Welcome to ProComm 2024 and Pittsburgh!

As your Co-Chairs, we are delighted to see such a diverse and distinguished group of scholars, researchers, and professionals gathered here to share your knowledge, insights, and innovations.

This conference—like all ProComm conferences—is a testament to our collective commitment to advancing our field and fostering collaboration; truly, the word "excellence" is defined by looking around at the colleagues at this gathering. Over the next few days, we will have the opportunity to engage in thought-provoking discussions, attend enlightening presentations and panels, and participate in dynamic workshops.

Our theme this year, Building Bridges: Connecting Ideas, People, and Possibilities, embodies the essence of progress, collaboration, and growth. The conference team has curated a program that highlights cutting-edge research, innovative methodologies, and emerging trends, ensuring that each of you leaves with new ideas and perspectives. We encourage you to take full advantage of the networking opportunities available, such as the Awards Dinner. We hope that you can reconnect with your familiar peers, find some new colleagues, exchange ideas, and build lasting professional relationships.

We would like to extend our gratitude to our speakers, sponsors, and the entire organizing committee for their hard work and dedication in making this event possible. Your contributions are invaluable.

Thank you for being here, and we look forward to a stimulating and rewarding conference. And we hope to see you next year in Denmark!

Welcome!

Traci Nathans-Kelly and Allison Hutchison, Co-Chairs ProComm 2024

---

**Sunday, July 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 pm</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td></td>
<td>Wyndham/Marriott Bistro</td>
</tr>
</tbody>
</table>

**Monday, July 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00 am</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Sessions</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 am</td>
<td>Sessions &amp; Workshops</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Break</td>
</tr>
<tr>
<td>11:15 am</td>
<td>Sessions</td>
</tr>
<tr>
<td>12:15 pm</td>
<td>Lunch (provided)</td>
</tr>
<tr>
<td>1:15 pm</td>
<td>Keynote: Reva Schwartz</td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Break</td>
</tr>
<tr>
<td>2:30 pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Break</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Sessions</td>
</tr>
</tbody>
</table>

**Tuesday, July 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Sessions</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 am</td>
<td>Workshops &amp; Panel</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Break</td>
</tr>
<tr>
<td>11:15 am</td>
<td>Sessions</td>
</tr>
<tr>
<td>12:15 pm</td>
<td>Lunch (provided)</td>
</tr>
<tr>
<td>1:15 pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Break</td>
</tr>
<tr>
<td>2:30 pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Break</td>
</tr>
<tr>
<td>3:45 pm</td>
<td>Panel</td>
</tr>
</tbody>
</table>

**Tuesday, July 16 (continued)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 pm</td>
<td>Awards Dinner and Networking Event</td>
</tr>
</tbody>
</table>

**Wednesday, July 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Sessions</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 am</td>
<td>Workshops &amp; Panel</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Break</td>
</tr>
<tr>
<td>11:15 am</td>
<td>Closing Session</td>
</tr>
<tr>
<td>12:45 pm</td>
<td>Lunch (provided)</td>
</tr>
</tbody>
</table>
GENERAL INFORMATION

WEB SITE
https://attend.ieee.org/procomm-2024/

PROCOMM PROCEEDINGS ONLINE
Available only during the conference:
https://conferences.computer.org/procommpub24
username: procommpub24
password: conf24/

After the conference, find the Proceedings in IEEE Xplore.

CARNegie MElLOn CAMPUS MAP (DyNAmIC):

MAIn COnFERENCE VENUE
Jared L. Cohon University Center (main conference site)
5032 Forbes Avenue
Pittsburgh PA 15213
412-268-2107

Information Desk:
Mon-Fri: 8:00AM - 10:00PM
Contact the Cohon Center Info Desk at +1 412-268-2107

REGISTRATION
Registration materials for participants will be available during the following times:

July 14: 5:00 - 7:00 pm
The Welcome Event at Wyndham/Marriott Bistro
100 Lytton Avenue
Pittsburgh, PA 15213

July 15, 16: 8:00 - 3:00 pm
Connan Conference Room
Jared L. Cohon University Center (main conference site)
5032 Forbes Avenue
Pittsburgh, PA 15213
412-268-2107

July 17: 8:00 - 11:00 am
Connan Conference Room

WELCOME RECEPTION
July 14: 5:00 - 7:00 pm
Wyndham/Marriott Bistro.
100 Lytton Avenue
Pittsburgh, PA 15213
(very casual, non-ticketed event)

AWARDS DINNER AND NETWORKING EVENT
July 16: 5:00 - 7:00 pm
The Great Hall, College of Fine Arts
4919 Frew Street
Pittsburgh PA 15213
(To find the Great Hall, enter the College of Fine Arts building from the west main entrance closest to the College of Fine Arts Lawn)

BREAKS AND CONVERSATION
Join us in the break rooms for refreshments, conversation, and more.

July 15, 16: Danforth Conf Room
Jared L. Cohon University Center (main conference site)
July 17: Connan Conf Room
Jared L. Cohon University Center (main conference site)

MEALS
Breakfasts: Breakfasts are not served by the conference. However, there will be coffee, tea, and light snacks midmorning in the break room.

Lunches: Lunches will be served by ProComm. Please come to the Danforth Conference Room for your lunch items, and then choose your seating in the Connan conference room, the Danforth conference room, or outside (weather permitting).

Dinners: Evening meals on July 14 and 15 are on your own. On July 16 there will be an Awards Dinner and Networking Event where dinner will be provided, see above for location.

PARKING
• East Campus Garage is at 5040 Forbes Ave.
• CMU Gates Garage is at 594-598 Boundary St.
Rates and more information is at https://www.cmu.edu/transportation/park/visitor.html

INTERNET ACCESS
Connect to Guest Wireless:
• Select the CMU-GUEST wireless network.
• Visit any web page.
• You will need a valid non-CMU email address and the access code (B89GJHXA).
• Accept the terms of use and click Log In.

(Only one session is allowed per email address. Using the same email to connect multiple devices, will disconnect all devices.)

More information can be found at:
https://www.cmu.edu/computing/services/endpoint/network-access/wireless/how-to/guest.html

ADDITIONAL GOODS AND SERVICES
For additional services, such as banking and printing, please refer to the Cohon Center’s webpage at:
https://www.cmu.edu/cohon-university-center/stores-and-services/index.html

ProComm welcomes your involvement! Use this QR code to find out more.
CONFERENCE COMMITTEE LEADERSHIP

Traci Nathans-Kelly, Ph.D.
Conference Co-chair

Allison Hutchison, Ph.D.
Conference Co-chair

Kira Dreher, Ph.D.
Program Co-chair

Darina Slattery, Ph.D.
Program Co-chair

Joyce Karreman, Ph.D.
Proceeding Co-chair

Lin Dong Ph.D.
Proceeding Co-chair

Suguru Ishizaki, Ph.D.
Local Arrangements

Laura Patterson, Ph.D.
Diversity Chair

Sean Moseley, Ph.D.
Finance Chair
FEATURED SPEAKERS

Reva Schwartz

The Future of AI from a Sociotechnical Lens

Our conference keynote is Reva Schwartz. Schwartz is a research scientist at the National Institute of Standards and Technology’s (NIST) Information Technology Laboratory (ITL). She serves as Principal Investigator on Bias in Artificial Intelligence and leads the NIST ARIA Program which seeks to advance measurement science for the risks and impacts of generative AI. Her research focuses on evaluating the societal impacts of AI systems, improving organizational practices, and driving understanding of socio-technical systems.

RECOMMENDED SPEAKER

Monday
McConomy Auditorium
1:15 pm – 2:15 pm

PHOTO COURTESY OF MINDAUGAS DULINSKAS CANVA.COM

2024 AWARDS

BLIGQ AWARD

Rebecca Walton
Ronald S. 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 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.

Rebecca Walton is the Executive Associate Dean for the College of Humanities and Social Sciences at Utah State University and a professor of technical communication and rhetoric in the Department of English. Walton researches how people intervene for justice in their workplaces. Her co-authored scholarship has won multiple national awards, including awards for best book, best theory article, and best empirical research article. Her research has informed implicit bias training, policy revision, and curriculum development at multiple universities, and her leadership experience includes external program review, journal editorship, and program redesign at the undergraduate and graduate levels.
**GOLDSMITH AWARD**

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).

The University of Toronto’s Engineering Communication Program (ECP) was founded over twenty-five years ago with the aim of providing disciplinarily relevant communication instruction to engineering students. Since then, the unit has grown to provide integrated communication instruction that responds to the changing needs of our associate faculty members in Engineering departments, that fulfills the requirements of Canada’s Engineering Accreditation Board and that consistently engages students by building curriculum that makes sense to them. ECP works in different capacities in each of the nine Engineering departments at UofT, as well as the common First Year, offering standalone communication courses, partnering with Engineering faculty on communication and design courses, and providing course support by collaborating on assignment and rubric design, as well as offering assignment-specific instruction. With the relatively new Institute for Studies in Transdisciplinary Engineering Education and Practice (ISTEP) grows, ECP has begun to co-mingle engineering communication instruction with transdisciplinary competencies including leadership and ethics and equity to realize the interconnectedness of future skills that ensure success across complex engineering contexts, and the importance of communication as a foundational competency to other transdisciplinary skills.

(Right top to left, top to bottom)

Prof. Ken Tallman, Prof. Fiona Coll, Prof. Rob Irish*, Prof. Lydia Wilkinson, Prof. Deborah Tihanyi*, Prof. Peter Weiss* (Emeritus), Prof. Ted Nolan, Prof. Alan Chong (Director), Prof. Jennifer Lofgreen

* Former Directors

Goldsmith Award winners
The Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society recognizes IEEE ProComm members that have provided outstanding service to the Society.

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.

Pam Estes Brewer is Professor and Chair of Technical Communication in the School of Engineering at Mercer University. She serves on the IEEE ProComm Board of Governors and is a Fellow in the Society for Technical Communication. She researches, authors, and presents on topics related to hybrid teaming and research methods. Dr. Brewer has an ongoing relationship with the Department of Homeland Security supervising usability testing of DHS web assets. She has published two books, International Virtual Teams and, with Dr. George Hayhoe, the 2nd edition of A Research Primer for Technical Communication.

Ya Sun and Chenghui Wu (student) are recognized for their paper “Discursive Construction of Message Credibility for Chinese State-Owned Enterprises on Twitter,” which appeared in the September 2023 issue of the Transactions (3Q23).
The James M. Lufkin Award recognizes the best conference paper submitted to IPCC Proceedings. The winner is selected by the IPCC Conference Committee in consultation with the PCS Awards Committee.

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.

Suzanne Lane is a Senior Lecturer in Cornell’s Engineering Communications Program, and the Vice President of ProComm. Formerly, she directed MIT’s Writing, Rhetoric, and Professional Communication Program, where her curriculum development and improvements in the working conditions for lecturers led to the program winning a CCCC Writing Program Certificate of Excellence in 2021-2022. Suzanne researches how new media affects engineering genres and how the reasoning in engineering fields and subfields shape academic genres, and she develops tools for teaching and assessing engineering communication.

Nora Rivera is an Assistant Professor in the Department of English at Chapman University. She is the author of The Rhetorical Mediator: Understanding Agency in Indigenous Translation and Interpretation through Indigenous Approaches to UX (2024). Her dissertation received the 2022 Outstanding Dissertation award from the American Association of Hispanics in Higher Education and the 2022 Honorable Mention award from the Latin American Studies Association. She is the recipient of the Society for Technical Communication 2023 Frank R. Smith Award for Outstanding Journal Article in Technical Communication. Rivera’s interdisciplinary work has been published in numerous academic journals and edited collections.

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.

Ben Markey is a Ph.D. student in Rhetoric at Carnegie Mellon University. His research interests include computational text analysis, LLMs, Writing in the Disciplines, and formative assessment at scale. His dissertation explores the use of computational methods (e.g., corpus linguistics, machine learning, etc.) to help teaching assistants assess writing in STEM courses taught at scale.
CONFERENCE PROGRAM

• PROCOMM 2024 PITTSBURGH

SUNDAY, JULY 14

WELCOME RECEPTION
5:00 pm – 7:00 pm
Come join us for a Welcome Party on the Monday night prior to the conference at the Wyndham/Marriott Bistro.

MONDAY

OPENING
8:00 am – 8:20 am
The conference will commence with an opening message from the conference chair.

ENGINEERING EDUCATION
8:30 am – 9:30 am
McKenna Conf Room
- Teaching Communication in Context: Rhetorical Moves in Data Science Reports (Allison Hutchison)
- Collaborative Writing for Engineering Learners in India: From a Dormant to a Dynamic Skill (Divya John)
- Bridging Rhetoric and Engineering: Qualitative Results from a Writing Center Program to Improve Engineering Undergraduate Writing (D’Arcy Randall and Hye Sun You)

ENTREPRENEURSHIP
1:15 pm – 2:15 pm
Wright Conf Room
- “Homogenize the Markets”: Associations and Substitutions in a Startup’s Sociotechnical Arguments, 2016-2023 (Clay Spinuzzi)
- Value Propositions as Fractional Objects: Searching for Strands of Stabilization in a Startup’s Arguments (Clay Spinuzzi and David Guile)
- Visualizing the Entrepreneur’s Journey: Synchronic, Iterative, and Linear Representations (Clay Spinuzzi and Omar Sabaj)

PHOTO COURTESY OF SEANPAVONEPHOTO CANVA.COM

OPENING
McConomy Auditorium
WELCOME
8:00 am – 8:20 am
MODERATOR
D’Arcy Randall

SUNDAY , JULY 14

WELCOME
5:00 pm – 7:00 pm
Come join us for a Welcome Party on the Monday night prior to the conference at the Wyndham/Marriott Bistro.

MONDAY

ENGINEERING EDUCATION
8:30 am – 9:30 am
McKenna Conf Room
- Teaching Communication in Context: Rhetorical Moves in Data Science Reports (Allison Hutchison)
- Collaborative Writing for Engineering Learners in India: From a Dormant to a Dynamic Skill (Divya John)
- Bridging Rhetoric and Engineering: Qualitative Results from a Writing Center Program to Improve Engineering Undergraduate Writing (D’Arcy Randall and Hye Sun You)

ENTREPRENEURSHIP
1:15 pm – 2:15 pm
Wright Conf Room
- “Homogenize the Markets”: Associations and Substitutions in a Startup’s Sociotechnical Arguments, 2016-2023 (Clay Spinuzzi)
- Value Propositions as Fractional Objects: Searching for Strands of Stabilization in a Startup’s Arguments (Clay Spinuzzi and David Guile)
- Visualizing the Entrepreneur’s Journey: Synchronic, Iterative, and Linear Representations (Clay Spinuzzi and Omar Sabaj)

PHOTO COURTESY OF SEANPAVONEPHOTO CANVA.COM
MONDAY

BREAK
2:15 pm – 2:30 pm

SESSIONS
2:30 pm – 3:30 pm

MODERATOR
Nupoor Ranade

INDUSTRY/ACADEMIC BRIDGES, PART II
KMcKenna Conf Room

• Extended Abstract: Competencies and Connections: Toward Bridging the Academic-Industry Gap
  (Nupoor Ranade and Jason Swarts)
• Building Bridges: Five Nonprofit Grant Writers Reflect on Learning the Profession
  (Sarah Gunning, Denelle Joynes, Ashley McMullen, Justine Trybus)
• Extended Abstract: Bridging the Academy and the Workplace: Industry Practitioner Perceptions of Engineering Communication Skills
  (Eva Brumberger and Allison Ellsworth)

FOCUSSING ON LOCALITY
Wright Conf Room

• Diagnosing Communities with the 5Ds: Applying a Framework for Understanding Barriers to Communication and Collaboration in Three Small Texas Communities
  (Gregory Pogue, Clay Spinuzzi, Tristin Hooker, Andrew Booth)
• Carrying Meaning, Bridging Worlds: Indigenous Language Localization in Western Courts
  (Nora Rivera)
• Looks Matter! A Comparative Analysis of Image Use on Chinese and Western Municipal Websites
  (Yaxing Li, Joyce Karreman, Menno de Jong)

BREAK
3:30 pm – 4:00 pm

SESSIONS
4:00 pm – 5:00 pm

MODERATOR
Sushil K. Oswal

AI
KMcKenna Conf Room

• Extended Abstract: The Impact of Interactive AI Feedback on STEM Students’ Writing of Lay Research Summaries
  (Tzipora Rakedzon, Ayelet Baram-Tabari, Elad Segev, Roy Yosef)
• Leveraging AI to Bridge the Gap Between Aspiring Engineers and Effective Communicators
  (Aneet Dharmavaram Narendranath, Radheshyam Tewari, Jalycyn Johnson)
• Examining the Accessibility of Generative AI Website Builder Tools for Blind and Low Vision Users: 21 Best Practices for Designers and Developers
  (Sushil K. Oswal and Hitender K. Oswal)

PHOTO COURTESY OF YASH BANKA UNsplash
CONFERENCE PROGRAM

TUESDAY

8:30 am – 9:30 am
• "It Was Frustrating to Have to Constantly Redesign": An Exploration of Authenticity in Advanced UX Education
  (Pitch Sinlapanuntakul, Sophie Park, Connie Yang, Mark Zachry)
  • A Symbiotic Relationship: Combining User Experience Methods and Systems Theory to Understand Engineering Doctoral Students’ Professional Identity Development
  (Jason Tham, Jennifer Cross, Mario Beruvides, Diego Polanco-Lahoz, Md. Rashedul Hasan, Kelli Cargile Cook)
  • Approaches, Contexts, and Critiques of UX Pedagogy: An Exploration of Themes from an Integrative Literature Review
  (Guiseppe Getto, Philip Gallagher, Suzan Flanagan)

9:45 am – 11:00 am
• The Impact of an Entrepreneurially Minded Learning Activity on the Metadiscourse of Students’ Reflections
  (Aneet Dharmavaram Narendranath, Sirena Hargrove-Leak, Zachary Thelander)
  • Building Reflection and Communication Bridges for Broadening of Knowledge in Learned Ignorami
  (Radheshyam Tewari, Aneet Narendranath, Jaclyn Johnson)
  • Teaching Collaborative Problem-Solving in Technical and Professional Communication
  (Zarah Moeggenberg and Melissa Maier)

11:15 am – 12:15 pm
• Current Ethical Stances in Plain Language Research Across Fields
  (Kira Dreher and Russell Willerton)
  • Meeting ABET Outcomes through Teaching Students to Analyze the Ethics of an AI System
  (Suzanne Lane)
  • Extended Abstract: Bridging Deep Tech Ethics, Community Literacy, and Computer Science Education
  (Mary Glavan and Rodrigo Ferreira)

12:15 pm – 1:15 pm
Lunch will be served at Danforth Conf. Room & Connan Conf Room.

1:15 pm – 2:15 pm
• Bridging the Gap: Exploring Barriers and Opportunities of Collaboration in User Experience Partnerships Between Nonprofits and (Technical and Professional Communication) Academics
  (Krista Sarraf)
  • Bridging People and Practice: Using Design Systems to Teach Accessibility
  (Adam Strantz)
  • Successful Problem-Solving in User Support Forums: A Study Aimed at Identifying Post and Thread Characteristics
  (Jozevel Adriaansz and Joyce Karreman)
TUESDAY

SESSIONS
2:30 pm – 3:30 pm

MODERATOR
Mason Pellegrini

GENRES, PART II
McKenna Conf Room

• Extended Abstract: Delightful Documentation? Improving Documentation Quality with the Kano Model
  (Yoel Strimling)

• Bridging the Gap between Executive and Technical Communication
  (Kathryn Gannon)

• The Rhetorical Structure of the Entrepreneurial Pitch Problem Statement: Findings from an International Business Accelerator
  (Paul Hunter and Mason Pellegrini)

OTHER EDUCATION
Wright Conf Room

Hayhoe Fellow Award Winner

• Presenting and Making Relevant: A Semantic Frame Analysis of Teaching Assistant Perceptions of Writing in Statistics
  (Ben Markey)

• Extended Abstract: Training Engineering Faculty on How to Mentor Scientific Communication: Soft Piloting an Evidence-Based Intervention at Rice University
  (Kamisha Escoto, Elizabeth Festa, Sibani Biswal)

• Extended Abstract: You Can Lead a Horse to Water: Students’ Usage Patterns of an Open Educational Resource for Technical Communication
  (Jonathan Arnett)

BREAK
3:30 pm – 3:45 pm

PANEL
3:45 pm – 4:30 pm

MODERATOR
Kamisha Escoto

McKenna Conf Room

• Teaching Critical LLM Literacy and Rhetorical Design in Technical and Professional Communication
  (Calvin Pollak, Alexander Helberg, Cameron Mozafari)

AWARDS DINNER AND NETWORKING EVENT

Come join us as we celebrate our award recipients.
Address:
The Great Hall, College of Fine Arts
4919 Frew Street
Pittsburgh PA 15213
(To find the Great Hall, enter the College of Fine Arts building from the west main entrance closest to the College of Fine Arts Lawn). Attendees can follow a guide from just outside the Connan room to the venue.

WEDNESDAY

SESSIONS
8:30 am – 9:30 am

MODERATOR
Amy Baird

ACCESSIBILITY
Dowd Conf Room

• Connecting Accessibility and Engineering/Computing in the Technical Communication Classroom
  (Amy Baird and Lauren Kuryloski)

• Motor-Mobility Testing for the Enhancement of Web Application Accessibility
  (Philip B. Gallagher and Michael K. Griffin)

MODERATOR
Massimo Verzella

TRANSLATION AND LANGUAGE
Pake Conf Room

• Extended Abstract: What We Can Learn from Shifts in Emphasis in Technical Translations
  (Massimo Verzella)

• Constructing a Glossary of Translated Technical Terms for Professional Communication: Using the Chinese Translations of English Terms in Epidemiology as an Example
  (How-Ran Guo and Yen-Cheng Tseng)

• Extended Abstract: Communicate with Ethical Values - Lessons from the Ancient Sangam Literature of Tamil!!
  (Aravindhan Ambazhagan)

BREAK
9:30 am – 9:45 am

PANEL
9:45 am – 11:00 am

MODERATOR
Connan Conf Room

• Bridging Transformative Possibilities in Engineering Communication
  (Richard Branscomb, Andrea Francioni Rooney, Joe Moore, Daniel Tkacik)
### WEDNESDAY

**WORKSHOP**
- **Pake Conf Room**
  - 9:45 am – 11:00 am
  - The Challenge of Teaching ‘Effective Written Communication’: Bridging the Gap Between Common and Best Practices
    - (Ros Woodhouse and Julie Rosen)

**BREAK**
- 11:00 am – 11:15 am

**CLOSED SESSION**
- **McConomy Auditorium**
  - 11:15 am – 12:45 pm
  - IEEE/ProComm Opportunities (Pamela Estes Brewer and Daria Slattery) followed by President’s Town Hall

**LUNCH**
- 12:45 pm – 1:45 pm
  - Lunch will be served at the Danforth Conference Room.

**NOTES**

---

ProComm welcomes your involvement! Use this QR code to find out more.

![QR Code](image-url)
About Us
Our innovative onsite and online programs are designed to give students an immersive learning experience while affording flexibility and accessibility to all students.

Our strengths include:
- Excellent job placements
- Quality research & teaching facilities
- Dedicated & 1-on-1 mentorship
- Tailored professional development curriculum
- Ample funding opportunities
- Nationally renowned faculty members

To find out more, visit www.depts.ttu.edu/english

Questions about graduate studies? Email us at english.tcr@ttu.edu

Graduate Programs
Ph.D. in Technical Communication & Rhetoric
M.A. in Technical Communication
Graduate Certificate in Teaching Technical Communication
Graduate Certificate in Grant & Proposal Writing

Our Faculty
The accomplished and committed faculty in our program offer a wide range of expertise and courses to prepare students to be scholars and leaders in rhetoric and technical communication studies.

- Michael Faris: Digital rhetoric & literacy, feminist & queer rhetorics, WPA
- Priya Ganguly: Transnational rhetorics, rhetorics of health & medicine
- T J Geiger II: Religious rhetorics, feminist rhetorics, rhetorical history
- Kellie Gray: Visual & digital rhetorics, technical communication pedagogy
- Steve Holmes: Ethics, social justice, rhetorical history & theory
- Callie Kotelchuk: Rural literacies, feminist rhetoric, composition studies
- Mason Pellegrini: Workplace writing, entrepreneurship, qualitative methods
- Lisa L. Phillips: Environmental, sensory, & intersectional feminist rhetorics
- Beau Pihlaja: Global technical communication, digital technologies
- Rich Rice: Composition & rhetoric, new media, online writing instruction
- David Roach: Instructional communication, communication apprehension
- Geoff Sauer: Database-driven content, responsive design, theory
- Brian Still: User experience, invention, entrepreneurship
- Jason Tham: Design thinking, collaboration, emerging technologies
- Scott Weedon: Rhetorical genre studies, rhetorics of science & medicine

Texas Tech University
Technical Communication & Rhetoric

Institute for Studies in Transdisciplinary Engineering Education and Practice
UNIVERSITY OF TORONTO

ISTEP brings together existing initiatives, academic programming, scholarship and people from across the Faculty of Applied Science & Engineering to create a vibrant ecosystem for instruction innovation across five transdisciplinary fields.

Learn more about us @ https://istep.utronto.ca/
The faculty of Cornell’s Engineering Communications Program celebrates ProComm 2024

We wish all conference attendees a rewarding conference experience.

- Traci Nathans-Kelly, Conference Co-Chair
- Allison Hutchison, Conference Co-Chair
- Suzanne Lane, IEEE ProComm Conference Committee
- Cameron Mozafari
- Hua Wang
- Rick Evans, Emeritus

https://www.engineering.cornell.edu/students/undergraduate-students/curriculum/engineering-communications-program

PHOTO COURTESY OF MICHAEL HENNINGER
CARNegie MELLON UNIVERSITY
IEEE ProComm 2025 will be held in Sønderborg, Denmark, July 20-23, 2025. ProComm will be hosted by the Centre for Industrial Engineering (CIE) at the University of Southern Denmark.

Watch for upcoming details, calls for participation, and more!
https://procomm.ieee.org/
ProComm welcomes your involvement! Use this QR code to find out more.