

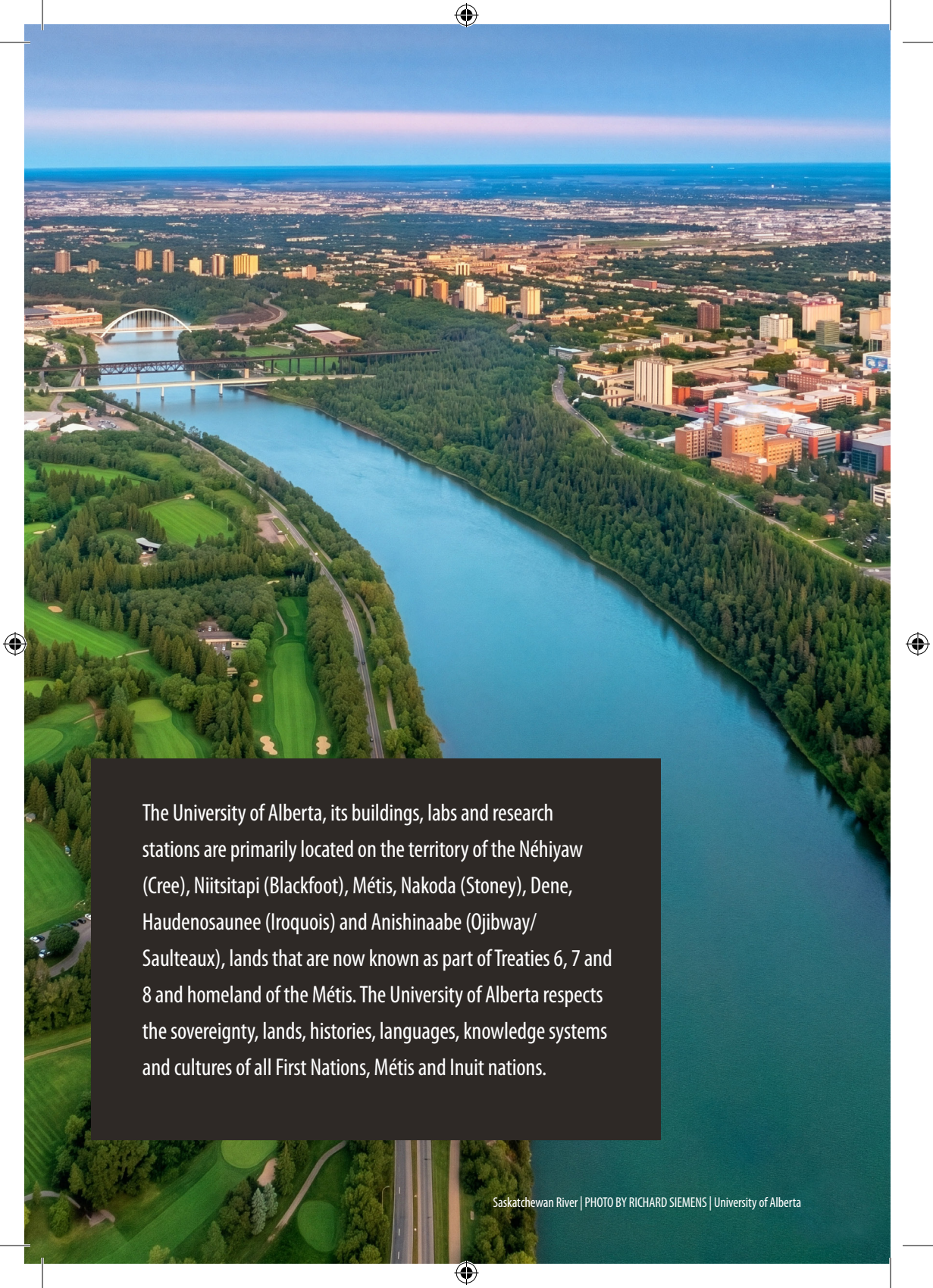
IEEE PRO COMM



Edmonton, AB, Canada July 12-15, 2026

<https://attend.ieee.org/procomm-2026/>





The University of Alberta, its buildings, labs and research stations are primarily located on the territory of the Nêhiyaw (Cree), Niitsitapi (Blackfoot), Métis, Nakoda (Stoney), Dene, Haudenosaunee (Iroquois) and Anishinaabe (Ojibway/ Saulteaux), lands that are now known as part of Treaties 6, 7 and 8 and homeland of the Métis. The University of Alberta respects the sovereignty, lands, histories, languages, knowledge systems and cultures of all First Nations, Métis and Inuit nations.

WELCOME

Dear attendees,

We are delighted to welcome you to the University of Alberta for the IEEE International Professional Communication Conference. Edmonton-Canada's Festival City, nestled beside the largest urban park in North America, offers an inspiring backdrop for the conversations, collaborations, and connections we hope you'll take home from this conference.

This year's theme, *"Gateways to Culturally-Adaptive Communication: Global and Local Practices in Professional Communication"*, reflects something we believe as organizers: that the most powerful advances in professional communication happen at the intersections, between disciplines, between cultures, between human expertise and emerging technology. The University of Alberta's strength in both engineering and the humanities makes it a natural home for exactly that kind of dialogue, and we are proud to bring ProComm here.

The program committee have assembled a rich and wide-ranging schedule. On **Monday morning**, Wilbert Alook (Buffalo Spear) officially opens our week with a *"Welcome to the Territory"* prayer, establishing a spiritual foundation to Treaty 6 land. This ceremony precedes Alex Sévigny's keynote on generative AI serving diverse audiences. **Tuesday's** keynote features Carrie Demmans Epps and Mark Simpson in a cross-disciplinary dialogue between Computing Science and the humanities. Throughout the conference, you'll find sessions engaging everything from AI governance and multimodal communication to localization, social justice, and entrepreneurship. We are especially pleased that the Alberta Machine Intelligence Institute (Amii) is contributing to our AI Workgroup discussion on Monday evening.

Our social events keep these conversations alive beyond the session rooms. **Sunday evening** begins with an Indigenous Welcome song, hand drum, and storytelling by Curt Young of George Gordon's First Nation, followed by our Welcome Reception. Monday evening's AI Workgroup and Junior Researchers' Evening at the Sherlock Holmes Pub offer spaces for emerging and established scholars to connect. The Conference Dinner on Tuesday evening includes our Awards Ceremony followed by a dinner and an extra moment to network. Breakfast and lunch are provided daily in the Foyer where we hope you'll linger and find a good conversation.

Beyond the conference, we warmly encourage you to explore Edmonton. The river valley trail system stretches for over 160 kilometres through the heart of the city. The Royal Alberta Museum, the Art Gallery of Alberta, the U of A Botanic Garden (30 min out) and the Indigenous Peoples Experience all offer remarkable encounters with this region's history and culture. Whyte Avenue, and the diverse neighbourhoods of the city's core are wonderful for an evening walk, a meal, or live music.

Edmonton rewards the curious visitor, and we hope you'll leave with more than just new ideas from the sessions. We are grateful to the many colleagues, students, faculty, and institutional partners, at the University of Alberta and beyond, who have made this conference possible. It is a privilege to host you here!

Welcome!

Kind Regards,
Thomas Barker and Jo Valls-Ratés
Conference Co-Chairs, IEEE ProComm 2026 University of Alberta, Edmonton

CONFERENCE COMMITTEE 2026

IEEE ProComm 2026 Conference Committee

Gateways to Culturally-Adaptive Communication: Global and Local Practices in Professional Communication

Conference dates: July 12-15 2026

Location: Lister Centre, University of Alberta, Edmonton, AB, Canada

Thomas Barker, Ph.D.

IEEE ProComm 2026 Co-Chair

Jo Valls-Ratés, Ph.D.

IEEE ProComm 2026 Co-Chair

Mary Glavan, Ph.D.

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Traci Nathans-Kelly, Ph.D.

IEEE ProComm 2026 Publicity Chair

IEEE ProComm 2026 also wishes to acknowledge the additional support that helped bring this conference to life!

Alan Chong, IEEE PCS Past President and the IEEE PCS Board of Governors

Sheri Penner, Zahra Mawji, Conference Services, University of Alberta

Heather Egger, Faculty of Engineering, University of Alberta

Tracy Harrison, Explore Edmonton, Edmonton, Alberta

Lola Barreto Guerrero, Program Design and Print Production

MACT, University of Alberta

ACKNOWLEDGEMENT

IEEE ProComm 2026 Reviewer Acknowledgement and Appreciation

The IEEE ProComm Conference Committee wishes to acknowledge the work and dedication for the review process, which relies on the expertise, goodwill, a mentoring mindset, and time of volunteer reviewers. As such, the Proceedings lists the names of all reviewers who responded and participated.

Ma-Aruf Al-Hassan

Thomas Barker

Pam Brewer

Jessica Campbell

Alan Chong

Amirpooya Dardashti

Meghalee Das

Katlynn Davis

Brandy Dieterle

Georgi Dimitrov

Sara Doan

Isidore Dorpenyo

Kira Dreher

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Jordan Frith

Zhijun Gao

Barbara George

Guiseppe Getto

Mary Glavan

Jessie Golding

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Daniel Hocutt

Alisson Hutchison

Kylie Jacobsen

Joseph Jeyaraj

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Joyce Karreman

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Laura Palmer

Elizabeth Payne

Anastasia Pestova

Stacey Pigg

Zipora Rakedzon

Elizabeth Payne

Sarah Read

Krista Sarraf

Kelly Scarff

Joanna Schreiber

Darina Slattery

Allegra Smith

Clay Spinuzzi

Jason Tham

İo Valls-Ratés

Clay Walker

Xiaobo Wang

Lydia Wilkinson

Zhuo Yang

Yunye Yu

Mark Zachry

AT-A-GLANCE SCHEDULE

ProComm 2026 is taking place at the Lister Conference Centre, located at 87 Avenue & 116 Street on the U of A North Campus.

Sunday, July 12, 2026

5:00 pm – 8:00 pm Early Registration- [Foyer](#)

6:00 pm – 8:00 pm Welcome Reception- [Aurora Room](#)

Monday, July 13, 2026

7:45 am – 10:00 am Breakfast- [Foyer](#)

8:30 am – 3:00 pm Conference Registration- [Foyer](#)

9:00 am – 10:15 am Opening Remarks and
Keynote 1 - [Maple Leaf Room](#)

10:30 am – 11:15 am ProComm Connect: Networking
and Collaboration- [Maple Leaf Room](#)

11:30 am – 12:30 pm Session 1 - [Rooms A, G, P](#)

12:30 pm – 1:45 pm Lunch - [Maple Leaf Room](#)

1:45 pm – 3:00 pm Session 2 - [Rooms A, G, P](#)

3:15 pm – 4:15 pm Session 3 - [Rooms A, G, P](#)

4:30 pm – 5:30 pm Session 4 - [Rooms A, P](#)

6:30 pm – 7:30 pm AI Workgroup and Community
Discussion - [Aurora Room](#)

7:30 pm – 8:30 pm Junior Researchers' Evening,
[Sherlock Holmes Pub](#)

Tuesday, July 14, 2026

7:45 am – 10:00 am Breakfast- [Foyer](#)

8:30 am – 3:00 pm Conference Registration- [Foyer](#)

9:00 am – 10:00 am Session 5 - [Rooms A, P](#)

10:15 am – 11:15 pm Session 6 - [Rooms A, P](#)

11:30 am – 12:30 pm Keynote 2 - [Maple Leaf Room](#)

12:30 pm – 1:45 pm Lunch, [Maple Leaf Room](#)

1:45 pm – 3:00 pm Session 7 - [Rooms A, G, P](#)

3:15 pm – 4:15 pm Session 8 - [Rooms A, P](#)

4:30 pm – 5:30 pm Session 9 - [Rooms A, P](#)

6:30 pm – 8:30 pm Conference Dinner - [Maple Leaf Room](#)

All times are conference local (Mountain Daylight Time) for Edmonton.

6 - PROCOMM 2026, EDMONTON

NOTE TO AUTHORS

Please note that only registered authors are listed in the program. Names of unregistered authors of full and brief papers, as well as extended abstracts, will still appear in the proceedings published via IEEE Xplore. All times are conference local (Mountain Daylight Time). The program is subject to change.

Wednesday, July 15, 2026

7:45 am – 10:00 am Breakfast, [Foyer](#)

8:30 am – 11:00 am Conference Registration, [Foyer](#)

9:00 am – 10:00 am Session 10 - [Prairie Room](#)

10:15 am – 11:15 am Session 11 - [Rooms A, P](#)

11:30 am – 1:30 pm Lunch, Town Hall, and Closing
Session, [Maple Leaf Room](#)

INTERNET ACCESS

Connect to Guest Wireless:

- Select the Guest@UofA wireless network.
- Open your browser and visit any web page.
- You will be redirected to a Terms & Conditions page. Provide a valid email address and accept the terms.
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Wifi support: 780-492-8000 (Ext. 1), Mon–Fri 7:30 am–6:00 pm

More information: ualberta.ca/ist → Connect to Wi-Fi

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or call [Conference Services at 780-492-6057](tel:780-492-6057)

ProComm welcomes your involvement!



<https://attend.ieee.org/procomm-2026/>

GENERAL INFORMATION

PROCOMM 2026 WEBSITE

Website: <https://attend.ieee.org/procomm-2026/>

ProComm Proceedings Online

Available only during the conference. After the conference, find the Proceedings in *IEEE Xplore*.

For additional campus services, visit conference.ualberta.ca or call Conference Services at 780-492-6057.

MAIN CONFERENCE VENUE

[Lister Conference Centre](#) (main conference site)

11613 87 Avenue NW, Edmonton, AB T6G 2H6 | 780-492-6057

Access via the main north-east entrance, across from the Jubilee Auditorium. All sessions take place on Level 2 (Maple Leaf, Aurora, Prairie & Glacier Rooms). Registration and breakfast are in the Foyer.

REGISTRATION

Registration materials will be available in the Foyer at the following times:

Sunday, July 12: 5:00–8:00 pm (Early Registration)

Monday–Tuesday, July 13–14: 8:30 am–3:00 pm

Wednesday, July 15: 8:30–11:00 am

MEALS

Breakfast: Served daily, 7:45–10:00 am, in the Foyer (July 13–15).

Lunch: Included with registration, July 13–15. Monday and Tuesday lunches are served in the Maple Leaf Room; Wednesday's lunch accompanies the Town Hall and Closing Session.

Dinner: Monday evening is on your own. Tuesday's Conference Dinner is included with registration (see Social Events). The Lister Dining Hall and Tim Hortons are on-site, with additional vendors nearby at SUB and the ECHA building.

PARKING

The closest visitor lots are **Lot M** and **Lot R**, directly adjacent to Lister Centre (87 Ave & 116 St). Daily parking in Lot M is approx. \$17.00. Pay hourly or daily via the **HonkMobile** app or at a **U-PARK** pay station. Rates and more information: ualberta.ca/parking-services

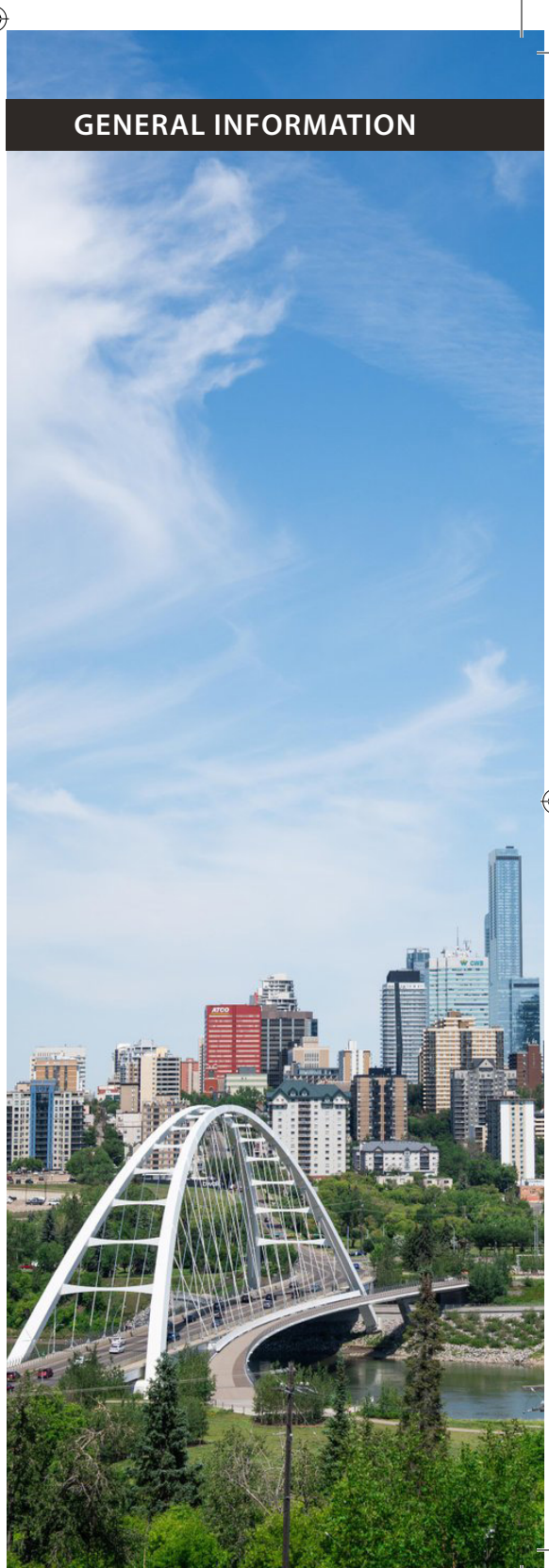
GETTING AROUND

Lister Centre is steps from the **Health Sciences/Jubilee LRT Station**, Edmonton's light rail connects you directly to downtown. Whyte Avenue (Old Strathcona), the city's liveliest district for restaurants, pubs, and shops, is a short bus or rideshare trip east.

Rideshare & Taxi: Uber, Lyft, and local taxis (Co-op: 780-425-2525; Yellow Cab: 780-462-3456) are readily available for quick trips to the nearby Whyte Avenue dining district.

Active Transit: Edmonton's river valley trails are a 10-minute walk north. You can also use shared e-scooters and e-bikes (Lime, Bird).

Airport Transfer: Edmonton International Airport (YEG) is ~30 minutes away by rideshare/taxi, or accessible via the Route 747 express bus to the LRT network.



VENUE MAP

ProComm 2026 is taking place at the Lister Conference Centre, located at 87 Avenue & 116 Street on the U of A North Campus. Visit:

<https://www.ualberta.ca/en/visitor-hub/lister-centre.html>

Welcome Reception

Sunday, July 12 - 6:00–8:00 pm

Aurora Room, Lister Centre

Featuring an Indigenous Welcome song, hand drum, and storytelling by Curt Young, George Gordon's First Nation, Saskatchewan

Junior Researchers' Evening (informal, no ticket)

Monday, July 13 - 7:30–8:30 pm

Sherlock Holmes Pub, 8519 112 St NW

(approx. 10-min walk north of Lister Centre)

Conference Dinner & Awards Ceremony

Tuesday, July 14 - 6:30–8:30 pm

Maple Leaf Room, Lister Centre

Included with conference registration - Cash bar available

Banking

ATM machines are available on campus, including at the Students' Union Building (SUB) and nearby. The Lister guest accommodation desk also has an ATM on-site.

UNIVERSITY OF ALBERTA

LISTER CONFERENCE CENTER



EXPLORE EDMONTON

Discover Canada's Festival City. A few highlights near Lister Centre:

River Valley | North America's largest urban parkland, 160+ km of trails, just north of campus.

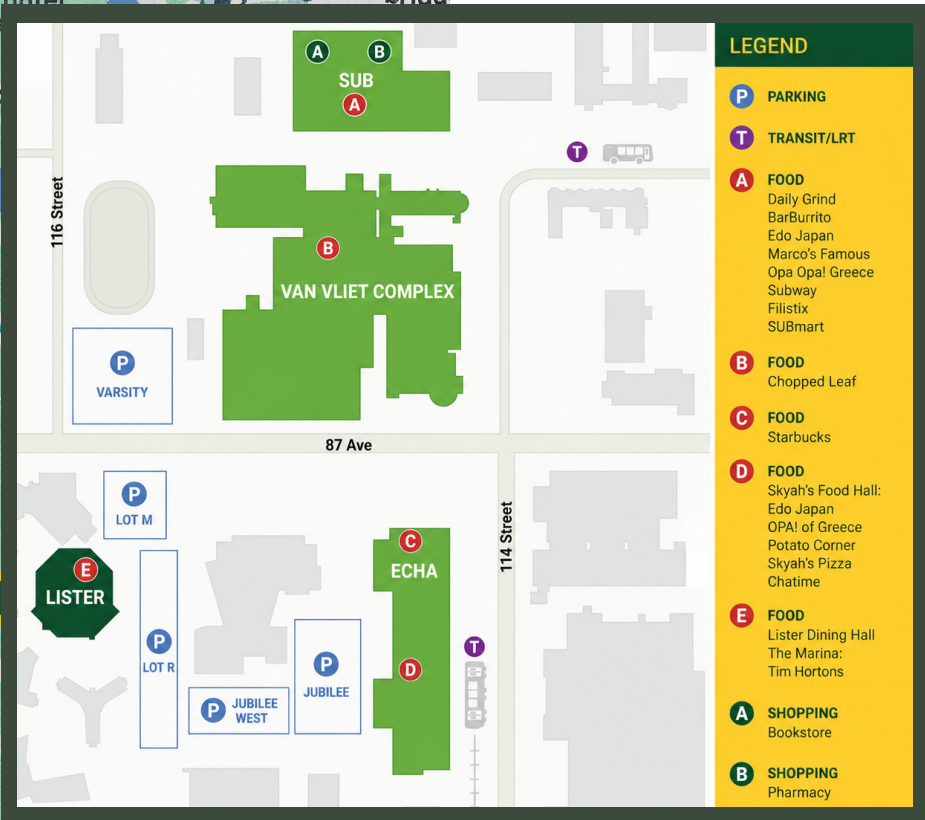
Whyte Avenue (Old Strathcona) | restaurants, pubs, live music, and shops; a short trip east.

Muttart Conservatory | four iconic glass pyramids in the river valley, each a different climate.

Royal Alberta Museum | western Canada's largest museum, downtown.

Art Gallery of Alberta | bold architecture and rotating exhibitions, downtown.

ICE District & Rogers Place | downtown sports and entertainment hub, with dining and nightlife.



CONFERENCE COMMITTEE 2026



Ìo Valls-Ratés
Co-Chair



Tom Barker
Co-Chair



Laura Schechter
Local Arrangements Chair



Guiseppe Getto
Proceedings Co-Chair



Michael Laudénbach
Proceedings Co-Chair



Allison Hutchison
Conferences VP



Sean Moseley
Finance Chair



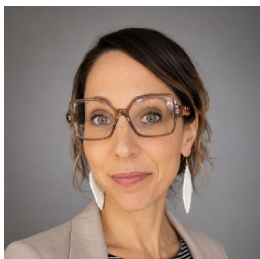
Hua Wang
Submissions Co-Chair



Scott Weedon
Submissions Co-Chair



Traci Nathans-Kelly
Publicity Chair



Mary Glavan
Program Chair



Aneet Narendranath
Hybrid Program Chair



PHOTO BY LOLA BARRETO | University of Alberta

FEATURED SPEAKERS



Alex Sévigny, PhD, APR

[https://www.linkedin.com/](https://www.linkedin.com/in/alexsevigny/)

[in/alexsevigny/](https://www.linkedin.com/in/alexsevigny/)

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KEYNOTE SPEAKER

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Monday

Maple Leaf Room

9:30 am – 10:15 am

Prompts as Gateways: Designing Culturally-Adaptive Narratives with Generative AI

Abstract: Situated theories of learning highlight the ways in which learning is not simply the accumulation of knowledge or the development of skills, but the construction of identity. And scholars in writing studies and sociolinguistics have long examined the ways in which identities are constructed discursively – in how we use language and position ourselves, and in how others talk about and position us. But what identities are available to students in our professional communication classrooms? Who are we asking them to become as they learn the genres of their intended professions, the strategies for adapting their communication based on the rhetorical situation, the audience, the purpose? Drawing on recent studies that include both students' experiences of writing in engineering courses and new graduates' experiences of the transition from school to work, I invite us to consider what happens when we consider the teaching and learning of professional communication through the lens of identity work.

Alex Sévigny is a tenured associate professor of communications management at McMaster University in Hamilton, Ontario, Canada. He teaches in the internationally recognized McMaster University Master of Communications Management [<https://mcm.humanities.mcmaster.ca/>], an executive education degree that offers the core management courses complemented by cutting-edge knowledge of strategic communications. He is Presiding Officer of the National Accreditation Council of the Canadian Public Relations Society. His research is focused on the intersection of artificial intelligence, digital technology, data, enterprise transformation, and communication. He is also a sought-after keynote speaker, trainer, and strategic management consultant in the areas of generative AI, enterprise digital transformation, and data-driven decision-making. He has worked with organizations in the public, private, not-for-profit, and military sectors in Canada, the United States, the Middle East, Europe and Asia/Pacific.



PHOTO Courtesy by EXPLORE EDMONTON



Carrie Demmans Epp, PhD

KEYNOTE SPEAKER

Tuesday

Maple Leaf Room
11:30 am – 12:30 pm

Co-creating Understanding Across Groups

Abstract: Effective inter-disciplinary collaboration requires communication that facilitates the integration of concepts from complementary spaces, but differences in terminology use, foundational beliefs about how to work, and misaligned values lead to discomfort that limits participants' willingness to engage in certain forms of communication thus impeding collaborative efforts. While strategies such as metaphor use can facilitate cross-disciplinary understanding, they do not address the broader challenges to effective collaboration and communication in teams that span disciplines and population groups. I will present both failures and successes in getting people to work to understand each other and work together when teams were composed of computer scientists, researchers from the social sciences and humanities, and children.

Carrie Demmans is a Killam Laureate, Centre for Teaching and Learning Scholar, Alberta Machine Intelligence Institute Fellow, and Associate Professor in the Department of Computing Science at the University of Alberta, where she leads the EdTekLA research group. Her work has two streams. One employs analytics and other methods to understand how people use educational technologies so that these technologies and their use can be improved. The other focuses on developing adaptive educational technologies and reporting systems to support learning across a variety of contexts.



Mark Simpson, PhD

KEYNOTE SPEAKER

Tuesday

Maple Leaf Room
11:30 am – 12:30 pm

Transforming Energy Futures: Lessons from the Energy Humanities

Abstract: A formative insight for the Energy Humanities as an interdisciplinary practice holds that energy is not just a technical input but also and always a social, cultural, and ecological relation. Energy's forms and uses necessarily shape manifold aspects of global life today—human expectations, sensibilities, habits, desires, ways of being in the world and with nature—that might ordinarily seem to have nothing to do with questions of energy. This insight has profound implications for energy's futures, since it means that any shift away from fossil fuels toward other energy forms, urgently necessary in view of climate change, will entail and must involve not simply technological fixes but significant social, cultural, and ecological transformation too. The challenge of such compound transformation demands cross-disciplinary collaboration in response. I will reflect on the generative power as well as the sometimes difficult complexity of this kind of collaboration in two contexts: my work with After Oil, an organic collective of scholars, artists, policy-makers, and activists; and my work with Future Energy Systems, a multidisciplinary research network at the U of A that brings together scientists, engineers, social scientists, and humanists.

Mark Simpson is a professor in English and Film Studies at the University of Alberta (Treaty 6/Métis Nation Region 4) who investigates energy cultures and the politics of mobility. He is a core member of the Petrocultures Research Group and a co-founder of the After Oil Collective, with which he has collaboratively authored *After Oil* (West Virginia UP 2016), *Solarities: Seeking Energy Justice* (U Minnesota P 2022), and *The Renewable Normal* (U Nebraska P 2026). He is also co-author of the collaborative theoretical manifesto *Energy Emergency Repair Kit* (Fordham UP 2024). Recent essays on energy impasse, energy futurity, plasticity, infrastructural life, and feral cosmopolitics have appeared in *South Atlantic Quarterly* and *Media Theory* as well as in collections with Fordham, Edinburgh, West Virginia, and McGill-Queen's. From 2017 to 2024 he led *Transitions in Energy, Culture, and Society*, a multi-partner research project funded through the U of A's Future Energy Systems initiative.

2026 AWARDS



2026 RONALD S. BLICQ AWARD

Saul Carliner

for Distinction in Technical Communication Education



ALFRED N. GOLDSMITH AWARD

Giuseppe A. Getto

for Outstanding Achievement in Engineering Communication



2026 RUDOLPH J. JOENK, JR. AWARD

Pitch Sinlapantakul and Mark Zachry

for Best Paper in the IEEE Transactions on Professional Communication in September 2025,

"Impacts of AI on Human Designers: A Systematic Literature Review"



2026 EMILY K. SCHLESINGER AWARD

Joyce Karreman

for Outstanding Service to the Professional Communication Society



2026 HAYHOE FELLOW AWARD

Pacificah Mariita

for Best Graduate Student Paper in the Proceedings of the IEEE International Professional Communication Conference

"Algorithmic Beauty as Communication Infrastructure: Culturally Adaptive Professional Visibility in AI-Mediated Global Platforms"



2026 JAMES M. LUFKIN AWARD

Jason Tham

Jessica Campbell

Daniel Hocutt

Katlynnne Davis

Stephen Fonash

Lesley Wilton

Gustav Verhulsdonck

Jialei Jiang

Lee-Ann Kastman Breuch

and Ann Hill Duin

for Best Paper in the Proceedings of the IEEE International Professional Communication Conference

"Ethos and Ethics Before Efficiency: Toward a Deliberative AI Literacy for Professional Communication" Outstanding Service to the Professional Communication Society"

BLICQ AWARD



Saul Carliner
Blicq Award

Ronald S. Blicq Award: Saul Carliner

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.

This year, the recipient for the 2026 is Ronald S. Blicq Award is Saul Carliner.

Saul Carliner is a Professor in the Department of Education at Concordia University in Montreal. His teaching and research focus on the design of materials for informational and instructional purposes, the management of groups that produce this material, and related issues of policy and professionalism. He has over 200 publications, including the upcoming book, *Training Design Essentials*. He is a past Editor-in-Chief of the *IEEE Transactions on Professional Communication*, past president and Fellow of the STC, a Fellow and past board member of the Canadian Society for Training and Development, and a past president of the Canadian Network for Innovation in Education. For his research, he has received the Kenneth Rainey Award from STC, numerous publication awards, and was inducted in the Provost's Circle of Distinction. For his teaching, he has received the Jay Gould Award and the Concordia President's Award for Innovative Excellence in Teaching. He holds degrees from Carnegie Mellon University, the University of Minnesota, and Georgia State University.

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 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.

2026 AWARDS

GOLDSMITH AWARD



Guiseppe A. Getto
Goldsmith Award winner



Alfred N. Goldsmith Award: Guiseppe A. Getto

This year, the recipient for the 2026 Alfred N. Goldsmith Award is Guiseppe A. Getto.

Dr. **Guiseppe Getto** is an Associate Professor of Human-Centered Information Design and Technology and Director of the M.S. in Technical Communication Management at Mercer University. His research focuses on user experience (UX) design, content strategy, AI, and participatory methods that help organizations and communities. He is the author of *Content Strategy in Technical Communication* and *Content Strategy: A How-to Guide* (Routledge). His work has appeared in leading peer-reviewed journals, including *IEEE Transactions on Professional Communication*, *Technical Communication*, the *Journal of Technical Writing and Communication*, *Computers and Composition*, and *Communication Design Quarterly*, as well as in proceedings for *IEEE ProComm*. He has taught at the college level for over twenty years. During that time, he has consulted and formed research and service-learning partnerships with many non-profits and businesses, from technical writing firms to homeless shelters to startups.

Visit him online at <https://guiseppegetto.com>.

About the Award

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

SCHLESINGER AWARD



Joyce Karreman
Schlesinger Award winner

**Emily K. Schlesinger Award: Joyce Karreman**

Created in 1995, the Schlesinger Award recognizes IEEE ProComm members that have provided outstanding service to the Society.

This year, the recipient of the 2026 Emily K. Schlesinger Award is Joyce Karreman.

Joyce Karreman is an associate professor in Communication Science at the University of Twente, the Netherlands. Her research is focused on written instructions, usability and UX, and cross-cultural technical communication. She has been teaching variety of courses to undergraduate and graduate students on a variety of topics related to Technical and Professional Communication, and she has co-authored two (Dutch) textbooks on Professional Communication.

Joyce has been involved with ProComm for many years. In 2010, she and her colleagues have hosted the conference at the University of Twente. After that, she has been proceedings co-chair of several conferences, and she serves on the Board of Governors as secretary.

About the Award

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

2026 AWARDS

JOENK AWARD



**Pitch Sinlapanuntakul and
Mark Zachry**
Joenk Award winners



Rudolph J. Joenk, Jr. Award

The Rudolph J. Joenk, Jr. Award for Best Paper in the IEEE Transactions on Professional Communication recognizes an outstanding article published in the preceding year's IEEE Transactions on Professional Communication.

The recipient of the 2026 Joenk Award is Pitch Sinlapanuntakul and Mark Zachry for their article, "Impacts of AI on Human Designers: A Systematic Literature Review"

Pitch Sinlapanuntakul is a PhD candidate in Human Centered Design & Engineering at the University of Washington. He holds a B.S. in Human Factors Psychology from Embry-Riddle Aeronautical University. His doctoral research bridges design methods and value-sensitive approaches to support design practitioners in early-stage AI concept development. He has published work in venues including ACM DIS, CHI-WORK, HCII, and IEEE ProComm. Beyond research, he contributes to human-centered design communities through teaching and mentorship. His scholarship and practice are motivated by the reality that AI is becoming both the material designers shape and the medium through which they shape it.

Mark Zachry is Professor in Human Centered Design & Engineering at the University of Washington, where he directs the Communicative Practices in Virtual Workspaces lab. His research focuses on online interactions, the design of systems that support collaboration, knowledge work, and social translucence. He has published widely in technical communication, HCI, and related fields, and his scholarship has been recognized by IEEE ProComm with awards including the James M. Lufkin Award. He is a Fellow of ATTW and an Associate Fellow of STC. Across his career, he has contributed to research, teaching, and program leadership that connect communication behaviors, technology, and human-centered design.

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.

LUFKIN AWARD

James M. Lufkin Award

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

This year, ProComm recognizes the winners of the 2026 James M. Lufkin Award: Jason Tham, Jessica Campbell, Daniel Hocutt, Katlynn Davis, Stephen Fonash, Lesley Wilton, Gustav Verhulsdonck, Jialei Jiang, Lee-Ann Kastman Breuch, and Ann Hill Duin for their paper, "Ethos and Ethics Before Efficiency: Toward a Deliberative AI Literacy for Professional Communication"

The collective that produced this project is the Building Digital Literacy research cluster affiliated with the Digital Life Institute (<https://www.digitallife.org/>). We are faculty members and digital rhetoric practitioners who are interested in how emerging technologies mediate literate activities socially, pedagogically, and professionally. Since AI literacy has been a topic of interest for many of us working at the nexus of professional communication and digital studies, we have worked to produce a viable heuristic for teachers so to inform their instructional practices at a time of shifting expectations. This paper is a result of that overarching project.

Lufkin Award winners



Jason Tham



Jessica Campbell



Daniel Hocutt



Katlynn Davis



Stephen Fonash



Lesley Wilton



Gustav Verhulsdonck



Jialei Jiang



Lee-Ann Kastman



Ann Hill Duin

About the Award

The James M. Lufkin Award recognizes the best conference paper submitted to the ProComm Proceedings. The winner is selected by the ProComm Conference Committee in consultation with the ProComm Awards Committee based on nominations made by our conference reviewers. 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.

2026 AWARDS

HAYHOE FELLOW AWARD



Pacificah Mariita
Hayhoe Fellow Award
winner



Hayhoe Fellow Award: Pacificah Mariita

The Hayhoe Fellow Award is given to the best student paper submitted to the ProComm Proceedings.

The recipient of the 2026 Hayhoe Award is Pacificah Mariita for her paper,

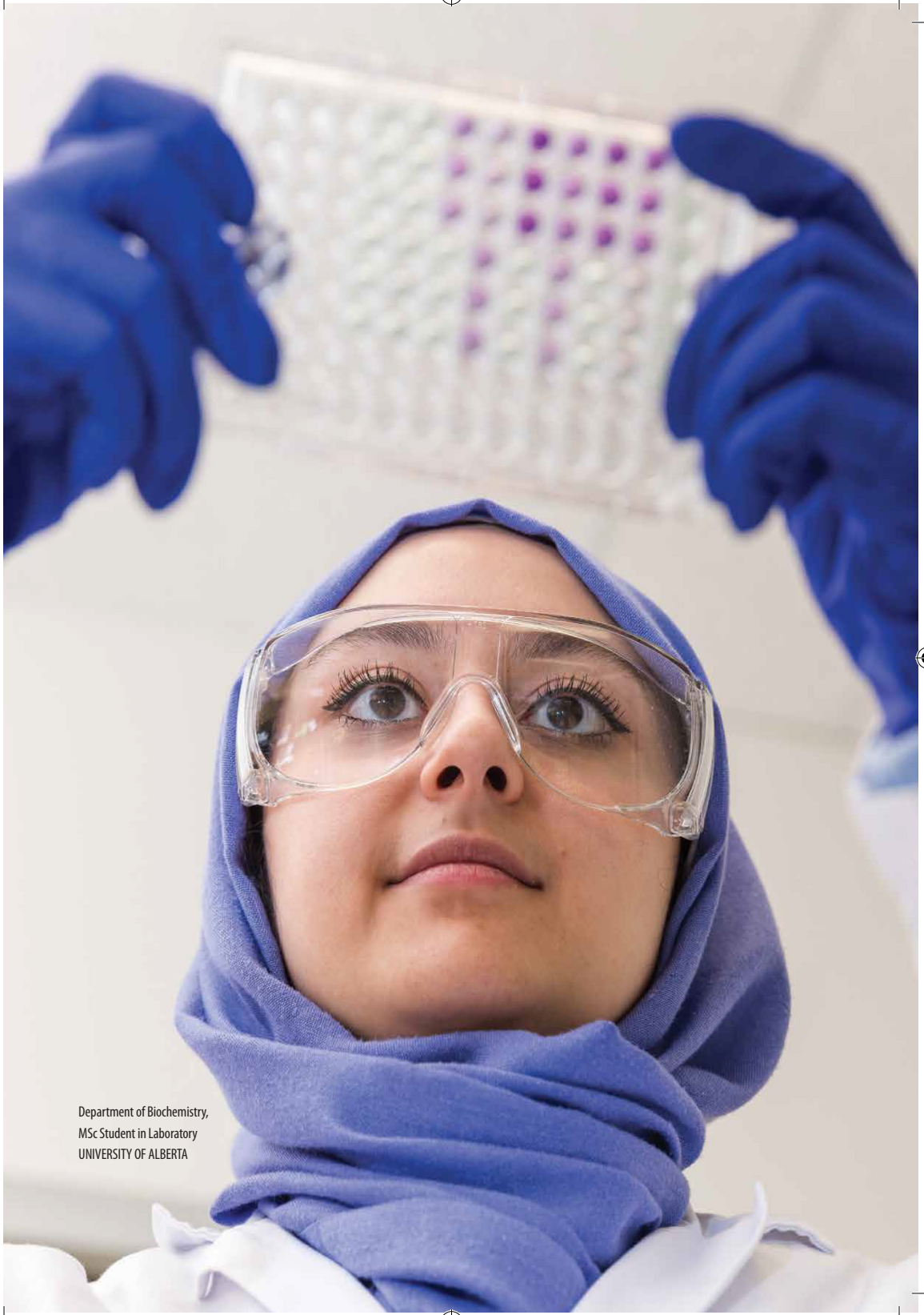
“Algorithmic Beauty as Communication Infrastructure: Culturally Adaptive Professional Visibility in AI-Mediated Global Platforms”

Pacificah Mariita is a Ph.D. student in the Department of English at the University of Texas at Arlington, specializing in technical and professional communication. Her research interests include feminist technical communication, reproductive health and technology, surveillance studies, and technical design. As an African immigrant scholar, she is committed to critically examining how technologies shape the experiences of immigrants and women from the Global South. Through her work, she hopes to contribute a nuanced, socially engaged perspective to conversations about technology, equity, and representation.

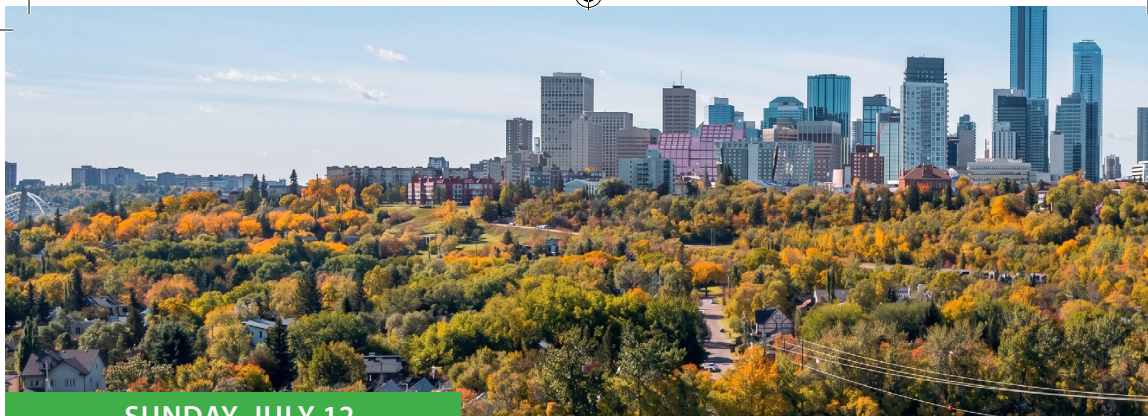
About the Award

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.



Department of Biochemistry,
MSc Student in Laboratory
UNIVERSITY OF ALBERTA



SUNDAY, JULY 12

5:00 pm – 8:00 pm

Early Registration

Foyer

Registration desk opens for participants to pick up their registration packets in advance of the conference.

6:00 pm – 8:00 pm

Welcome Reception

Aurora Room

A welcome and message by an Indigenous Elder. Appetizers and non-alcoholic beverages (included with registration) will be provided. A cash bar is available from 6:00 – 7:00 pm.

MONDAY, JULY 13

7:45 am – 10:00 am



Breakfast

Foyer

8:30 am – 3:00 pm

Conference Registration

Lister Centre Foyer

The conference will commence with an opening message from the conference chairs.

KEYNOTE 1

9:00 am – 10:15 am

Keynote Speaker

Alex Sévigny

Prompts as Gateways: Designing Culturally-Adaptive Narratives with GEN AI

Maple Leaf

Situated theories of learning highlight the ways in which learning is not simply the accumulation of knowledge or the development of skills, but the construction of identity. And scholars in writing studies and sociolinguistics have long examined the ways in which identities are constructed discursively – in how we use language and position ourselves, and in how others talk about and position us. But what identities are available to students in our professional communication classrooms? Who are we asking them to become as they learn the genres of their intended professions, the strategies for adapting their communication based on the rhetorical situation, the audience, the purpose? Drawing on recent studies that include both students' experiences of writing in engineering courses and new graduates' experiences of the transition from school to work, I invite us to consider what happens when we consider the teaching and learning of professional communication through the lens of identity work.

NETWORKING

10:30 am – 11:15 am

Facilitator

Kira Dreher

ProComm Connect: Networking and Collaboration

Maple Leaf

ProComm Connect is a dynamic, one-hour networking session designed to help participants discover potential collaborators in a fun and efficient format. Participants will engage in brief 1-on-1 conversations, rotating to meet as many colleagues as possible. This event offers a low-pressure chance to make meaningful connections, explore joint research or teaching project ideas, and expand your ProComm network in a short amount of time. We will provide conversation prompts and collaboration cards to spark ideas and dialogue. This event is open to all ProComm attendees.

SESSION 1

11:30 am – 12:30 pm

Moderator
Clay Spinuzzi



Constructing Sociotechnical Futures

Aurora Room

- Contradiction, problematization, and interproblematicity: Contrasting three ways to conceptualize sociotechnical problems in entrepreneurship. **Clay Spinuzzi.**
- Entrepreneurship as Conversation: Social Construction Theories of Entrepreneurship and Early-Stage Business Model Experimentation. **Mason Pellegrini & Clay Spinuzzi.**
- China, the United States, and the Battle for Global Supercomputing Leadership: The TOP500 List as Discursive Infrastructure under Threat. **Jordan Frith & Sarah Read.**

11:30 am – 12:30 pm

Moderator
Joseph Kosciusko Tritzschler



Communication Across Contexts

Prairie Room

- Co-created Art as a Medium for Community Identity Communication in a Japanese Context. **Joseph Kosciusko Tritzschler & Dunya Donna Chen.**
- Coding for a Mental Map: An Approach to Learning New Genres of Science Writing for Complex Audiences. **Rachel Taub & Sarah Read.**
- From Script to System: How Professional Genres Made the Mingkwai Chinese Typewriter Intelligible, Legitimate, and Usable. **Sophie Zhuo Yang.**

11:30 am – 12:30 pm

Moderator
Lee-Ann Kastman Breuch



AI-Mediated Communication, Glacier Room

Glacier Room



Ethos and Ethics Before Efficiency: Toward a Deliberative AI Literacy for Professional Communication. **Jason Tham, Jessica Campbell, Daniel Hocutt, Katlynnne Davis, Stephen Fonash, Lesley Wilton, Gustav Verhulsdonck, Jialei Jiang, Lee-Ann Kastman Breuch, & Ann Hill Duin.**

- Human-in-the-Loop Editorial Oversight: A Content Strategy Workflow with WritemoreAI. **Guiseppe Getto & Nathan Gilmour.**
- Designing for Spiritual Agency in a GenAI Era: Applying I-Ching Wisdom for Contemporary Decision-Making. **John Yeh & Huatong Sun.**

BREAK

12:30 pm – 1:45 pm



Lunch

Foyer

SESSION 2 - WORKSHOPS

1:45 pm – 3:00 pm



Aurora Room

Ed Brewer

Avoiding Miscommunication Issues in the Interpretation of Common Terms.

Prairie Room

Alan Chong & Lydia Wilkinson

Toward a Foundational Theory of the Engineering Pitch: Reclaiming Genre, Rhetoric, and Technical Integrity.

Glacier Room

Craig Baehr (Transactions editor), Laura Palmer, & Mason Pellegrini

Meet-the-Editors: How to Publish your Conference paper in IEEE Transactions on Professional Communication.

SESSION 3

3:15 pm – 4:15 pm

Moderator
Jo Valls-Ratés



Designing Communication

Aurora Room

- Engagement in Engineering Communication: An Exploratory EEG Study of Monotony Effects. **Jo Valls-Ratés & Sara Pearsell.**
- Supporting Critical Thinking through Design Thinking Instruction in TPC Engineering Support Courses. **Rebekah Maples, Lauren Beck, Erin Martin-Elston, Krista Speicher Sarraf, & Sadie Johann.**

MONDAY, JULY 13

3:15 pm – 4:15 pm



Constructing Intercultural Knowledge

Prairie Room

Moderator

Amirpooya Dardashti

- Professional Communication in Intercultural Contexts: An Exploratory Case Study. Amirpooya Dardashti & Mary Glavan.
- Beyond Algorithmic Neutrality: Decolonial Pedagogy in Technical Communication. Anastasia Pestova.

PANEL



From Guidance to Strategy: Contextual Approaches for Generative AI

Glacier Room

3:15 pm – 4:15 pm

- Bremen Vance, Pam Estes Brewer & Andrew Mara.

SESSION 4



Localization and Intercultural Interpretation

Aurora Room

4:30 pm – 5:30 pm

Moderator

Isidore Dorpenyo

- CLUE framework as a gateway for cultural-adaptive translation technology design. Isidore Dorpenyo.
- Encoding Culture in Self-Authored Immersive Narratives: Examining Barriers and Enablers Across Two Migrant Communities in Japan. Jack Brophy, Dunya Donna Chen, Antonin Cheymol, Giulia Barbareschi, & Kouta Minamizawa.
- Complicating Localization: Negotiating the Synoptic View in an AIDS Housing Map. Sara Doan.

PANEL



From Resistance to Resilience Cross-Disciplinary Approaches to AI Integration in University Communication Programs

Prairie Room

4:30 pm – 5:30 pm

- Thomas Barker and Matina Kalcounis-Rueppell.

6:30 pm – 7:30 pm



Generative AI Workgroup and Community Discussion

Aurora Room

Moderator

Bremen Vance

Join the AI Working Group for an open discussion on ProComm's evolving approach to artificial intelligence. This meeting is for all members of the ProComm community to engage in dialogue, offer input, and contribute to the development of meaningful and inclusive approaches to AI across our professional and academic contexts.

EVENING DRINK

7:30 pm – 8:30 pm

Junior Researchers' Evening

Sherlock Holmes Pub

Let's take a break from the formal sessions and meet over a drink. Whether you're looking to connect with new people or just enjoy a good conversation, come join us for an easygoing evening with fellow junior researchers!

Sherlock Holmes Pub:
8519 112 St. NW





Waterton Park, Alberta, Canada

TUESDAY, JULY 14

7:45 am – 10:00 am



Breakfast

Foyer

8:30 am – 3:00 pm

Conference Registration

Lister Centre Foyer

SESSION 5



Communication Design and User Experience

Aurora Room

9:00 am – 10:00 am

Moderator

Jessica Campbell

- Design for Empowerment: Principles for Usable FemTech. **Jessica Campbell, Akshata Balghare, Ashley Rea, & Melika Nouri.**
- Rethinking Remote Usability Testing: A Case Study and Theory-motivated Heuristics. **Inika Gupta & Mark Zachry.**
- Experience Architecture for Design Fields: Some Critical Findings from a UX Faculty Survey. **Sushil K Oswal & Philip B. Gallagher.**

9:00 am – 10:00 am



Rethinking Visual Design

Prairie Room

- Typologies of Spatiotemporal Data Visualizations: An Integrative Literature Review. **Kerry Ulm.**
- Digitizing 3D Objects For Technical Documentation Using Photogrammetry Workflow. **Angel de Jesus Ramos & Bremen Vance.**

SESSION 6



AI-Mediated Documentation (Hybrid)

Aurora Room

10:15 am – 11:15 am

Moderators

Daocheng Lin (online)

Guiseppa Getto (in person)

- AI Governance Readiness in Documentation Teams: Survey-Based Insights Toward Governance Readiness. **Guiseppa Getto, Jackie Damrau, & Angel Mancio.**
- Virtual Archives: A Secure AI-Powered Knowledge Assistant for Context-Aware Technical Communication and Document Intelligence. **Abdul Azeez Shaik, Thomas Gammer, & Anthony Caruso.**
- Privacy, Authorship, and Accountability in Ambient AI Clinical Documentation Systems. **Motunrayo Ogunrinbokun.**

10:15 am – 11:15 am



Birds of a Feather, Networking Session

Prairie Room

Join us for an informal "Birds of a Feather" networking session, designed to facilitate authentic, peer-to-peer discussions on key topics in technical and professional communication. Simply drop by a table that matches your interests to connect with colleagues, share experiences, and spark new collaborations in a relaxed, self-guided setting.



KEYNOTE 2

11:30 am – 12:30 pm

Keynote Speaker

Carrie Demmans Epps

Computing Science

Keynote Speaker

Mark Simpson

English and Film Studies

Beyond the Divide: Navigating Interdisciplinary Collaboration

Maple Leaf Room

Co-Creating Understanding Across Groups

Effective inter-disciplinary collaboration requires communication that facilitates the integration of concepts from complementary spaces, but differences in terminology use, foundational beliefs about how to work, and misaligned values lead to discomfort that limits participants' willingness to engage in certain forms of communication thus impeding collaborative efforts. While strategies such as metaphor use can facilitate cross-disciplinary understanding, they do not address the broader challenges to effective collaboration and communication in teams that span disciplines and population groups.

Transforming Energy Futures

A formative insight for the Energy Humanities as an interdisciplinary practice holds that energy is not just a technical input but also and always a social, cultural, and ecological relation. Energy's forms and uses necessarily shape manifold aspects of global life today - human expectations, sensibilities, habits, desires, ways of being in the world and with nature - that might ordinarily seem to have nothing to do with questions of energy. This insight has profound implications for energy's futures, since it means that any shift away from fossil fuels toward other energy forms, urgently necessary in view of climate change, will entail and must involve not simply technological fixes but significant social, cultural, and ecological transformation too. The challenge of such compound transformation demands cross-disciplinary collaboration in response.

BREAK

12:30 pm – 1:45 pm



Lunch, Town Hall

Maple Leaf Room

ProComm Connect Online: Networking and Collaboration. Online networking event. **Zoom Meeting ID: 940 4280 0505. Passcode: 243714.**

SESSION 7

1:45 pm – 3:00 pm



Ambiguities and Ethics: Field Reports of Globally Relevant TPC Activities

Aurora Room

Hybrid. Kathryn Northcut, Laura Palmer, Julianne Newmark, Yoonji Kim and Munira Mutmainna.

WORKSHOPS

1:45 pm – 3:00 pm



Prairie Room

Simon Wang

From Static to Interactive —
Transforming Professional
Communication Materials with
Agentic AI and Vibe Coding.

Glacier Room

Ray Gallon

When Truth Doesn't Work—
Combining UX and Digital
Pedagogy to Combat Fake News.

SESSION 8

3:15 pm – 4:15 pm



Multimodal Communication in Context (Hybrid)

Aurora Room

Moderator

Aneet Narendranath

- Emotional Appeals of Emerging Scientific Visualization Genres in Academic Journals of Digital Age. **Daocheng Lin.**
- Potentials of Multimodal Content Analysis (MMCA) for Evaluating Globalized and Localized Practices in Technical Communication. **Carol Saalmueller.**
- Entrepreneurial Personas as Gateways to Visualizing Value Creation in Pitch Decks. **Sirena Hargrove-Leak, Ramie Sussex, & Aneet Narendranath.**

3:15 pm – 4:15 pm

**Institutional Communication****Prairie Room**

Moderator
Timothy Ponce

- Representing Professional Preparation in a Multi-User Context: A UX-Informed Analysis of Skill Discourse on Technical Communication Program Websites. **Timothy Ponce & Daniel Williams.**
- Accessibility Beyond Compliance: How Students with ADHD Navigate Academic Program Information. **Sydney Taylor, Hope Bull, & Philip B. Gallagher.**
- “We Deeply Apologize”: Are Airline Apologies a Genre?. **Maren Johnson Schulzke.**

SESSION 9**Culturally-Adaptive Organizational Communication (Hybrid)****Aurora Room**

4:30 pm – 5:30 pm

Moderator
Hua Wang

- Cultural Inclusivity in AI-Mediated Workplace Communication: A Comparative Study of DeepSeek and Perplexity. **Jaden Visioli & Hua Wang.**
- Shared Goals, Fragmented Infrastructures: Inter-Organizational Coordination in Pakistan’s Nonprofit Ecosystem. **Khawar Latif Khan.**
- Culturally Adaptive Content Strategy Pedagogy through Global Style Guides: A Classroom Case. **Meghalee Das.**

4:30 pm – 5:30 pm

**Gateways in TPC Research and Teaching****Prairie Room**

Moderator
Ann Duin

- Reflections of a TPC researcher: Identifying gateways to culturally-adaptive research from 1985–2025. **Ann Duin.**
- Patterns in Intercoder and Interrater Reliability: An Analysis of Technical Communication Research Reporting Practices (2017–2025). **Maia Pacini.**
- Open Educational Resources as Gateways to Place-Based Technical and Engineering Communication. **Richard Branscomb.**

DINNER**Conference Dinner****Maple Leaf Room**

6:30 pm – 8:30 pm

Awards Ceremony and Networking. Cost is included with registration. Cash bar available. Enjoy dinner and non-alcoholic drinks, and stop by the photographer’s corner for a complimentary professional headshot (a good excuse to dress up... just a bit!).



Dawson Bridge, Edmonton, Alberta

WEDNESDAY, JULY 15

7:45 am – 10:00 am



Breakfast

Foyer

8:30 am – 11:00 am

Conference Registration

Foyer

The conference will commence with an opening message from the conference chairs.

SESSION 10



9:00 am – 10:00 am

Moderator

Minahil Bakhtawar

A. AI in TPC Pedagogy

Aurora Room

- Engineering Communication Pedagogy In The Age of GenAI: A Taxonomy of Approaches. **Minahil Bakhtawar & Alan Chong.**
- Exploring Engineering Students' Use of AI in Technical Writing. **Kelly Scarff, Angelo Biviano, Christine Burgoyne, Kathleen Carper, Josh Iorio, Ashley Taylor, & Laura Morillo.**
- I don't want to be dependent on it to learn": Acquiring Expertise and Protecting Learning in the Age of AI. **Clay Walker and Mariel Krupansky.**

9:00 am – 10:00 am



Moderator

Joseph Jeyaraj

B. Reconsidering TPC Frameworks

Prairie Room

- UX And Information Architecture: Keeping Them Separate, Working With Engineers As Subject Matter Experts. **Joseph Jeyaraj.**
- Supporting Critical Thinking through Design Thinking Instruction in TPC Engineering Support Courses. **Rebekah Maples, Lauren Beck, Erin Martin-Elston, Krista Speicher Sarraf, & Sadie Johann.**
- Lean Startup as Triple Emergence: A Sociotechnical Theory of Entrepreneurship Communication. **Clay Spinuzzi.**

SESSION 11



10:15 am – 11:15 am

Moderator

Crista Mohammed

A. Evaluating AI Automation

Aurora Room

- Can Generative AI Write Effective Abstracts for the ETC Community?. **Crista Mohammed, Azim Abdool, & Janine Jaggernauth.**
- Individual-Scale Governance: Why Speed Increases the Need for Structure in Vibe Coding Workflows. **Bremen Vance, & Guiseppe Getto.**



Algorithmic Beauty as Communication Infrastructure: Culturally Adaptive Professional Visibility in AI-Mediated Global Platforms. **Pacificah Mariita.**

10:15 am – 11:15 am



Moderator

Calvin Pollak

B. Communication Assessment and Automation

Prairie Room

- "Less 'Slop,' More Human: Teaching Writing Style Against LLMs." **Calvin Pollak**
- Humanistic bias in AI-powered grading: An analysis of linguistic and rhetorical features related to high and low scoring student papers. **Michael Laudenbach & Ben Markey.**
- Tracking Reflective Development: Designing a Longitudinal Corpus Instrument. **Cameron Mozafari, Davey Seeman, & Luke Shao**

BREAK



11:30 am – 1:30 pm

Lunch, Town Hall, and Closing Session

Maple Leaf Room

Learn more about *IEEE ProComm* opportunities and participate in the Town Hall meeting.

Boxed lunches will be set up by 11:30 AM; attendees can choose a bag of chips and a drink on the side.



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NOTES

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NOTES

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ProComm 2027

The IEEE ProComm 2027 conference will be held at California Polytechnic State University in San Luis Obispo, CA, on July 11-14, 2027.



CAL POLY

California Polytechnic State University
San Luis Obispo, California, USA
July 11-14, 2027

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Scan the QR code or click this link:
<https://forms.gle/5Z3Ym9ThCnrLf8SU6>

