

IEEE PRO COMM 2018

Toronto, Canada



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IEEE
PRO COMM 2018
Toronto, Canada



Sunday, July 22

6:00 pm – 8:00 pm Sunday Night Mixer, Red's Midtown
(382 Yonge St)

Monday, July 23

8:00 am – 9:00 am Breakfast & Registration

9:00 am – 10:15 am Keynote

10:30 am – 11:45 am Breakout Sessions  

11:45 am – 12:45 pm Lunch

12:45 pm – 2:00 pm Breakout Sessions   

2:15 pm – 3:30 pm Breakout Sessions   

3:45 pm – 5:00 pm Breakout Sessions  

Keynote speaker **Karen A. Schriver** will talk about how “Plain Language Gains Momentum”. Schriver reviewed over 200 publications to explore how plain language evolved and the ways that plain language advocates change their vision of plain-language activity.

Tuesday, July 24

8:00 am – 9:00 am Breakfast & Registration

9:00 am – 10:15 am Plenary

10:30 am – 11:45 am Breakout Sessions   

11:45 am – 1:00 pm Lunch

1:00 pm – 2:15 pm Breakout Sessions  

2:30 pm – 4:00 pm Breakout Sessions 

4:15 pm – 5:00 pm IEEE ProComm Town Hall

5:00 pm – 7:00 pm Reception

In his plenary on Engineering as Translation, **Jason Foster** explores the central role of translation and framing in the engineering enterprise – and how to translate between the realms of design and professional communication.

Goldsmith Award winner **Kirk St. Amant** will overview a method that can guide research and product development toward creating materials that meet the usability expectations different audiences associate with a particular health or medical context.

Wednesday, July 25

8:30 am – 9:00 am Breakfast

9:00 am – 10:15 am Breakout Sessions  

10:30 am – 11:45 am Breakout Sessions 

Includes talk by Lufkin Award winners **Richard Divine** and **Mark Zachry**, highlighting modifications needed to enable an email-based modeling approach to work for analysts considering work in active project-based organizations, and offers a strategy for moving the modeling exercise into the field.

Hayhoe Fellow Award winner **Sara Doan** examines how feedback that instructors give on students' resumes and cover letters align with their pedagogical goals in professional communication courses.



PAPER



TECHNICAL
SESSION



WORKSHOP



PANEL

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IEEE PRO COMM 2018

Toronto, Canada

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UNIVERSITY OF TORONTO
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Lydia Wilkinson
Conference Co-Chair

Message from the Conference Co-Chairs

Welcome to ProComm 2018 and Toronto, Canada!

We sincerely hope that you find the conference relevant, thought-provoking and that you take away from it both great new ideas and practical strategies for enhancing your professional communication skills. Erin Friess and Alan Chong have done a fantastic job putting together a program that bridges the multiple perspectives within the ProComm membership: engineers communicating in industry, educators helping students develop more effective communication strategies and technical communication professionals who work in industry, teach and contribute to the body of knowledge that helps us understand communication in this complex data age.



Peter Weiss
Conference Co-Chair

We've created opportunities to share these multiple perspectives through our paper, panel and workshop sessions, as well as our keynote and plenary presentations. We're looking forward to Karen Shriver's talk on plain language, which will kick off the conference on Monday morning; on Tuesday, we'll hear about transdisciplinarity in action, as engineer and professor Jason Foster discusses his experience working in collaboratively taught design and communication courses in engineering. On Tuesday afternoon we'll ask you to share your perspectives during our town hall, as we discuss how best to serve our diverse membership. Our social events provide more opportunities to keep this conversation going: on Sunday, we're looking forward to welcoming everyone with drinks and snacks at Reds Midtown; on Tuesday, we hope everyone will join us to toast this year's award winners at the annual reception, where hors d'oeuvres will be served, along with beer and wine; lunch will be provided on both Monday and Tuesday--served informally in the Bahen Atrium, you can grab a plate and find a place to socialize.

Beyond the conference, we're excited for you to explore our diverse and dynamic city. UofT is centred in the heart of downtown Toronto. Five minutes west along College you'll find Chinatown along Spadina Avenue, where you can sample tasty Chinese eats. Just a little farther along College and south down Augusta is Kensington Market, packed with eclectic stores and delicious foods. A block south from the university is Baldwin Village, which is full of great restaurants. If you're looking for museums, the Bata Shoe Museum, the Royal Ontario Museum, the Gardiner Ceramics Museum and the Art Gallery of Ontario are all within walking distance of the conference venue. Our map on page 24, as well as our website, provide plenty of tips for areas to explore beyond the campus vicinity, so please get on a streetcar or prepare for a slightly longer walk, and experience more of what our great city has to offer!

REGISTRATION

Sunday 5:45pm - 8:00pm ET (@ Red's Midtown)
Monday 8 am - 9 am ET
Tuesday 8 am - 9 am ET

AWARDS AND RECOGNITIONS RECEPTION

Please join us Tuesday evening for the ProComm annual reception, in the Faculty of Engineering's Council Chambers, GB202. Appetizers and drinks will be served.

INTERNET ACCESS

Conference attendees can access Wifi in two ways:

SSID: eduroam The University of Toronto is an EduRoam institution, so you may use your own Eduroam credentials if you have them.

SSID: UofT You may also use the UofT network via the following credentials for the duration of the conference: you may have to accept a certificate.

Username: ProCom2018 Password: toronto123

SPEAKER TECHNOLOGY

Every room will have a projector and HDMI and VGA ports for connecting with your computer. Some rooms (with a full teaching station) may have a Windows desktop computer with PowerPoint installed. Please come prepared with your own laptop and all necessary adaptors to run your presentation.

PROCOMM 2018 ONLINE

Website: <http://procomm2018.utoronto.ca/>

Twitter: @ieeeprocomm #procomm2018

PARKING

The closest parking lot is located directly below the Bahen building, and is accessible from Huron St.

BREAKFAST, LUNCH AND BREAKS

Breakfast will be provided on Monday, Tuesday and Wednesday in the Bahen atrium, where lunch will also be served on Monday and Tuesday.

DINING NEAR CAMPUS

There are so many restaurants to choose from in the area when dining away from the conference. Visit the conference website for suggestions and ideas to explore the city's food scene.

TRANSPORTATION

Toronto's a great city, but it can be a challenge to navigate.

Driving can be frustrating due to traffic and construction, but if you are driving, make sure you're aware of the number one rule: don't pass stopped streetcars at a stop. You'll be honked at mercilessly.

Ride sharing: UBER and UBERPool operate in the city fairly well, and offer a cheaper alternative to taxis, which are also plentiful. Lyft has also recently moved in to provide some competition in the ridesharing space. Visit uber.com/en-CA/ or lyft.com

Transit: The Toronto Transit Commission runs the streetcars, subways, and buses in the city. If you're looking for directions, Google and Apple Maps provide transit directions, as do many of the Transit apps. We do have a real time GPS data on buses and streetcars, through Nextbus and various apps (a favorite is Transit) to make waiting more bearable. Transit: visit <http://www.ttc.ca> for transit options. Visit <http://www.ttc.ca> for transit options.

You can use cash, tickets/tokens, a pass, or Presto card for fares on TTC. Cost is about \$3/ride but remember to get a transfer from a driver when boarding and paying, even if you're not transferring to a subway or other mode of transportation. Most surface vehicles operate via Proof of Payment, and there are transit fare checkers riding around the system. Fare information is at ttc.ca/Fares_and_passes/Prices/Prices.jsp

Biking in Toronto can be really enjoyable, though you will want to be careful around traffic and cars. If you're not too confident biking in traffic, you may want to stick to the city's bike lane/trail infrastructure, which has improved significantly over the past few years. A ride on the Martin Goodman Trail is a great way to spend a Saturday or Sunday down by the lake.

While there are multiple shops set up to do rentals around the city, Toronto Bike Share (bikesharetoronto.com) allows you to pick up and drop off bikes at their many bike stations downtown, with a few locations close to campus as well, such as Beverly south of College or Huron and College.

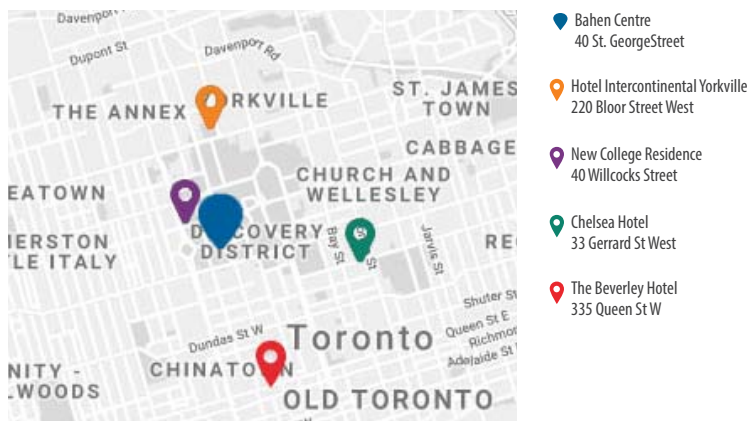
UNIVERSITY OF TORONTO

The University of Toronto Faculty of Applied Science and Engineering is a busy space during the summer, with a large number of outreach programs taking place in July.

Because of this, our rooms are a bit spread out across three buildings, in relatively close proximity to one another. Breaks and lunch will take place in the BA Atrium (Bahen Centre for Information Technology), but sessions may be spread across Bahen (BA), Sanford Fleming (SF), and Galbraith (GB).



NEARBY ACCOMODATION



PLANNING COMMITTEE MEMBERS

Conference Co-Chairs

Lydia Wilkinson, University of Toronto

Peter Weiss, University of Toronto

Program Co-Chairs

Alan Chong, University of Toronto

Erin Friess, University of North Texas

Local Arrangements Chair

Alan Chong, University of Toronto

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Logistics Support

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Lyn Turnbull, Information DesignStudent, Mount Royal University

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Eva-Maria Jacobs, RWTH Aachen University

Simone Wirtz-Brückner, RWTH Aachen University

AdCom Liaison

Necia K. Werner, Carnegie Mellon University

PROFESSIONAL COMMUNICATION SOCIETY

AdCom Officers

President: Suguru Ishizaki, Carnegie Mellon University

Vice President: Necia Werner, Carnegie Mellon University

Secretary: Erin Friess, University of North Texas

Treasurer: Brian Traynor, Mount Royal University

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Erin Friess, University of North Texas

Richard House, Rose-Hulman Institute of Technology

Suguru Ishizaki, Carnegie Mellon University

Chris Lam, University of North Texas

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KEYNOTE

Monday
9:00 am – 10:15 am

**Karen A. Schriver** Keynote Address**Title: Plain Language Gains Momentum**

In her Keynote, Karen A. Schriver highlights findings from her Joenk award-winning article “Plain Language in the US Gains Momentum: 1940–2015.” Despite the growth of interest in plain language communication across many sectors of business and government, knowledge about its development is scattered and in need of synthesis. Schriver reviewed over 200 publications to explore two questions:

- How did plain language evolve?
- In what ways did plain language advocates change their vision of plain-language activity?

Her work traced plain language and its development in the US over the past 75 years. She found that plain-language practice shifted from a sentence-based activity to a whole-text-based activity. She also saw that plain-language practitioners expanded their concerns from how people understand the content to whether people trust the content.

Dr. Schriver is an internationally known researcher in information design, plain language, and people-centered communications. She has taught at the University of Utrecht, Utrecht, the Netherlands; the University of Washington, Seattle, WA, USA; the University of Stellenbosch, Stellenbosch, South Africa; and recently, at the University of Gothenburg, Gothenburg, Sweden. Her book, *Dynamics in Document Design* (Wiley, 1997), has been called a classic in information design and technical communication. Her research interests focus on designing compelling communications for busy people using diverse media.

PLENARY

Tuesday
9:00 am – 10:15 am

**Jason A. Foster**

Associate Professor of Engineering Design, Teaching Stream

Title: Engineering as Translation: an Approach to Bridging the Realms of Design and Professional Communication

In his plenary, Jason Foster explores the central role of translation and framing in the engineering enterprise – and how to translate between the realms of design and professional communication. Whether it's translating stakeholder input into engineering requirements, drawings into equations, or results into recommendations, engineers are always translating between representations in order to gain insights. This translation brings consequences as the engineer is simultaneously – sometimes consciously – framing

and re-framing both the problems they work on and the tools they apply. Understanding engineering (design) education as translation helps not only to integrate engineering concepts for students, but also provides a way for instructors of professional communication to integrate with the broader engineering education community. Jason has been teaching design in close collaboration with communications-focused colleagues for the last decade, and thinks that he has finally developed some translational heuristics to better understand them. 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.

Jason Foster is an Associate Professor of Engineering Design, Teaching Stream within the Division of Engineering Science at the University of Toronto. In this role he has co-developed and co-taught eight engineering design courses, spanning the first through fourth years of study and class sizes from 10 to 300 students, many of which integrate engineering communication into the design curriculum. A systems design engineer by training, and an engineering educator by choice, he has researched the theory, practice, and teaching of engineering design throughout his career. He has won numerous teaching awards, including the Joan E. Foley Quality of Student Experience Award.

2018 AWARDS

GOLDSMITH AWARD

Tuesday

2:30 pm – 4:00 pm



Kirk St. Amant

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: Technical Communication, Correlation and Causation, and the Explication of Big Data

Effective health and medical communication is a matter of addressing the settings in which a range of individuals access and use materials. The related dynamics of these contexts can vary from setting to setting and can affect what constitutes a usable design in health and medical contexts. For individuals working in professional communication, these factors can greatly affect the perceived and the actual usability of materials in a range of environments in which individuals administer or receive care. This presentation overviews a method that can guide research and product development in this area with the goal of creating materials that meet the usability expectations different audiences associate with a particular health or medical context. In examining these issues, the presenter will note how this approach can serve as a mechanism for testing existing designs of materials as well as planning the development of new products for different health and medical contexts.

Kirk St. Amant is a Professor and the Eunice C. Williamson Endowed Chair in Technical Communication at Louisiana Tech University (USA), and he is also an Adjunct Professor of International Health and Medical Communication with the University of Limerick (Ireland). His main research interests are international communication with a focus on the globalization of online education and designing health and medical communication for international audiences. He has taught on-site, online, and hybrid courses for universities



BLICQ AWARD



Stuart Selber
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.

Stuart Selber is a past president and Fellow of the Association of Teachers of Technical Writing, a past president of the Council for Programs in Technical and Scientific Communication, a past chair of the Conference on College Composition and Communication (CCCC) Committee on Technical Communication, and a past chair of the Association for Computing Machinery SIGDOC Conference. In 2018 he received the Ken Rainey Award for Excellence in Research from the Society for Technical Communication. The award was for “a lifetime of quality research that has made significant contributions to the field of technical communication.”

Selber has received several awards for outstanding research from the National Council of Teachers of English, the Association of Teachers of Technical Writing, and Computers and Composition, the journal. His co-edited and co-authored books include *Solving Problems in Technical Communication* (University of Chicago Press), *Central Works in Technical Communication* (Oxford University Press), *Technical Communication*, 12th edition (Bedford/St. Martin's), and *Practical Strategies for Technical Communication*, 3rd edition (Bedford/St. Martin's). He is also the author of *Multiliteracies for a Digital Age* (Southern Illinois University Press) and editor of *Rhetorics and Technologies* (University of South Carolina Press) and *Computers and Technical Communication* (Ablex Publishing).

Selber teaches courses in technical communication, advanced technical communication, technical communication pedagogies, and rhetorics and technologies.

SCHLESINGER AWARD



Helen Grady

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.

Helen M. Grady is Chair and Professor of the Department of Technical Communication at Mercer University, where she has taught over 20 different undergraduate and graduate technical communication and entry-level engineering courses since 1991. She is a senior member of IEEE and served on the IEEE PCS Board of Directors as Chair of the Editorial Advisory Board from 2005-2017. In this capacity, she managed the 2008, 2010, and 2015 searches for the Editor-in-Chief of the Transactions on Professional Communication. She also coordinated the selection of the Joenk award winner for best Transactions paper for 10 years. She was instrumental in establishing the Wiley/IEEE Series on Professional Engineering Education and hired its first editor in 2010. She has played an active role in 12 PCS conferences, serving on program committees, as a technical reviewer, as proceedings co-chair, and as program chair and conference co-chair for the 2005 and 2015 conferences in Ireland.

Dr. Grady is an STC Fellow, a recipient of STC's Jay R. Gould award for teaching excellence in technical communication, and a Georgia Governor's Teaching Fellow. Prior to joining Mercer, she managed a 25-person technical publications organization for a Fortune 500 company in Research Triangle Park, NC.

IEEE
PRO COMM 2019
International Professional Communication Conference

AACHEN, GERMANY JULY 23-26

JOENK AWARD

Monday

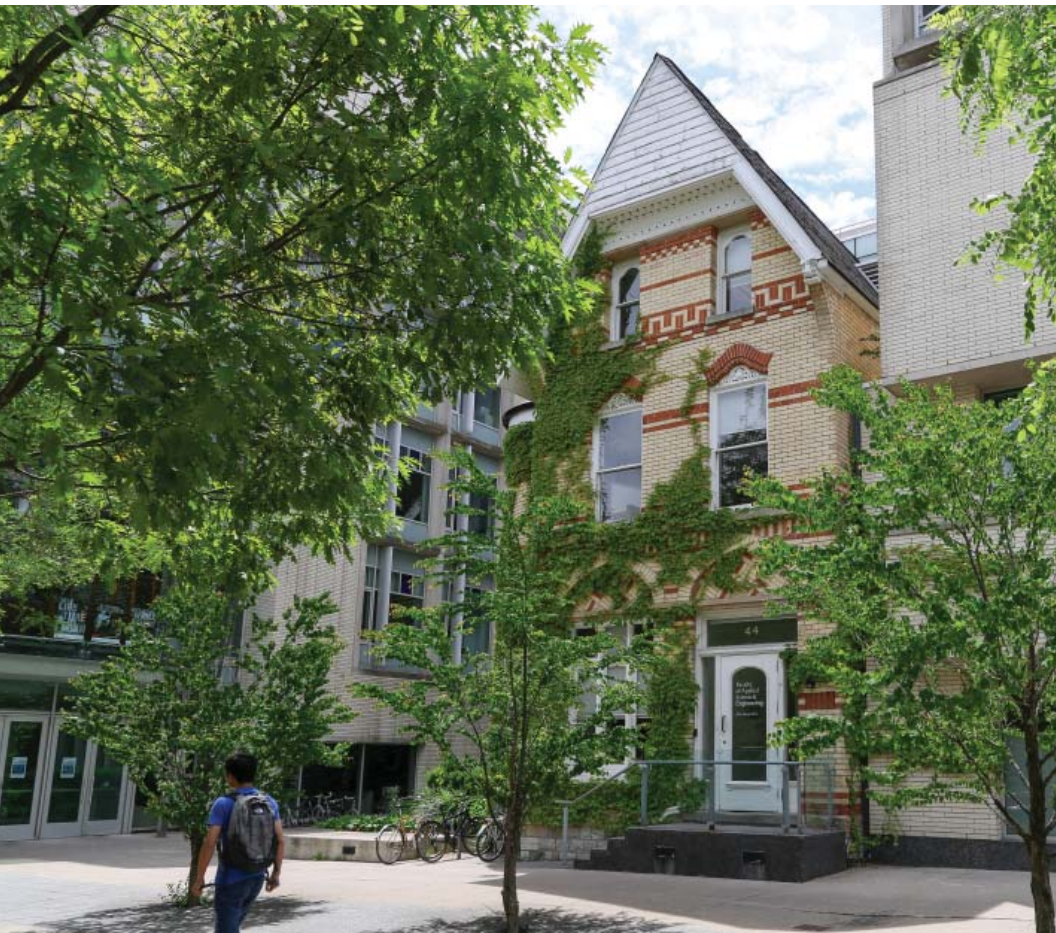
9:00 am – 10:15 am

**Karen Schriver**

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.



2018 AWARDS

LUFKIN AWARD

Wednesday
10:30 am – 11:45 am



Richard Divine



Mark Zachry
Lufkin Award winners

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.

Richard Divine is a PhD candidate in Human Centered Design & Engineering at the University of Washington. His research focuses on reflective tools for project-based employees with the goal to protect and promote social capital across highly configurable teams.

Mark Zachry is Professor of Human Centered Design & Engineering at the University of Washington where he directs the Communicative Practices in Virtual Workspaces laboratory. His research areas include intelligent interfaces to support virtual interactions and social behavior in computational systems. Current project areas include a multi-year study of networked knowledge workers on the web, systems for enabling social translucence in social media, and the development of new forms of economic exchange in virtual spaces.

Reflecting on a recent case study, their paper highlights modifications needed to enable this email-based modeling approach to work for analysts considering work in active project-based organizations, and offers a strategy for moving the modeling exercise into the field.



HAYHOE FELLOW AWARD

Wednesday

10:30 am – 11:45 am

**Sara Doan**

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.

Sara Doan is a PhD candidate in Professional Writing at the University of Wisconsin-Milwaukee. Sara's dissertation research examines how feedback that instructors give on students' resumes and cover letters align with their pedagogical goals in professional communication courses. Sara's other scholarly projects examine professional communication service course pedagogy and emergency preparedness in U.S. midwifery and home birth. In this paper, Sara advocates re-examining PTC's basic pedagogical practices to ensure that they are grounded in data-driven research.



SUNDAY

MONDAY

SUNDAY

WELCOME

6:00 pm – 8:00 pm

Sunday Night Mixer

Red's Midtown, Mezzanine Level

Come join us for a drink and some finger foods at Red's Midtown across from the Chelsea Hotel on the Sunday night prior to the conference!

MONDAY

REGISTRATION

8:00 am – 9:00 am



Registration

BA Atrium

Registration and breakfast will be located in the BA Atrium.

KEYNOTE

9:00 am – 10:15 am

Keynote: Karen A. Schriver

BA1170

BREAK

10:15 am – 10:30 am



Break

BREAKOUT SESSIONS

10:30 am – 11:45 am

Understanding Communication in Social Media Spaces

BA1230

Moderator: Brian Traynor



Design Exploration of Fake News: A Transdisciplinary Methodological Approach to Understanding Content Sharing and Trust on Social Media – *Brian Traynor, Mount Royal University and Jaigris Hodson, Royal Roads University*



From Engineers' Mouths: Text Mining Social Media for Perspectives on Engineering Communication – *Amy Roundtree, Texas State University*



From Research to Practice: How Insights from Social Web Research Inform Website Usability – *Lee-Ann Breuch, University of Minnesota - Twin Cities*

BREAKOUT SESSIONS



10:30 am – 11:45 am

(continued)

New Contexts, New Approaches for Writing Instruction

BA1240

Moderator: Nancy Barr

-  Criticality-in-action: A Functional Approach to Deconstructing Engineering Reflection – *Ken Lau, The University of Hong Kong*
-  Writing Support for the Online Technical Writing Course: A Feasibility Study – *Allison Hutchison, Virginia Tech*
-  Writing Beyond the Curriculum: Latin American Themes Spur Innovative Pedagogy – *Kathryn Northcut, Missouri University of Science and Technology*

Lightweight DITA: Making Structured Authoring More Accessible for Professional Communicators

SF3201



Moderators : Alan Houser and Carlos Evia

Workshop: Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

LUNCH

11:45 am – 12:45 pm



Lunch

BA Atrium

BREAKOUT SESSIONS

12:45 pm – 2:00 pm

Panel - Teaching Oral Presentation as Performance /Teaching Performance as Oral Presentation

BA1230



Moderator: Lydia Wilkinson




Panelists: *Lydia Wilkinson, University of Toronto*
Peter Weiss, University of Toronto
Ken Tallman, University of Toronto
Joel Lau, University of Toronto
Adam Gierlach, University of Toronto

Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

Building Skillful Engineers

BA1240

Moderator: Necia Werner

-  “Everything Is Awesome!”: Baseline Self-Efficacy of Graduate Attribute Competencies in First-year Engineering Students in the United States and Canada – *Elaine Wisniewski, University of Michigan, Ann Arbor* and *Laura Patterson, University of British Columbia - Okanagan Campus*
-  A Task Partitioning Method in Study Skills using Queuing Models – *Kazuki Suzuki and Takashi Okuda, both Aichi Prefectural University*
-  Using Independent Studies to Enhance Usability Assessment Skills in a Generalist Program – *Robert Watson and Pam Estes Brewer, both Mercer University School of Engineering*

Managing Communication to Avoid Preventable Crises

SF3201



Moderator: Sky Marsen and Robert Biddle

Workshop: Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

Break

BREAK

2:00 pm – 2:15 pm



MONDAY

BREAKOUT SESSIONS

2:15 pm – 3:30 pm



Writing-to-Learn Activities for Introductory Classes

SF3201

Moderators: Kris Liu and Chip Gladson

Workshop: Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

Revolutionizing Academia

BA1240

Moderator: Chris Lam



Diversifying STEM Through Academic Makerspaces: Practical Ideas for Changing Culture – *Anne Heintzman, Western Kentucky University*



Component Content Management: A Survey of Practice and Implications for Academic Programs – *Yvonne Cleary, University of Limerick*

Panel: Making the Invisible Visible: Helping Students Develop Their Textual Awareness through Technology-Enhanced Learning Tools

BA1230



Moderator: Suguru Ishizaki

Panelists: *Suguru Ishizaki, Carnegie Mellon University*
Necia Werner, Carnegie Mellon University
Kira Dreher, Montclair State University

Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

BREAK

3:30 pm – 3:45 pm



Break

BREAKOUT SESSIONS

3:45 pm – 5:00 pm



Engineering Communication for the Future

BA1230

Moderator: Ken Tallman



Exploring the Future of Embodied Technologies: A Report on Interdisciplinary Collaboration – *Ann Hill Duin, Diane Willow, Julianna Abel, Aaron Doering, Lucy Dunne, and Maki Isaka, all University of Minnesota*



Big Data Analytics and Corporate Social Responsibility: Making Sustainability Science Part of the Bottom Line – *Valerie Wilkinson, Shizuoka University and Janet Marsden, Morrisville State College*



Building Understanding for Green Electronics Design: Insights on Gathering Consumer Perspectives for Engineers – *Constance Kampf, Aarhus University, Alexandra Broillet-Schlesinger, Sascha Nick, Business School, Lausanne*

Understanding the Whole Engineer

BA1240

Moderator: Alan Chong



Engaging the Whole Person: Teaching Ethics to Engineering Students – *Robert Irish, University of Toronto*



Challenging the Common Wisdom of “I-messages” in Conflict Management: Lessons from Female Engineers – *Joanna Wolfe, Carnegie Mellon University*



Communicating better - Performing Better: How to Improve Performance of Research Project Teams by Enhancing the Communication Process – *Tamilarasam Karunakaran and Hema Natarajan, both Rajalakshmi Engineering College, Anna University-Chennai*

Student Management of Classroom Activities as a Project

BA1240



Moderator: Belinda Amaya

Workshop: Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

REGISTRATION

8:00 am – 9:00 am



Registration

BA Atrium

Registration and breakfast will be located in the BA Atrium.

PLENARY

9:00 am – 10:15 am

Plenary: Jason A. Foster

BA1160

BREAK

10:15 am – 10:30 am



Break

BREAKOUT SESSIONS

10:30 am – 11:45 am

Panel: Portfolio Assessment and Certification: Three Cases in Academic Program Administration

BA1160

Moderator: Kathryn Northcut



Panelists: Kathryn Northcut, *Missouri University of Science and Technology*
 Kaye Adkins, *Missouri Western State University*

Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

Communicating through/for Technology

BA1180

Moderator: Suguru Ishizaki



Building Understanding for Innovation: A Communication Framework for Innovation Projects that goes beyond Technology Transfer — *Constance Kampf, Aarhus University*



TecCOMFrame: Developing Prototype Technical Communication Curricula — *Joyce Karreman, University of Twente, Yvonne Cleary, University of Limerick, Sissi Closs, FH Karlsruhe, Zygmunt Drazek, University of Szczecin, Jan Engberg, Aarhus University, Voichita Ghenghea, Universitatea Politehnica Din Bucuresti, Birgitta Meex, KU Leuven, Patricia Minacori, Université Paris Diderot, Julia Müller, tekomp, and Daniela Straub, tekomp*



Trial with a remote laboratory in Telecommunications Engineering — *Saemundur Thorsteinsson, Gudrun Geirsdottir, Kristinn Andersen, Helgi Thorbergsson, and Karl Gudmundsson, all University of Iceland*

Active Statements of Diversity and/or Social Justice in Engineering and Technical Courses, Part II

SF3201

Moderator: Traci Nathans-Kelly and Emily Farrar



Workshop

Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

LUNCH

11:45 am – 1:00 pm



Lunch

BA Atrium

BREAKOUT SESSIONS

1:00 pm – 2:15 pm



Panel: Experiencing Content: Heuristics for Human-Centered Design for Augmented Reality

BA1130

Moderator: Ann Hill Duin

Panelists: *Ann Hill Duin, University of Minnesota*
Isabel Pedersen, University of Ontario Institute of Technology

Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

Innovating Instructional Strategies

BA2135

Moderator: Darina Slattery



Co-Writing and Linguistic Proficiency Difference: Incorporating Strategies Used in the Workplace to Teach Collaboration Practices in the Professional and Technical Communication Classroom— *Maria Poznahovska, Carnegie Mellon University*



English Curriculum Innovation for Computer Science Majors in the Japanese EFL Context: From Needs to Tasks – *Emiko Kaneko, University of Aizu, Ian Wilson, University of Aizu, Younghyon Heo, University of Aizu, Moonyoung Park, Chinese University of Hong Kong, Debopriyo Roy, University of Aizu, Takako Yasuta, University of Aizu, Allan Nicholas, University of Aizu, and John Blake, University of Aizu*

IEEE Women in Engineering Special Panel

BA1160



Moderator: Deborah Tihanyi

Panelists: *Namir Anani, President and CEO of Information and Communications Technology Council*
Christine Laperriere, Executive Director, Advancement Centre, Women of Influence, Canada
Teresa Sing, VP Business Development, Refine Recruitment, Jennifer van Amerom, Founder and CEO, Refine recruitment

Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

BREAK

2:15 pm – 2:30 pm



Break

BREAKOUT SESSIONS

2:30 pm – 4:00 pm



Communicating to Instruct and Inform

BA1160

Moderator: Pam Brewer



Entertaining or Functional: An Analysis of Visuals in Chinese and Western Household Appliance Manuals— *Qian Li, Menno DeJong, and Joyce Karreman, all University of Twente*



Product Catalogs in the Face of Digitalization – *Simone Wirtz-Brueckner, Eva-Maria Jakons, both RWTH Aachen University*



Instructional Videos for 75+ Years Old Seniors: The Effects of Addressing Potentials Errors in User Instructions – *Joyce Karreman, University of Twente, Marianne Scheepens, Mans 57 Communicatie, and Menno DeJong, University of Twente*

BREAKOUT SESSIONS

2:30 pm – 4:00 pm

(continued)

Building Understanding in the Workplace

SF1105



Moderator: Helen Grady

-  A Framework for Audience and Context Analysis in an Engineering Consulting Environment – *Sean Moseley, Rose-Hulman Institute of Technology*
-  An Empirical Investigation on the Satisfaction Levels with the Requirements Engineering Practices: Agile vs. Waterfall – *Mohamad Kassab, Joanna Defranco, both Penn State, and Valdemar Graciano Neto, Federal University of Goiás*
-  Employee Empowerment in the Context of Domain-specific Risks in Industry 4.0 – *Claas Digmayer, Eva-Maria Jakobs, both RWTH Aachen University*

Improving the Health of Professional Communication

GB202

Moderator: Kirk St. Amant

-  Technical Communication, Correlation and Causation, and the Explication of Big Data – *JD Appen, University of Central Florida*
-  Plain Language in Text and Talk: Community Health Outreach and the Opioid Addiction Crisis – *Kira Dreher, Montclair State University*
-  The Cognition of Care: A Framework for Designing Usable Materials for Health and Medical Contexts – *Kirk St Amant, Louisiana Tech University*

BREAK

4:00 pm – 4:15 pm



Break

TOWN HALL

4:15 pm – 5:00 pm

IEEE ProComm Town Hall

GB202

RECEPTION

5:00 pm – 6:30 pm

Reception

GB202

Join us in our Faculty's Council Chambers for drinks and food!



BREAKFAST

8:30 am – 9:00 am



Breakfast

BA Atrium

Breakfast will be located in the BA Atrium.

BREAKOUT SESSIONS

9:00 am – 10:15 am



Transforming Your Conference Paper into an Article for the IEEE Transactions on Professional Communication

SF3201

Moderators: George Hayhoe, Rebekka Andersen, Craig Baehr, Pam Estes Brewer, Chris Lam, and Aimee Roundtree

Workshop: Check out the online program at procomm2018.utoronto.ca/schedule/ for details.

Building Understanding in Student Writers

BA1200

Moderator: Sanaz Ghasemi



Quantitative Investigation of Engineering Graduate Student Conceptions and Processes of Academic Writing – Catherine Berdanier, and Ellen Zerbe, both Pennsylvania State University



Engineering Design and Innovation: Learning Design, Improving Instructions – Joseph Jeyaraj, New York City College of Technology, City University of New York

Communication for Effective Medical Care and Healthcare Technology

SF1105

Moderator: Scott Mogull



Primary Messages of DTC Advertising During the Product Life Cycle: A Case Study – Scott Mogull, Texas State University



The Letter of Medical Necessity as Genre: Who Creates It and Who Controls It – Christopher Lunsford, University of Virginia, Ronald Lunsford, UNC Charlotte



Competing and Disruptive Objectives: Inefficient Communication Design in Medical Clinic and Healthcare Systems – Susan Popham, Indiana University Southeast

BREAK

10:15 am – 10:30 am



Break

BREAKOUT SESSIONS

10:30 am – 11:45 am

Managing Better Communication in Project Environments

SF3201




Moderator: Claas Digmayer

-  Technical Communication and Project Management: A Mixed Methods Study of Corporate Technical Communication for Project Management — *Rosemarie Miller and Marjorie Rush Hovde, both Indiana University Purdue University Indianapolis (IUPUI)*
-  Reflecting on Work in Project Based Organizations: Leveraging Email to Construct Activity System Models for Project Work — *Richard Divine and Mark Zachry, both University of Washington*

Supporting Student Success

SF1105




Moderator: Lydia Wilkinson

-  A Curricular Approach to Teaching Professional Writing Students Successful Grant Writing Strategies — *Jeffrey Rice, Western Kentucky University*
-  Building Understanding of Instructor Feedback: Laying Groundwork for Professional and Technical Communication Service Courses — *Sara Doan, University of Wisconsin-Milwaukee*
-  “Helpful,” “Irritating,” and “Smart”: Student Perspectives on Teams in a Mechanical Engineering Program — *Nancy Barr and James De Clerck, both Michigan Technological University*

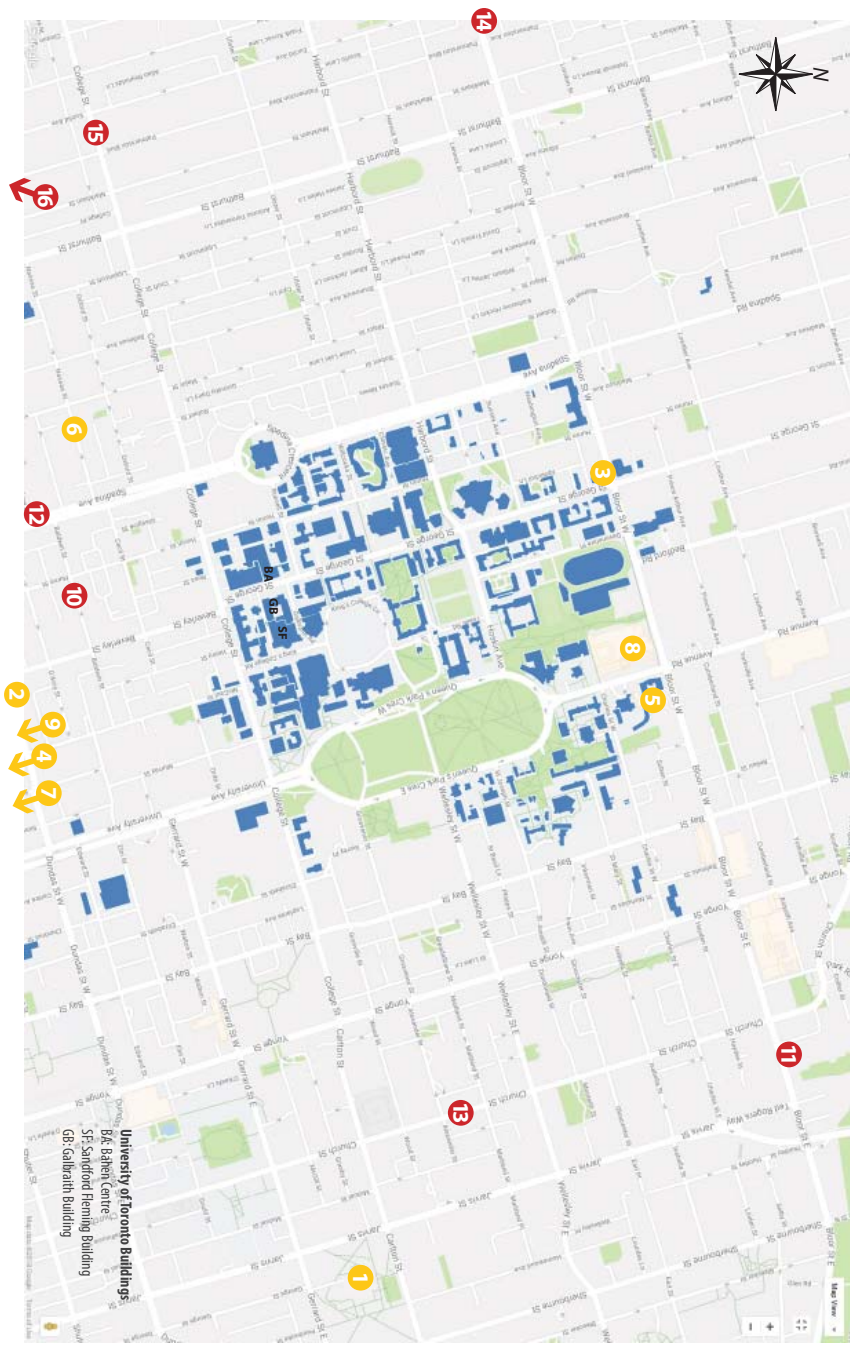
Engaging Students in Professional Communication

BA1200

Moderator: Peter Weiss

-  Engineering Education Case Studies: Engaging Students in Blended Learning — *Kristinn Andersen, Gudrun Geirsdottir, Saemundur Thorsteinsson, Helgi Thorbergsson and Karl Gudmundsson, all University of Iceland*
-  If You Build It, Will They Come?: Research into Students’ Use of a Technical Communication OER — *Jonathan Arnett, Kennesaw State University*
-  Learning Analytics as a Tool for Evaluating Engagement in Technical Communication Discussion Forums — *Darina Slattery, University of Limerick*





AROUND THE UNIVERSITY OF TORONTO

There's a lot to see and do close to the University of Toronto. Here are a few ideas of where to go and what to see.

- 1 Allan Gardens** (1.9 km, 24 minute walk)
This large city park features city run conservatories to explore.
- 2 Art Gallery of Ontario** (900 m, 11 minute walk)
You'll enjoy the AGO's expansive collection of art from around the world and Canada; a special exhibit showcases the work of two Inuit artists.
- 3 Bata Shoe Museum** (1.1 km, 14 minute walk)
For shoe lovers this place is a must see; it features a timeline of foot fashion through the ages.
- 4 CN Tower** (2.1 km, 26 minute walk)
This tower looks stunning from below, but from the top it affords you exceptional views of the city.
- 5 Gardiner Museum of Ceramics** (1.1 km, 14 minute walk)
This unique museum will educate you on the history of clay in society.
- 6 Kensington Market** (1 k m, 12 minute walk)
For an eclectic mix of restaurants, world foods and vintage boutiques.
- 7 Ripley's Aquarium** (2.9 km, 21 minute walk)
A great way to beat the heat while learning about underwater life—definitely a family favourite!
- 8 Royal Ontario Museum** (1.1 km, 14 minute walk)
Along with its permanent collection you can currently brave a special exhibit on spiders!
- 9 The Rogers Centre** (2.1 km, 26 minute walk)
For a baseball game if you can catch one.

Areas:

- 10 Baldwin Street** (750 m, 9 minute walk)
For a block's worth of one of a kind restaurants just a short walk from campus.
- 11 Bloor-Yorkville** (1.6 km, 20 minute walk)
For high-end shopping with prices in CAD!
- 12 Chinatown West** (1.4 km, 17 minute walk)
For dim sum, bubble tea, fruit markets, import stores and so much more....
- 13 Gay Village** (1.6 km, 20 minute walk)
For bars, restaurants, clubs and gay-oriented shops.
- 14 Koreatown** (2.4 km, 31 minute walk)
For Korean food and quirky stores.
- 15 Little Italy** (2 km, 26 minute walk)
For patios and a range of restaurants, including some Italian.
- 16 Queen Street West** (1.6 km, 20 minute walk)
For offbeat fashion and trendy eats.

Mount Royal University - Information Design



The MRU Information Design program is the only program of its kind in Canada.

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The MRU Information Design program proudly supports ProComm 2018.

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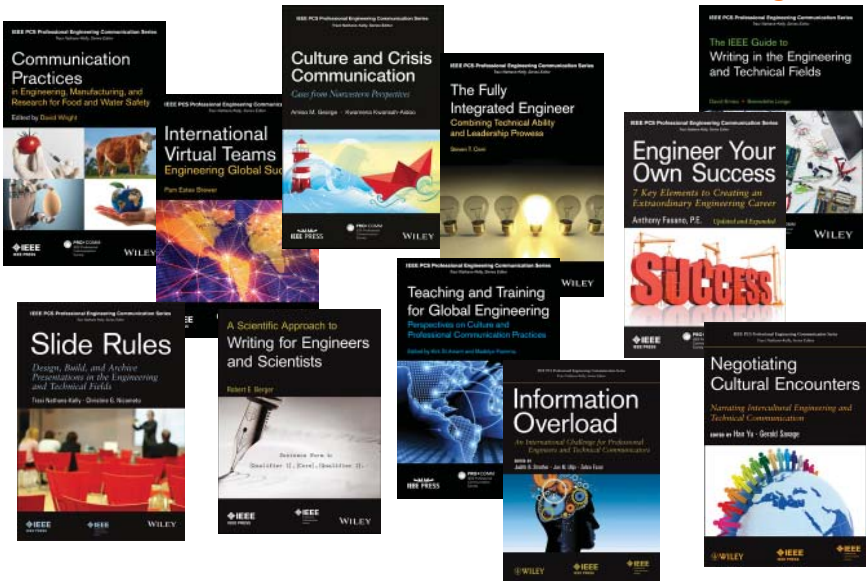
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IEEE Professional Communication Conference 2018 (IEEE ProComm'18)

IEEE Canada Women in Engineering Panel:

**"Engineering Gateways:
COMMUNICATION
for SUCCESS
as
Women in
Engineering"**

Everyone is welcome.

**Tuesday, July 24, 2018,
1:00 pm – 2:15 pm.**



**Bahen Centre for Information Technology,
St. George Campus, University of Toronto.**



IEEE Canada




 The logo for the IEEE ProComm Expert Network. It features the word "IEEE" in blue, followed by "PRO" and "COMM" in a larger blue font. Below these, the words "EXPERT" and "NETWORK" are written in orange. A network diagram with several colored nodes (blue, orange, green, pink, purple) and connecting lines is overlaid on the text.

IEEE PROCOMM EXPERT NETWORK

The ProComm Expert Network (PEN) is a new initiative from PCS to continue advancing effective communication in engineering, scientific, and other technical environments. The PEN connects other IEEE entities with our experienced members who provide information and training on professional communication topics. This initiative is similar to Distinguished Lecturer programs offered by other IEEE Societies/Councils, but the events will be more like a workshop than a lecture.

The main audience is IEEE sections, regions, and chapters. Their membership is mostly professional engineers/scientists, engineering educators, and students. They want a communication expert to come speak to their members at their regular meeting. Potential topics may include:

- *Giving effective oral presentations*
- *Creating informative slides*
- *Communicating in Plain Language*

The volunteer PEN Experts are chosen by the PCS Administrative Committee and could include former society award winners, leaders in a particular field of professional communication, experienced workshop or training program facilitators, or society members with unique scholarly experience of interest to engineers.

Experts serve between two to three year terms, with an expectation of up to two visits per year. The cost of the visits will be shared between PCS and the host. The application process will open soon.

*Come to the Town Hall meeting
Tuesday at 4:15pm to learn more about
this exciting new initiative.*

Contact us for more information at: Procomm-ExpertNetwork@ieee.org

NOTES





IEEE PRO COMM 2019

International Professional Communication Conference

AACHEN, GERMANY JULY 23-26

Professional communication in a digitalized world

Digitalization impacts and transforms all areas of our life – especially our work life. ProComm 2019 will examine the role of professional communication in the context of fast changing industrial branches and markets. This includes questions such as:



- Do innovative digital technologies and services require a new type of professional communicator?
- Do principles such as industry 4.0 or smart factory require new ways of communication at work?
- How do industrial networks, smart cities and cloud-based solutions impact professional communication and documentation requirements and formats?
- What are the consequences for teaching technical communication?

The conference focuses on professional fields such as engineering, entrepreneurship, health, risk and educational communication and the developing field of energy communication. Besides these topics, proposals for presentations, papers and workshops that deal with other subjects relevant for professional communicators are very welcome.



The city of Aachen – where kings were crowned in the past and where today innovative research is dedicated to shape technologies for the future – is the perfect place to discuss professional communication in a digitalized world. We are honored to host ProComm 2019 at the RWTH - one of the most successful technical universities in Germany - and invite technical communicators, engineers, educators, practitioners, innovators and students to shape the future with us.