

Final Program Schedule

Presenters: Please remember to bring your own adapters/dongles for use with any laptops or tablets.

| Monday 15th July | | |
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| Registration: 8-3, Connan Conference Room, Jared L. Cohon University Center 5032 Forbes Avenue | | |
| 8-8:20 | Opening Remarks, McConomy Auditorium | |
| 8:30 to 9:30 | Session 1 | |
| | 1A: McKenna Conf Room | 1B: Wright Conf Room |
| | Engineering Education. Moderator: D'Arcy Randall | Entrepreneurship. Moderator: David Guile |
| | Allison Hutchison (Cornell University). Teaching Communication in Context: Rhetorical Moves in Data Science Reports. | Clay Spinuzzi (University of Texas at Austin). "Homogenize the Markets": Associations and Substitutions in a Startup's Sociotechnical Arguments, 2016-2023. |
| | Divya John (Sri Sivasubramaniya Nadar (SSN) College of Engineering, Chennai, Tamil Nadu, India). Collaborative Writing for Engineering Learners in India: From a Dormant to a Dynamic Skill. | Clay Spinuzzi (University of Texas at Austin) and David Guile (University College London). Value Propositions as Fractional Objects: Searching for Strands of Stabilization in a Startup's Arguments. |
| | D'Arcy Randall (Dept. of Mechanical Engineering, The University of Texas at Austin) and Hye Sun You (Dept. of Teaching and Learning, The University of Iowa). Bridging Rhetoric and Engineering: Qualitative Results from a Writing Center Program to Improve Engineering Undergraduate Writing. | Clay Spinuzzi (University of Texas at Austin), Omar Sabaj (Universidad de la Serena) and German Varas (Universidad de la Serena). Visualizing the Entrepreneur's Journey: Synchronic, Iterative, and Linear Representations. |
| break: 9:30-9:45, Danforth Conf. Room | | |
| 9:45-11:00 | Session 2: Workshops | |
| | A: McKenna Conf Room | B: Wright Conf Room |
| | Workshop | Workshop |
| | Stephen Harper (Technological University Dublin) and Paul Talbot (University of Applied Sciences Technikum Vienna). Visualizing Engineering Communication – Using Systems Design to Understand Communication in an Engineering Project. | George Hayhoe (Mercer University (emeritus)), Mason Pellegrini (Texas Tech University), Joyce Karreman (University of Twente), Adam Strantz (Miami University), Josephine Walwema (University of Washington). Workshop: Building Bridges Toward Publication in the Transactions. |
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| break: 11-11:15, Danforth Conf. Room | | |
| 11:15-12:15 | Session 3 | |
| | 3A: McKenna Conf Room | 3B Wright Conf Room |
| | Industry/Academic Bridges, Part 1. Moderator: Bremen Vance | Politics and International Considerations, Part 1. Moderator: Ryan Cheek. |
| | Hannah Nabi (Mercer University), Bremen Vance (Mercer University) and Guiseppe Getto (Mercer University). Trends in Post-Pandemic Instructional Design: An Exploratory Analysis of Job Ads Using Textual Analysis. | Meng Yu (Midwestern State University). Navigating Work-Life Communication Boundaries on Super Apps |
| | Jordan Booth (University of Texas at Arlington), Timothy Ponce (University of Texas at Arlington), and Amy Hodges (University of Texas at Arlington). Employers' Perceptions of Microcredentials on Entry-Level Résumés in Technical and Professional Communication. | Ryan Cheek (Missouri University of Science & Technology) and Samuel Allen (Randolph-Macon College). Hoodies in the Halls of Power: A Rhetorical Materialist Critique of Professional Decorum in the United States Senate. |
| | Allegra Smith (Georgia Institute of Technology). Bridging the Classroom and Workplace: The High-Impact Practices of a Technical and Professional Communication Studio Course. | |
| Lunch: 12:15-1:15, Danforth Conf. Room | | |
| 1:15-2:15 | Keynote: Reva Schwartz McConomy Auditorium | |
| break: 2:15-2:30 | | |
| 2:30-3:30 | Session 4 | |
| | 4A: McKenna Conf Room | 4B: Wright Conf Room |
| | Industry/Academic Bridges, Part 2. Moderator: Nupoor Ranade | Focussing on Locality. Moderator: Gregory Pogue |
| | Nupoor Ranade (George Mason University) and Jason Swarts (North Carolina State University). Extended Abstract: Competencies and Connections: Toward Bridging the Academic-Industry Gap. | Gregory Pogue (The IC2 Institute), Clay Spinuzzi (The University of Texas at Austin), Tristin Hooker (The University of Texas at Austin) and Andrew Booth (The University of Texas at Austin). Diagnosing Communities with the 5Ds: Applying a Framework for Understanding Barriers to Communication and Collaboration in Three Small Texas Communities. |

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| | <p>Sarah Gunning (Towson University), Denelle Joynes (pending), Ashley McMullen (Community Free Clinic and Brooke's House) and Justine Trybus (The CASH Campaign of Maryland). Building Bridges: Five Nonprofit Grant Writers Reflect on Learning the Profession.</p> | <p>Nora Rivera (Chapman University). Carrying Meaning, Bridging Worlds: Indigenous Language Localization in Western Courts.</p> |
| | <p>Eva Brumberger (Arizona State University) and Allison Ellsworth (Arizona State University). Extended Abstract: Bridging the Academy and the Workplace: Industry Practitioner Perceptions of Engineering Communication Skills.</p> | <p>Yaxing Li (University of Twente), Joyce Karreman (University of Twente) and Menno de Jong (University of Twente). Looks Matter! A Comparative Analysis of Image Use on Chinese and Western Municipal Websites.</p> |
| break: 3.30-4:00 | | |
| 4:00-5:00 | Session 5 | |
| | 5A: McKenna Conf Room | 5B: Wright Conf Room |
| | AI. Moderator: Sushil K. Oswal | Genres, Part 1. Moderator: Io Valls-Ratés |
| | <p>Tzipora Rakedzon (Technion _ Israel Institute of Technology), Ayelet Baram-Tsabari (Technion _ Israel Institute of Technology), Elad Segev (Holon Institute of Technology) and Roy Yosef (The Open University). Extended Abstract: The Impact of Interactive AI Feedback on STEM Students' Writing of Lay Research Summaries.</p> | <p>Sina Voss (European Parliament, Office Munich) and Oliver Niebuhr (University of Southern Denmark). Beautiful Noise? The Impact of Filled Pauses on the Perception of Speaker Charisma.</p> |
| | <p>Aneet Dharmavaram Narendranath (Michigan Technological University), Radheshyam Tewari (Michigan Technological University) and Jalcyn Johnson (Michigan Technological University). Leveraging AI to Bridge the Gap Between Aspiring Engineers and Effective Communicators.</p> | <p>Joanna Wolfe (Carnegie Mellon University) and Juliann Reineke (Carnegie Mellon University). Extended Abstract: Designing Research Posters: Empirical Evidence Supports Moving Away from Abstracts and Short Section Headings.</p> |
| | <p>Sushil K. Oswal (University of Washington) and Hitender K. Oswal (University of Washington). Examining the Accessibility of Generative AI Website Builder Tools for Blind and Low Vision Users: 21 Best Practices for Designers and Developers.</p> | <p>Oliver Niebuhr (University of Southern Denmark) and Io Valls-Ratés (University of Southern Denmark). Gestures and Feet Can Tell Us How You Speak! On the Relationships Between Voice and Body Language in VR Public Speeches.</p> |

| Tuesday 16th July | | |
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| Registration: 8-3: Connan Conference Room, Jared L. Cohon University Center 5032 Forbes Avenue | | |
| 8:30 to 9:30 | Session 6 | |
| | 6A: McKenna Conf Room | 6B: Wright Conf Room |
| | UX, Part 1. Moderator: Pitch Sinlapanuntakul | Reflection and Problem Solving. Moderator: Aneet Dharmavaram Narendranath |
| | Pitch Sinlapanuntakul (University of Washington), Sophie Park (University of Washington), Connie Yang (University of Washington) and Mark Zachry (University of Washington). "It Was Frustrating to Have to Constantly Redesign": An Exploration of Authenticity in Advanced UX Education. | Aneet Dharmavaram Narendranath (Michigan Technological University), Sirena Hargrove-Leak (Elon University) and Zachary Thelander (Michigan Technological University). The Impact of an Entrepreneurially Minded Learning Activity on the Metadiscourse of Students' Reflections. |
| | Jason Tham (Texas Tech University), Jennifer Cross (Texas Tech University), Mario Beruvides (Texas Tech University), Diego Polanco-Lahoz (Texas Tech University), Md. Rashedul Hasan (Texas Tech University) and Kelli Cargile Cook (Texas Tech University). A Symbiotic Relationship: Combining User Experience Methods and Systems Theory to Understand Engineering Doctoral Students' Professional Identity Development. | Radheshyam Tewari (Michigan Technological University), Aneet Narendranath (Michigan Technological University) and Jaclyn Johnson (Michigan Technological University). Building Reflection and Communication Bridges for Broadening of Knowledge in Learned Ignorami. |
| | Guiseppe Getto (Mercer University), Philip Gallagher (Mercer University) and Suzan Flanagan (Utah Valley University). Approaches, Contexts, and Critiques of UX Pedagogy: An Exploration of Themes from an Integrative Literature Review. | Zarah Moeggenberg (Metropolitan State University) and Melissa Maier (Metropolitan State University). Teaching Collaborative Problem-Solving in Technical and Professional Communication. |
| break: 9:30-9:45, Danforth Conf. Room | | |
| 9:45-11:00 | Session 7: Workshop/Panel | |
| | 7A: McKenna Conf Room | 7B: Wright Conf Room |
| | Panel | Workshop |
| | Rachel Atherton (Rose-Hulman Institute of Technology), Patsy Brackin (Rose-Hulman Institute of Technology), Ben Jelen (Rose-Hulman Institute of Technology), Corey Taylor (Rose-Hulman Institute of Technology) and Jay McCormack (Rose-Hulman Institute of Technology). Bridging Divided Disciplines Through Interdisciplinary Teaching Collaborations. | Yunye Yu (Westlake University) and Yiyang Wu (The University of Sydney, Australia). Workshop: Design Fiction as a Novel Approach in Cultivating Critical Reflection and Ethical Awareness in TPC. |
| break: 11-11:15, Danforth Conf. Room | | |

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| 11:15-12:15 | Session 8 | |
| | 8A: McKenna Conf Room | 8B: Wright Conf Room |
| | UX, Part 2. Moderator: Mark Zachry | Ethics. Moderator: Mary Glavan |
| | Zhijun Gao (Peking University), Wenxi Du (Peking University), Defeng Li (University of Macao) and Jingsong Yu (Peking University). Development of a UX Scale for Technical Communication. | Kira Dreher (Carnegie Mellon University - Qatar Campus) and Russell Willerton (Independent Scholar). Current Ethical Stances in Plain Language Research Across Fields. |
| | John Fowler (University of Washington) and Mark Zachry (University of Washington). VizCare: Using UCD Techniques to Impact the Child Welfare System. | Suzanne Lane (Cornell University). Meeting ABET Outcomes through Teaching Students to Analyze the Ethics of an AI System. |
| | Joseph Bartolotta (Hofstra University) and Tiffany Bouelle (University of New Mexico). Design, Training, and Branching Scenarios: Building Bridges Through Different User Experiences. | Mary Glavan (Rice University) and Rodrigo Ferreira (Rice University). Extended Abstract: Bridging Deep Tech Ethics, Community Literacy, and Computer Science Education. |
| Lunch: 12:15-1:15, Danforth Conf. Room | | |
| 1:15-2:15 | Session 9 | |
| | 9A: McKenna Conf Room | 9B: Wright Conf Room |
| | UX, Part 3. Moderator: Krista Sarraf | Politics and International Considerations, Part 2. Moderator: Barbara George |
| | Krista Sarraf (California Polytechnic State University, San Luis Obispo). Bridging the Gap: Exploring Barriers and Opportunities of Collaboration in User Experience Partnerships Between Nonprofits and (Technical and Professional Communication) Academics. | Barbara George (Carnegie Mellon University). Extended Abstract: East Palestine: Temporal Considerations of Risk Communication. |
| | Adam Strantz (Miami University). Bridging People and Practice: Using Design Systems to Teach Accessibility. | Ewuradwoa Dorothy Hammond (Carnegie Mellon University). Extended Abstract: Blowing the Whistle: How Nigerians Express Organizational Dissent on Social Media. |
| | Jozevel Adriaansz (University of Vienna) and Joyce Karreman (University of Twente). Successful Problem-Solving in User Support Forums: A Study Aimed at Identifying Post and Thread Characteristics. | |
| break: 2:15-2:30 | | |
| 2:30-3:30 | Session 10 | |
| | 10A: McKenna Conf Room | 10B: Wright Conf Room |

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| | Genres, Part 2. Moderator: Mason Pellegrini | Other Education. Moderator: Kamisha Escoto |
| | Yoel Strimling (Ceva). Extended Abstract: Delightful Documentation? Improving Documentation Quality with the Kano Model. | Ben Markey (Carnegie Mellon University). Presenting and Making Relevant: A Semantic Frame Analysis of Teaching Assistant Perceptions of Writing in Statistics. |
| | Kathryn Gannon (Guidehouse). Bridging the Gap between Executive and Technical Communication. | Kamisha Escoto (Rice University), Elizabeth Festa (Rice University) and Sibani Biswal (Rice University). Extended Abstract: Training Engineering Faculty on How to Mentor Scientific Communication: Soft Piloting an Evidence-Based Intervention at Rice University. |
| | Paul Hunter (Purdue University) and Mason Pellegrini (Texas Tech University). The Rhetorical Structure of the Entrepreneurial Pitch Problem Statement: Findings from an International Business Accelerator. | Jonathan Arnett (Kennesaw State University). Extended Abstract: You Can Lead a Horse to Water: Students' Usage Patterns of an Open Educational Resource for Technical Communication. |
| break: 3.30-3:45 | | |
| Session 11: Panel. McKenna Conf Room | | |
| 3:45 - 4:30 | Calvin Pollak (University of Washington), Alexander Helberg (Trinity College) and Cameron Mozafari (Cornell University). Teaching Critical LLM Literacy and Rhetorical Design in Technical and Professional Communication. | |
| July 16: 5-7pm, Awards Dinner and Networking Event, Great Hall | | |

| Wednesday 17th July | | |
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| Registration: 8-8:30: Pake Conf Room. Jared L. Cohon University Center 5032 Forbes Avenue. | | |
| 8:30 to 9:30 | Session 12 | |
| | 12A: Dowd Conf Room | 12B: Connan Conference Room |
| | Accessibility. Moderator: Amy Baird | Translation and Language. Moderator: Massimo Verzella |
| | Amy Baird (University at Buffalo) and Lauren Kuryloski (University at Buffalo). Connecting Accessibility and Engineering/Computing in the Technical Communication Classroom. | Massimo Verzella (Penn State Behrend). Extended Abstract: What We Can Learn from Shifts in Emphasis in Technical Translations. |
| | Philip B. Gallagher (Mercer University), Michael K. Griffin (Mercer University) and Amro Khasawneh (Mercer University). Motor-Mobility Testing for the Enhancement of Web Application Accessibility. | How-Ran Guo (National Cheng Kung University) and Yen-Cheng Tseng (Chang Jung Christian University). Constructing a Glossary of Translated Technical Terms for Professional Communication: Using the Chinese Translations of English Terms in Epidemiology as an Example. |
| | | Aravindhnan Anbazhagan (Engineer). Extended Abstract: Communicate with Ethical Values - Lessons from the Ancient Sangam Literature of Tamil! |
| break: 9:30-9:45, Connan Conf Room | | |
| 9:45- 11:00 | Session 13: Workshop/Panel | |
| | A: Dowd Conf Room | B: Connan Conference Room |
| | Panel | Workshop |
| | Richard Branscomb (University of Northern British Columbia), Andrea Francioni Rooney (Carnegie Mellon University), Joe Moore (Carnegie Mellon University) and Daniel Tkacik (Carnegie Mellon University). Bridging Transformative Possibilities in Engineering Communication. | Ros Woodhouse (York University) and Julie Rosen (University of Maryland, Baltimore). Workshop: The Challenge of Teaching 'Effective Written Communication': Bridging the Gap Between Common and Best Practices. |
| break: 11-11:15, Connan Conf Room | | |
| 11:15- 12:45 | IEEE/ ProComm Opportunities Roundtable (Pamela Estes Brewer and Darina Slattery) followed by President's Town Hall (Alan Chong) Connan Conference Room | |
| 12:45 | Boxed Lunch, Connan Conference Room | |