IEEE PRO⛵COMM 2017

International Professional Communication Conference

making**waves**

IEEE PRO ⛵ COMM 2017

International Professional Communication Conference

Sunday, July 23

3:00 pm	–	6:00 pm	Registration
6:00 pm	–	8:00 pm	Rooftop Welcome Reception

Monday, July 24

8:00 am	–	3:00 pm	Registration
9:00 am	–	10:15 am	Keynote
10:30 am	–	11:45 am	Breakout Sessions
12:00 pm	–	1:30 pm	Ticketed Lunch & Plenary
1:30 pm	–	2:45 pm	Breakout Sessions
3:00 pm	–	4:15 pm	Breakout Sessions
4:30 pm	–	5:30 pm	IEEE PCS Townhall Meeting
6:00 pm	–	7:30 pm	Local Cheese and Beer Tasting

Keynote speaker **Mike Gleicher** will talk about Shakespearean lessons learned from a collaboration between computer scientists and literature scholars

Includes talk by Lufkin Award recipient **J. Scott Weedon** for best paper in ProComm 2017 proceedings

Featured speaker **Aaron Schliem** will be talking about cross-cultural communications strategies for the global work environment

Includes remarks from Schlesinger Award winner **Jayne Fitzgerald Cerone**

Tuesday, July 25

8:00 am	–	3:00 pm	Registration
9:00 am	–	9:15 am	Opening Remarks
9:15 am	–	10:15 am	Plenary
10:30 am	–	11:45 am	Breakout Sessions
12:00 pm	–	1:30 pm	Lunch
1:30 pm	–	2:45 pm	Breakout Sessions
3:00 pm	–	4:15 pm	Breakout Sessions
4:30 pm	–	5:45 pm	Plenary
6:00 pm	–	8:00 pm	Awards Reception

Goldsmith Award winner **Cynthia J. Atman** will talk about about educational innovations in the context of her informal theory of change she calls "Concrete & Sticky"

Includes talk by Hayhoe Fellow Award recipient **Jeffrey M. Gerding**

Includes remarks by **Chelley M. Vician**, one recipient of the Joenk Award for best paper in the IEEE Transactions

Blicq Award winner **Joanna Wolfe** will talk about her work on team writing and gender communication

Wednesday, July 26

8:00 am	–	10:00 am	Registration
9:00 am	–	10:15 am	Breakout Sessions
10:30 am	–	11:45 am	Breakout Sessions
11:45 am	–	12:00 pm	Closing

IEEE PRO COMM
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Message from the Conference Co-Chairs

Welcome to the 2017 edition of ProComm and also to Madison, Wisconsin.

We are excited to be on the lake for this year's conference. It is our sincere hope that you find the venue peaceful, and the content provocative and engaging. Our theme of "Making Waves," inspired by our lake setting, is meant to bring the best and the brightest together in an attempt to rethink, challenge, and recharge.

Traci Nathans-Kelly
Conference Co-Chair

This year, we are changing the approach slightly, with sessions on Monday and Tuesday, and a new feature we are calling "Workshop Wednesday" on our closing day. Throughout the conference, experts from all areas of technical, engineering, business, and science communication will bring their insights from around the globe to ProComm 2017.

For social events, we have arranged a casual evening welcome event in the Pyle Center on the rooftop on Sunday, overlooking the lake. It is a stunning view, and we hope you can enjoy it with us. Monday at lunch, join us for a buffet lunch with a guest speaker, and our ProComm Awards and Recognitions Reception is scheduled for Tuesday evening. We have purposefully set aside Monday evening and Tuesday lunch for exploring the intriguing food and entertainment venues that are just one block away on State Street and Library Mall. We will provide plenty of information regarding notable spots for fun. As well, be sure to spend time just steps away from our venue at the world-famous UW-Madison Rathskeller and Terrace where you can enjoy beverages of all sorts, fun food, and entertainment alike, right on the water. Maybe some of you will even take a sailing lesson!

Marie C. Paretti
Conference Co-Chair

Once again, welcome to Madison. Everyone from the IEEE Professional Communication Society, and especially the ProComm 2017 team, is excited you are here.

REGISTRATION

Sunday	3 pm - 6 pm CST
Monday	8 am - 3 pm CST
Tuesday	8 am - 3 pm CST
Wednesday	8 am - 10 am CST

CONFERENCE SESSIONS

All conference sessions will be held in the Pyle Center on the University of Wisconsin-Madison campus (see floor plans).

AWARDS AND RECOGNITIONS RECEPTION

Tuesday evening, please join us for our Awards and Recognitions Reception. It will be held in the Pyle Center, first floor, in the Alumni Lounge. As you pass the information desk in the lobby, there is a long hall; follow it to the end to enter the lakeside Lounge.

INTERNET ACCESS

Pyle Center internet access is free for all attendees. To login:

STEP 1. Select **UWNet WiFi**. This will redirect you to a login page within your browser.

STEP 2. Click the **GUEST ACCESS** link, fill out the required fields, then click **REGISTER**. (Students and staff members please use your current campus NetID.)

STEP 3. Confirm your details and click **LOGIN** at the bottom of the page. You will also receive an email confirming your NetID password.

SPEAKER TECHNOLOGY

All rooms have projection equipment and the ability for speakers to connect their personal laptops. Please remember to bring any toggles/dongles that you may need, just in case. We will have tech support on hand.

PROCOMM 2017 ONLINE

Website: sites.ieee.org/pcs/procomm2017
Twitter: @ieeeprocomm #procomm2017

PARKING

While parking on the street is available, it is often hard to find. We recommend, for daily parking, that you use the State Street Parking Garage, with the easiest entrance at 430 N. Frances Street. More detailed information, including parking FAQs, accessibility, and charging stations, is available at cityofmadison.com/parking-utility/garages-lots

TRANSPORTATION

Green Cab: 608-255-1234
Union Cab: 608-242-2000
Badger Cab: 608-256-5566
Madison Taxi: 608-255-8294
Metro Bus: cityofmadison.com/metro

BREAKFAST AND BREAKS

Both conference hotels offer a free breakfast. During the day, breaks will be offered in the Pyle Center.

LUNCH

On Monday, we offer a ticketed buffet lunch with special speaker **Aaron Schliem**, Principal Consultant and Founder of Idiosynch and Chairman of the Board for Glyph Language Services. Tickets must have been purchased before July 15, 2017. On Tuesday and Wednesday, we encourage all attendees to explore the rich variety of restaurants, coffee shops, food trucks, and local eateries that are all within a 3-10 minute walk from our venue.
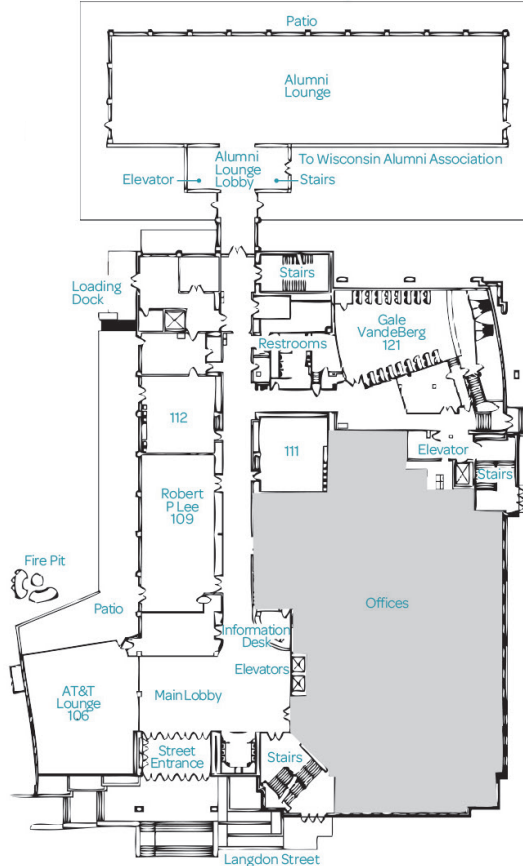
RESTAURANTS

Madison is a well-known foodie destination, with local breweries, vegetarian, farm-to-table, supper clubs and more.

Here are a few favorites near our venue.

- **The Old Fashioned:** 15 minute leisurely walk from our venue, fun dining and drinks with Wisconsin flair. theoldfashioned.com
- **L'Etoile:** 15 minute leisurely walk from our venue, high- end lovely dining.   letoile-restaurant.com
- **Porta Bella:** 5 minute easy walk from our venue, crazy baroque interior, Italian food.   portabellarest.com
- **Ian's Pizza:** two locations, both about four blocks from venue. Experience the famous Mac n Cheese Pizza! It's even been in Bon Appetit.   ianspizza.com
- **DownTown Madison Dining Guide:** is a complete listing of the many nearby places to dine. visitdowntownmadison.com/index.php
- **Food carts:** most within one block of our venue. madisonstreeteats.wordpress.com/madisonfoodcarts
- **Other dining:** In your attendee folder there is a more detailed listing of our nearby eateries. From Ethiopian food to traditional Italian fare, from vegan to meat-lovers, all tastes can be met within just a few blocks.

PYLE CENTER, LEVEL 1

Lake Mendota

Patio

Alumni Lounge

Alumni Lounge Lobby

Elevator

To Wisconsin Alumni Association

Stairs

Loading Dock

Stairs

Restrooms

Gale VandeBerg 121

112

111

Elevator

Stairs

Robert P Lee 109

Fire Pit

Patio

Offices

Information Desk

Elevators

AT&T Lounge 106

Main Lobby

Street Entrance

Stairs

Langdon Street

PYLE CENTER, LEVEL 2

Epsilon Sigma Phi Room 220

Stairs

217

Restrooms

225

226

213

214 Recording Studio

227

Elevator & Stairs

Offices

209

232

Offices

Restrooms

Elevators

Computer Kiosk

205

235

Business Office - 204

Stairs

PYLE CENTER, LEVEL 3

Pyle Family Room 320

Stairs

317

Restrooms

325

326

313

315

327

Elevator & Stairs

314

Offices

Offices

309

312

310

332

Elevators

Computer Kiosk

Inspiration Room 305

McInerney Room 335

Business Office 304

Stairs

PLANNING COMMITTEE MEMBERS

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Marie C. Paretti, Virginia Tech

Program Co-Chairs
Erin Friess, University of North Texas
Necia Werner, Carnegie Mellon University

Proceedings Co-Chairs
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Darina Slattery, University of Limerick

Finance Chair
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Sean Moseley, Rose-Hulman Institute of Technology
Darina Slattery, University of Limerick
Brian Traynor, Mount Royal University
Necia Werner, Carnegie Mellon University

Mike Gleicher
Keynote Address

Title: What Shakespeare Taught Us About Visualization and Data Science

"In this talk, I will discuss some of the lessons we have learned from a collaboration between computer scientists and literature scholars. Our project sought to help literature scholars use data science methods to better understand literature. In developing tools for data-centric approaches to English literature of the Early Modern period (roughly 1470-1700, including Shakespeare), we gained a different understanding of data science. The unique nature of the collaboration highlighted that working with data is a process with many stages, and that different users have different needs. In this talk I will provide a framework for thinking about user needs across the data science process. I will use this framework to introduce a variety of tools we have developed. "

Michael Gleicher is a Professor in the Department of Computer Sciences at the University of Wisconsin-Madison. Dr. Gleicher is founder of the Department's Visual Computing Group. His research interests span the range of visual computing, including data visualization, robotics, image and video processing tools, virtual reality, and character animation. His current foci are human data interaction and human robot interaction. Prior to joining the university, Gleicher was a researcher at The Autodesk Vision Technology Center and in Apple Computer's Advanced Technology Group. He earned his Ph. D. in Computer Science from Carnegie Mellon University, and holds a B.S.E. in Electrical Engineering from Duke University. In 2013-2014, he was a visiting researcher at INRIA Rhone-Alpes. Gleicher is an ACM Distinguished Scientist.

Aaron Schliem
Principal Consultant & Founder, Idiosynch; Chairman of Board, Glyph Language Services

In his latest venture, Schliem has launched the consulting firm, Idiosynch. There, he works with organizations of all sizes, from start-up to Fortune 50, to tackle complex issues related to transformational change, building authentic and lasting approaches to language strategy, global work culture, cross-cultural learning, culturally-enabled marketing and market-specific product adaptation.

Aaron Schliem is the founder of Glyph Language Services and served for 15 years as its CEO. At Glyph's helm, he positioned the firm as a leader in localization consulting for global communications teams, working with Fortune 500 companies to adapt HR, user support and learning content both linguistically and culturally across more than 100 locales. Through a deeper analysis of local market realities (from infrastructure to culture), he aids teams in designing effective cross-cultural communications strategies while building long-term internal organizational cultures within which global communication is a core competency rather than an afterthought.

Cynthia J. Atman
Goldsmith Award winner

The Alfred N. Goldsmith Award for Outstanding Achievement in Engineering Communication has been given by IEEE PCS since 1975.

About the award: 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).

Title: Concrete & Sticky: An Informal Theory of Change (With Three Worked Examples)
Through my work over the past couple of decades in the engineering education community I have developed an informal theory of change I call "Concrete & Sticky." Specifically, I have observed that educational innovations that are more likely to be adopted by engineers (educators and students) have one or both of the attributes of "Concrete" (straightforward) and/or "Sticky" (memorable). In this presentation, I will discuss these two attributes with respect to my research and teaching in the areas of 1) engineering design, 2) reflection, and 3) Pasteur's famous quote "Chance Favors the Prepared Mind."

Cynthia J. Atman is the founding director of the Center for Engineering Learning & Teaching (CELT), a professor in Human Centered Design & Engineering, and the inaugural holder of the Mitchell T. & Lella Blanche Bowie Endowed Chair at the University of Washington. Dr. Atman is co-director of the Consortium to Promote Reflection in Engineering Education (CPREE), funded by the Leona M. and Harry B. Helmsley Charitable Trust. She was director of the $12 million NSF-funded Center for the Advancement of Engineering Education (CAEE), a national research center that was funded from 2003-2010. Her research focuses on engineering design learning, considering context in engineering design, and the use of reflection to support learning. She is a fellow of the American Association for the Advancement of Science (AAAS) and the American Society for Engineering Education (ASEE). Atman holds a Ph.D. in Engineering and Public Policy from Carnegie Mellon University.

Joanna Wolfe
Blicq Award winner

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.

About the award: 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.

Title: Gender and Interpersonal Communication on Engineering Teams

Since the publication of *Team Writing*, **Joanna Wolfe** has continued to do research on communication problems that disproportionately affect women on engineering teams. Using discourse completion interviews, Dr. Wolfe and her colleague Dr. Elizabeth Powell have investigated the communication strategies that successful female engineers employ to solve common team problems. This presentation will demonstrate these communication strategies and discuss the lessons learned in trying to teach these strategies to undergraduate engineering students. Wolfe holds a Ph.D. in English from The University of Texas at Austin, and is a Teaching Professor and Director of the Global Communications Center at Carnegie Mellon University.
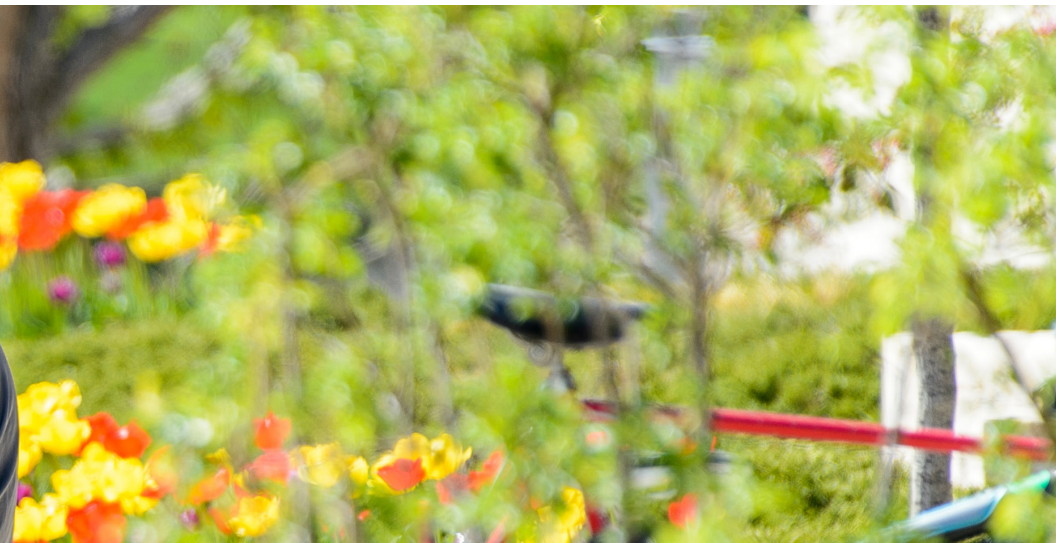
Jayne Fitzgerald Cerone
Schlesinger Award winner

The Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society has been given since 1995.

About the award: 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.

Jayne Fitzgerald Cerone serves as Senior Director, Volunteer Engagement, IEEE Technical Activities. She began her career at IEEE in 1986 developing outreach programs to explain engineering concepts to the public. Over her three decades with IEEE, she expanded communications programs while adding expertise in association management, governance, and facilitation services. Her team manages the IEEE Technical Activities Board (TAB) and more than 15 TAB committees, selected training programs for society and technical council volunteers, newsletters and webinars for volunteer leadership, 10+ unit websites, and conflict resolution issues for TAB.

She is a Certified Association Executive (CAE) of the Americans Society of Association Executives, and a Registered Parliamentarian (RP) of the National Association of Parliamentarians.

Prior to joining IEEE, she received a B.A. from Drew University and an M.S. from the University of Rhode Island Graduate School of Oceanography where her thesis was in the area of remote sensing of ocean currents and systems.

Cerone has been a member of the IEEE Professional Communication Society since 2003. She has contributed to strategic planning activities and governance recommendations for PCS.

Chelley M. Vician
Joenk Award winner

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.

About the award: 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.

This year, the Editorial Board of the IEEE Transactions on Professional Communication is pleased to award the Joenk Award to two outstanding papers.

Robert M. Fuller, Chelley M. Vician and Susan A. Brown, "Longitudinal Effects of Computer-Mediated Communication Anxiety on Interaction in Virtual Teams" in IEEE Trans. Prof. Comm., vol. 59, no. 3, pp. 166-185, Sept. 2016.

K. R. Moore, "Public Engagement in Environmental Impact Studies: A Case Study of Professional Communication in Transportation Planning" in IEEE Trans. Prof. Comm., vol. 59, no. 3, pp. 245-260, Sept. 2016.

Chelley M. Vician will be speaking during a breakout session on Tuesday. Vician is an associate professor of Accounting in the Opus College of Business at the University of St. Thomas, St. Paul, MN, USA. She teaches courses in accounting information systems. Her research examines how individuals and teams use information systems and the barriers that may impinge upon positive outcomes in such technology-enabled environments, and accounting education best practices.

IEEE
PRO **COMM** 2018
Toronto, Canada
July 23–25

International Professional Communication Conference

LUFKIN AWARD
Monday
10:30 am – 11:45 am

J. Scott Weedon
Lufkin Award winner

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.

About the award: 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.

J. Scott Weedon is a Lecturer in the Writing Program at the University of California, Santa Barbara where he teaches writing for engineers, focusing on the topic of engineering professionalism from ethical, economic, and methodological lenses. Dr. Weedon also teaches professional writing and rhetorical theory courses. His research spans the role of ekphrasis in design and the Ultrasound Informed Consent Act, the relationship between genre and labor in writing in the disciplines, and the role of judgment in engineering practice. Currently, he is tracing the conceptual exchange between rhetorical theory and design theory scholarship in the last 20 years.

Jeffrey M. Gerding
Hayhoe Fellow Award winner

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.

About the award: 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.

Jeffrey M. Gerding, this year's awardee, is a doctoral candidate in Rhetoric and Composition at Purdue University. He is currently working on his dissertation on civic engagement and user experience research in government digital service design and policy. His work has appeared in the *Journal of Interactive Technology and Pedagogy, IEEE Transactions on Professional Communication, and the Journal of Business and Technical Communication*. His research interests include professional and technical communication, public rhetorics, user experience design, and civic engagement. He is also the winner of the 2017 ATTW Graduate Research Award and the inaugural Professor Patricia Sullivan Scholarship from the Department of English at Purdue University.

SUNDAY

Registration	2nd Floor, Pyle Center

Registration tables will be set up outside Room 209 on the second floor of the Pyle Center.

Welcome	Pyle Center Rooftop

Join us for light hors d'oeuvres and a cash bar atop the Pyle Center, overlooking beautiful Lake Mendota (Rain location: Alumni Lounge, first floor).

MONDAY

Registration	2nd Floor, Pyle Center

Registration tables will be set up outside Room 209 on the second floor of the Pyle Center.

Welcome & Opening Remarks	Pyle 325/326

Suguru Ishizaki and Conference Chairs, Traci Nathans-Kelly and Marie C. Paretti

Keynote	Pyle 325/326

What Shakespeare Taught Us About Visualization and Data Science — *Michael Gleicher, Professor, Department of Computer Sciences, University of Wisconsin-Madison*

Insights and Methods for Engineering Communication Pedagogy	Pyle 225

Moderator: Marie Paretti

Studio Sessions: Engineering Epistemology, Design Pedagogy, and Rhetoric — *Richard House, Patricia Brackin and Anneliese Watt, Rose-Hulman Institute of Technology*

Putting Engineering Judgment in Conversation with Engineering Communication — *J. Scott Weedon, University of California, Santa Barbara* *PCS 2017 Lufkin Award Winner*

How Disciplinary and Professional Commitments Condition Approaches to the Practice of Information Architecture as Taught in the Classroom — *Brian Traynor and Gil Wilkes, Mount Royal University*

Models for Project Management and Information Processing — Pyle 226

Moderator: Pam Estes Brewer

Information Process Maturity Model — *JoAnn T. Hackos*

A Systems Approach to Project Management Pedagogy: Situating Competencies and Relationships to Constellate Emerging Technical and Professional Communication Practice — *Benjamin Lauren, Michigan State University; Joanna Schreiber, Georgia Southern University*

Scaling Collaboration and Communication of a Growing Consulting Firm — *Geoffrey Goll, P.E., Princeton Hydro, LLC*

Panel Session: Data Information Literacies — Pyle 213

Improving the Data Information Literacies of Technical Communication Undergraduates — *Ryan K. Boettger, University of North Texas; Chris Lam, University of North Texas; Laura Palmer, Kennesaw State University*

The research training that technical communication undergraduates receive remains an under examined but never more timely topic of discussion. The skills a practicing technical communicator must possess is quickly expanding. In particular, technical communicators require data collection, curation, and analysis competences. In our paper, we offer three case histories that illustrate how to increase the data information literacies of technical communication undergraduates. Our observations were recorded in three classroom settings: a content analysis course, a SEO and website analytics course, and a UX app development and design course. We conclude with suggestions for improving data information literacy in technical communication undergraduates well as a call to action for further research on this topic.

LUNCH & PLENARY
12:00 pm — 1:30 pm

Industry Insights into Translation and Localization — Pyle AT&T Lounge, Room 106

Aaron Scliem will discuss tackling complex issues related to transformational change, and building authentic approaches to language strategy, global work culture, cross-cultural learning, culturally-enabled marketing and market-specific product adaptation.

Cross-Cultural Communication and Social Justice   Pyle 213

Moderator: Andrea Brennan

Confronting Intercultural Awareness Issues and a Culture of Disengagement: An Engineering for Social Justice Framework — *Jon A. Leydens and Jessica Deters, Colorado School of Mines*

Communicating in New Contexts: A Case Study of a Cross-Cultural Electronic Roadshow — *Shuwen Li, University of Michigan-Ann Arbor*

Sustainability or Eco Fraud? Perception and Communication of 'Carbon Capture and Usage' — *Claas Digmayer and Eva-Maria Jakobs, RWTH Aachen University*

Analyzing Engineering Communication Genres   Pyle 225

Moderator: Brian Ballentine

Disrupting Transmission Theory: Genre as Social Action in the Professional Communication Classroom — *Sara Doan, University of Wisconsin-Milwaukee*

Optimizing a Genre Analysis Framework to Investigate Engineering Literature Reviews — *Joshua B. Lenart, University of Utah; Catherine G.P. Berdanier, Pennsylvania State University*

Hard- and Soft-Sell Marketing in White Papers — *Kim Sydow Campbell, University of North Texas; Jeffrey S. Naidoo and Sean M. Campbell, University of Alabama*

Panel Session: Innovating Engineering Communication Pedagogy   Pyle 226

Diverging Currents: Continuous Innovation in an Engineering-Based Technical Communication Program — *Pam Estes Brewer, Helen Grady and Robert Watson, Mercer University*

Mercer University's Department of Technical Communication has continuously moved away from established currents to create new ones that aid in making learning most effective. This paper presents three approaches to continuous innovation: innovations in teaching freshman writing as a general education course located in engineering, improving teaming strategies through strategic metacommunication, and incorporating open-source software development methods and tools into the curriculum.

Panel Session: Research Methods in Technical Communication   Pyle 225

Are We Missing the Boat? A Roundtable Discussion on Research Methods and How They Define Our Field — *Erin Friess, Ryan K. Boettger, Kim Sydow Campbell and Chris Lam, University of North Texas*

Despite continued sustainability as an academic field of study, researchers of technical communication have struggled with employing appropriate research methods in their studies. In this panel, the panelists will each discuss an aspect of this struggle framed within their own experiences and expertise. Topics will include the quality of evidence in research studies, quality of methodology in workplace studies, current trends in technical communication research, and alternative methods for answering technical communication's research questions. We will then facilitate a discussion with the attendees to further explore this ongoing concern in the field.

Engineering Communication and Literacies — Pyle 213

Moderator: Jeffrey A. Collins

Learning Information Literacy Across the Curriculum (LILAC) and Its Impacts on Student Digital Literacies and Learning Across the Humanities — *E. Jonathan Arnett and Jeanne L. Bohannon, Kennesaw State University*

We WOVE, We Designed, We Conquered: Assessing Engineering Self-Efficacy in a Mechanical Engineering Communication Initiative; Teacher and Student Perspectives — *Traci Nathans-Kelly, Rick Evans, Lauren Klein and Jiahao Zhang, Cornell University*

Starting from Scratch: Incorporating Communication Instruction in Revised Mechanical Engineering Curriculum — *Nancy Barr, Michigan Technological University*

Panel Session: Humanistic Interventions in Technical Writing Courses — Pyle 226

Humanistic Approaches for Teaching Technical Writing Service Courses Better Meet the Needs of Our Students (and Our Discipline) — *Dave Kmiec, New Jersey Institute of Technology; Olga Menagarishvili, Appalachian State University; Bernadette Longo, New Jersey Institute of Technology*

This paper argues that the technical communication survey course occupies a unique position as a humanistic methods course obviously connected to the major disciplines of an institution's students. Humanistic technical communication pedagogy can thereby be used to organize or rationalize other humanistic interventions in the curriculum, especially with STEM majors. Examples are described for two approaches to integrating rhetorical considerations into junior-level technical writing courses. Senior capstone courses for STEM majors are also considered as sites for challenging students to consider social implications of technological development. Finally, results from a study at Georgia Tech support the authors' contention that students are open to considering technical communication as a rhetorical enterprise.

BREAKOUT SESSION
4:30 pm – 5:30 pm

IEEE PCS Townhall Event — Pyle 213

Includes remarks from *Jayne Fitzgerald Cerone* *PCS 2017 Schlesinger Award winner*

EVENING EVENT
6:00 pm – 7:30 pm

Local Cheese and Beer Tasting — Off-site

Local Cheese and Beer Tasting Event at Fromagination. Tickets must have been purchased by July 15, 2017. Participants should meet in front of the Pyle Center at 6pm to walk to the Capital Square location. City buses are also available.

REGISTRATION
8:00 am – 3:00 pm

Registration — 2nd Floor, Pyle Center

Registration tables will be set up outside Room 209 on the second floor of the Pyle Center.

WELCOME
9:00 am – 9:15 am

Day 2 Opening Remarks — Pyle 325/326

Marie C. Paretti, Conference Co-Chair

PLENARY
9:15 am – 10:15 am

Goldsmith Award — Pyle 213

Concrete & Sticky: An Informal Theory of Change (With Three Worked Examples) — *Cindy Atman*
Winner of the PCS 2017 Goldsmith Award winner

BREAKOUT SESSIONS
10:30 am – 11:45 am

Exploring Methods for Research, Teaching, and Practice — Pyle 213

Moderator: Erin Friess

An Overview of Research Methods in Technical Communication Journals (2012–2016) — *Chris Lam and Ryan Boettger, University of North Texas*

Preparing Technical Communication Students for Workplace Practitioner Research — *Marjorie Rush Hovde, Indiana University-Purdue University Indianapolis*

Visual Methods for Gathering Post-Test User Feedback: Pilot Testing the Picture Card Sort Deck — *Abigail Selzer King, Kylie M. Jacobsen and Jack T. Labriola, Texas Tech University*

Rhetorics of Public and Civic Discourse — Pyle 225

Moderator: Yvonne Cleary

Trump Typhoon: A Rhetorical Analysis of the Donald's Twitter Feed — *Anneliese Watt, Caroline Carvill, Richard House, Jessica Livingston and Julia M. Williams, Rose-Hulman Institute of Technology*

Cyber-Sleuthing for New Scholars: Rhetorical Vetting in a Digital Age — *Jason Rocha, University of Wisconsin-Madison*

Braving Waves: Fusing the Digital Humanities and Social Sciences in Public Discourse — *Adrienne Lamberti, University of Northern Iowa; Lee Tesdell, Minnesota State University, Mankato*

Healthcare Communication and Biomedical Engineering, Part I — Pyle 226

Moderator: Joyce Karreman

Developing Empathy and Expertise in Online Health Forums — *Susan L. Popham, Indiana University Southeast*

Intuition in Healthcare Communication Practices: Initial Findings from a Qualitative Inquiry — *Elizabeth Angeli and Lillian Campbell, Marquette University*

Scripting the Context of Care: A Script-Theory Approach to Designing Patient-Centered Heath Communication — *Kirk St.Amant, Louisiana Tech University and University of Limerick*

Lunch on the town

See page 6 of this program for some great lunch suggestions.

Emerging Communications Strategies   **Pyle 213**

Moderator: George Hayhoe

Examining the Rhetoric of Civic Engagement in Government Digital Service Design: Case Study of the Federal Source Code Policy's Use of GitHub in a Public Comment Period — *Jeffrey M. Gerding, Purdue University *PCS 2017 Hayhoe Fellow Award Winner**

TecCOMFrame: A Competence Framework for Technical Communication — *Yvonne Cleary, University of Limerick; Joyce Karreman, University of Twente; Sissi Closs, Hochschule Karlsruhe; Zygmunt Drazek, Uniwersytet Szczeciński; Jan Engberg, Aarhus Universitet; Voichita Ghenghea, Universitatea Politehnica Bucuresti; Birgitta Meex, KU Leuven; Patricia Minacori, Université Paris Diderot; Julia Müller and Daniela Straub, tekom*

"I'll Guess I'll Give It a 13": Exploring the Language of Agile-Oriented Software Engineering Teams — *Erin Friess, University of North Texas*

Bridging Academy and Industry Communication Practices   **Pyle 225**

Moderator: Christine Nicometo

Reversing the Tide of Industry-Academia Understanding: Engaging the Professional Sphere in Professional Communication Assignment Design — *Lydia Wilkinson and Alison McGuigan, University of Toronto*

Developing the Academic-Industrial Partnership through Student Research and Projects: Case studies from Iceland — *Kristinn Andersen, Saemundur E. Thorsteinsson, Helgi Thorbergsson and Karl S. Gudmundsson, University of Iceland*

Healthcare Communication and Biomedical Engineering, Part II   **Pyle 226**

Moderator: TBA

Data Visualizations: A Literature Review and Opportunities for Technical and Professional Communication — *Lisa Meloncon, University of South Florida; Emily Warner, NIOSH*

Teaching Biomedical Engineering Technology Students How to Tailor Messages: Lessons Learned from a Technical Communication in Healthcare Professions Course — *Mary Baechle and Corinne Renguette, Indiana University-Purdue University Indianapolis*

Meshing Goals: Bringing a Computer-Aided Engineering for Biomedical Research Course, Engineering Communications, and FDA Reporting Guidelines into Alignment Towards Stronger Student Outcomes — *Traci Nathans-Kelly, Rick Evans and Ashim K. Datta, Cornell University*

3:00 pm – 4:15 pm

Technical Communication in Virtual Environments — Pyle 213

Moderator: Helen Grady

Longitudinal Effects of Computer-Mediated Communication Anxiety on Interaction in Virtual Teams — *Robert M. Fuller, University of Tennessee, Knoxville; Chelley M. Vician, University of St. Thomas; Susan A. Brown, University of Arizona * PCS 2017 Joenk Award winner*

Use of Collaboration Assignments to Support Online Learning Communities — *Darina M. Slattery and Yvonne Cleary, University of Limerick*

Audience Involvement: The Role of Social Media in Web Usability — *Lee-Ann Kastman Breuch, University of Minnesota*

Government and Industry Communication Practices — Pyle 225

Moderator: Doug Phillips

Project-Based Learning and Design Thinking: Fomenting Agility and Innovation in Government — *Jeffrey A. Collins, Air Force CyberWorx; Michael W. Chiaramonte, U.S. Air Force Academy*

Emerging "Cyber Hygiene" Practices for the Internet of Things (IoT): Professional Issues in Consulting Clients and Educating Users on IoT Privacy and Security — *Jo Ann Oravec, University of Wisconsin –Whitewater*

Operational Reporting Processes at Scientific User Facilities: Comparing a High-energy X-ray Synchrotron Facility to a Supercomputing Facility — *Sarah Read, Portland State University; Michael E. Papka, Argonne Leadership Computing Facility*

Insights into Workplace and Organizational Communications — Pyle 226

Moderator: Nikhil K. Mehta

Storytelling: The Effects of Corporate Stories on the Appreciation of Organizations — *Anique Scheerder, Joyce Karreman and Menno de Jong, University of Twente*

An Ethnographic Study of a Workplace through a Communication Lens — *Peter Eliot Weiss and Rex Wu, University of Toronto*

Returning to Academia from Industry - Four Case Studies from Iceland — *Saemundur E. Thorsteinsson, Kristinn Andersen, Helgi Thorbergsson and Karl Gudmundsson, University of Iceland*

PLENARY
4:30 pm – 5:45 pm

Plenary, Blicq Award Winner — Pyle 213

Gender and Interpersonal Communication on Engineering Teams — *Joanna Wolfe, The University of Texas at Austin* *PCS 2017 Blicq Award winner*

AWARDS
6:00 pm – 8:00 pm

Awards Reception — Pyle Center Alumni Lounge, first floor

As you pass the information desk in the lobby, there is a long hall; follow it to the end to enter our beautiful lakeside venue. Please join us here for our awards reception to honor those individuals who have made significant contributions to our field and to the IEEE Professional Communication Society.

REGISTRATION

8:00 am – 10:00 am

BREAKOUT SESSIONS

9:00 am – 10:15 am

Registration   **2nd Floor, Pyle Center**

Registration tables will be set up outside Room 209 on the second floor of the Pyle Center.

Communication Strategies for Engineers and Educators   **Pyle 213**

Moderator: Ryan Boettger

Bad News First: How Optimal Directness Depends on What is Negated — *Alan Manning, Brigham Young University; Nicole Amare, University of South Alabama*

Assigning Reflection Essays in a Chemical Engineering Product Design Course — *Elaine Wisniewski and Laura Hirshfield, University of Michigan*

Evaluation of Engineers' Public Speaking using Work Sampling Technique — *Nikhil Kewal Krishna Mehta, NITIE-Mumbai*

Workshop: Diversity in Engineering Classrooms and Labs   **Pyle 225**

Seeing and Strategizing Diversity in Engineering Classrooms and Labs — *Traci Nathans-Kelly, Cornell University; Emily Farrar, Messiah College; Olufunmilayo Adebayo, Cornell University*

While there is a plethora of research and inquiry into STEM and diverse populations at the university level, we have found a dearth of solid, introspective, thoughtful advice on how to handle actual classroom/team and research lab interactions such that diversity is at the core of the working experience. We have found that as instructors, leaders of engineering labs, and research managers at both the graduate and undergraduate levels, we often are working on defense versus offense when it comes to addressing issues of diversity, respect, and professional working behaviors. This workshop dedicates time and space for instructors and researchers to actively explore on-the-ground strategies for issues like these:

What statements of policy regarding diversity are in place for your classroom and/or lab? Are they more/less detailed than your larger organization's policy? How are they enforced?

- Do you address issues such as non-binary pronoun use for students/coworkers who desire such?
- How do you handle aggressions (micro or not micro) in these spaces? When do you report or choose not to report to higher organizational offices?
- In a lab or for class team projects, what is best for team formation in regards to gender or other factors?
- Do you talk of personal safety in teams? How can students/coworkers feel safe for late-night work, for example?
- For any project team, when and how are expectations of professionalism addressed?
- How can you command respect as the head of your lab?

BREAKOUT SESSIONS
9:00 am – 10:15 am
(continued)

Tidal Wave of Fake News Ruins Thousands of Student Projects!: Navigating Technical and Professional Writing in the Misinformation Age — *Sarah Summers, Rose-Hulman Institute of Technology; Bill Riley, Saint Mary-of-the-Woods College*

Fake news—false stories that mimic real research or journalism and spread quickly online— and our awareness of it has proliferated in the months leading up to and following the 2016 presidential election. This workshop will help instructors of technical and professional writing define fake news for their students, identify the ways social media lends ethos to fake news, and give students a consistent method to separate fake news from credible information when the waters get murky. Since fake news in this form is a relatively new consideration, instructors must revise assignments and include fresh lesson plans to help students navigate these new waters. Understanding and developing strategies for teaching about fake news is particularly important for teachers of technical, scientific, and professional writing because fake news often targets topics that are relevant to students in these fields. Climate change, health, nutrition, and energy are often subjects of fake news. Moreover, predatory publishing and low standards of peer review make even research journals vulnerable to unsubstantiated research. In order to conduct meaningful research and create credible reports, students must be able to discern fact from fiction and to defend their choice of sources. This workshop will enable audience participants to:

- Discuss fake news, its importance, and the challenges it poses in contexts relevant to their students
- Evaluate fake news using a range of strategies and explain those strategies clearly to students
- Revise existing research assignments to account for additional challenges posed by fake news
- Create new activities and assignments to teach students how to identify fake news

BREAKOUT SESSIONS
10:30 am – 11:45 am

Moderator: Necia Werner

Inter-Department Cooperation Can Spell Success — *Raymond Floyd, Northwest College*

Wednesday Nite @ The Lab: Sharing the Sagas of Science & Scientists — *Tom Zinnen, University of Wisconsin-Madison; Sandy Rotter, Consultant*

Teach Presentations Anywhere: Strategies for Success in Teaching Presentations Online — *Christine G. Nicometo, University of Wisconsin-Madison*

As trainers and educators, we must stay in step with the most current practice to stay relevant ourselves and keep our students on the cutting edge. However, when it comes to training others in presentation design and delivery, we often default to traditional face-to-face classrooms instead of opting for online or blended options. Due to the interactive nature of presentations, many think it is practically impossible to develop presentation skills through an online course. This notion has been challenged through the facilitator's more than decade-long experience successfully teaching practicing professionals how to improve, enhance, and enjoy the process of presenting. This workshop is targeted at educators and trainers who seek to teach presentations online or in a highly

blended format. It is also appropriate to educators or trainers who may have experience teaching presentations online, but who wish to gain new strategies, perspectives, or tools. Through a variety of hands-on activities, participants will learn how to:

- Outline the outcomes of the online course for students in order to assess growth.

- Plan and develop assessments that ask students to plan, design, execute, critique, and cognitively reflect on their presentations.

- Identify plans for managing their online course and using their Learning Management System (LMS) and affiliated tools to the best potential.

Participants should bring laptops to brainstorm and draft plans for their course according to the exercises undertaken in the workshop. Engagement activities will include discussions, small group exercises, brainstorming sessions, and sample activities. Workshop activities will support the participants in thinking through their own learning design activities for their online students, whether in a completely online or blended format. To make the most of this workshop, participants are encouraged to explore their own organization's Learning Management System (LMS) so they are familiar with basic capabilities the system may offer as they set up their course.

Workshop: From Conference Proceedings to IEEE TPC Paper   **Pyle 226**

Transforming Your Conference Paper into an Article for the IEEE Transactions on Professional Communication — *George Hayhoe, Mercer University; Chris Lam, University of North Texas; Pam Estes Brewer, Mercer University*

This workshop is intended to help graduate students and junior faculty successfully prepare a manuscript for publication in the IEEE Transactions on Professional Communication based on a conference presentations. The workshop will include the following:

- A brief introduction will describe the types of papers that the Transactions publishes, review IEEE's rules forbidding republication of conference papers that aren't substantially revised in an IEEE journal, and cover other housekeeping details.

- The bulk of the workshop will consist of one-on-one or small-group meetings with prospective authors to suggest how they can use the guidelines for various article types to transform a conference paper into a Transactions article.

- Participants will be able to consult with both with editor-in-chief about potential research articles and case studies, and with the associate editors for teaching cases and tutorials to discuss publication options.

At the conclusion of the workshop, participants will:

- Be familiar with the four different types of articles published in the Transactions (research articles, case studies, teaching cases, and tutorials) and the review criteria used to evaluate submissions for each type.

- Be able to identify which article type best corresponds to their conference presentation.

- Understand the requirements for revising a conference paper for publication in the Transactions in terms of the amount of new content required.

- Have received specific advice for transforming the content of their conference presentations into a journal article.

- Understand the peer review process.

Concluding Remarks   **Pyle 213**

MADISON

Madison, Wisconsin is a fantastic place to visit, whether for work or vacation. It is our hope that you find plenty of opportunities to work and play! Madison is a family-friendly city, and ProComm 2017 will be in the heart of it all.

Our conference facilities are at the University of Wisconsin-Madison's Pyle Center, lakeside. Conference lodging will be available at the Lowell and the Hampton Inn (both within two blocks of the venue). We will also be within steps of the famous Der Rathskeller, the Student Union Terrace gathering place (shown in photo below, foreground).

CAMPUS MAP

AROUND MADISON

There's a lot to see and do in and around Madison.   cityofmadison.com/visit-play/attractions

Wisconsin State Capitol Building: tours available, but you can visit any time during working hours, about a 15 minute walk from our venue.   tours.wisconsin.gov

Frank Lloyd Wright: fans have several options in Madison and can also try to see Taliesen in Spring Green.   savingplaces.org/stories/visit-these-five-frank-lloyd-wright-buildings-in-madison-wisconsin

Chazen Museum of Art: one block away, and home to the second-largest collection of art in Wisconsin.   chazen.wisc.edu

Olbrich Botanical Gardens: stroll around 16 acres of outdoor gardens, free!   olbrich.org

State Historical Museum: about a 15 minute easy walk from our venue, free but donations accepted.   historicalmuseum.wisconsinhistory.org

Wisconsin Veterans Museum: dedicated to the citizen-soldiers of Wisconsin, this is about a 15 minute easy walk from our venue, free but donations accepted.   wisvetsmuseum.com

Wisconsin Historical Society: The Society is our state's memory and foremost storyteller, considered one of the nation's finest historical institutions, one block from our venue, free.   wisconsinhistory.org

Madison Museum of Contemporary Art: about four blocks away, free, and the city's oldest cultural organization. Chek out the great rooftop restaurant.   mmoca.org

Mustard Museum: across town, but worth the trip to experience the "Condimental Divide", and listed on the prestigious National Registry of Hysterical Places.   mustardmuseum.com

Sundance Cinema: yes, THAT Sundance. Enjoy dinner and drinks with your movie.   sundancecinemas.com

Music buffs: find concerts and shows in venues large and small, throughout the Madison area.   isthmus.com/search/event/music-calendar

More: lots more events and activities.   visitmadison.com

THINGS TO DO WITH KIDS IN MADISON

Madison Children's Museum: just up the street from our venue. Make a discovery or a mess or a brand new friend.   madisonchildrensmuseum.org

Henry Vilas Zoo: one of ten free zoos remaining in North America.   vilaszoo.org

Vitense Golfland: miniature golf extraordinaire, snack bar, pitch deck for adults, across town.   vitense.com

More: family-friendly events, activities and listings.   madisonwithkids.com

VACATIONING

Wisconsin Dells: "Waterpark Capital of the World!"   wisdells.com/wisconsin-dells.htm

Wisconsin State Parks: dnr.wi.gov/topic/parks/findapark.html
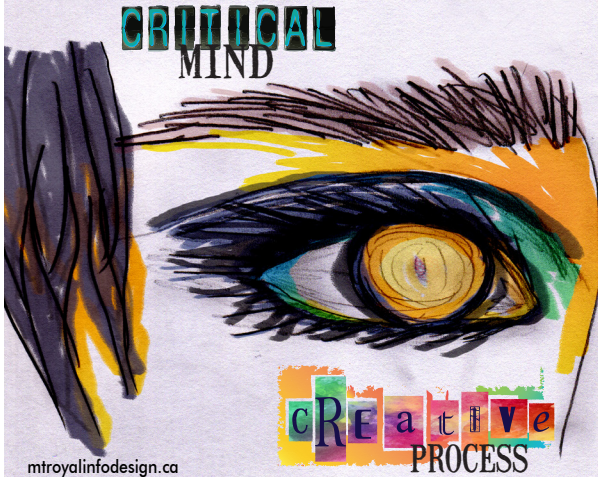
American Players Theatre: the country's second largest outdoor theater devoted to the classics, about 45 minutes out of Madison.   americanplayers.org

House on the Rock: check out this wacky, world-renowned attraction, where visionary architecture, eclectic collections and incredible stories await you - recently highlighted in Gaiman's "American Gods", 45 minutes out of town, near the American Players Theatre.   thehouseontherock.com

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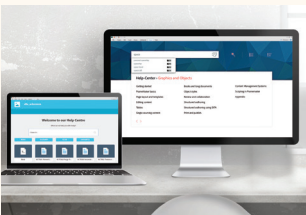
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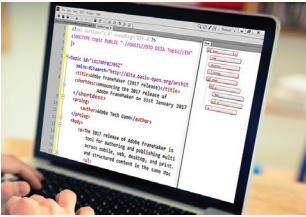
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IEEE PRO COMM 2018

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We are pleased to invite you to visit University of Toronto for ProComm 2018. Known for its diversity and inclusivity, Toronto is the perfect place to expand our community of practice by building understanding within our IEEE PCS membership. This conference invites engineers, educators and technical communicators to learn from one another, by focusing on the ways that our disciplines intersect and understanding how these crosspoints work to build better technical and engineering communication.

We welcome submissions in all areas of professional communication, including:

The Communication of Project Management

Intersections between technical communication, engineering, and management in planning and monitoring

Communication in the Workplace

Ways in which multidisciplinary workplaces navigate different modes of communication while serving multiple interests

Research Enriches Practice

New perspectives in research provide insight into how to work together even more effectively in the future

The World after Writing-Across-the-Curriculum

Teachers and professionals come together to explore more effective and efficient teaching techniques

Look for our full call for papers in late September 2017.