IEEE PROCOMM 2016

International Professional Communication Conference

Austin, Texas • October 2–5

IEEE
Advancing Technology for Humanity

IEEE PROCOMM
Professional Communication Society

IEEE PROCOMM 2016

International Professional Communication Conference

IEEE PROCOMM Professional Communication Society

IEEE Advancing Technology for Humanity

Sunday, October 2

5:00 pm	–	8:00 pm	Registration
6:00 pm	–	8:00 pm	Reception

Monday, October 3

7:30 am	–	3:00 pm	Registration
8:00 am	–	8:15 am	Welcome
8:15 am	–	9:15 am	Keynote
9:30 am	–	10:45 am	Breakout Sessions
11:00 am	–	12:15 pm	Plenary: Blicq Award Winner
12:15 pm	–	1:30 pm	Lunch
1:30 pm	–	2:45 pm	Breakout Sessions
3:00 pm	–	4:15 pm	Breakout Sessions (includes Hayhoe Fellow Award Winners)
4:30 pm	–	5:30 pm	Plenary: Distinguished Speaker's Panel

Bob Metcalfe, Professor of Innovation in the Cockrell School of Engineering at The University of Texas at Austin, and 2015-16 MIT Visiting Innovation Fellow
Communicating for Engineering Success

Gracemarie Mike (Rowan University), **Catherine Berdanier** (The Pennsylvania State University), **Mary McCall** (Purdue University)
Résumés in the Development of Undergraduate Engineering Identity: A Genre Analysis with Teaching Implications

Tuesday, October 4

7:30 am	–	3:00 pm	Registration
8:00 am	–	8:15 am	Welcome and Announcements
8:15 am	–	9:15 am	Plenary: Goldsmith Award Winner
9:30 am	–	10:45 am	Breakout Sessions (includes Lufkin Award Winners)
11:00 am	–	12:15 pm	Breakout Sessions
12:15 pm	–	1:30 pm	Lunch
1:30 pm	–	2:45 pm	Breakout Sessions
3:00 pm	–	4:30 pm	Plenary: PCS Special Session (includes Schlesinger Award Winners)
5:30 pm	–	8:30 pm	Awards Reception

Donna Riley (Virginia Tech)
Goldsmith Award Winner
Hedging ABET

Sarah Read (DePaul University), **Michael Papka** (Argonne Leadership Computing Facility)
Improving Models of Document Cycling: Accounting for the Less Visible Writing Activities of an Annual Reporting Process at a Supercomputing Facility

Wednesday, October 5

8:00 am	–	10:00 am	Registration
8:30 am	–	9:45 am	Breakout Sessions (includes Joenk Award Winner)
10:00 am	–	11:15 am	Breakout Sessions
11:15 am	–	12:00 pm	Closing Session

Erin Freiss (University of North Texas)
The Presence of Professionalism in Technical Communication: Views from Industry and the Academy

WELCOME

Hillary Hart

Conference Manager, University of Texas at Austin

Welcome to the 2016 edition of ProComm and also to vibrant Austin, TX.

You probably already know that Austin is a dynamic cultural enclave within the large state of Texas. What you may not know is that Austin is both Texan and beyond-Texan in its outlook. Within a five-minute walk from our ProComm home on the University of Texas campus, you will discover Texas/Longhorn souvenir stores as well as a first-class university museum (the Blanton), a Texas history museum (the Bob Bullock), and the incomparable Harry Ransom Center, with its extensive collection of the papers and creations of hundreds of influential artists and writers. Heading southeast you will find the LBJ Presidential Library; a few minutes due south, the pink granite Texas State Capitol will loom into view.

Because there is so much to see and so much good food very close by, we have kept the non-session group activities to a minimum.

We have two evening events: the Welcome Reception on Sunday evening, Oct. 2, 6:00-8:00 p.m., in the lobby near the registration desk, and the Awards Reception on Tuesday evening, 5:30-8:30, in Room 301, with a view of the Capitol.

For lunch, there are a variety of restaurants within a few minutes' walk. Please consult the program for a list of suggested eating places.

It is of course the sessions, the plenaries, the keynote, and the networking that brings us all together, and we have an exciting program to share with you. Communicating Entrepreneurship seems an appropriate theme for a conference in Austin, and I am excited to welcome participants from the Austin entrepreneurial community.

Austin skyline

Our keynote speaker, Bob Metcalfe, has a long and storied career as an inventor and entrepreneur, and now as a Professor of Innovation at UT Austin. Monday, October 3, is designated in the program as "Tech Monday" but in fact all two and a half days will contain sessions/panels/workshops focused on the intersections of communication-innovation-entrepreneurship.

Congratulations to all the 2016 Professional Communication Society award winners; I look forward to hearing many of you present during the conference.

And a big thank-you to our wonderful sponsors – please see page 8 for the list. We are so grateful for their help in bringing you ProComm 2016.

And, finally, I want to thank the ProComm 2016 planning committee members who worked hard to make this conference a success:

- Marie Paretti, Carolyn Labun, and Clay Spinuzzi, who crafted an excellent program.
- Brian Traynor, who did double-duty as conference treasurer and sponsorship chair.
- Erin Friess and Chris Lam, who co-chaired the Proceedings.
- Suguru Ishizaki, who worked on everything from sponsorships to publicity and helped keep me on track.
- Brian Ballentine, who chaired publicity efforts.
- Maura Borrego, who coordinated local arrangements.
- Lyn Turnbull, who created the conference program book.
- Cory Hixson, our conference webmaster.
- Krystal Boulanger and her team from the Center for Lifelong Engineering Education, who coordinated the registration process.

REGISTRATION

Registration will be held each day in the M2 lobby

Sunday	**5 pm - 8 pm**
Monday	**7:30 am - 3 pm**
Tuesday	**7:30 am - 3 pm**
Wednesday	**8 am - 10 am**

CONFERENCE SESSIONS

All sessions will be held in the AT&T Executive Education and Conference Center (see floor plans).

Note that Amphitheater 204 is on Level M2, while Rooms 101, 103, and 104 are on Level M1.

AWARDS

Awards will be presented at the Tuesday evening reception in Conference Room 301, on level M3.

INTERNET ACCESS

The AT&T Conference Center provides free Wi-Fi connection throughout the complex.
Please connect to **attwifi** SSID. Then agree to the terms of service by clicking on the "Get Connected" button on a splash page on your browser. No password is required.

INFORMATION FOR SPEAKERS

All rooms will have projection equipment (with VGA connection) that presenters can connect to their personal laptops.

PROCOMM 2016 ONLINE

Website: sites.ieee.org/pcs/procomm2016/
Twitter: @ieeeprocomm
#procomm16

PARKING

Parking is available at the AT&T Conference Center, and costs $18 per day.

TRANSPORTATION

R&R Limousine & Bus: rrlimobus.com 512-947-7433
Star Shuttle: starshuttle.com 512-479-8100
Public transportation: capmetro.org/planner
Yellow Cab: 512-452-9999 or download their free HAIL A CAB app
Super Shuttle: 512-258-3826 or 800-BLUE VAN
Capital Metro Airport Shuttle capmetro.org/airport/

LUNCH

Lunch is on your own each day. Below are some local suggestions of places to eat.

DINING IN THE AT&T CENTER

The Carillon – For upscale dining, this New American restaurant turns out a sophisticated menu of imaginative, tasty and visually pleasing dishes.
512-404-3655

Gabriel's – A friendly café, bar and sports lounge; a great hangout, with a great view of the UT Tower.

One Twenty 5 Café – A quick and easy stop for handcrafted coffee, breakfast bites or a tasty snack. Near the hotel registration desk.

DINING WITHIN A FIVE MINUTE WALK OF THE AT&T CENTER

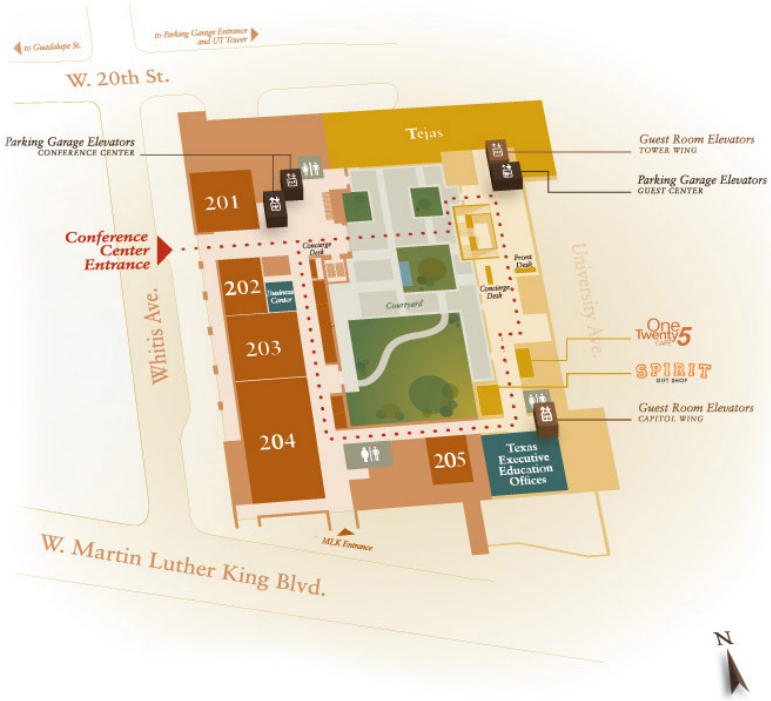
Blanton Café – MLK at Congress. Sandwiches, gourmet flat bread pizzas, salads, signature desserts, and coffee.
blantonmuseum.org/welcome/caf/

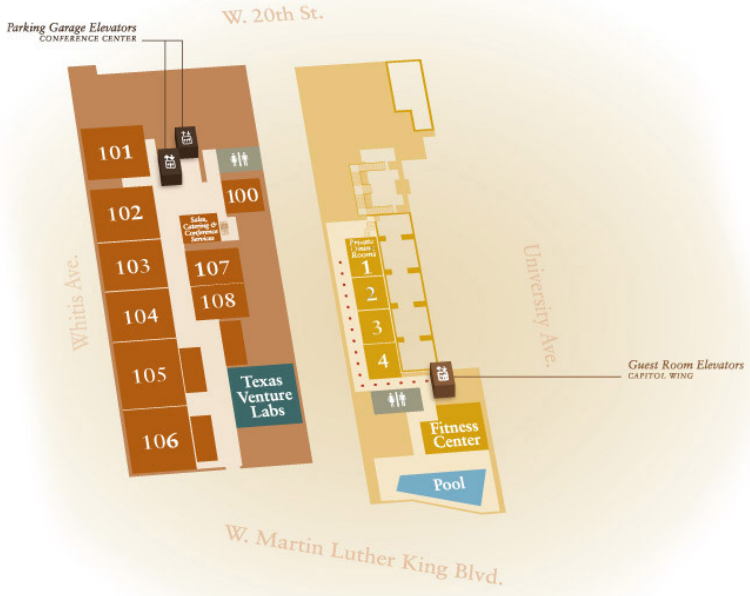
Lavaca Teppan – 712 Lavaca St. Japanese food.
512-520-8630 lavacateppan.com

The Story of Texas Café – 2nd Flr, 1800 North Congress Ave.
512-320-0403 thestoryoftexas.com/visit/story-of-texas-cafe

Clay Pit Indian Contemporary Cuisine – 1601 Guadalupe St.
512-322-5131 claypit.com

Hog Wild Barbecue – 201-299 W 21 St.
512-354-7879 hogwildbbqaustin.com


to Guadalupe St.
to Parking Garage Entrance and UT Tower
W. 20th St.
Parking Garage Elevators
CONFERENCE CENTER
Tejas
Guest Room Elevators
TOWER WING
Parking Garage Elevators
GUEST CENTER
201
Conference Center Entrance
Concierge Desk
Front Desk
202
Business Center
Courtyard
Concierge Desk
University Ave.
Whitis Ave.
203
One Twenty 5
SPIRIT
GIFT SHOP
Guest Room Elevators
CAPITOL WING
204
205
Texas Executive Education Offices
MLK Entrance
W. Martin Luther King Blvd.
N


W. 20th St.
Parking Garage Elevators
CONFERENCE CENTER
101
100
102
Sales, Catering & Conference Services
103
107
108
104
105
Texas Venture Labs
106
Whitis Ave.
Private Dining Rooms
1
2
3
4
University Ave.
Guest Room Elevators
CAPITOL WING
Fitness Center
Pool
W. Martin Luther King Blvd.

PLANNING COMMITTEE MEMBERS

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CONFERENCE SPONSORS

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- Cockrell School of Engineering, University of Texas at Austin
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- IEEE USA
- Texas State University
- International Project Management Association
- University of Toronto

KEYNOTE
Monday
8:15 – 9:15 am

Bob Metcalfe

Keynote Speaker

Bob Metcalfe was an Internet Pioneer starting in 1970, at MIT, Harvard, and Stanford. He invented Ethernet at the Xerox Palo Alto Research Center in 1973 and founded 3Com Corporation in 1979. Ethernet became the industry standard packet plumbing of the Internet. Today, more than a billion Ethernet ports ship per year, if you count Wi-Fi, which Bob does. Various times at the Internet company 3Com in Silicon Valley 1979-1990, Bob was Chairman, CEO, VP Sales and Marketing, General Manager of the Software, Workstation, and Hardware divisions, and when he left in 1990, VP Corporate Marketing. 3Com raised venture capital starting in 1981, went public in 1984, had $5.7B in revenue in 1999, and in 2010 became part of HP.

Bob spent the 1990s as CEO, publisher, and columnist at InfoWorld, and VP Technology at its billion-dollar parent IDG. Then he spent the 2000s as a General Partner of the billion-dollar venture capital company, Polaris Venture Partners, where he is now Emeritus Partner. In 2011, Bob became Professor of Innovation in the Cockrell School of Engineering at The University of Texas at Austin, and during 2015-16 he was an MIT Visiting Innovation Fellow. His principle interest is in the startup ecosystems surrounding research universities.

Bob is a member of the National Academy of Engineering and in 2005 he received the National Medal of Technology for his "leadership in the invention, standardization, and commercialization of Ethernet".

Bob will be speaking about *Communicating for Engineering Success* in his keynote address.

Main Building (The Tower) on campus

GOLDSMITH AWARD

Tuesday
8:15 am

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).

Donna Riley is Professor and Interim Department Head of Engineering Education at Virginia Tech with affiliate appointments in Science, Technology, & Society and Women's & Gender Studies. From 2013-2015 she served as Program Director for Engineering Education at the National Science Foundation. Riley spent thirteen years as a founding faculty member of the Picker Engineering Program at Smith College, the first engineering program at a U.S. women's college, and one of very few engineering programs in a liberal arts context. Riley's research interests include engineering and social justice; engineering ethics; social inequality in engineering education; and the liberal education of engineers. Riley is the author of two books, Engineering and Social Justice, and Engineering Thermodynamics and 21st Century Energy Problems, both published by Morgan and Claypool. Riley earned a B.S.E. in chemical engineering from Princeton University and a Ph.D. from Carnegie Mellon University in Engineering and Public Policy. She is a Fellow of the American Society for Engineering Education.

SCHLESINGER AWARD

Tuesday
3:00 pm

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.

Dr. Alexandra (Sandy) Bartell is a technical communicator and information architect for the Boeing Company. Sandy has served as a member of the Administrative Committee for the IEEE Professional Communication Society (PCS), and is a member of the Board of Permanent Reviewers for the IEEE Transactions on Professional Communication. She is also the Convenor of the ISO/IEC working group for Systems and Software Engineering Software

Documentation Standards. Sandy's greatest professional joy has been collaborating with other PCS members in organizing the annual ProComm conferences and in promoting PCS as one of the best professional development organizations for technical communicators.

Darlene Webb is an instructor for first- and second-year technical communication courses at British Columbia Institute of Technology (BCIT) in Burnaby, Canada. Darlene is faculty supervisor for the Engineers Without Borders initiative at BCIT and was the founder of "Presentation Idol", a competitive, industry-sponsored public speaking event for engineering students. Darlene served as a member of the Administrative Committee for IEEE ProComm and focused mainly on conference work during that time (Program Co-chair, 2013 and Sponsorship Co-chair, 2015). More than anything, she enjoyed exploring new territory, taking a few chances, and being part of an exceptional team.

JOENK AWARD

Wednesday
8:30 am

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.

The winner is selected by the PCS Editorial Advisory Committee. The Best Paper Award was proposed at an AdCom meeting in 1975 by Charles A. Meyer, then chair of the awards committee and earlier (1965-66) president of the society. In 2000, the AdCom voted to re-name the Best Paper Award for Rudolph J. Joenk, Jr., 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. In his term as editor he revived the publication from a dwindling two issues in 1976 to a reliable set of quarterly issues in 1984 that are still growing in size and strength. Through his outstanding editorial work, he established high standards for a journal that is now a central information resource in the field of engineering communication.

Erin Friess is an associate professor in the Department of Technical Communication at the University of North Texas. Her research explores best practices of usability and user experience, technical communication discipline progression, and technical communication curriculum development. Her research has appeared in IEEE Transactions of Professional Communication, Technical Communication Quarterly, Journal of Business and Technical Communication, and Journal of Usability Studies. She currently serves on IEEE Professional Communication Society's Advisory Committee.

BLICQ AWARD
Monday
11:00 am

The Ronald S. Blicq Award for Distinction in Technical Communication Education was proposed by the AdCom and approved by IEEE Awards and Recognition Committee in 2000. 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 acknowledges his extraordinary impact on technical communication education at all levels. In courses offered through IEEE and PCS as well as university programs and independent workshops, he has helped engineers to improve their communication skills. Through his textbooks, videos, and workshops, he has also taught several generations of technical communication faculty to design practical and motivating communication courses for technical students. Ron Blicq has been a member of IEEE and PCS since 1958 (they were then the Institute for Radio Engineers and the Professional Group on Engineering Writing and Speech), and he has been developing and teaching courses for the IEEE and PCS since 1974.

Bruce Maylath, professor of English at North Dakota State University, teaches courses in linguistics and international technical communication. He also serves as NDSU's director of Upper-Division Writing. His current research takes up translation issues in professional communication and has appeared in connexions, IEEE Transactions in Professional Communication, Journal of Business and Technical Communication, Research in the Teaching of English, and Technical Communication Quarterly, among others. With Marta Pacheco Pinto and Ricardo Muñoz Martin, he recently co-edited a special issue on translation and international professional communication for the online journal connexions. Currently he is co-editing, with Kirk St. Amant, a book on translation and localization. For his featured talk at this year's ProComm, he will draw, in part, on one of his most recent publications, "The Imperative of Teaching Linguistics to 21st-Century Professional Communicators" co-authored with Steven Hammer as the lead chapter for the IEEE/Wiley volume *Teaching and Training for Global Engineering: Perspectives on Culture and Professional Communication Practices*, edited by Kirk St. Amant and Madelyn Flammia, 2016.

LUFKIN AWARD

Tuesday
9:30 am

The James M. Lufkin Award recognizes the best conference paper submitted to ProComm Proceedings. The winner is selected by the ProComm Conference Committee in consultation with the PCS Awards Committee.

The award was re-named for James M. Lufkin in 2008. James M. 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 award for him is his core role in chairing a series of conferences (1973, 1975, 1977) on the future of scientific journals.

Sarah Read is an assistant professor at DePaul University in Chicago, IL. Her work has been published in Technical Communication Quarterly, Journal of Business and Technical Communication, The Journal of Writing Research, College Composition and Communication and the edited collection The Object of Rhetoric: Assembling and Disassembling Bruno Latour. Her current research focuses on documenting how texts mediate knowledge work in large technical and scientific organizations. Another aspect of her research investigates the pedagogy of technical and professional communication. She teaches courses in professional, scientific and technical communication.

Michael E. Papka is an associate professor of computer science at Northern Illinois University and a senior scientist at the U.S. Department of Energy's Argonne National Laboratory. He teaches and does research in the areas of data analysis and visualization and promotes collaborative technologies in support of science. At Argonne, he is deputy associate laboratory director for Computing, Environment and Life Sciences and director of the Argonne Leadership Computing Facility. In these roles, he supports world-class programmatic efforts and research programs that are working on some of largest scientific and engineering challenges in the world.

Littlefield fountain World War I memorial on campus

IEEE PROCOMM 2016 SPONSORS

HAYHOE FELLOW

Monday
3:00 pm

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 longtime 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 ProComm.

Gracemarie Mike is an Assistant Professor of Writing Arts at Rowan University. She received her Ph.D. from Purdue University, where she coordinated the School of Mechanical Engineering's Writing Enhancement Program and taught in the Global Engineering Learning Community. At Rowan University, Dr. Fillenwarth teaches Sophomore Engineering clinic along with various technical writing courses within the Writing Arts major.

Mary McCall is a doctoral candidate in the rhetoric and composition program at Purdue University. Her research interests include professional and technical writing, writing across the curriculum, and women's, gender, and sexuality studies. Her dissertation research involves analyzing how female engineering students rhetorically cultivate a professional identity through coursework and professional development opportunities.

Catherine G.P. Berdanier is a Research Associate in the Department of Mechanical and Nuclear Engineering at Pennsylvania State University. She earned her Ph.D. in Engineering Education from Purdue University in 2016, and holds a M.S. in Aeronautical and Astronautical Engineering from Purdue. Her current research interests include graduate-level engineering education, including inter- and multidisciplinary experiences, online learning, and engineering writing.

SUNDAY
MONDAY

SUNDAY

REGISTRATION
5:00 – 8:00 pm

Registration — **M2 Lobby**

WELCOME
6:00 – 8:00 pm

Welcome — **M2 Lobby**

Welcome reception — Near the registration desk

MONDAY

REGISTRATION
7:30 am – 3:00 pm

Registration — **M2 Lobby**

WELCOME
8:00 – 8:15 am

Welcome — **Amphitheatre 204**

KEYNOTE
8:15 – 9:15 am

Keynote — **Amphitheatre 204**

Communicating for Engineering Success – *Bob Metcalfe (University of Texas at Austin)*

BREAKOUT SESSIONS
9:30 – 10:45 am

Tech Monday: Communicating Entrepreneurship — **Amphitheatre 204**

Presentations

Leveraging Internal Knowledge at Startups – *Amruta Ranade (Missouri University of Science and Technology)*

Case Study of Entrepreneurial Communication in a digital age: the beginning of Be My Eyes – *Constance Kampf (Aarhus University), Leila Trapp (Aarhus University)*

The Entrepreneurial Storyboard: A Tool for Developing Multi- Dimensional Value Propositions for New Products and Services – *Gregory Pogue (The University of Texas at Austin), Marco Bravo (The University of Texas at Austin)*

BREAKOUT SESSIONS
9:30 – 10:45 am
(continued)

Public Communication: Health and the Environment — **Room 101**

Presentations

Mental Health Communication and Self-Efficacy: Designing a Responsive Information Architecture – *Katie Walkup (University of South Florida), Peter Cannon (University of South Florida), Joshua Rea (University of South Florida)*

Rhetorical dimensions of social network analysis visualization for public health – *Sonia Stephens (University of Central Florida), John Applen (University of Central Florida)*

Science meets Public - Customized Technology Research Communication – *Christine Mauelshagen (RWTH Aachen University), Eva-Maria Jakobs (RWTH Aachen University)*

Pedagogies for Writing in the Disciplines — **Room 103**

Presentations

Using authentic language data to teach discipline-specific writing patterns to STEM students – *Ryan Boettger (University of North Texas), Stefanie Wulff (University of Florida)*

Creative Heuristics: A Trickle-down Pedagogy – *Eric Stephens (Clemson University), Jan Holmevik (Clemson University)*

Using Discipline Graphics to Teach Writing Principles – *Cynthia McPherson (Tarleton State University)*

Strategies for Collaboration — **Room 104**

Presentations

Collaborating in GitHub – *Nicky Bleiel (IBM Watson)*

Can Slack Curb Slacking?: Examining The Importance of Team Communication in Reducing Social Loafing – *Chris Lam (University of North Texas)*

Collaborative Strategies for Distributed Teams: Innovation through Interlaced Collaborative Writing – *Joy Robinson (University of Alabama at Huntsville), Lisa Dusenberry (Armstrong State University), Halcyon Lawrence (Georgia Institute of Technology)*

PLENARY
11:00 am – 12:15 pm

Blicq Award — **Amphitheater 204**

Examining the Cult of Monolingualism – *Bruce Maylath (North Dakota State University)*

LUNCH
12:15 – 1:30 pm

BREAKOUT SESSIONS
1:30 – 2:45 pm

Tech Monday Workshop: The Pitch — **Amphitheater 204**

Pitching: Strategies for structuring, engaging, and winning over audiences – *Clay Spinuzzi (University of Texas at Austin), Gregory Pogue (University of Texas at Austin)*

Panel: Teaching Practice — **Room 101**

Catching the Hot Potato: Where Does Grammar Land in STEM Education – *Brad Henderson (University of California, Davis), Ruth McKinney (UNC School of Law)*

Teaching, Learning, and Entrepreneurship — **Room 103**

Presentations

Blending Engineering Content with Design Thinking and UX to Maximize Student Engagement in a Technical Communication Class – *Nadya Shalamova (Milwaukee School of Engineering)*

Responding to Writing through Instructor Screencasts: Cognitive Walkthrough, Reader Response, and Student-Centered Access – *Amber Lancaster (Texas Tech University)*

Lifelong Learning as a Steppingstone to Entrepreneurship and Innovation – *Ruth Vanbaelen (University of Tsukuba), Jonathan Harrison (Nihon University)*

Public Communication and the Environment — **Room 104**

Presentations

Climate Communication and the Exclusion of Indigenous Knowledge – *Sara Raffel (University of Central Florida)*

An Examination of the Federal Land Transfer Movement from a Civil and Environmental Engineering Perspective: Evaluating the Triple Bottom Line – *Joshua Lenart (University of Utah)*

Innovating Down On The Farm: Communication Networks That Facilitate Water Quality Practices – *Lee Tesdell (Minnesota State University, Mankato)*

BREAKOUT SESSIONS
3:00 – 4:15 pm

Tech Monday: Communicating the Pitch — **Amphitheatre 204**

Presentations

Narrative Is Not Enough: The Role of Live Doubt in Entrepreneurship Communication – *Alan Manning (Brigham Young University), Nicole Amare (University of South Alabama)*

Computer-Aided Rhetorical Analysis of Crowdfunding Pitches – *Suguru Ishizaki (Carnegie Mellon University)*

Elevator Pitches, Crowdfunding, and the Rhetorical Politics of Entrepreneurship – *Richard House (Rose-Hulman Institute of Technology), Jessica Livingston (Rose-Hulman Institute of Technology), Sarah Summers (Rose-Hulman Institute of Technology), Anneliese Watt (Rose-Hulman Institute of Technology)*

BREAKOUT SESSIONS
3:00 – 4:15 pm
(continued)

Workshop: Project Management Tools — **Room 101**

Project Management Tools For Entrepreneurial Communication ...And Beyond! – *Meg Infiorati, IPMA USA*

Teaching in the Disciplines — **Room 103**

Presentations

Résumés in the Development of Undergraduate Engineering Identity: A Genre Analysis with Teaching Implications – *Gracemarie Mike (Rowan University), Catherine Berdanier (The Pennsylvania State University), Mary McCall (Purdue University)* Presented by the Hayhoe Fellow Award winners.

Transfers and Intersections: An Interdisciplinary Route to Communication Skills Development – *Lydia Wilkinson (University of Toronto)*

Performative ePortfolio: A Learning Tool in Technical and Professional Communication Class – *Shuwen Li (University of Minnesota, Twin Cities)*

PLENARY
4:30 – 5:30 pm

Distinguished Speaker's Panel — **Amphitheatre 204**

Journalism in the Innovation Ecosystem , moderated by Bob Metcalfe

Innovation Professor Bob Metcalfe brings together a team of experienced journalists to discuss the importance of top-notch journalism to innovative companies and organizations. The focus of the panel will be the role played by technology journalists (including those working in national newspapers, magazines, and newsletters) in the success of entrepreneurial entities. As Bob describes it, "The first person Steve Jobs introduced me to was his communications guru, Regis McKenna. Regis taught how to position startups for success by operating in what he called the journalism infrastructure." His guidance was pivotal to the success of Intel, Apple, and my company, 3Com. But not just success. The Valley's tech journalists, then and now, were at the heart of the process of sorting innovations, evaluating proposed innovations and gathering their resources.

The Blanton Museum on campus

TUESDAY

REGISTRATION
7:30 am – 3:00 pm

WELCOME
8:00 – 8:15 am

PLENARY
8:15 – 9:15 am

BREAKOUT SESSIONS
9:30 – 10:45 am

Registration — **M2 Lobby**

Day 2 Welcome and Announcements — **Amphitheatre 204**

Goldsmith Award — **Amphitheatre 204**

Hedging ABET – *Donna Riley (Virginia Tech)*

Risk, Decision-Making, and Professional Communication — **Amphitheatre 204**

Presentations

Best Rhetorical Practices in Risk Communication for Entrepreneurs, Managers and Writers – *Carolyn Boiarsky (Purdue University Calumet)*

Risk Perception of Complex Technology Innovations: Perspectives of Experts and Laymen – *Claas Digmayer (RWTH Aachen University), Eva-Maria Jakobs (RWTH Aachen University)*

Mining Social Media for Weather Posts: A User-Centered Design Strategy for Dynamic Decision-Making Environments – *Ian Weaver (Texas Tech University)*

Workshop: Tools for Teachers — **Room 101**

Using Digital Education Effectively to Address Your Students' Grammar Deficits – *Ruth Ann McKinney (The University of North Carolina School of Law), Ross Strader (Open Learning Initiative, Stanford University)*

Entrepreneurship in the Academy — **Room 103**

Revisioning Academic Entrepreneurship at a Public Regional Comprehensive University in North Carolina – *Colleen Reilly (University of North Carolina Wilmington), Anirban Ray (University of North Carolina Wilmington), Jeremy Tirrell (University of North Carolina Wilmington)*

BREAKOUT SESSIONS
9:30 – 10:45 am
(continued)

Professional Practice and Innovation — Room 104

Presentations

Challenges of Lean Customer Discovery as Invention – *Tatiana Batova (Arizona State University), Daniel Card (University of Wisconsin-Milwaukee), Dave Clark (University of Wisconsin-Milwaukee*

Iteration Strategies for Successful Positioning of Innovative Products into New Markets – *Gregory Pogue (The University of Texas at Austin), Marco Bravo (The University of Texas at Austin), Stephanie Tran (Johns Hopkins University)*

Improving Models of Document Cycling: Accounting for the Less Visible Writing Activities of an Annual Reporting Process at a Supercomputing Facility – *Sarah Read (DePaul University), Michael Papka (Argonne Leadership Computing Facility)*. Presented by the Lufkin Award winners.

BREAKOUT SESSIONS
11:00 am – 12:15 pm

Social Networks and Professional Communication — Amphitheatre 204

Presentations

Folk Classification of Social Media Platforms: Preliminary Findings – *Gilbert Wilkes (Mount Royal University), Jaigris Hodson (Royal Roads University), Brian Traynor (Mount Royal University)*

The need for innovation in assessing web content performance: A case study – *Robert Watson (University of Washington), Jan Spyridakis (University of Washington)*

HiveMind: Service Learning, Social Enterprise, and Technical Communication – *Sarah Beth Hopton (Appalachian State University), James Wilkes (Appalachian State University)*

Workshop: Innovations in Teaching — Room 101

Seeing Things Differently: a Hands-on Tour of Writing Through the Lens of Math – *Brad Henderson (University of California, Davis)*

Teaching Entrepreneurship — Room 104

Presentations

Teaching Entrepreneurial Communication in a Chemical Engineering Product Design Capstone Course – *Elaine Wisniewski (University of Michigan), Laura Hirshfield (University of Michigan)*

"Whose Idea Is It Anyway?": Students Communicating Innovative and Entrepreneurial Work and the Quagmire of Ownership at the University Level – *Traci Nathans-Kelly (Cornell University/Wiley-IEEE Press), Charlyse Diaz (University of Maine)*

Using the Project Management Course as a Basis for Teaching Entrepreneurship Communication – *Constance Kampf (Aarhus University), Line Berggreen (Aarhus University)*

LUNCH
12:15 – 1:30 pm

BREAKOUT SESSIONS
1:30 – 2:45 pm

Innovation in Academia — Amphitheatre 204

Presentations

Spurring UX Innovation in Academia Through Lean Research and Teaching – *Guiseppe Getto (East Carolina University), Tatiana Batova (Arizona State University)*

Research on the Use of Voice to Text Applications for Professional Writing – *Susan Garza (Texas A&M University, Corpus Christi), Kristina Gutierrez (Lone Star College, Kingwood)*

Developing Professional Writers — Room 101

Presentations

Professional and Technical Communication Students as Entrepreneurs-in-Training – *Jay Gordon (Youngstown State University)*

Reterritorializing Workspaces: Entrepreneurial Podcasting as Situated Networking, Connected Mediation, and Contextualized Professionalism – *Emily Petersen (Brigham Young University)*

Toward Entrepreneurial Pedagogies: Rethinking Professional Networking as Knowledge Making – *Ben Lauren (Michigan State University), Stacey Pigg (North Carolina State University)*

Developing Entrepreneurial Engineers — Room 103

Presentations

Engineering Innovation through Rhetorical Invention – *Suzanne Lane (Massachusetts Institute of Technology), Andreas Karatsolis (Massachusetts Institute of Technology)*

Using Stories to Instill an Entrepreneurial Mindset in Engineers: The Case Study Initiative – *Bill Riley (Rose-Hulman Institute of Technology)*

Audience Response and Professional Communicaton — Room 104

Presentations

Extended Abstract: Best Practices for Data Visualization – *Jef Naidoo (University of Alabama), Kim Campbell (University of North Texas)*

The Problems With Current Readability Methods and Formulas: Missing that Usability Design – *Terry Smith (University of North Texas)*

A Re-evaluation of Emotion Response to Color and Form – *Joshua Caldwell (Brigham Young University)*

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SPECIAL SESSION

3:00 – 4:30 pm

PCS Special Session — **Amphitheatre 204**

Publishing, Connecting, and Volunteering at PCS

Traci Nathans-Kelly (Cornell University and IEEE), George Hayhoe (Editor-in-Chief, IEEE Transactions on Professional Communication), and Alan Chong (University of Toronto and IEEE).

The editors of the IEEE Professional Communication Society's publications will discuss how to propose a book for the Professional Engineering Communication series with Wiley-IEEE Press, an article or tutorial submission for the IEEE Transactions in Professional Communication, and various opportunities and content forms curated for the PCS website.

I think my hair is on fire: Having fun and volunteering with ProComm

Over the years, Schlesinger Award Winners *Sandy Bartell (The Boeing Company, Seattle, WA) and Darlene Webb (British Columbia Institute of Technology, Burnaby, BC)* have partnered on several projects and enjoyed lots of fun and laughter along the way.

Have you ever wondered how to get involved with ProComm or wondered what specific roles and opportunities are available? Do you have a fantastic idea that you'd like to implement? Are you yearning to contribute your special skills to a great organization and work with a supportive team from all over the globe? In this session, you're invited to discover more about getting involved with ProComm and how this experience may benefit you and your career.

AWARDS

5:30 – 8:30 pm

Awards Reception — **Conference Room 301**

Please join us in this lovely 3rd floor room overlooking the Texas State Capitol for our awards reception to honor those individuals who have made significant contributions to our field and to the IEEE Professional Communication Society.

The Ransom Center's copy of the Gutenberg Bible. © Thomas McConnell Photography 2004, on campus

WEDNESDAY

REGISTRATION
8:00 – 10:00 am

BREAKOUT SESSIONS
8:30 – 9:45 am

Registration — M2 Lobby

Professional Practice — Amphitheatre 204

Presentations

The Potential Impact of Industry Classification Code Changes for Tech Comm Providers – *Andrea Brennan (Teamplete, LLC)*

The Presence of Professionalism in Technical Communication: Views from Industry and the Academy – *Erin Friess (University of North Texas), Ryan Boettger (University of North Texas)*. Presented by the Joenk Award winner.

Reading Microexpressions Can Benefit Technical Communicators – *Crystal Elerson (University of North Texas)*

Workshop: Teaching in the Disciplines — Room 101

Integrating data-driven learning into the technical writing classroom – *Ryan Boettger (University of North Texas), Stefanie Wulff (University of Florida)*

Sparking Innovation and Entrepreneurship — Room 103

Presentations

Startup Weekends: Invention as Process for Proto-Entrepreneurs – *Aimee Roundtree (Texas State University)*

User Experience as a Driver of Entrepreneurial Innovation – *John Spartz (University of Wisconsin-Stout), Ryan Weber (University of Alabama at Huntsville)*

Fans as Creative Mass for Technology Innovation and IT Localization – *Huatong Sun (University of Washington Tacoma)*

Strategies for Professional Practice — Room 104

Presentations

Stage-gate Project Management Processes as Professional Communication Practice for Entrepreneurship and Innovation – *Line Berggreen (Aarhus University), Constance Kampf (Aarhus University)*

Broadening our View of Audience Awareness: Writing for Posthuman Audiences – *Breeanne Matheson Martin (Utah State University)*

BREAKOUT SESSIONS
10:00 – 11:15 am

Information Architecture and User ExperienceFunding — **Room 101**

Presentations

Entrepreneurial Acts in the Academy: Disrupting the Textbook Model to Create and Open, Digitally-Delivered Technical Communication Text – *Jonathan Arnett (Kennesaw State University), Laura Palmer (Kennesaw State University), Tamara Powell (Kennesaw State University)*

Extended Abstract: Effectively Teaching Presentations to Large Numbers of Engineering and Science Students – *Michael Alley (Pennsylvania State University), Joanna Garner (Old Dominion University)*

Back to the Basics: Developing a Systematic Method to Teach Communication – *Peter Weiss (University of Toronto), Rex Wu (Sobeys, Inc.)*

Communication Training for Engineers and Scientists: A Framework for Highlighting Fundamental Principles Common to Writing, Speaking, and Visual Communication – *Melissa Clarkson (University of Washington)*

CLOSING
11:15 am – 12 noon

Closing — **Amphitheatre 204**

Conference Closing and ProComm 2017 information

LBJ Presidential Library on campus

Campus Map

LEGEND

- AT & T Executive Education and Conference Center
- Bass Concert hall
- Blanton Museum
- Bob Bullock Texas State History Museum
- Cactus Café
- Darrell K. Royal Texas Memorial Stadium
- First Aid
- Food vendor
- Harry Ransom Center
- LBJ Library
- Littlefield Fountain
- Parking
- Texas State Capitol Building
- University Main Tower/ Building

On-Campus Attractions

Bass Concert Hall – The flagship theater for The University of Texas, featuring symphonies, musicals, plays, dance performances, and concerts from major music acts. This is Austin's largest performance venue. Get tickets online.
2350 Robert Dedman Drive texasperformingarts.org/venues/bass_concert_hall

Blanton Museum – A permanent collection of almost 18,000 works is recognized for its European paintings, prints and drawings, and modern and contemporary American and Latin American art. The Blanton is located on the campus of the University of Texas at Austin, directly north of the State Capitol complex.
200 E. Martin Luther King, Jr. Blvd. blantonmuseum.org

Bob Bullock Texas State History Museum – two of the several exhibitions on this week include:

- The Butterfly Project - a large-scale installation of thousands of uniquely beautiful butterflies made by children from throughout Texas.
- American Flags - more than 25 historic flags, including a 200 year-old 13-star flag from the Early Revolutionary War period and the only known 14-star flag in existence.

1800 Congress Ave. thestoryoftexas.com

Cactus Café – across the street from the University Co-op in the Texas Union building on the University of Texas campus. Established in 1979, the Cactus showcases music of all kinds in a wonderfully intimate setting.
2247 Guadalupe Street cactuscafe.org/

Darrell K. Royal Texas Memorial Stadium – home to the University of Texas at Austin Longhorns football team since 1924. The stadium is the second largest stadium in the state of Texas, the eighth largest stadium in the United States, and the ninth largest stadium in the world.
405 E 23rd Street

Harry Ransom Center – an archive, library and museum that specializes in literary and cultural artifacts from the United States and Europe. The two most prominent possessions in the collections are a Gutenberg Bible (one of only 21 complete copies known to exist) and Nicéphore Niépce's View from the Window at Le Gras, the first successful permanent photograph from nature. Both are on permanent display in the main lobby.
300 W 21st Street hrc.utexas.edu

LBJ Presidential Library – one of 13 Presidential Libraries, this one commemorates Lyndon Baines Johnson, 36th President of the United States (1963–1969). It houses 45 million pages of historical documents, including the papers of President Johnson and those of his close associates. The ten-story building features a Great Hall with a four-story, glass-encased view of the archives collection. The top floor has a 7/8ths scale replica of the Oval Office decorated as it was during Johnson's presidency.
2313 Red River Street lbjlibrary.org/

Littlefield Fountain – this bronze sculpture and granite/limestone fountain is an iconic landmark on campus, and is a memorial for University of Texas students and alumni who died in The Great War, World War I.

University Main Building (known colloquially as The Tower) – is a structure at the center of the campus. The 307-foot (94 m) tower has 30 floors and is one of the most recognizable symbols of the university and the city. When the building housed the University Library, a dumb-waiter was used to move books between floors. The dumb-waiter was removed and the shaft is now used for network and other cabling.

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MACH received a grant from the National Science Foundation (NSF) for its 2014, 2015, and 2016 workshops.

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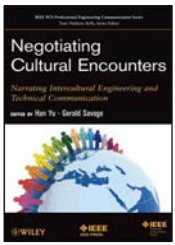

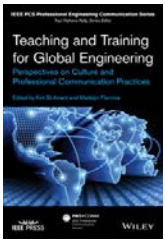

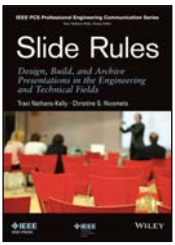

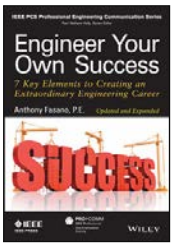

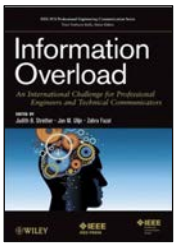

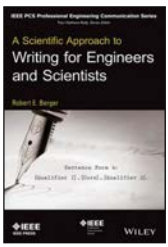

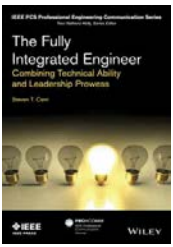

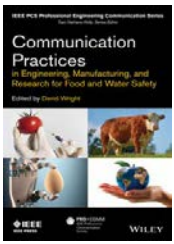

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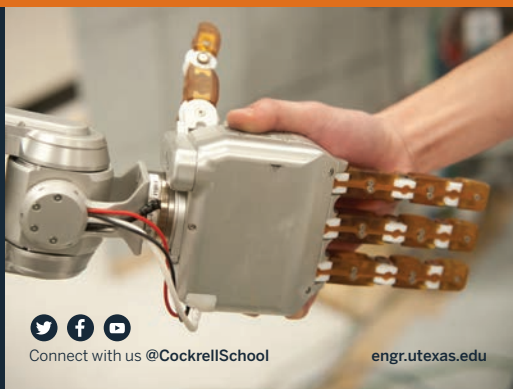

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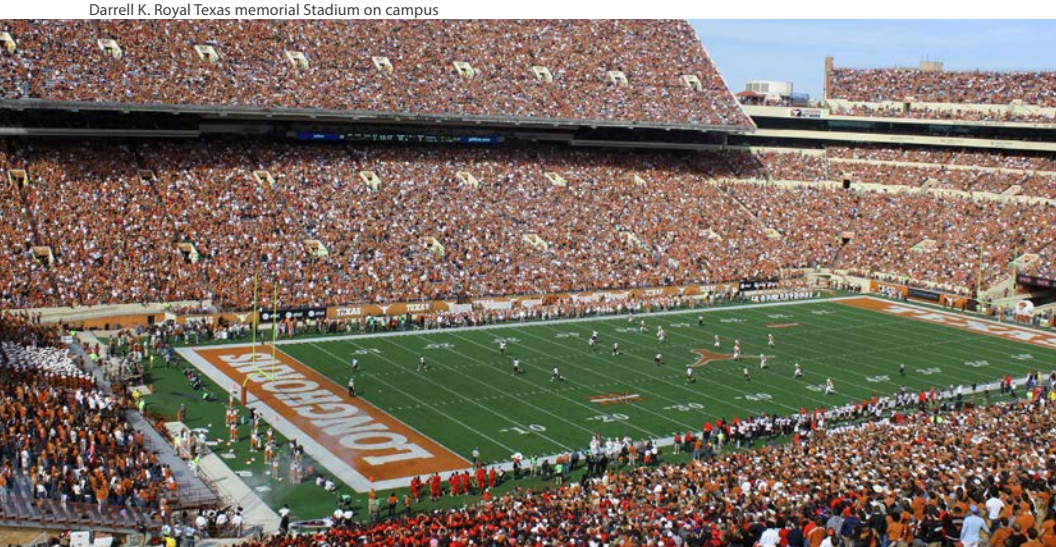

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All photos courtesy UW Communications. Used with permission.

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Our conference will be held on the beautiful University of Wisconsin-Madison campus, and our facilities will be directly on the lake (shown here). Come for the networking and the sharing of knowledge. Stay on for the beautiful location!

Our family-friendly conference will be held at the UW's Pyle Center, directly on Lake Mendota. There's something for everyone in Madison—academics, business people, foodies, and art aficionados alike!

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ProComm 2017 will soon post its official Call for Participation. We will be looking for a variety of topics including new and innovative teaching and training methods, virtual workplace strategies, engineering and technical communication pedagogies, workplace communication approaches, multi-modal communication practices, social media, international communication, and more.