**Monday, October 8**

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**Tuesday, October 9**

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<td>AWARDS RECEPTION</td>
<td>UCF FAIRWINDS ALUMNI CENTER</td>
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**Wednesday, October 10**

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Welcome to the IEEE International Professional Communication Conference 2012 in Orlando, Florida!
We are delighted that you are here.

The theme of this year’s conference is Communicating Vision. We are pleased that you have joined this distinguished international group of technical communicators and managers as we share our knowledge and learn from each other. As you enjoy excellent presentations and special events, we hope you will take time to get to know each other and communicate your vision of professional communication.

We are delighted with the quality of speakers and the breadth of topics covered in our technical program. Special thanks go to Manuel Lima, who brings our keynote address on the power of networks; to a wonderful group of invited speakers who bring their special expertise to us; and to all those who are presenting. You will find many new topics among the offerings, and we invite you to step outside your comfort zone to acquaint yourself with new subjects and points of view.

The Conference Committee is very grateful to Martin Malpica and the University of Central Florida Division of Continuing Education for handling local arrangements and registration. We hope that you will enjoy the charm of autumn in Orlando and the informal campus environment.

Though I cannot hope to list all those who have helped make IPCC 2012 possible, I do want to extend special thanks to these:

- Rich House, whose outstanding work has made the program successful beyond our wildest imaginings, and to his outstanding Program Committee
- Sandy Bartell, the Proceedings chair who has given help and advice on many tasks, and her committee
- Nicole Amare, who with her committee has made our student poster competition so successful
- Madelyn Flammia, who secured our keynote speaker and worked with the UCF Division of Continuing Education to coordinate our local arrangements
- Julia Williams, who coordinated our outreach to conference sponsors
- Patricia Cruz, who worked hard to publicize the conference, especially in the Orlando and Tampa Bay areas
- Suguru Ishizaki, Professional Communication Society webmaster

Welcome to Orlando; we hope that you have a wonderful time!
PLANNING COMMITTEE MEMBERS

Program Chair
Richard A. House
Rose-Hulman Institute of Technology

Proceedings Chair
Alexandra Bartell
The Boeing Company

Local Arrangements Chair
Madelyn Flammia
University of Central Florida

Student Poster Competition Chair
Nicole Amare
University of South Alabama

Publicity Chair
Patricia Cruz
Consultant

Sponsorships Chair
Julia M. Williams
Rose-Hulman Institute of Technology

Chair, PCS Meetings Committee
Marie Paretti
Virginia Tech

Logistics Coordinator
Martin Malpica
University of Central Florida

Program Committee Members
Alexandra Broillet
Kevin Novak
Drew Paine
Anneliese Watt

Proceedings Committee Members
Caroline Labun
Brian Traynor
Darlene Webb

Student Poster Competition Committee Members
Jean-luc Doumont
Matthew McCool
Alan Manning
Kathy Northcut

CONFERENCE SPONSORS

University of Central Florida College of Arts & Humanities
University of Central Florida Department of English
Rose-Hulman MACH Conference
Auburn University Master of Technical and Professional Communication
RosEvaluation Conference 2013
Carnegie Mellon University Department of English
Virginia Tech Engineering Communication Center
Rose-Hulman Department of Engineering Management
Radisson Hotel Orlando—UCF
The Radisson Hotel Orlando—UCF is the conference hotel. The Alafaya Garden Bar and Bistro is the hotel’s onsite bar and restaurant. Conference attendees should receive a coupon at check-in good for a 10% discount on dinner at the Bistro, Sunday through Saturday, from 5:00 to 10:00 p.m.

The Radisson's amenities include free Wi-Fi access throughout the hotel, both public areas and guest rooms. The hotel also offers an outdoor pool and state-of-the-art fitness center, as well as a business center that provides complimentary printing and fax service to guests.

University of Central Florida Student Union
The UCF Student Union, located at the center of the campus, features meeting rooms on the 2nd and 3rd floors where various conference events will be held. All rooms have free Wi-Fi access. In addition, the Student Union provides a variety of fast food restaurants on the 1st floor, as well as the campus bookstore, five ATMs, and other services.

Parking
UCF campus parking passes are available at the conference registration desk for $1 per day.

Conference Registration
Registration will be open from 7:00 a.m. until 4:00 p.m. on Monday and Tuesday, and from 7:00 a.m. until 8:00 a.m. on Wednesday at the registration desk located in the Key West Prefunction Area 230A on the 2nd floor of the Student Union.

Shuttles
The conference will provide a free shuttle between the hotel and the Student Union before and after each day’s conference sessions, as well as to and from the Tuesday evening Awards Reception at the UCF Fairwinds Alumni Center.

The shuttle will depart from the Radisson each day at 7:45 a.m. for the Student Union. The Radisson also offers complimentary hotel shuttle service. Hours are Mon-Fri 8 a.m.-5 p.m. within a three-mile radius of hotel.

UCF Fairwinds Alumni Center
Tuesday evening’s Awards Reception will be held in Ballroom A and on the adjacent lawn at the UCF Fairwinds Alumni Center. Entertainment will be provided by the UCF Jazz Band.

The UCF Fairwinds Alumni Center is dedicated to the generations of alumni, faculty and staff of the past, present and future, who have made UCF a part of their lives.

Conference Bookstore
The UCF campus bookstore will make copies of speakers’ books available for purchase at a table in the Key West Prefunction Area on the 2nd floor of the Student Union. The bookstore will be open at the following days and times:
Mon: 8:00 a.m. - 5:15 p.m. | Tues: 8:00 a.m. - 5:15 p.m. | Wed 8:00 a.m. - 1:00 p.m.
The College of Arts and Humanities embodies the heritage of human learning and is committed to advancing knowledge in the visual and performing arts and humanities. Its central goal is to help students develop their talents to pursue a lifetime of learning.

KEY INITIATIVES

School of Performing Arts
New facilities for music and theatre will position UCF as a global destination for applied study and research in performing arts

School of Visual Arts and Design
The new school, combining traditional art with emerging media, will contribute to local simulation and gaming industries

Public History and RICHES Initiative
These programs unite the academic community and local organizations to preserve and interpret the region’s cultural heritage

Center for Humanities and Digital Research
CHDR supports interdisciplinary research to further understanding of cultures and ideas in our society and around the globe

Writing Across the Curriculum
The Department of Writing and Rhetoric provides a national model for university writing programs

WWW.CAH.UCF.EDU
Manuel Lima is a Senior UX Design Lead at Microsoft Bing and founder of VisualComplexity.com, a visual exploration on mapping complex networks. He is also a Fellow of the British Royal Society of Arts and was nominated by Creativity magazine as “one of the 50 most creative and influential minds of 2009.”

Prior to joining Microsoft, Manuel worked as a senior user experience designer at Nokia and senior interaction designer at the leading digital agency, R/GA. He holds a BFA in industrial design and an MFA in design and technology from Parsons School of Design, New York. During the course of the MFA program, Manuel worked for Siemens Corporate Research Center, the American Museum of the Moving Image, and Parsons Institute for Information Mapping in research projects for the National Geo-Spatial Intelligence Agency.

Manuel is a leading voice on information visualization and a frequent speaker in conferences and schools around the world, including TED, Lift, OFFF, Reboot, VizThink, IxDA Interaction, the Royal College of Art, NYU Tisch School of the Arts, ENSAD Paris, the University of Amsterdam, and MediaLab Prado Madrid.


We are honored to have Manuel join us as the conference keynote speaker. His talk is entitled “The Power of Networks.”
The Alfred N. Goldsmith Award for Distinguished Contributions to Engineering Communication has been given by the IEEE Professional Communication Society since 1975. Dr. Goldsmith was editor of the Institute of Radio Engineers (a predecessor of IEEE) Proceedings from 1912 to 1954, and was a founding member of the IRE Professional Group on Engineering Writing and Speech, forerunner of the IEEE Professional Communication Society (PCS).

Charles Kostelnick, this year's honoree, is a professor in the English Department at Iowa State University, where he has taught business and technical communication, as well as a graduate and an undergraduate course in visual communication in professional writing. He is the co-author of *Shaping Information: The Rhetoric of Visual Conventions* and co-author of *Designing Visual Language: Strategies for Professional Communicators*. A former editor of the *Journal of Business and Technical Communication*, he has been published in a variety of journals and has made presentations at numerous conferences. Much of his work has focused on visual communication in professional writing.

The Emily K. Schlesinger Award for Distinguished Service to the Professional Communication Society has been given by the Society since 1995. A member of PCS since 1964 and a Senior Member of IEEE, Dr. Schlesinger was president of the Society in 1976 and 1977. During that time, she regularized publication of the IEEE *Transactions on Professional Communication*, and, when she could find no one to edit the Newsletter, took on the job herself. 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.

Muriel Zimmerman, this year’s award winner, served on the IEEE Professional Communication Society Administrative Committee for more than 20 years, as secretary, awards chair, and founding editor of the Wiley-IEEE PCS book series. She was founding director of the Writing Program at the University of California, Santa Barbara, and taught engineering writing at the Massachusetts Institute of Technology. She edited the journal *Energy Review* from 1974 to 1982 and is co-author of *The MIT Guide to Science and Engineering Communication*. Her articles appear in journals and as chapters in books, and she has presented papers at numerous conferences. Her work has focused on evolving roles for writers in the computer industry and on best practices in engineering education.
The Rudolph J. Joenk, Jr. Award recognizes an outstanding article published in the preceding year’s *IEEE Transactions on Professional Communication*. This award has been given since 1975 and was re-named to honor Rudolph J. Joenk, Jr., in 2000 to acknowledge and honor his extraordinary contributions to the *Transactions*. Dr. Joenk served as editor of the *IEEE Transactions on Professional Communication* for eight years, beginning in 1977.

*Suguru Ishizaki*, this year’s honoree, is an associate professor of rhetoric and communication design in the Department of English at Carnegie Mellon University. He is being recognized for his article, “Assessing Typographic Knowledge Using Timed Tests, which appeared in the June 2011 issue of the Transactions. His current research interests cover a broad range of questions surrounding the pedagogy of multimodal communication skills.

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 award for Ron Blicq, PCS acknowledged his extraordinary impact on technical communication education at all levels through his textbooks, videos, and workshops. Ron has been a member of IEEE and PCS (and its predecessor organizations) since 1958, and has been developing and teaching courses for the IEEE and PCS since 1974. We are honored that Ron will be on hand to present the 2012 Blicq Award.

*Kirk St.Amant*, this year’s winner, is a professor of technical and professional communication and international studies at East Carolina University. His research focuses on how cultural and linguistic factors can affect online communication practices and online education, and he has taught face-to-face, online, and hybrid courses for universities in the United States, Belize, Denmark, Finland, and Ukraine. He has recently published the co-edited books *Culture, Communication, and Cyberspace*, *Globalization and the Digital Divide*, and *Computer-Mediated Communication Across Cultures*. 
The James M. Lufkin Award recognizes the best paper published in IPCC Proceedings. The award was given irregularly for many years but was reinstated and named in honor of James M. Lufkin in 2008. Lufkin served multiple terms on the PCS Administrative Committee and multiple terms as Society president. In 1975, he received PCS’s first Alfred N. Goldsmith Award for outstanding achievement in engineering communication, and he was awarded an IEEE Millennium Medal in 2000. The achievement the Society particularly honors in naming the best conference award for him is his core role in chairing a series of conferences (1973, 1975, 1977) on the future of scientific journals.

Jon Leydens, this year’s honoree, is an associate professor in the Division of Liberal Arts and International Studies at the Colorado School of Mines, USA, where he has been since 1997. From 1997 to 2011, he served as Writing Program Administrator. His research and teaching interests include rhetoric, communication, and social justice. Dr. Leydens is a co-author of Engineering and Sustainable Community Development (2010), which among other topics focuses on the role of listening in engineering education and in sustainable community development contexts. He recently served as guest editor of a theme issue on engineering communication for Engineering Studies and designed a course on rhetoric, energy, and public policy.

Student Poster Competition Winners

First Place: Justin Parmer (University of South Alabama), “Attic vs. Asiatic, Explained through Apple Advertising”

Second Place: Bryan Schottman (Avila University), “Cotton: From Plant to Product”

Third Place: Allison Chan, Christopher Lim, Ray Nosari, and Prahlad Srinivasan (Georgia Tech), “Label Redesign for the Gatorade G series Nutrition Bar”

Fourth Place: Jane Darrah (Avila University), “Chew on This: Reasons to Be Vegan”

MONDAY SCHEDULE

October 8

8:00 - 9:00 AM

M1: KEYNOTE
M1.1 THE POWER OF NETWORKS
Keynote by Manuel Lima

9:15 - 10:30 AM

M2: BREAK OUT SESSION
M2.1 WRITING, CODE: SOFTWARE DESIGN AND DOCUMENTATION
Moderator: Suguru Ishizaki, Carnegie Mellon University

“Metadata Database Design as an Aid to Scientific Discovery” - Karen Remick, International Arctic Research

“Small Texts, Big Effects: How a Technical Communicator Used Writing to Influence Design Decisions in a Software Firm” - Stewart Whittemore, Auburn University

“On the Similarities and Differences Between Program Documentation and Test Documentation” - Scott Tilley, Florida Institute of Technology

M2.2 VISUAL GENRES FOR ENGINEERING STUDENTS
Moderator: Hazel Sales, University College Plymouth

“Assessing Visual Literacy: the Case of Poster Presentations” - Andreas Karatsolis, Carnegie Mellon Qatar

“Aligning Trends in Mainstream Media and Data Visualization to Teaching Practice in Engineering Communication” - Alan Chong, University of Toronto

“How Do Engineering Students Work with Photographs to Address Authentic Socio-Technical Problems in a Globalized World?” - Annette Berndt, University of British Columbia

M2.3 WORKSHOP: POWER PRESENTING FOR COGNITIVE RETENTION AND ORGANIZATIONAL LONGEVITY
Traci Nathans-Kelly, Cornell University; Christine G. Nicometo, University of Wisconsin-Madison

10:45 AM - 12:00 PM

M3: BREAK OUT SESSION
M3.1 RESEARCH METHODS AND BEST PRACTICES:
RISK, CONSENT, AND LEARNING
Moderator: Marie Paretti, Virginia Tech

“Redesigning Consent Forms for Specific Research” - David Wright, Missouri University of Science and Technology

“Managing Risk in Internet-based Research” - Alexandra Bartell, Boeing Corporation; Jan Spyridakis, University of Washington

MONDAY SCHEDULE

October 8

M3.2 EXPLORING ELECTRONIC SPACES AND ARTIFACTS WITH VISUAL RHETORIC  KEY WEST 218B
Moderator: Richard House, Rose-Hulman Institute of Technology

“Visual Rhetoric and Cultural Expectations: An Online Perspective” - Kirk St.Amant, East Carolina University; Madelyn Flammia, University of Central Florida

“Visual Rhetoric in Electronic Food Journaling Communications” - Meghan Griffin, Daytona State College

“Seeing Typeface Personality: Emotional Responses to Form as Tone” - Nicole Amare, University of South Alabama; Alan Manning, Brigham Young University

M3.3 PANEL: TECHNICAL COMMUNICATION EDUCATION IN A DIGITAL, VISUAL WORLD  EGMONT KEY 224
Panel: Dawn Armfield, Laura Gurak, Joe Weinberg, and Trent Kays, University of Minnesota

12:00 - 1:30 PM  LUNCH  CAPE FLORIDA 316

1:30 - 2:45 PM  M4: BREAK OUT SESSION

M4.1 NEW VISIONS: VISUALIZING DATA AND CONCEPTS  KEY WEST 218A
Moderator: Sandy Bartell, Boeing Corporation

“Re-visioning the Evolutionary Tree: A Map-based Visualization for Communicating Evolution” - Sonia Stephens, University of Central Florida

“Pictogram Network: Evaluating English Composition Skills” - Sayuri Yoshizawa-Watanabe, Hoshi University; Masaaki Kunigami; Satoshi Takahashi, Tokyo Institute of Technology; Takao Terano, Tokyo Institute of Technology; Atsushi Yoshikawa, The Japan Institute for Educational Measurement

“Visualizing Data, Encouraging Change: Technical Interventions in Food Purchasing Decisions” - Donnie Sackey, Michigan State University; Noah Ullmann, Michigan State University

M4.2 DELIBERATIVE GENRES AND COMMUNITY DECISION-MAKING  KEY WEST 218B
Moderator: Julia Williams, Rose-Hulman Institute of Technology

“Towards a New Disaster Management Approach Through Effective Communication” - Ilmar Woldring, Maastricht School of Management; Jan Ulijn, Open University

“Design of the Environmental Impact Statement” - Robert Evans, Texas Tech University

“Envisioning Sustainable Community Decision-Making” - Hillary Hart, University of Texas

M4.3 WORKSHOP: 8TH INTERNATIONAL WORKSHOP ON GRAPHICAL DOCUMENTATION: DOCUMENTING SOA-BASED SYSTEMS  EGMONT KEY 224
Scott Tilley, Florida Institute of Technology
M5: BREAK OUT SESSION

KEY WEST 218A

3:00 - 4:15 PM

M5.1 TEACHING, THEORY, PRACTICE
Moderator: Nicole Amare, University of South Alabama

“Customer-Focused Documents: Engineers’ Use of Visuals to Support Product Descriptions” - Hazel Sales, University College Plymouth

“Feminine Language Strategies as Effective Persuasion Techniques for Online Technical Editors” - Myles Cryer, Auburn University

“Blending Theory – In the Classroom” - Stephen Markve, Michigan Technological University

KEY WEST 218B

M5.2 STUDIES OF COMMUNICATION IN INDUSTRY
Moderator: Alan Chong, University of Toronto

“The Benefits of Communicating and Collaborating in a Real-Time Enterprise Social Network” - Sabine Bennett, Salesforce.com

“A Survey on Personnel Development at Small and Medium Sized Manufacturing Companies in Tokyo from the Viewpoint of Global Communication” - Atsuko Yamazaki, Shibaura Institute of Technology

“A Visual Lingua Franca: Communication in the Oil and Gas Industry” - Maria Lombard, Qatar University

EGMONT KEY 224

M5.3 PANEL: BEYOND THE LAB REPORT: THE PLACE OF
STUDENT-DESIGNED RESEARCH AND VISUAL COMMUNICATIONS
IN A MECHANICAL ENGINEERING FUNDAMENTALS COURSE
Panel: Jane Kokernak, Barbara Hughey, and Thalia Rubio, Massachusetts Institute of Technology

4:30 - 5:30 PM

M6: PLENARY

CAPE FLORIDA 316

M6.1 THE R.A.F.T. MODEL OF INTERNATIONAL IMAGE DESIGN
Kirk St.Amant, recipient of the Blicq Award
TUESDAY SCHEDULE

October 9

8:00 - 9:00 AM

T1: PLENARY

T1.1 THE EMERGENCE OF EMOTIONAL APPEALS IN DATA DESIGN: RHETORICAL INNOVATION IN INTERACTIVE DATA VISUALIZATION

Charles Kostelnick, recipient of the Goldsmith Award

CAFE FLORIDA 316

9:15 - 10:30 AM

T2: BREAK OUT SESSION

T2.1 THE EYE OF THE BEHOLDER: STUDYING VISUAL JUDGMENTS

Moderator: Peter Weiss, University of Toronto

“Why Should I Listen?: The Ethos of Science Magazine Covers” - Carolyn Glasshoff, University of Central Florida

“Well, ‘Technically’ It Is Communicating: An Ethical Critique of a Celebrex Ad” - Paul Dombrowski, University of Central Florida

“Attic vs. Asiatic, Explained Through Apple Advertising” - Justin Parmer, University of South Alabama

KEY WEST 218A

T2.2 SEEING GREEN: VISION AND ENVIRONMENTAL COMMUNICATION

Moderator: Richard House, Rose-Hulman Institute of Technology

“Placards and Hazard Alerts: Adding Visual Communication to an Environmental Communication Class” - Thomas Moran, Rochester Institute of Technology

“Availability and Uses of Sensitive Visual Information: Protecting Diceros bicornis in South Africa” - Kathy Northcut, Missouri University of Science and Technology

“Give Us This Day: The Grain Meme in Environmental and Food Justice Discourse” - Beth Jorgensen and James Gault, Saginaw Valley State University

KEY WEST 218B

T2.3 WORKSHOP: TEACHING TEAMWORK AND COMMUNICATION IN ENGINEERING: STRATEGIES AND OPPORTUNITIES

Marie Paretti, Holly Matusovich, Andrea Motto, and Kelly Cross, Virginia Tech

EGMONT KEY 224

10:45 AM - 12:00 PM

T3: BREAK OUT SESSION

T3.1 IMAGE-POWER: USING VISUAL SOFTWARE TOOLS

Moderator: Aimee Whiteside, University of Tampa

“Slideware: Text or Visuals?” - Ruth Vanbaelen and Jonathan Harrison, Nihon University

“Shaping Organizational Image-Power through Images: Case Histories of Instagram” - Brian McNely, Ball State University

“Presentation Software Supporting Visual Design: Displaying Spatial Relationships with a Zoomable User Interface” - Joshua Bean, University of Washington

KEY WEST 218A
T3.2 NAVIGATING THE WEB: DESIGN EXPERIMENTS
Moderator: Julia Williams, Rose-Hulman Institute of Technology

“InfoPlanet: Visualizing a Semantic Web to Improve Search Results Through Exploration and Discovery” - Laura Li, University of Washington

“From Web Designer to Researcher: Using Experiment Patterns to Research Web Design Decisions” - Elisabeth Cuddihy and Jan Spyridakis, University of Washington

“Mega-Church Website Design: Faith-based Expressions of Organizational Identity and Purpose” - Susan Codone, Mercer University

T3.3 WORKSHOP: “RAPID PAPER PROTOTYPING: 100 DESIGN SKETCHES IN 10 MINUTES, 18 DESIGNS PRESENTED, 6 PROTOTYPES TESTED, STUDENT ENGAGEMENT – PRICELESS!”
Brian Traynor, Mount Royal University

“The Benefits of Communicating and Collaborating in a Real-Time Enterprise Social Network” - Sabine Bennett, Salesforce.com

“A Survey on Personnel Development at Small and Medium Sized Manufacturing Companies in Tokyo from the Viewpoint of Global Communication” - Atsuko Yamazaki, Shibaura Institute of Technology

“A Visual Lingua Franca: Communication in the Oil and Gas Industry” - Maria Lombard, Qatar University

1:00 - 2:15 PM
T4: BREAK OUT SESSION

T4.1 INNOVATION IN EDUCATIONAL MATERIALS
Moderator: George Hayhoe, Mercer University


“Developing a Dramatized Interactive Learning Program” - Ronald Blicq

“Information Comics: An Overview” - Joshua Caldwell, Brigham Young University

T4.2 THE NAE GRAND CHALLENGES FOR ENGINEERING:
UNDERSTANDING THE ROLE FOR COMMUNICATION IN EDUCATING STUDENTS ABOUT THIS NEW VISION

“Rhetorical Analysis of the Grand Challenges Website” - Anneliese Watt, Rose-Hulman Institute of Technology

“The Grand Challenges Within Technical Communications” - Jessica Livingston, Rose-Hulman Institute of Technology

“Grand Challenges and Communication: Developing Technical Solutions in Context” - Julia Williams, Rose-Hulman Institute of Technology
TUESDAY SCHEDULE

October 9

T4.3 WORKSHOP: ADJUSTING THE FOCUS: USABILITY STUDY
ALIGNS ORGANIZATION VISION WITH COMMUNITY NEEDS
Featured speaker: Carol Barnum with Jay Jones, Laurie Bennett, and John Weaver
EGMONT KEY 224

2:30 - 3:45 PM

T5: BREAK OUT SESSION

T5.1 STRATEGIC VISIONS FOR MANAGING PROFESSIONAL
COMMUNICATION CURRICULA
Moderator: Anneliese Watt, Rose-Hulman Institute of Technology

“Branding, Defining and Belonging: Creating an Identity for the Engineering Communication Program” - Peter Weiss and Raj Grainger, University of Toronto

“Merging Territories, Part II: Assessing the Success of a New Information Design Baccalaureate Degree” - Brian Traynor, Mount Royal University


KEY WEST 218A

T5.2 STATE OF PLAY: GAMES AND LEARNING
Moderator: Kevin Novak, American Institute of Architects

“Evolution of Discourses Along Human-computer Interaction Throughout Computer Game-based Teaching Technology” - Sabine Emad, Haute Ecole de Gestion—Geneva; Alexandra Broillet, Haute Ecole de Gestion—Geneva; Wade Halvorson, UWA Business School, Australia

“Using Badges for Shaping Interactions in Online Learning Environments” - Rudy McDaniel, Robb Lindgren, and Jon Friskics, University of Central Florida

“High Concept and Design Documentation: Using Prezi for Undergraduate Game Design” - Brian Ballentine, West Virginia University

KEY WEST 218B

T5.3 WORKSHOP: EMULATING FIELD RESEARCH IN THE
USABILITY LAB: LESSONS LEARNED FROM STAGE DESIGN
Featured speaker: Stephanie Rosenbaum

EGMONT KEY 224

4:00 - 5:00 PM

T6: PLENARY

T6.1 ASSESSING TYPOGRAPHIC KNOWLEDGE USING TIME TESTS
Suguru Ishizaki, recipient of the Joenk Award

CAPE FLORIDA 316
8:00 - 9:00 AM

**W1: PLENARY**
CAPE FLORIDA 316

**WHAT DOES PROFESSIONAL COMMUNICATION RESEARCH HAVE TO DO WITH SOCIAL JUSTICE? INTERSECTIONS AND SOURCES OF RESISTANCE**
Jon Leydens, winner of the Lufkin Award

9:15 - 10:30 AM

**W2: BREAK OUT SESSION**

**W2.1 LEADERSHIP COMMUNICATION AND ORGANIZATIONAL CHANGE**
KEY WEST 218A

*Moderator: Nicole Amare, University of South Alabama*

“Organizational Change in a Public Housing Foundation: The Crucial Importance of Discourse and Language” - Jos Pieterse, Fontys University; Jan Ulijn, Open University; Andreas Wagenberg, Office for Human Environments

“Visualizing an Iterative, Dynamic Model for Improving Leadership-Employee Communication in the Organizational Change Process” - Constance Kampf, Aarhus University; Alexandra Broillet, Haute Ecole de Gestion-Geneva; Marian Barchilon, Arizona State University

“The Rose-Hulman Leadership Advancement Program: Preparing Engineering, Math, and Science Students for Effective Communication as Technical Leaders” - Julia Williams, Rose-Hulman Institute of Technology

**W2.2 PANEL: THE EFFECTS OF CLOUD AND MOBILE COMPUTING ON THE WORKPLACE**
KEY WEST 218B

*Panel: Amelia Anderson, Rachel Astorino, Jeffrey Graham, Jeffrey Huset, Heidi Leonard, Emmilee Mercer, Kimberly Morgan, Doris E. Pavlichek, Meagan Sadler, Linda Samens, and Tiffany Tolbert, Mercer University*

**W2.3 WORKSHOP: BEST TOOL FOR THE JOB: HOW TO SELECT AN APPROPRIATE EBOOK FORMAT**
EGMONT KEY 224

*David Hailey and Rebecca Walton, Utah State University*

10:45 AM - 12:00 PM

**W3: BREAK OUT SESSION**

**W3.1 SPANNING THE GLOBE: INTERCULTURAL COMMUNICATION**
KEY WEST 218A

*Moderator: Constance Kampf, Aarhus University*

“Distance Education in a Global Age: An International Perspective on Online Learning in Professional Communication Education” - Kirk St.Amant, East Carolina University; Madelyn Flamma, University of Central Florida

“Multilingual Websites: An Experience Report from the 24th IEEE International Conference on Software Maintenance in Beijing” - Scott Tilley, Florida Institute of Technology

“Teaching Usability in a Technical Communication Classroom: Developing Competences to User-test and Communicate with an International Audience” - Felicia Chong, Michigan Technological University
WEDNESDAY SCHEDULE

October 10

W3.2 PANEL: INFORMATION OVERLOAD: AN INTERNATIONAL CHALLENGE TO PROFESSIONAL ENGINEERS AND TECHNICAL COMMUNICATORS
KEY WEST 218B
Panel: Judith Strother, Florida Institute of Technology; Zohra Fazal, Florida Institute of Technology; Jan Ulijn, Open University

W3.3 WORKSHOP: ISO STANDARDS FOR SOFTWARE USER DOCUMENTATION
EGMONT KEY 224
George Hayhoe, Mercer University
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