internet Access

All classrooms and public areas on the UBC campus have free wi-fi connectivity. Conference hotel rooms also have internet connectivity; however, access is via Ethernet plug-ins. A limited number of Ethernet cables are available from the Gage Towers hotel lobby for a \$10CD deposit. There is a \$10CD charge for internet access for the duration of your stay at the hotel.

Transportation

All conference sessions and activities are within walking distance of the conference hotel. If you wish to explore the sights in downtown Vancouver, the UBC Bus Loop is conveniently located across from the conference hotel. To get bus schedules, use the Trans Link Trip Planner at translink.ca. You can also use TransLink's free Smart Phone / Mobile App (thetransitapp.com) for easy access to transit schedules, maps, and trip planning on any web-enabled mobile device. Pay cash fare on the bus (no change provided) or use the ticket terminals inside the station.

Emergency Information and Services

In case of emergency, the contact information for the conference hotel is:
5959 Student Union Boulevard, Vancouver
604-822-1000 | Toll-free 1-888-822-1030

Pharmacy

Shoppers Drug Mart (Dentistry Building)
5940 University Blvd. 604-228-1533

Dining

Breakfast is included in the hotel package and is served at the Pacific Spirit Cafeteria located in the Student Union building across the street from the conference hotel from 6:30 a.m. – 8:30 a.m. For lunch options on campus, consult the UBC Food Services summer schedule included in your conference portfolio. You can inquire about local dinner options at the conference hotel lobby.

Awards Reception

The Tuesday night awards reception will take place in the Cecil Green House on the UBC campus at 7:00 p.m. You can walk or drive there; however, parking is limited.

UBC Bookstore

The UBC bookstore will display and sell books by PCS authors on a table in its front lobby. The bookstore is located a few blocks from the Buchanan buildings where the conference is hosted. Please be careful when walking to the bookstore because that area is currently undergoing construction. The bookstore will be open from 9:30 a.m. – 5:30 p.m. during the conference.

Parking

Guest parking is available in designated areas outside the conference hotel for \$9CD plus tax per day for each vehicle with in-and-out privileges. The parking garage does not have overnight parking or in-and-out privileges. Please ask the hotel reception staff for parking passes.

Medical

UBC Hospital

2211 Wesbrook Mall 604-822-7121

University Village Medical & Dental Clinic (walk-in)

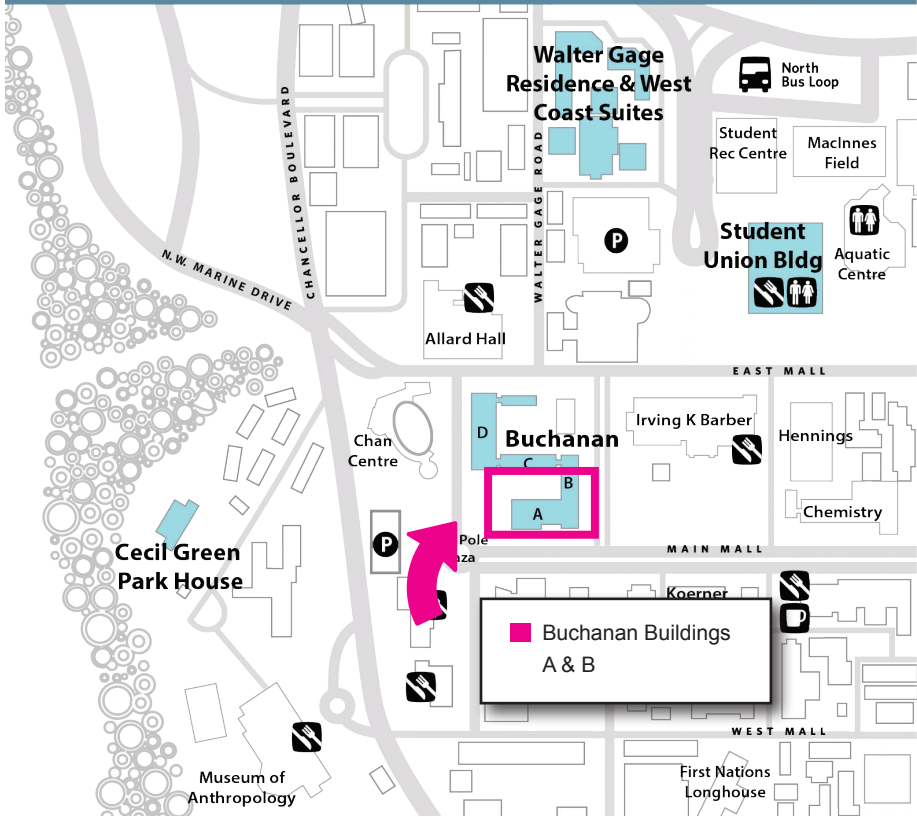
228-2155 Allison Rd. 604-222-2273



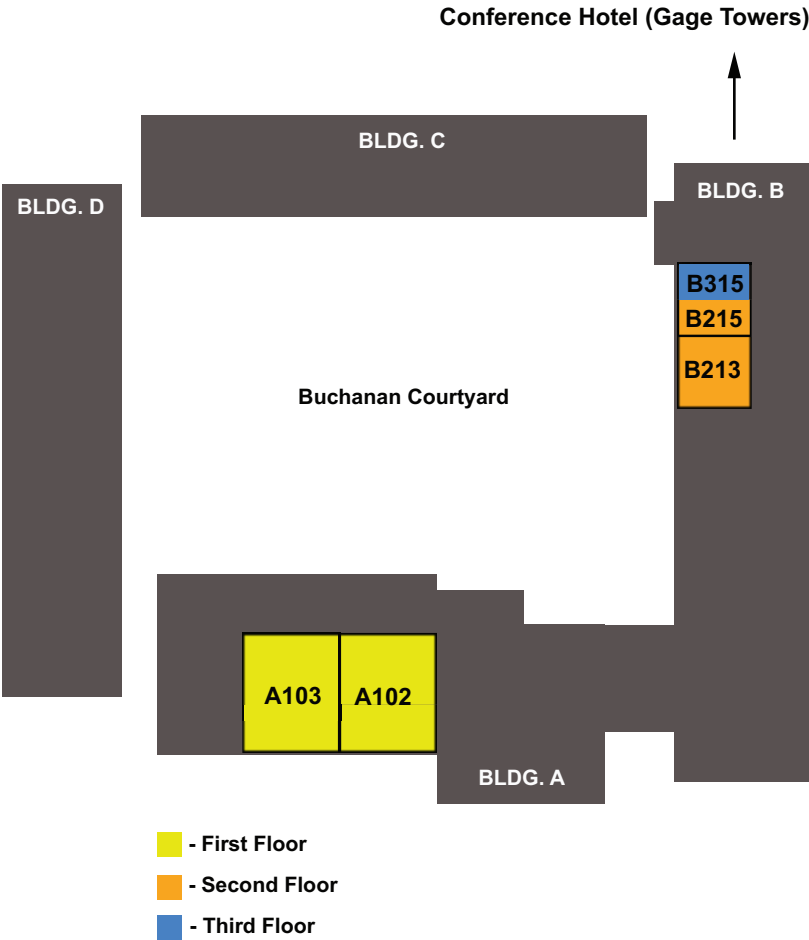
IEEE International Professional
Communication Conference

University of British Columbia
Vancouver BC

July 15 - 17, 2013



Conference Sessions - Buchanan Buildings



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Dr. Bernard Amadei is a Professor of Civil Engineering at the University of Colorado at Boulder. He received his Ph.D. in 1982 from the University of California at Berkeley. Dr. Amadei is the past Director of the Mortenson Center in Engineering for Developing Communities at CU Boulder and holds the Mortenson Endowed Chair in Global Engineering. He is also the Founding President of Engineers Without Borders–U.S.A. and the co-founder of the Engineers Without Borders-International network.



Prof. Amadei has co-authored two books and approximately 160 technical papers. Along with his multidisciplinary research activities at the University of Colorado, he has provided consulting services to various engineering companies and organizations around the world.

Among other distinctions, Dr. Amadei is the 2007 co-recipient of the Heinz Award for the Environment, the recipient of the 2008 ENR Award of Excellence, an elected member of the U.S. National Academy of Engineering, and an Ashoka-Knight Fellow. He holds three Honorary Doctoral Degrees. Dr. Amadei was recently appointed as a 2012 Science Envoy by the U.S. Department of State.

We are honoured to have Dr. Amadei join us as the IPCC 2013 keynote speaker. A synopsis of his talk can be found below.

Engineering in Sustainable Human Development: Challenges and Opportunities

In the next two decades, almost two billion additional people are expected to populate the Earth, 95% of them in developing or underdeveloped countries. This growth will create unprecedented demands for energy, food, land, water, transportation, materials, waste disposal, earth moving, health care, environmental cleanup, telecommunication, and infrastructure. The role of engineers will be critical in fulfilling those demands at various scales, ranging from remote small communities to large urban areas, and mostly in the developing world. In particular, we need to train a new generation of global engineers who can better meet the challenges of the developing world and address the needs of the most destitute people on our planet. As we enter the first half of the 21st century, the engineering profession must embrace a new mission statement—to contribute to the building of a more sustainable, stable, and equitable world.

award winners

The Ronald S. Blicq Award for Distinction in Technical Communication Education was first awarded in 2001. The Blicq Award recognizes innovative educators who have influenced the ways that technical communication is taught—in pre-college settings, in undergraduate and graduate university degree programs, and in professional life through workshops and seminars. In naming the new award for Ron Blicq, PCS acknowledged his extraordinary impact on technical communication education at all levels through his textbooks, workshops, and videos. Ron has been a member of IEEE and PCS (and its predecessor organization) since 1958 and has been developing and teaching courses for the IEEE and PCS since 1974.



Carol Barnum, this year's awardee, is Professor Emeritus at Southern Polytechnic State University in Georgia where she was the Director of Graduate Studies in Information Design and Director and Co-founder of the university's Usability Center. Her courses included usability testing and information design and her work with clients spanned a broad range of projects including hardware, software, web sites, e-learning, and training. A user experience pioneer, Dr. Barnum is an award-winning author of six books including her latest, *Usability Testing Essentials: Ready, Set...Test!* (Morgan Kaufmann, 2011). She has presented and been a keynote speaker at various national and international conferences, including IPCC.

The Rudolph J. Joenk, Jr. Award for Best Paper in the IEEE Transactions on Professional Communication recognizes an outstanding article published in the preceding year's IEEE Transactions on Professional Communication. Named after Dr. Rudolph J. Joenk, Jr., the award acknowledges and honors his extraordinary contributions to the Transactions. Dr. Joenk served as editor of the IEEE Transactions on Professional Communication for eight years, beginning in 1977.



Sanne Elling, Leo Lentz, and Menno de Jong, this year's awardees, are professors at two universities in the Netherlands. Sanne Elling obtained her Ph.D. at Utrecht University in November 2012 with a dissertation about user-focused evaluation methods

for measuring website usability. Her studies focus on the think-aloud method, eye tracking, the feedback-method, and a questionnaire that she designed and tested (the Website Evaluation Questionnaire). Leo Lentz is a Professor of Document Design and Communication at Utrecht University in the Netherlands. Web usability and text comprehension are the main focus of his research. He teaches courses in Comprehension and Communication and is the Department Chair of Language and Communication at Utrecht University. Menno de Jong is a full professor of Communication Science at the University of Twente and the editor of STC's peer reviewed journal *Technical Communication*. His research interests include the methodology of applied communication research, cross-cultural aspects of technical communication, and organizational communication.

The Alfred N. Goldsmith Award for Outstanding Achievement in Engineering

Communication has been given by IEEE PCS since 1975. Dr. Goldsmith was the editor of the predecessor of PCS, the Institute of Radio Engineers (IRE), from 1912 to 1954, and was a founding member of the IRE Professional Group on Engineering Writing and Speech, the forerunner of the IEEE Professional Communication Society (PCS).



Engineers Without Borders USA, this year's honoree, was founded in 2002 to support community-driven development programs worldwide through partnerships that design and implement sustainable engineering projects. EWB-USA members work with communities in 46 countries to build appropriate solutions for water supply, sanitation, energy, agriculture, civil works, structures and information systems. Over the past decade,

EWB-USA has grown from a handful of passionate individuals to a diverse network of 13,000 dedicated members ranging from first-year engineering students to public health professionals who have impacted the lives of more than 2.3 million people.

The Emily K. Schlesinger Award for Outstanding Service to the Professional

Communication Society has been given since 1995. A member of PCS since 1964 and Senior Member of IEEE, Dr. Schlesinger was president of the Society in 1976 and 1977. During that time, she regularized publication of the PCS Transactions and, when she could find no one to edit the Newsletter, took on the job herself, producing some 80 pages annually. She widened the sphere of the Society to include those who communicate in English as a second language and helped the PCS education committee to launch home study, conference, and workshop writing courses.



Thomas Orr, this year's honoree, has been a member of the IEEE Professional Communication Society since 1999 and has been a key person in expanding PCS's interests and membership into the field of EST (English for Science and Technology), which focuses on discipline-specific ESL and EFL training for non-native speakers of English. Dr. Orr has served as Associate Editor of the IEEE *Transactions on Professional Communication* (TPC) for articles on EFL, ESP, and international communication, guest edited three special issues for TPC, published over 25 papers in IEEE journals and conference proceedings,

and spoken at over 20 international and domestic IEEE events. He served as Chair of the Regional Activities Committee, Vice President of PCS, President of PCS, and founded the Japan Chapter of IEEE PCS in 2006 where he remained active in promoting its growth and development until he left Japan's University of Aizu in 2011 after retiring from his tenured position as a professor and the director of the university's Center for Language Research. Currently, Dr. Orr is working out of Carmel, Indiana, as an international EST consultant serving non-native speakers in North America and Asia, while continuing to review papers for PCS and to promote PCS to non-native speaking engineers worldwide.

award winners

The James M. Lufkin Award for Best IPCC Paper recognizes the best conference paper submitted to IPCC Proceedings. The award was given irregularly for many years but in 2008 was reinstated and re-named for James M. Lufkin. Lufkin served multiple terms on the PCS AdCom and multiple terms as Society President. In 1975, he received PCS's first Alfred N. Goldsmith Award for outstanding achievement in technical communication, and he was awarded an IEEE Millennium Medal in 2000. The achievement we particularly honor in naming the best conference paper award for him is his core role in chairing a series of conferences (1973, 1975, 1977) on the future of scientific journals.



Alan Chong, this year's honoree, is a Senior Lecturer in the Engineering Communication Program at the University of Toronto, where he teaches undergraduate engineering students communication skills. In his role there, he also teaches an elective complementary studies course on Science and Technology in the Popular Media, which this year gave him the opportunity to examine the impact of the L'Aquila verdicts as well as the reaction of the scientific community.

The Hayhoe Fellow Award is given to a graduate student who has submitted a conference paper that will be presented at the annual International Professional Communication Conference. The award, named for longtime PCS member George Hayhoe, provides support to the student to defray conference attendance costs. Consideration is given to all graduate-level students who submit a paper, and the selection is based on input from the paper reviewers, the conference program committee, and the conference chair. The Hayhoe Fellow Award was established in 2012 to acknowledge the activities of Dr. George Hayhoe, a long-time PCS member, member of the PCS Advisory Committee, and former president of PCS. Dr. Hayhoe's contributions to the society are numerous, but his legacy is best represented in supporting the next generation of technical communicators who can benefit from the experience of the IPCC.



Maria José Herrera, this year's awardee, is a student of the Audiovisual Communication and Multimedia program at the Universidad de La Sabana in Bogota, Colombia. To supplement her studies, Maria attended Mount Royal University in Calgary, Canada where she studied information design foundations, typography, tools for information designers, and research methods. She has also participated in the production of audiovisual products such as documentary films, short films and video clips.

july 15 monday schedule

On view: Electronic student poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m.

KEYNOTE

M1.1 Engineering in Sustainable Human Development: Challenges and Opportunities

BUCHANAN A102

Keynote by Dr. Bernard Amadei, recipient for EWB-U.S.A. of the Goldsmith Award

Moderator: Sandy Bartell, The Boeing Company

9:15 - 10:30 a.m.

M2: BREAKOUT SESSION

M2.1 Public Relations Efforts of IEEE USA

BUCHANAN B315

Moderator: Marie Paretti, Virginia Tech

"Supporting IEEE-USA's Career & Public Policy Mission through Public Relations"

Chris McManes, Public Relations Manager for IEEE-USA

M2.2 PANEL: La Frontera: Communicating in Contact Zones

BUCHANAN B215

Moderator: Sabine Emad, HEG Geneva

"Authorship in the Cloud" Bernadette Longo, New Jersey Institute of Technology

"Negotiating Borders Between Separate Male and Female Workspaces" Carol Johnson, New Jersey Institute of Technology

"Measure for Measure: Moving from Narratives to Timelines in Social Media Networking" Andrew Klobucar, New Jersey Institute of Technology

"Resonance or Misalignment: A Study of the Academic-Practitioner Border in the Body of Knowledge for Technical Communication" Nancy Coppola, New Jersey Institute of Technology; Saul Carliner, Concordia University

M2.3 Tools for Measuring & Assessing

BUCHANAN B213

Moderator: Richard House, Rose-Hulman Institute of Technology

"Measuring Students' Ability To Find and Use High Quality Information: Developing Standardized Assessments" Amy Van Epps, Ruth Wertz, Michael Fosmire, Senay Purzer, Purdue University

"Assessing Writing Style in Engineering Courses Through a Dynamic Data Collection Method" Necia Werner, Suguru Ishizaki, Stacie Rohrbach, Janel Miller, David Dzombak, Carnegie Mellon University

9:15 - Noon

M2: WORKSHOP

M2.4 Workshop: Using a Reverse-Engineering Approach to Writing in the Workplace

BUCHANAN A102

Dr. Hazel Sales, Plymouth University

Moderator: Laura Patterson, University of British Columbia

In this workshop, Dr. Sales debunks well-known myths perpetuated by engineers about their communication skills or their supposed lack of them. Instead, she asks why writing can be so hard for engineers and deals with the complex demands made on them in the workplace. She proposes strategies engineers will find helpful in tackling their communication tasks. This workshop addresses issues and questions such as: How can you persuade the customer without being obvious about it in bid writing? How do you achieve complex simplicity in writing in order to express complex notions in simple terms? What are the pitfalls to beware of? Ultimately, the long-term answer lies in particular communication concepts, which she refers to as fundamental principles of language that will be explained during this workshop.

july 15 monday schedule

10:45 - Noon

M3: BREAKOUT SESSION

M3.1 Crossing Borders Between Privacy and Sharing: What Does It Mean To Own an Idea?

BUCHANAN B215

Moderator: Peter Weiss, University of Toronto

"Developing a Communication Module on Copyright for Canadian Engineering Students"
Tatiana Teslenko, University of British Columbia

"Plagiarism Awareness" *Ruth Vanbaelen, Jon Harrison, Nihon University*

"A Case Study: Developing an Intranet Website for Information Security" *Karla Steele,
The Boeing Company*

M3.2 Social Justice: Communication & Accountability

BUCHANAN B213

Moderator: Julia Williams, Rose-Hulman Institute of Technology

"Emerging Leadership Opportunities for Professional Communication: Integrating Social
Justice into Research and Across the Curriculum" *Jon Leydens, Colorado School of
Mines*

"Socio-Cultural Norms for Corporate Social Responsibility: Building a Political Model of
the Stakeholder for Project Conception in Global Business Contexts" *Constance Kampf,
Aarhus University*

"Toxic Structure: Investigation of the Structure and Intended Purpose of the EPA"
Beth Jorgensen, Christopher Scheidler, Saginaw Valley State University

Noon - 1:30 p.m.

NETWORKING LUNCH

Isabel MacInnes Ballroom (Conference Hotel)

The Networking Lunch will be served in the Isabel MacInnes Ballroom in the conference hotel (first floor, behind the registration lobby) and is available to all conference attendees, one-day attendees, and workshop-only attendees.

1:30 - 2:45 p.m.

M4: BREAKOUT SESSION

M4.1 Preparing for Publication in PCS Transactions

BUCHANAN B315

Moderator: Saul Carliner, Concordia University

"Promoting Practice: Preparing a Case Study or Tutorial for the IEEE Transactions on
Professional Communication" *Saul Carliner, Concordia University*

M4.2 Invited Guest Speaker: Dr. Barbara Endicott-Popovsky, Director, Center of Information Assurance and Cybersecurity at the University of Washington

BUCHANAN B215

Moderator: Andreas Karatsolis, Carnegie Mellon Qatar

"Leveraging 2nd Life as a Communications Media: An Effective Tool for Security
Awareness Training"

july 15 monday schedule

M4.3 Educating in a Changing Digital Environment

BUCHANAN B213

Moderator: Laura Patterson, University of British Columbia

"Contextualizing Digital Technology Within the Professional Communication Classroom"
Kenneth Price, University of Wisconsin-River Falls

"Characteristics of Effective e-Textbooks: Lessons from the Literature"
Ann-Louise Davidson, Saul Carliner, Concordia University

1:30 - 4:15 p.m.

M4: WORKSHOP

M4.5 Workshop: Sliding Headfirst: Translation, Presentations, and Engineering Work

BUCHANAN A102

Traci Nathans-Kelly, Cornell University and Christine Nicometo, University of Wisconsin-Madison
Moderator: Carolyn Labun, University of British Columbia

3:00 - 4:15 p.m.

M5: BREAKOUT SESSION

M5.1 Innovations in Teaching Communication to Engineering Students

BUCHANAN B315

Moderator: Helen Grady, Mercer University

"Optimising the Training of Communication Skills—A Case Study in Embedding"
Peggie Chan, Siew Mei Wu, National University of Singapore

"Border Crossing with Competition then Collaboration in a Challenge-Driven Design and Communication Experience for Engineering and Science Students" *Anneliese Watt, Ashley Bernal, Scott Kirkpatrick, Rose-Hulman Institute of Technology*

"Nurturing Reflective and Independent Learners Through a Technical Communication Course" *Ken Lau, University of Hong Kong*

M5.2 Ron Blicq, The Roning Group Inc

BUCHANAN B215

Share Your Expertise: Become a Workshop Presenter

Moderator: Brian Traynor, Mount Royal University

You are invited to take part in a new venture at IPCC 2013: an interactive discussion group focusing on the why and how of launching writing workshops for local industries and businesses. The session will bring together experienced facilitators and newcomers to a field that will broaden your horizons and can eventually stretch into your "retirement" years.

The discussion will be led by Ron Blicq, who has been teaching workshops in industry for 40 years. A past PCS-ADCOM member and chair of the education committee, in 1974 he launched an IEEE- and PCS-sponsored two-day technical writing workshop for engineers and took it to six cities across the U.S., and subsequently into Europe and Russia, facilitating what would become the first of hundreds of workshops. Hear how he finds clients, generates a local need, and creates innovative workshops for which there is a continuing demand.

july 15 monday schedule

M5.3 Communication in Global Environments

BUCHANAN B213

Moderator: Jon Leydens, Colorado School of Mines

"A Methodology for Understanding Global Communication Practices" Andreas Karatsolis, (Qatar); Suguru Ishizaki, Stacie Rohrbach, Marsha Lovett, Ana Cooke, Carnegie Mellon University

"Connecting With Customers: A Better Strategy for Customer Satisfaction in Indian Call Centers" Kendall Kelly, St. Edward's University

"Cross-Cultural Emotion Responses to Form, Colour, and Typeface Designs" Alan Manning, Brigham Young University; Nicole Amare, University of South Alabama

4:30 - 5:30 p.m.

M6: PLENARY

M6.1 Publications for IEEE PCS

BUCHANAN A102

Dr. Saul Carliner, Concordia University and Dr. Traci Nathans-Kelly, Cornell University

Moderator: Anneliese Watt, Rose-Hulman Institute of Technology

Dr. Saul Carliner, Editor-in-chief of the IEEE *Transactions on Professional Communication*, and Dr. Traci Nathans-Kelly will host an interactive, fun, and informative session on the publications process of PCS. Dr. Nathans-Kelly will talk about the mandate/vision of a PCS book series, talk about current books in process (briefly) to give an idea of the wide variety, and provide information and handouts for submitting a book proposal. The hosts will also talk about the level of quality required of these books.

At the end of the session, audience members can ask questions and chat with the session hosts.

June 12-15, 2014

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july 16 tuesday schedule

On view: Electronic student poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m.

T1: PLENARY

T1.1 A Risky Business: Professional and Public Scientific Communication After the L'Aquila Verdicts

BUCHANAN A102

*Alan Chong, University of Toronto recipient of the James M. Lufkin Award
Moderator: Brian Traynor, Mount Royal University*

9:15 - 10:30 a.m.

T2: BREAKOUT SESSION

T2.1 Invited Guest Speaker: Annette Berndt, University of British Columbia

BUCHANAN B315

Moderator: George Hayhoe, Mercer University

"Exploring Sociotechnical Contexts in a Global Engineering Course"

T2.2 New Models, Methods, and Paradigms

BUCHANAN B215

Moderator: Carol Johnson, New Jersey Institute of Technology

"Mapping Genres in Order to Facilitate the Teaching and Learning of Writing in the Disciplines" *Traci Nathans-Kelly, Rick Evans, Gregory Fuchs, Cornell University*

"Re-conceptualizing Engineering Communication as Agility and Efficacy"
Penny Kinnear, University of Toronto

"Publication Network Visualization as an Approach for Interdisciplinary Innovation Management" *Anne Kathrin Schaar, André Caleor Valdez, Martina Ziefle, RWTH Aachen University*

T2.3 Developing Effective Technical Communicators

BUCHANAN A103

Moderator: Carolyn Labun, University of British Columbia

"Teaching Technical Communication and English Language to Potential Engineers"
Yee Lin Li, Chinese University of Hong Kong; Yuk Yi Li, University of Hong Kong

"Oral Presentation at International Engineering Conferences: Effects of the Local on the Global" *William Rozycki, Emiko Kaneko, Anna Danielewicz-Betz, University of Aizu*

"Improving Students' Professional Communication Skills Through an Integrated Learning System" *Stacie Rohrbach, Suguru Ishizaki, Necia Werner, Janel Miller, David Dzombak, Carnegie Mellon University*

10:45 - Noon

T3: BREAKOUT SESSION

T3.1 Writing in a Digital Environment

BUCHANAN B315

Moderator: Darlene Webb, British Columbia Institute of Technology

"Using Social Media Aggregation and Curation Techniques in the Classroom to Identify Discourse Trends and Support Brand Operations" *Gilbert Wilkes, Royal Roads University; Jaigris Hodson, Ryerson University*

"Blogging for Professional Purposes: A Curricular and Pedagogical Approach"
J. A. Rice, Western Kentucky University

"Implementing an Online Undergraduate Course in Educational Writing" *David Price, Saul Carliner, Patrick Devey, Concordia University; Nidia Cerna, KnowledgeOne*

july 16 tuesday schedule

T3.2 Crossing Borders in the Communication Classroom

BUCHANAN B215

Moderator: Alan Chong, University of Toronto

"Negotiating the Border Between the Classroom and the Workplace: Approaches to Teaching Usability" *George Hayhoe, Mercer University; Brian Traynor, Mount Royal University.*

"MyCI: Crossing the Border of Student and Communication Instructor Relationships" *Lydia Wilkinson, Peter Weiss, Raj Grainger, University of Toronto*

"Finding Common Ground as We Cross Borders" *Marjorie Davis, Mercer University*

T3.3 Topics in Technical Communication

BUCHANAN A103

Moderator: Christopher Scheidler, Saginaw Valley State University

"Fast and Slow: Technical Communicators, Rational Agents and Behavioural Economics" *Richard House, Jessica Livingston, Rose-Hulman Institute of Technology*

"From Blindness to Sight: Environmental Epistemology in 1990s Disney Films" *Beth Jorgensen, Katrina Robinson, Saginaw Valley State University*

"Technical Communication on Life Support: Content Strategy and UX Are the Reclamation" *Christopher LaRoche, Northeastern University; Brian Traynor, Mount Royal University*

Noon - 1:00 p.m.

LUNCH ON YOUR OWN

See insert in your conference portfolio for a list of on-campus eateries.

1:30 - 2:45 p.m.

T4: BREAKOUT SESSION

T4.1 Developments in Engineering Education

BUCHANAN B315

Moderator: Joyce Karreman, University of Twente

"Undergraduate Reflections on Learning Engineering Design" *Kristina Krause, McKenzie Huneke, Ken Yasuhara, Cynthia Atman, University of Washington*

"What Does Certification Mean to Academic Programs in Professional and Technical Communication?" *Saul Carliner, Concordia University*

T4.2 PANEL: Preparing Students to Participate in the Global Business Environment

BUCHANAN B215

Panel: Helen Grady, Mercer University; Lee Tesdell, Minnesota State University

Moderator: Laura Patterson, University of British Columbia

T4.3 Visual Aspects in Engineering & Business Communication

BUCHANAN A103

Moderator: Peggie Chan, National University of Singapore

"Decorative and Indicative Contrast: When a Good Thing Goes Bad" *Noel Alton, University of Baltimore*

"The Global Reach of Visual Communication: Pitfalls and Potentials" *Dawn Armfield, Laura Gurak, Shuwen Li, University of Minnesota*

"The New daVincis: Educating Engineering Artists" *Ken Tallman, University of Toronto*

july 16 tuesday schedule

2:30 - 3:45 p.m.

T5: BREAKOUT SESSION

T5.1 Toward Effective Information Design

BUCHANAN B315

Moderator: Kathryn O'Donnell, Metropolitan State University of Denver

"Toward a Definition of Information Design" Maria Herrera, Mount Royal University recipient of the Hayhoe Fellow Award

"Toward a Strategic Theory of Communication Design" Suguru Ishizaki, Carnegie Mellon University

"Parallel Phrasing Across Cultures: Emotional vs. Informational Effects" Nicole Amare, University of South Alabama; Alan Manning, Brigham Young University

T5.2 Topics in Advanced Writing

BUCHANAN B215

Moderator: Constance Kampf, Aarhus University

"The Summary-Comparison Matrix: A Tool for Writing the Literature Review" Musti Sastry, Crista Mohammed, University of the West Indies

"Evaluative Language in Engineering Thesis Abstracts and Its Implications for Technical Communication Pedagogy" Connie Kwai-fun Ng, University of Hong Kong

T5.3 Developments in Gaming, Security and Software

BUCHANAN A103

Moderator: Eva-Maria Jakobs, RWTH Aachen University

"The Competency Building Process of Human-Computer Interaction in Game-Based Teaching: Adding the Flexibility of an Asynchronous Format" Sabine Emad, HEG Geneva - UAS-WS; Alexandra Broillet, University of Geneva; Wade Halvorson, SP Jain School of Global Management; Natascha Dunwell, University of Western Australia

"Establishing a Globally Distributed Software Development System in Academic Settings: An Ergonomic Perspective" Rehab El-Bahey, Amir Zeid, American University of Kuwait

7:00 - 9:00 p.m.

AWARDS BANQUET

CECIL GREEN HOUSE

Open to all IPEE PCS conference attendees (EXCEPT FOR WORKSHOP ONLY ATTENDEES). Cash bar and complimentary hors d'oeuvres. Presentation of IEEE PCS Awards for 2013.

july 17 wednesday schedule

On view: Electronic student poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m.

W1: PLENARY

W1.1 The Rhetoric of Heuristic Evaluation: How to Tell the Story **BUCHANAN A102**

Carol M. Barnum, Southern Polytechnic State University, recipient of the Blicq Award for Distinction in Technical Communication Education

Moderator: Julia Williams, Rose-Hulman Institute of Technology

9:15 - 10:30 a.m.

W2: BREAKOUT SESSION

W2.1 Workplace Preparation

BUCHANAN B215

Moderator: Darlene Webb, British Columbia Institute of Technology

"Understanding the Relationship Between Rhetorically-Based Learning Modules and Communication Skills Improvement in a Global Technical Writing Course" *Andreas Karatsolis, (Qatar); Suguru Ishizaki, Stacie Rohrbach, Marsha Lovett, Mollie Kaufer, Carnegie Mellon University*

"Revealing and Enhancing Engineering Undergraduate Students' Motivation for the Communication of Professional Practice Through Creation of Communication Preparedness Portfolios in a Studio Setting" *Kathryn Mobrand, University of Washington; Jennifer Turns, University of Washington; Linnea Mobrand, DigiPen Institute of Technology*

"Preparing Future Statisticians to Communicate the Data" *Tatiana Teslenko, Estella Qi, University of British Columbia*

W2.2 Workshop: Making Academic Change Happen: Impacting Your Classrooms, Colleagues, and Campus

BUCHANAN B213

Moderator: Julia Williams, Richard House, Rose-Hulman Institute of Technology

Rose-Hulman has developed a faculty development workshop entitled Making Academic Change Happen, or MACH. The purpose of the workshop is to provide faculty and administrators with change management strategies that can help them make significant changes on their campuses. Their website outlines the components of the workshop that they will hold at Rose-Hulman in June 2014: www.rose-hulman.edu/mach

At IPCC 2013, they will offer a mini-MACH that will provide attendees with an introduction to the MACH curriculum and allow them to experience MACH practices in two specific areas: communication and building partnerships. The experience of mini-MACH will allow attendees to understand how this workshop addresses the needs of faculty and administrators in the rapidly changing engineering education environment.

10:45 - Noon

W3: BREAKOUT SESSION

W3.1 Communicating to Change Behaviour

BUCHANAN B215

Moderator: Karla Steele, The Boeing Company

"Use and Effect of Motivational Elements in User Instructions: What We Do and Don't Know" *Joyce Karreman, Nicole Loorbach, University of Twente*

"Web Comment-Based Trend Analysis on Deep Geothermal Energy" *Bianka Trevisan, Denise Erassme, Eva-Maria Jakobs, RWTH Aachen University*

"User-Centered Design of Passenger Information Systems" *Shirley Beul, Eva-Maria Jakobs, Martina Ziefle, RWTH Aachen University*

july 17 wednesday schedule

W3.2 Corporate Culture and Etiquette

BUCHANAN B213

Moderator: David Price, Concordia University

"A Comparative Analysis of Meeting Participant Perception and Usage of Smartphones and Other Mobile Devices During Meetings" *Rob Bajko, Deborah Fels, Ryerson University*

"Reception by Members of the Audience of the Information Presented During Professional Communication and Academic Conferences in Virtual Worlds"
Sabine Emad, HEG Geneva - UAS-WS; Alexandra Broillet, University of Geneva

"The Change Announcement: Socio-Technical Implications for Communicating Change Using Organizational Culture" *Alexandra Broillet, University of Geneva; Constance Kampf, Aarhus University*



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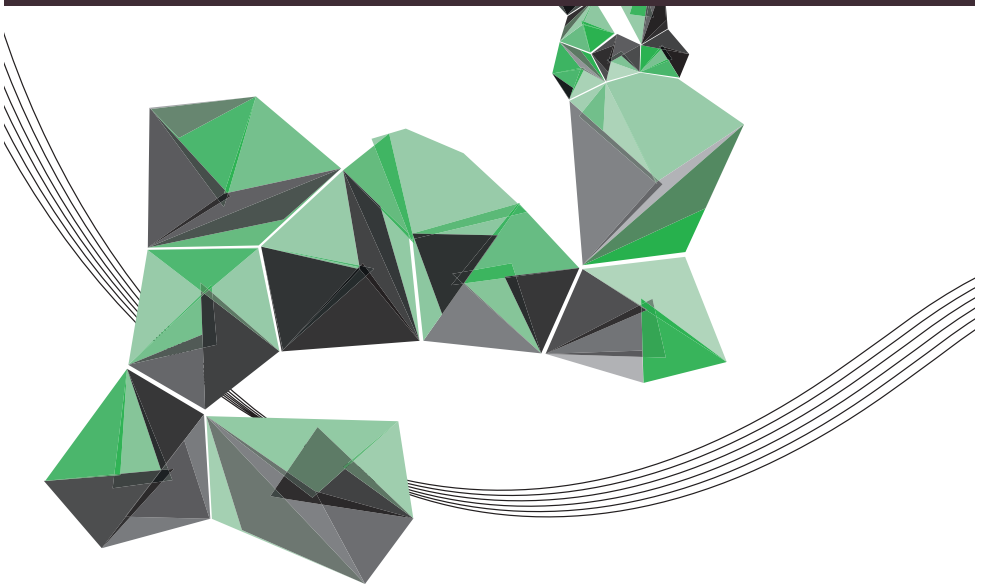
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Contact Information
Susan Kelley
Assistant Director of Graduate Programs
skelleys@andrew.cmu.edu

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The 2014 IPCC conference will serve as a meeting ground for discussions about communication and learning—in the classroom, in the workplace, as a lifelong process. We invite technical communicators, engineers, educators, researchers, students, administrators, consultants, corporate trainers and more to meet and share their insights and experience.

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<http://pcs.ieee.org/ipcc2014/>

Please note the following updates to the sessions below.

Monday July 15 1:30 - 4:15 p.m. M4: WORKSHOP
BUCHANAN A102

M4.5 Workshop: Sliding Headfirst: Translation, Presentations, and Engineering Work

Traci Nathans-Kelly, Cornell University and Christine Nicometo, University of Wisconsin-Madison
Moderator: Carolyn Labun, University of British Columbia

This 2.5 hour workshop facilitated by Dr. Traci Nathans-Kelly and Christine Nicometo, M.S., is about improving engineering presentations. This highly interactive session will ask that participants rethink their approaches for technical and engineering presentations. Educators and practitioners alike will rethink, discuss, and learn methods that can greatly increase the retention of audience information while also creating slides that act as true legacy items for users after the talk is over. We encourage participants to bring an old presentation—whether on laptop, tablet, or printed out—to work on during the breakouts in this session. However, participants who cannot bring their own materials will be provided with some great ones to work with.

Monday July 15 1:30 - 2:45 p.m. M4: BREAKOUT SESSION
M4.3 Educating in a Changing Digital Environment BUCHANAN B213

Moderator: Laura Patterson, University of British Columbia

“Contextualizing Digital Technology Within the Professional Communication Classroom”
Kenneth Price, University of Wisconsin-River Falls

“Blogging for Professional Purposes: A Curricular and Pedagogical Approach” J. A. Rice,
Western Kentucky University

“Japanese Typeface Personalities: Are Typeface Personalities Consistent Across Culture?”
Joshua Caldwell, Brigham Young University

Tuesday July 16 10:45 - Noon T3: BREAKOUT SESSION
T3.1 Writing in a Digital Environment BUCHANAN B315

Moderator: Darlene Webb, British Columbia Institute of Technology

“Using Social Media Aggregation and Curation Techniques in the Classroom to Identify Discourse Trends and Support Brand Operations” Gilbert Wilkes, Royal Roads University;
Jaigris Hodson, Ryerson University

“Characteristics of Effective e-Textbooks: Lessons from the Literature” Ann-Louise
Davidson, Saul Carliner, Concordia University

“Implementing an Online Undergraduate Course in Educational Writing” David Price, Saul
Carliner, Patrick Devey, Concordia University; Nidia Cerna, KnowledgeOne