



COUNCIL FOR PROGRAMS IN TECHNICAL AND SCIENTIFIC COMMUNICATION

# Newsletter

Fall 2009

## A Note from the President

I was extremely disappointed not to be able to attend the 2009 Conference in Denmark but was pleased to hear about the great participation. Thanks to all of you who were able to make this long trip and continue the success of our annual conference. If you did not attend, please remember to pay your dues. Normally that's paid with your registration fees, so many of us will need to do that soon. Karen Schnakenberg sent out an email recently. Please review it and continue your membership. You don't want to miss anything!

We're in the process of getting proposals from schools who wish to host the 2010 conference. If you're interested, please let Donna Kain know, [kaind@ecu.edu](mailto:kaind@ecu.edu). In addition, we'll be preparing a list for future conferences, so you could also contact Donna if you think you'd like to host a conference in the next several years. We like to move the conference site across the country—our 2005 conference was at Texas Tech; 2006 in San Francisco; 2007 conference was here at East Carolina University; 2008 was in Minnesota and of course 2009 in Denmark. So let us know if you're interested.

As we continue to hear about the STC body of knowledge and the push for certification of technical communication specialists, I urge the membership of CPTSC to become involved and to be aware of what is happening. These actions could have and probably will have repercussions for our programs. Let's stay on top of things.

The Executive Committee will be meeting at the beginning of November to make a decision about the location of the 2010 conference and will let the membership know as soon as we can. Look forward to seeing you wherever that may be!

Janice Tovey  
East Carolina University

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## CPTSC Award for Excellence in Program Assessment

The Council for Programs in Technical and Scientific Communication (CPTSC) is pleased to announce its first CPTSC Award for Excellence in Program Assessment recipients – **Karen A. Schriver**, PhD, and **John R. Hayes**, PhD. Their report to Rice University,

“Bioengineers as Professional Communicators: Assessing the Impact of the Cain Project on Undergraduate Student Performance in Professional Writing and Public Speaking at Rice,” exemplifies the authors’ sustained excellence in and commitment to assessment.

The CPTSC Program Review and Assessment Committee found that this six-year study makes an outstanding contribution to our literature and practice with its empirical research on learning outcomes in technical communication.

In his nomination letter noting the success of the university’s bioengineering students as communicators, Rice University Provost, Eugene H. Levy, said, “Dr Shriver and Dr. Hayes have provided us with an assessment approach that will enable us to build on this record and improve our preparation of bioengineering students and other students as communicators.”

The CPTSC Program Review and Assessment Committee received many qualified nominations for this first-time award which signifies the historic importance of assessment of learning outcomes in our field. The Program Review and Assessment Committee was formed in January 2009 to enable CPTSC to play a leadership role in how we define, describe, and measure the quality of technical and scientific communication programs.

The award, which recognizes outstanding contributions to program assessment in technical and scientific communication, will be presented to Drs. Schriver and Hayes at the CPTSC Annual Meeting in Århus, Denmark, on Friday morning, August 21, in room M209 of the Aarhus School of Business.

We hope you will join us in congratulating the researchers who have done so very much to provide an empirical basis for work in the field of communication.

The CPTSC Program Review and Assessment Committee Nancy W. Coppola, Kelli Cargile-Cook, and Norbert Elliot

## CPTSC 2009 Research Grant Awardees Announced

The CPTSC Executive Committee and Kathy Northcut, Director of the CPTSC Grants Program, are pleased to announce the winners of the annual competition. A total of three research projects are being funded, all of which promote the core mission of the organization.

The winners include the following projects and PIs:  
**Lisa Meloncon, University of Cincinnati:** “TechComm Programmatic Central: Updating and Populating a Database of Comprehensive Programmatic Data” (\$1,370)

**Susan Youngblood, Jo Mackiewicz, and Stewart Whittemore, Auburn University,** “Database for Service Learning Opportunities in Technical Communication (SLOT-C Database)” (\$1,500)

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**Michael Salvo, Purdue University**, “European Developments in User-Centered Design: Articulating Centers of Practice” (\$1,500)

Reviewers of the proposals included Susan Katz, North Carolina State University; Susan Popham, University of Memphis; and Karl Stolley, Illinois Tech.

All three funded projects promote the purposes of CPTSC:

- Promote programs in technical and scientific communication
- Promote research in technical and scientific communication
- Develop opportunities for the exchange of ideas and information concerning programs, research, and career opportunities
- Assist in the development and evaluation of new programs in technical and scientific communication, if requested
- Promote exchange of information between this organization and interested parties

Reviewers of the proposals included Susan Katz, North Carolina State University; Susan Popham, University of Memphis; and Karl Stolley, Illinois Tech. Popham and Stolley were recipients of CPTSC research grants in 2008. Please join us in congratulating the award winners in this extremely competitive process.

## **CPTSC Honorary Distinguished Service Award, 2009**

**Awardee: Michaël Steehouder**

Selection Committee: Debby Andrews, Mary Coney, Bruce Maylath

The 2009 Selection Committee nominates Michaël Steehouder for the Honorary Distinguished Service Award in recognition of his

many substantial contributions to program development in technical communication in the Netherlands, in Europe, and throughout the world.

Few persons in Europe or even the world at large come close to contributing as much as Michaël has to fostering the development academic programming in technical communication. As the current head of the Department of Technical and Professional Communication (TPC) at the University of Twente, where he teaches such courses as User Support, Communication by Service Organizations, and Rhetoric and Argumentation, he has led the program there to world prominence and made it a model to emulate.

Seemingly tireless in his service to the field, Michaël was instrumental in establishing a place for academia in the conferences and operations of TCEurope, the European equivalent of STC. A frequent steering committee member for IEEE International Professional Communication Conferences, he chaired this year’s IPCC in Honolulu. He has served as Vice President of INTECOM, a member of the Administrative Committee of the *IEEE Professional Communication Society*, an associate editor of *IEEE Transactions on Professional Communication*, and a member of the Editing Committee of *Tijdschrift voor Taalbeheersing* (Dutch Journal of Speech Communication). A participant in CPTSC’s Roundtable series in Europe, he has also been a leader in STIC (Studiekring voor Technische Informatie en Communicatie), the Dutch equivalent of STC.

His contributions as a researcher are voluminous. At the University of Twente, he served as research director for studies titled “Design, Implementation and Use of Communication Means” and “Tekstgebruik en Tekstontwerp.” His publications start in 1973. He is the co-editor of the books *Basisboek Technische Communicatie (The Technical Communication Primer)* and *Tekstanalyse (Text Analysis)*, and he has served as editor of the Dutch-language journals *Tekst[blad]* and *Communicatief* and guest

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editor of several journal special issues, including the *Journal of Technical Writing and Communication* and *IEEE Transactions on Professional Communication and Communicatief*.

The topics of Michaël's research and publications reveal that he focuses on improving human lives and making them more livable through improvements in communication. Recent article and chapter titles include "Adding motivational elements to an instruction manual for seniors: Effects on usability and motivation"; "Evaluation of user support: Factors that affect user satisfaction with helpdesks and helplines"; and "Using role sets to engage and persuade visitors of websites that promote safe sex." Michaël's deep sense of love and caring for humanity comes through even in short conversations with him. Perhaps it should come as no surprise, then, that he has an avocation as a prolific hymn writer, a modern Dutch counterpart to Charles Wesley.

In short, Michaël Steehouder puts the humane in the humanities and in particular in professional, technical, and scientific communication. He

## CPTSC Distinguished Service Award, 2009

**Awardee: Jerry Savage**

Selection Committee: Debby Andrews, Mary Coney, Bruce Maylath

The 2009 Selection Committee nominates Gerald Savage for the Distinguished Service Award in recognition of his many substantial contributions to program development in technical communication.

Currently a professor in Illinois State University's Department of English, Jerry Savage has been a key contributor to technical communication programs, both at his own institution and across the United States.

As the director of ISU's technical communication program, its director of English Studies internships, and a member of the Center for Information-Development Management, Jerry has helped shaped the curriculum and careers of countless ISU students and graduates.

Jerry's books and articles are much sought after by others investigating the technical communication field and building academic programs in technical and scientific communication. His volumes in the Baywood series, co-authored with the late Teresa Kynell-Hunt, are among the most sweeping. Titled *Power and Legitimacy in Technical Communication*, the first volume examines *The Historical and Contemporary Struggle for Status in Technical Communication* while the second explores *Strategies for Professional Status*. Equally well known is his Allyn & Bacon book with co-editor Dale Sullivan, *Writing a Professional Life: Stories of Technical Communicators On and Off the Job*. In addition, he has been a regular contributor of articles to such journals as *Technical Communication Quarterly*, the *Journal of Technical Writing and Communication*, and the *Journal of Business and Technical Communication*.



From left to right: Jerry Savage, Kelli Cargill-Cook, and Michaël Steehouder

Within CPTSC, Jerry has been indispensable in his leadership roles. As a two-term member-at-large on the executive committee, he served twice as conference co-chair, in 2005 and 2008. He has also been a member of the special CPTSC Committee on Diversity since its founding in 2003 and has chaired

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the committee since 2007. The committee's recommendations have led to a number of positive changes to CPTSC, perhaps most visibly its diversity scholarship for graduate students.

CPTSC is not the only technical communication organization to which Jerry has given untold hours of service. The time he has devoted to the Association of Teachers of Technical Writing may equal what he was committed to CPTSC.

He is a glutton for punishment when it comes to conference organizing, having served as ATTW conference coordinator in 2002. Anyone who has met Jerry knows that the only thing that exceeds his standards of quality is his modesty.

Let it be known to all, through this award, that Jerry Savage, in his dedication, kindheartedness, and in his service to his profession, his students, his university, and CPTSC, exemplifies the model that CPTSC holds forth for its members.

## Conference Information

### CPTSC holds 2009 annual meeting in Denmark

Bringing to fruition a proposal to meet outside the United States, first made by Deborah Andrews at CPTSC's 1996 annual business meeting, CPTSC held its 2009 annual meeting in Århus, Denmark's second-largest city. The meeting was hosted by Handelshøjskolen i Århus (Århus School of Business) at Århus University and took place concurrently with the last three days of the 17th biennial European Symposium on Languages for Specific Purposes, August 17-21, 2009. Placed together so that each conference could cross-fertilize ideas with the other, the two conferences drew nearly 200 participants from 35 nations.



Some CPTSC members linger in the ASB campus courtyard following the conclusion of the conferences and the CPTSC business meeting.

Meeting such an aim was visibly achieved throughout the week as long-time CPTSC members led and participated in LSP sessions and long-time LSP participants participated in CPTSC sessions. Terje Keldoja of Estonian University of Life Sciences said, "I like this CPTSC. I hope it meets again with LSP. I'd like to come back." European participants were abundant among CPTSC sessions and hailed not only from the local Scandinavian countries but from such nations as Austria, Italy, and Spain as well.

Speakers during CPTSC sessions often alluded to ideas that they had heard during the first two days of the LSP sessions, in particular those delivered by

keynote speakers. Especially common were references to the notion of "boundary objects" where fields and subfields meet or overlap, a concept described by keynoter Klaus Schubert of Germany's Hildesheim University on the first morning of the LSP Symposium. Likewise, in his description of how visualizations improve knowledge communication, second-day LSP keynoter Martin Eppler of Switzerland's University of St. Gallen engendered much subsequent discussion at both LSP and CPTSC sessions.

Because the five-day LSP Symposium always stops in the middle for a full day of excursions, CPTSC matched the schedule by moving its excursion day from Saturday to Wednesday. Conference-goers

could choose between a tour of the city of Århus and a tour of the Jutland peninsula's Lake District near Silkeborg. One of the highlights for many participants was Moesgård Museum's Grauballe Man, a mummy preserved by the chemistry of the bog where he drowned during the Iron Age, more than 2,000 years ago.

On Thursday, the CPTSC sessions began with a plenary session to hear Århus University's Peter Kastberg deliver a keynote address titled "Knowledge Communications: Formative Ideas and Research Impetus." Seven concurrent sessions, plus a poster session, followed throughout the day, featuring 28 presenters.

Thursday ended with participants from both conferences touring Den Gamle By (The Old Town), celebrating its 100th anniversary as the world's first open-air museum of urban culture. This living-history museum has collected many of the oldest buildings throughout Århus and preserved them in this brookside setting. Guided tours ended with a lively and tasty Danish banquet at Den Gamle By's half-timbered Hobrohuset.

The next morning, CPTSC members gathered for their annual business meeting, ending with the awards ceremony. Immediate past president Kelli Cargile Cook presented Jerry Savage of Illinois State University with CPTSC's Distinguished Service Award and Michaël Steehouder of the Netherlands' University of Twente with CPTSC's Honorary Distinguished Service Award. (See their nominating letters elsewhere in this newsletter.)

Attendees praised the high quality of the conferences' programs and logistics. The consensus at the business meeting was that holding the conferences jointly was a tremendous success and merits repeating in future decades.

CPTSC 2009 program chairs Stuart Blythe and Julie Dyke Ford received a round of thanks for their contributions, as did the many persons involved in local arrangements, including Jan Engberg, Helle Houby, Peter Kastberg, Connie Kampf, and Birthe Moustén, among others.

Those interested in seeing the full CPTSC 2009 program may do so at <http://www.cptsc.org/previous.html>. For the 2009 LSP Symposium, including full texts of the keynote addresses, see <http://www.asb.dk/article.aspx?pid=20009>. For a preview of the 2011 LSP Symposium, to be held in Perm, Russia, see <http://www.lsp2011.ru/>.



Århus University's Peter Kastberg delivers the 2009 CPTSC keynote address.

Note: This piece by Bruce Maylath will lead to a full article in the next issue of *Programmatic Perspectives*.

## CPTSC Conference Proceedings 2009

**Deadline: January 18, 2010**

Following the conference, CPTSC will publish proceedings. As in past years, you have the opportunity either to resubmit your position statement as it was posted on the CPTSC conference website before the conference ([www.cptsc.org](http://www.cptsc.org)) or to revise it. If you choose to revise it, I encourage you to reflect on any thoughts you've had about your topic since hearing the discussions at the conference and to incorporate your reflections in your revision for the proceedings. Also, if you gave any handouts during your session, please include these in your submission.

If you want to be published in the Proceedings for 2009, you must submit either the original position statement or a revision. See formatting guidelines for resubmissions below.

Publication of the conference proceedings now takes place on the Web rather than in print. The online proceedings publication differs from the pre-conference Web publication of abstracts in two primary ways:

- Presenters may revise and develop their abstracts into longer position statements, perhaps incorporating discussion or handouts.
- Keywords for each paper are added to facilitate searching.

The collection is designed as a book and stored in PDF format. The whole and individual papers can be printed for use in merit, tenure, and promotion packets with page design emulating book design.

The proceedings are available from the CPTSC website whereas pre-conference abstracts are

hosted by the university that hosts the conference. The online proceedings are much like the printed proceedings of past years; however, by publishing on the Web, CPTSC saves more than \$1,500 per year in printing and mailing costs. In addition, Web publication makes the proceedings available to a potentially much wider audience than members.

Instructions follow for submitting your paper, or a revision of it, from the conference at Aarhus:

1. Identify up to four keywords or phrases that represent the content of your paper. A list of possible words and phrases follows, but you may choose others that more accurately reflect your work.
2. Prepare the paper according to the following type specifications and send it to me ([passer@jmu.edu](mailto:passer@jmu.edu)) as a Microsoft Word attachment. Limit of 2,500 words. Please include your name or initials as part of the file name you give the attachment.

Font and size: Use either Times or Arial in 11 or 12 point. **DO NOT ADD ANY FORMATTING [bold, all caps, etc.] EXCEPT BULLETED LISTS AND ITALICIZED TITLES.**

Title: caps and lowercase, left justified

Your name: caps and lowercase, left justified

References: MLA style, no space between items, italics for titles (not underlined)

Graphics: please send as separate files, not embedded in word processing files

Your affiliation: caps and lowercase, tabbed to the right of your name

Keywords: lowercase, left justified

Paragraphs: 1/4" indentation, single space, ragged right margin, no space after paragraphs

3. Send a copy of the paper with identifying information (author, affiliation) and keywords by email attachment to [passer@jmu.edu](mailto:passer@jmu.edu).

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**The deadline for ALL submissions is January 18, 2010.** if you have questions, please contact me at [passer@jmu.edu](mailto:passer@jmu.edu).

Thanks!  
Elizabeth Pass  
CPTSC Vice President

Possible keywords and phrases (please feel free to add your own):

assessment  
certificate programs  
collaboration  
community engagement  
community-academe relationships  
curriculum, graduate  
curriculum, undergraduate  
digital communication  
distance education  
document design  
engineering communication  
ethics  
faculty  
globalization  
graduate program design  
graphic design  
humanities-technology binaries  
industry-academe relationships  
information architecture  
information design  
internship, coop education  
institutional review boards  
instructional design  
instructional technology  
intercultural communication  
interdisciplinary discourse  
interdisciplinary programs  
international communication  
multimedia  
online communication  
pedagogy, including online  
program administration  
program review  
research  
rhetoric of technology  
science communication

service course  
service learning  
technology  
texts  
theory-practice relationships  
usability  
visual thinking  
web design  
web-based courseware  
workplace literacy

## Programmatic Perspectives

Colleagues,  
Please consider contributing a manuscript to *Programmatic Perspectives*.

*Programmatic Perspectives* is a semiannual peer-reviewed electronic journal sponsored by CPTSC, the Council for Programs in Technical and Scientific Communication. The inaugural issue was published on March 1, 2009 at <http://www.cptsc.org/pp/>.

The editors, Tracy Bridgeford, Karla Saari Kitalong, and Bill Williamson, solicit full articles, opinion pieces, and program showcases on an on-going basis. We also see book and essay reviews of potential interest to technical communication program administrators.

The journal's audience consists largely of administrators of academic technical communication programs. Topics of interest include, but are not limited to

- Program assessment
- Program maintenance
  - Program transitions (e.g. expansion from certificate to major)
  - New program development
  - Curriculum development and innovation
  - Recruitment and retention of students and faculty
  - Faculty development
  - Technology integration
  - Relationship-building with internal and external stakeholders
  - Issues of diversity, cross-cultural communication, internationalization and globalization

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- Historical perspectives on technical communication program administration
- Perspectives from disciplinary and administrative contexts not traditionally associated with technical communication.
- Pedagogical articles should be connected to programmatic issues.

Tracy Bridgeford, University of Nebraska  
Omaha (tbbridge2@cox.net)

Karla Saari Kitalong, Michigan Technological  
University (kitalong@mtu.edu)

Bill Williamson, Saginaw Valley State  
University (wwilliam@svsu.edu)

## Winterthur Portfolio

**Deadline: October 15, 2009**

Many of us who teach technical and professional writing work with things and have a background in seeing how people and their things relate to each other. ATTW members may be interested in writing an essay that engages object-based teaching and interpretation strategies in a variety of sites, including the technical communication classroom.

The guest editors of this special issue of *Winterthur Portfolio* invite essays that engage object-based teaching and interpretation strategies at a variety of sites, including the secondary and college classroom, the museum gallery, the collection, the historic site, the national park, the archaeological dig, the library, the archive, and the World Wide Web.

Since 1974, when E. McClung Fleming published "Artifact Study: A Proposed Model," scholars across the disciplines have engaged the art and mystery of teaching the material worlds of the past and the present. In this current revisiting of the topic, we seek essays that examine the interplay between new research and strategies for teaching and interpreting the results of that research.

For example, how does recent work in such fields as book history, transnational studies, diaspora studies, or design studies and design history affect what is taught now and how? What is the impact of the new emphasis in material culture on such topics as the materialization of memory, the nature of fakes and forgeries, the history of collecting and collecting policies, the marketplace for artifacts? How do we interpret and teach politicized objects? What are the ethical implications of teaching material culture in a time of environmental consciousness and economic downturn? How can museums enhance, with new technologies or innovative exhibit design, the educational experience of new audiences brought in by cultural tourism?

The essay may be an extended analysis of one of these suggested topics or another topic of the author's choice. It may also be a shorter description of a specific object-based project or assignment or a case study of an object-based approach. In addition, offers to review pertinent new books in the field will be welcome.

*The Winterthur Portfolio*, published by the University of Chicago Press, is a leading journal in material culture studies and includes articles about the arts in America and the historical context in which they developed. For more, see <http://www.journals.uchicago.edu/toc/wp/current>

Dissertation students as well as scholars and practitioners at any phase of their professional careers are invited to submit to the editors a brief expression of interest which outlines the topic and approach, accompanied by a short biographical statement about the proposer. Final essays will be subject to the journal's peer review process.

### Schedule:

**15 Oct. 2009.** Expressions of interest due to the editors via email  
15 November 2009. Response from the editors  
15 March 2010. Draft manuscripts due to the editors

For more information, e-mail Shirley Wajda, [stwajda@neo.rr.com](mailto:stwajda@neo.rr.com) and/or Debby Andrews, [dandrews@udel.edu](mailto:dandrews@udel.edu)

## Computer Connection

**Deadline: October 15, 2009**

The Computer Connection, a project of the CCCC Committee on Computers in Composition (7Cs), seeks submissions for short presentations and workshops to be delivered at the Conference on College Composition and Communication in Louisville, KY, March 17-20, 2010.

Each year the Computer Connection hosts many excellent presentations, covering a broad range of topics including presentations on particular classroom practices, using specific software tools, institutional and administrative practices, new online resources, content management systems, open source tools and resources, and usability and remediation in online environments. The 7Cs committee once again invites proposals for presentations so that we can share our expertise and provide engaging, dynamic demonstrations of how we use technology as teachers and scholars.

This is a good opportunity for people who are new to the conference to give a shorter presentation (15 - 25 minutes) in an intimate, dialogue-facilitating environment. Each year, the CC has featured a mix of new folks, established scholars, and graduate students (although certainly some of our presenters fit more than one of those categories). The audience tends to be small but very engaged and ranges from post-secondary writing and communication teachers eager to learn new strategies for using computers and the Internet in their classes to technorhetoricians interested in cutting edge tools and technologies.

Computer Connection presentations are not subject to the CCCC "one speaking role" rule. Computer Connection proposals are blind reviewed by a panel of referees constituted by

the 7Cs. An LCD projector for display, speakers for sound, and a live Internet connection will be available.

If you are interested, email your name and presentation proposal (including a title and brief description) to the coordinator, Douglas Eyman at [eymand@gmail.com](mailto:eymand@gmail.com). Feel free to email if you have questions.

## ATTW

**Deadline: October 19, 2009**

The Association of Teachers of Technical Writing (ATTW) invites proposals for papers, poster presentations, and workshops to be given at its annual conference immediately preceding the CCCC. The thirteenth annual conference will be held in Louisville, KY, on Wednesday, March 17, 2010. The full-day event includes concurrent sessions, poster presentations, workshops, book exhibits, and opportunities for exchanging ideas, working on projects, and networking in a supportive and challenging academic environment.

This year's conference will highlight ways that research informs teaching and teaching informs research. It will challenge researchers, teachers, and practitioners of technical and professional communication to push beyond the generic "implications for teaching" section appended to research articles to explore the synergies and questions available when we place research and teaching into conversation.

Submissions on all topics are welcome, but we especially encourage proposals that examine topics such as the following:

- the effectiveness of established or innovative pedagogies,
- a research question sparked by an observation in the classroom,
- pedagogical experiments sparked by research findings,
- the needs of the workplace, the university, the field, or the community and ways to

- meet or challenge these needs in service, major, or graduate courses,
- the roles, challenges, and benefits of instructional technologies,
  - the implications of existing research for the design of programs and curriculum,
  - pedagogies that can be used to teach research in the university and in the work place,
  - research methods that can be used to examine pedagogies,
  - the relationships between teaching and research as they play out in different contexts within our discipline,
  - directions for future research on pedagogy or questions raised by classroom experiences.

Proposals, limited to 300 words, are due **October 19, 2009**. All proposals will be peer reviewed. We offer three formats:

1. Regular Sessions: Individuals may submit proposals for 15-minute talks that will be placed on panels by conference organizers. Groups may submit proposals for 45-minute panel presentations. To submit proposals, follow the conference links at [www.attw.org](http://www.attw.org) after September 21, 2009.
2. Poster Presentations: Posters will be on display throughout the day with special times dedicated for conversations about this work. Follow the same process for submission as for a regular session.
3. Workshop Sessions: The conference will include two 90-minute workshops overlapping with the regular sessions.

Workshops that would help newcomers integrate into our field are especially encouraged. Please submit workshop proposals directly to Summer Taylor ([sismith@clemson.edu](mailto:sismith@clemson.edu)).

For additional information, contact the conference chair, Summer Taylor at Clemson University ([sismith@clemson.edu](mailto:sismith@clemson.edu)).

New teachers of technical and professional communication are particularly invited to attend the conference, as are graduate students and CCCC attendees interested in technical and professional communication.

## CPTSC SPONSORS ENSCHEDE 2010 ROUNDTABLE

**Deadline for Proposals: November 10, 2009**

At the 2009 CPTSC annual business meeting, held in Aarhus, Denmark, members discussed CPTSC's increasing visibility and activity in Europe and the merits of continuing the CPTSC Roundtable series, begun in 2000. A proposal was offered and passed unanimously to hold the next roundtable at the University of Twente in Enschede, the Netherlands, in conjunction with the International Professional Communication Conference (IPCC), 7-9 July 2010.

Discussion followed about organizing the roundtable. Bruce Maylath volunteered to serve once again as organizer and moderator. Michaël Steehouder offered to secure local arrangements, as he is already assigned the role of local arrangements host for the IPCC.

The Enschede2010 Roundtable will be a follow-up to the roundtables held in London in 2000, Milan in 2003, Limerick in 2005, and Montreal in 2008. The meeting offers educators the opportunity to discuss program partnerships, updates to curricula, and a world focus. The history of previous Roundtables can be found at <http://www.cptsc.org/international.html>. To participate, please contact Bruce Maylath at 1-701-231-7176 or [Bruce.Maylath@ndsu.edu](mailto:Bruce.Maylath@ndsu.edu).

Information about the 2010 IPCC is available at <http://ewh.ieee.org/soc/pcs/index.php?q=node/843>. Proposals for the IPCC are due on **Nov. 10th, 2009**.

## IPCC 2010

**Deadline for Proposals: November 10, 2009**

The IEEE Professional Communication Conference 2010 (IPCC 2010) will be held July 7-9, 2010 at the University of Twente, Enschede. The theme of the conference is Communication in a Self-Service Society.

We invite proposals on the following topics:

- Self-Service
- Access and accessibility
- Web 2.0 for Technical Communicators
- Visualization of location, space and direction
- Engineering communication, communicating engineering.

We welcome proposals for the following types of presentations:

- Paper presentations
- Poster presentations
- Tutorials
- Workshops
- Media Showcase

For more information about the IEEE Professional Communication Society, the conference theme and threads, presentation formats and selection criteria, and for proposal submission, visit: <http://ewh.ieee.org/soc/pcs/>

The proposal submission deadline is **November 10, 2009**. Proposals will be selected on the basis of blind peer review. Authors of accepted proposals will be invited to submit a paper for the conference proceedings.

IPCC conferences gather engineers and communication experts to discuss how engineers can contribute to better communication between humans, organizations and institutions, and how communication specialists can contribute to better communication about technology. You will find the brightest minds, the most innovative research, and the most

stimulating discussions in the fields of technical and professional engineering communication at IPCC 2010.

We invite you to submit your work, show your products, and join us for three inspiring days of presentations, exhibits, workshops, and special events.

Michaël Steehouder, IPCC 2010 Conference chair  
Thea van der Geest, IPCC 2010 Program chair

For more information, visit: [ipcc2010@utwente.nl](mailto:ipcc2010@utwente.nl)

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Michaël Steehouder, IPCC 2010 Conference chair

Thea van der Geest, IPCC 2010 Program chair

For more information, visit:  
ipcc2010@utwente.nl

## 360 Conference

**Deadline for Proposals: November 10, 2009**

Welcome to the website of the 360° Conference “Encompassing Knowledge Asymmetries” which will take place at the Aarhus School of Business, Aarhus University, Denmark 6–8 May 2010!

The conference is the 3rd conference in our international biannual conference series that approach communication, discourse, and concrete texts from a 360° perspective. After the first two conferences in the series, which had the instructive text (2006) and knowledge (2008) as the focal points, we now focus on knowledge asymmetries.

According to Webster’s Encyclopedic Unabridged Dictionary of the English Language (1989 edition), being asymmetric means “not identical on both sides of a central line”. Talking about knowledge asymmetries, i.e., using asymmetry not as a geometrical or mathematical concept but figuratively, we apply it as a metaphor to human communicative interaction.

We invite papers that approach knowledge asymmetries from different perspectives. Accordingly, three tracks focusing on three different perspectives are foreseen, i.e.:

- Communication
- Representation
- Construction and Learning

We are looking forward to receiving your contribution to making the 3rd conference a success!

On behalf of the Scientific Committee,  
Marianne Grove Ditlevsen

## Graduate Symposium in Communication

**Deadline for Proposals: December 7, 2009**

James Madison University  
Harrisonburg, VA

“Communication in the 21st Century: Obstacles and Opportunities” Friday, April 16, 2010

The School of Writing, Rhetoric, and Technical Communication at James Madison University welcomes proposals from graduate students in any discipline for a one-day symposium. The symposium will explore all facets of communication; from the way it is taught in the classroom to the way it shapes our society.

Possible topics include (but are not limited to):

- applications of communication theories to 21st-century communication practice

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- communication and new media
- communication and media convergence
- visual communication
- multi-modal and multimedia communication (visual, verbal, and audio)
- 21st-century theory and practice of web communication
- intercultural communication in a globalized world
- 21st-century technical and scientific communication: issues, problems, perspectives.

Formats for presentations will include 15-minute panel papers, research posters, and multimedia displays. A website providing more information about the symposium and serving as a repository for abstracts and presentations will be available by the beginning of November (a URL will be provided in subsequent calls).

The keynote speaker for the symposium is Dr. James Dubinsky, Director of the Center for Student Engagement and Community Partnerships at Virginia Tech and the former director of their professional writing program. He is the president of the Association for Business Communication and the editor of the volume *Teaching Technical Communication*.

Proposals for presentations must be submitted electronically as an attachment in .doc or .rtf format by **Monday, December 7** to kleinmj@jmu.edu. Please indicate which type of format presentation your proposal addresses.

## IEEE Transactions on Professional Communication

**Deadline for Proposals: December 31, 2009**

Special Issue Focus: Professional Communication In Global Contexts

Guest Editors: Pavel Zemliansky, James Madison University, USA; Constance Kampf, University of Åarhus, Denmark

## Overview

Most literature in technical communication published in the United States focuses on the state of the discipline in North America. Despite some recent and notable exceptions, such as books, articles, and special issues of professional journals dedicated to intercultural communication and translation studies, the scope of the coverage of our discipline outside of North America remains rather limited.

However, the theory and practice of technical communication in Europe, Asia, South America, and other places deserve closer attention.

Substantial differences between the state of the discipline in North America and abroad impact our work in this globalized world, as well as our current students' future professional practice. For example, technical communication theory and practice in the U.S. typically emerge from Rhetoric and Writing Studies as well as from Communication Studies. Competence in multiple languages is usually not required for obtaining a degree or working in the field. In contrast, in Western Europe, technical communication as a discipline is heavily influenced by the theory and practice of translation and language for specific purposes due to the multilingual and multicultural nature of the space in which technical communicators operate. Similarly, in countries like Ukraine and Russia, instruction in technical communication is often within schools of business or engineering. As practitioners, teachers, and scholars of technical communication, how can we improve our understanding of our field in a globalized world and beyond the theories and practices which dominate our work in North America?

For this special issue, we invite articles that examine the theory, practice, and teaching of technical communication in Canada, Mexico, Europe, Africa, Asia, Australia and South America. We are particularly interested in the disciplinary and cultural contexts from which Technical Communication research and education is emerging, and the implications of these origins for theory, practice and teaching.

## Possible Topics for Articles

Possible topics, issues and questions to be examined in this issue include but are not limited to:

- Which theoretical perspectives and disciplinary roots affect technical communication practice in different countries?
- How do global contexts affect the practice of technical communication in different regions?
- How can global contexts inform genre studies, including the impact of cultural and organizational settings on genre theory and practice?
- How can we learn about global contexts through the development and implementation of cross-country and cross-cultural online and face-to-face teaching and research projects which involve both faculty and students?
- Topics focusing on the influence of global contexts in the theory, practice, and teaching of: usability, web design, including designing for the “social” web (web 2.0, web 3.0), cultural and other cross-border considerations in the design, deployment, and use of content-management systems, graphic and visual design, electronic collaboration, translation and interpretation, technical writing and editing

## Production Schedule

- December 31 2009 Proposals (up to 300 words) due to the guest editors Pavel Zemliansky (zemliapx@jmu.edu) and Constance Kampf (cka@asb.dk)
- February 28 2010. Authors notified of acceptance
- March 2010 Complete manuscripts due for review
- May 2010 Review results back to authors
- September 2011 Publication of the special issue

## TCQ

### Deadline for Proposals: March 15, 2010

The past two decades have seen dramatic changes in the content of technical communication courses. Some of the earliest of these changes have included designing print documents and web sites as well as creating poster presentations that once would have required the assistance of professional graphic designers. More recent innovations include wikis, electronic portfolios, online instructional videos, and digital narratives that illustrate processes or concepts.

Given the widespread interest in helping students work in these new forms of technical communication, it seems ironic that there has been virtually no talk of assessment, either the summative assessment that helps students see why their work has received a particular grade or—still more important—the formative assessment that helps students see what they are doing well and what they need to do in order to improve.

Consequently, we are issuing a call for proposals for articles on the assessment of computer-mediated communication. As the first paragraph suggests, we are defining the term computer-mediated broadly, to include everything from web sites to wikis to digital narratives and possibly forms of computer mediated communication we have not anticipated.

In reviewing responses to this call for proposals, we will be looking for submissions that do the following:

- Enable formative as well as summative assessment, using language and concepts that have heuristic value—i.e., giving students guidance without minimizing the complexity of the composing process
- Draw on concepts from visual and online rhetoric as well as print rhetoric

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- Show how assessment of innovative texts (wikis or videos, for example) relates to a larger conception of literacy that guides the assessment of more conventional texts.
- Blend theory and practice, not only offering a theoretical framework for assessment but also showing how that framework can guide on-going classroom assessment

If you are interested in contributing to this issue, please send a proposal that outlines your proposed contribution to Susan Katz (Susan\_Katz@ncsu.edu) or Lee Odell (odellc@rpi.edu) no later than **March 15, 2010**. Feel free to e-mail ahead of time to inquire about ideas or to volunteer as a reviewer.

#### Schedule:

Proposals due: **March 15, 2010**

Notification of acceptance: **April 30, 2010**

Complete draft of accepted articles (30 pages, double-spaced, including figures and list of works cited): **October 31, 2010**

Scheduled publication of special issue: **Winter 2012**

## TCQ

**Deadline for Proposals: July 31, 2010**

In 2011, Technical Communication Quarterly will publish its twentieth volume. Our fall 2011 issue (20.4) will serve as an occasion to celebrate this important milestone. Reflecting its broadly defined theme, the issue will use writing and research to think creatively about the field's future while celebrating its past. As is the case for any act of invention, authors will play an active part in creating the future they envision even as they build such visions from materials that the past has made available.

Possible questions and topics for contributions

include (but are not limited to) the following:

- How are today's technical communicators applying the principles and practices they learn in our classrooms to invent new futures in the corporate, governmental, and academic workplaces that are employing them today?
- What kinds of pedagogical practices are most effective and appropriate to prepare tomorrow's technical communicators for the future?
- How are technical communication research methods developing as the profession and discipline mature, and what further developments are likely to occur in the next twenty years?
- How can technical communicators, both within the academy and beyond, work to invent new futures in the broader public sphere outside their places of employment?
- How have relationships such as those between industry, academy, and government changed within the last twenty years, and what further changes are likely to occur in the next twenty years?

If you are interested in contributing to this issue, please send a proposal that outlines your proposed contribution to amy.koerber@ttu.edu. Feel free to e-mail ahead of time to inquire about ideas or to volunteer as a reviewer.

Proposals should adhere to the following guidelines:

- Specify the topic of the proposed contribution, the type of research or scholarly work on which it will be based, how the topic relates to the issue theme, and the current status of the project.
- Limit proposal length to three single-spaced pages, including notes and references.
- Attach a separate cover page that includes name, institutional affiliation, contact information, and a brief bio paragraph for each contributing author.

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- Do not include identifying information for any author in the three-page proposal.

Proposals and articles will be double-blind peer reviewed. Authors will be notified of proposal status by January 31, 2010. Complete drafts of articles selected for development from the proposals will be due to TCQ editorial staff **July 31, 2010**.

## TC Body of Knowledge

The Society for Technical Communication invites ATTW members to participate in a wiki project currently aimed at defining the broad outline of topics most relevant to the practice and teaching of technical communication.

A charter document describing the project is linked on the home page of the wiki: <http://stcbok.editme.com/Home>, where you will also find information on how to volunteer to work on the wiki.

The TCBOK Wiki is in its infancy and offers ATTW members and their students an unusual opportunity to share what they know

about particular topics in technical communication.

The area of the wiki dedicated to Research & Theory so far contains only an outline of topics. We are looking for volunteers to add brief topic overviews with links and short Prof. Dayton (Towson University, Maryland) is also looking for collaborators to help build a Web 2.0 bibliographic database for technical communication that will eventually be linked to the TCBOK wiki. He has begun building the "TCBOK Virtual Card Catalog" using Zotero, a free open-source plug-in for Mozilla Firefox that was developed by the Center for History and New Media at George Mason University (see <http://www.zotero.org/about/>).

If you have a bibliographic database in EndNote or another database format and you would be willing to import the data into the Zotero group database on the Web, please contact David at [dr.david.dayton@gmail.com](mailto:dr.david.dayton@gmail.com).

Again, the Zotero project might make an interesting project for a class. Rather than a stale annotated bibliography assignment, why not have your students put the results of their literature searches and annotations into the TCBOK Zotero database?

# Membership

To ALL MEMBERS

Your \$20 Membership Fee for 2009-10 is DUE BY OCTOBER 31.

Membership renewals for the 2009-2010 dues year, which runs from October 1, 2009 to September 30, 2010, are now due. Please take a moment to read the information below and submit your dues and updated contact information by the end of October to maintain your membership.

## Who Needs to Renew?

ALL CURRENT MEMBERS -- Many of you haven't had to renew dues as a separate transaction in the past because we've generally rolled membership dues into our conference fees. This year, because the conference was held in Denmark, we didn't use that procedure. As a result, dues for ALL MEMBERS including those who did attend the Denmark conference, still need to be paid.

## What if I've Paid Dues Within the Last Six Months?

Dues paid between January and July 2009 were credited to the 2008-09 dues year, so even members who have paid dues relatively recently still need to renew now for the 2009-10 membership year.

## What are the Benefits of Membership?

Membership in CPTSC provides full access to the CPTSC website and our new online journal, Programmatic Perspectives, qualifies individual members to apply for CPTSC research grants, and supports the organization's work in program development, research support, and assessment. Both individual and institutional members are welcome, and individual members are encouraged to suggest that their departments become institutional members.

## How Do I Pay My Dues?

Please go to the CPTSC website and download, print, and complete the "Membership Application & Dues Renewal Form." Send the form, along with your check for \$20 made out to CPTSC, to CPTSC Treasurer, Karen Schnakenberg, at the address listed below. Be sure that the address includes "Department of English" so that the letter is properly routed.

And while you're at it, you might consider asking your department to join CPTSC as an institutional member. Institutional memberships are \$100 per year and help to support our research grants and conference fees for graduate students volunteering at the annual meeting as well as CPTSC programming and assessment activities. An Institutional Membership Form is also available on the CPTSC website.

If you're unsure of your membership status, please contact

Karen Schnakenberg  
CPTSC Treasurer

CPTSC Treasurer's Report  
January 1 to December 31, 2008

	Subtotal	Total	Balance
<b>BALANCE FORWARD from 2007</b>			
Checking Account	11,367.22		
Money Market Fund	20,629.71	\$ 31,996.93	<b>\$ 31,996.93</b>
<b>INCOME</b>			
2007 Conference @ ECU	\$6,466.75		
2008 Conference Sponsorships	4,150.00		
Gifts to Diversity Scholarship <sup>1</sup>	800.00		
Individual dues – 20 @ \$20 +1@40 (11 dues 2007; 9 for 2008)	440.00		
Institutional Membership -- 1	100.00		
Interest on Money Market	454.27		
Super Shuttle 07 refund <sup>2</sup>	633.75		
		13,044.77	
Total Income		12,411.02	\$ 45,0141.70
<b>EXPENSES</b>			
Fees on Money Market <sup>3</sup>	192.00		
IPCC Conference Sponsorship	500.00		
Board Meeting at 4C's	156.75		
Diversity Scholarship	500.00		
Conference refunds	365.00		
Plenary Speaker	500.00		
Digitizing CPTSC archives	474.12		
DSA Award plagues	129.34		
Research Grant	1500.00		
Hard drives for website	339.98		
Domain name & ISP hosting	214.27		
		(\$4871.46)	\$ 40,170.24
Total Expenses			
<b>BALANCE ON HAND as of 12-20-08</b>			
Checking = \$19,278.26			
Money Market = \$ 20,891.98 <sup>4</sup>			<b>\$ 40,170.24</b>

<sup>1</sup> \$450 in anonymous gift from a CPTSC member to be used in \$150 increments over next three years + \$350 from Bedford/St.Martin's

<sup>2</sup> Check # 1345 from March 2007 to Super Shuttle that has never been cashed and account is now considered to be settled.

<sup>3</sup> \$16.00 maintenance fee per month

<sup>4</sup>\$20,000. transferred from checking to Money Market on 1-08-07; current rate = 1.75%

CPTSC Treasurer's Report  
January 1 to October 1, 2009

	Subtotal	Total	Balance
BALANCE FORWARD from 2008			
Checking Account	19,278.26		
Money Market Fund	20,891.98	<b>\$ 40,170.24</b>	<b>\$ 40,170.24</b>
INCOME			
Individual dues – 24 @ \$20	\$ 480.00		
Bedford for Diversity Scholarship	350.00		
Interest on Money Market	122.06		
111 dues from Oct 08 Conference	2220.00		
Total Income		\$3172.06	\$43,342.30
EXPENSES			
4 Research Grants (1 from 08)	5870.00		
Intern support for web & journal	800.00		
Exec Comm Breakfast – SanFran	135.39		
Domain Registration	34.99		
Fees on Money Market - \$16/month	144.00		
Total Expenses		(6984.38)	\$ 37,861.92
BALANCE ON HAND as of 6-15--09			\$ 36,357.92
Checking = \$ 15,487.88			
Money Market = \$ 20,870.04			

Major Outstanding Liabilities = \$800

- \$800 approved for intern support for journal through Jan. 2010.

Expected Income

- \$500 from Metropolitan State for 2008 breakfast sponsorship at conference

Money Market instituted 1-08-07 with \$20,000.00 transfer from checking account. Note that interest rates have decreased significantly. For May 2009, the monthly fee was \$16.00 and the interest was \$14.69; for Sept, the interest decreased to \$6.86 (rate = .40%), so this will need to be watched in terms of continuing viability.

Total Membership for 2008-09 = 146 individual members + 1 institutional member (Auburn)

- 145 = 111 paid as part of Oct 08 conference registration + 35 individual payments. 20 of the individual payments came in spring 09 by applicants wishing to qualify for research grants.