

Issue Preview

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We are pleased to present the first issue of 2012. It's hard to believe that the journal is already beginning its fourth year of publication. How did we get here so quickly? This year brings many changes to the editorial staff.

First, we'd like to share that program showcase articles will now be peer reviewed. With that change, we are pleased to introduce Kirk St. Amant from East Carolina University who will take on the position of the new Program Showcase editor. Upon receiving a submission, Kirk will seek out reviewers from our existing review board or from his own list of reviewers. If you are interested in reviewing or submitting a program showcase, contact Kirk at <stamantk@ecu.edu>.

Second, we're excited to introduce an upcoming new section of *Programmatic Perspectives*—the Curriculum Showcase. This section resulted from a conversation with K. Alex Ilyasova at the most recent annual meeting in Harrisonburg, Virginia, who started us thinking about how different institutions design particular courses such as a Diversity and Technical Communication course. Subsequently (or is it consequently?), we asked Alex to write the first curriculum showcase article to be published in the September 2012 issue. In the spirit of "be careful what you ask for," we then asked her to become editor of the new section. These articles will be peer reviewed, and like Kirk, Alex will draw from our existing or her own lists of reviewers. If you are interested in reviewing or submitting a curriculum showcase, contact Alex at <kilyasov@uccs.edu>.

Third, in the same vein as "be careful what you wish for," Donna Kain, East Carolina University, offered her services to the journal. We're starting to think that there was something in the water in Harrisonburg. To this end, we are pleased to welcome Donna to our editorial staff as copyeditor.

Fourth, we are pleased to have a former associate editor return to our editorial staff, but now as Book Review editor. Welcome to Laurence José from Grand Valley State University in Michigan. Karla Saari Kitalong, one of the founding editors, who moved into the book review editor position two years ago, will be stepping down effective with this issue. But in true Karla fashion, she recommended Laurence, former associate editor at Michigan Tech. We are very happy to have Laurence back in the editorial family. If you'd like to review books, contact Laurence at <josel@gvsu.edu>.

Finally, we are sad to say goodbye to Michael Salvo as editor. Michael has assumed the graduate program director position at Purdue University, severely limiting his time and energy for the kind of tasks required of editors. Michael brought to the journal a fresh perspective that most recently led to articles on diversity, a welcome addition to our subject index. Michael delivered on the promises he made in Issue 2.2: "to listen closely to CPTSC members" and "to act in service to our scholarly voice and need." We are sorry to see him go, but, as the community understands, administrative positions can be demanding. We wish him the best of luck.

Now on to the current issue. We're excited to present such a robust issue. Leading this issue is an article by a collection of scholars well known to all of us in the CPTSC community report on the results of a survey they conducted about the ATTW communication channels. These authors—Susan Popham, Lora Arduser, Kelli Cargile Cook, Marjorie Rush Hovde, Amy Koerber, Scott Mogull, and Pavel Zemliansky—all members of the Association of Teachers of Technical Writing's (ATTW) Communication Committee, asked survey participants about the effectiveness of ATTW's print publications (*Technical Communication Quarterly* and the ATTW Series in Technical Communication), its *Bulletin*, attw.org, and the ATTW listserv. They provide guidance to program administrators and organizations (such as CPTSC) for thinking about the effectiveness of their own organizational communication structures.

Also drawing from a survey, Edward Malone and David Wright report on the importance of history courses to our programs. Locating the beginning of the technical communication curricula in the 1950s, these authors make recommendations for integrating the study of technical communication history as a practice, a profession, and a discipline into our program curricula. Program administrators who responded to the survey indicated the value they placed on including historical sources in existing courses or on creating new history-focused courses using sources already available. It is clear from their results that program administrators value the study of history as a part of their programs.

Shifting our attention outside academia, Kathryn Northcut provides an overview of the National Science Foundation ADVANCE program, explor-

ing ways non-Science, Technology, Engineering, and Mathematics (STEM) faculty, especially women, can take better advantage of this grant program and possibly integrate NSF ADVANCE initiatives on our local campuses. She offers ideas for this integration and provides an overview of the program, how it works, ways technical communication faculty can fit into the goals of the program, and how the interdisciplinary nature of our work makes for a natural connection.

We're thrilled to publish the keynote address from the 2011 CPTSC annual meeting by Society for Technical Communication's (STC) current president, Hillary Hart. In this talk, Hart invited us to reconsider three main debates that have occupied the field for decades. She explores how differing perspectives about areas within these debates—namely, the academy-industry dichotomy, the idea of certification, and STC engagement with academic practitioners—have evolved over the years as part of efforts to strengthen the relationship between academia and industry.

In the interest of providing unique, engaging program showcases, we are eager to present a discussion of Michigan Technological University's (MTU) formative program assessment practices offered by Ann Brady, Eric Hayenga, and Jingfang Ren. They document a history of the Scientific and Technical Communication (STC) program assessment and chronicle its historical development, characterizing the progression of approaches to program assessment as, specifically, system-centered, user-centered, and most recently, participatory assessment.

In an engaging guest editorial, Stuart Blythe asks us to question both the quality and policies of the organizations most representative of the field of technical communication, CPTSC and ATTW, and their role in the field. From his vantage point as a former member of the CPTSC executive committee and current member of ATTW's executive committee, as well as past program chair for both organizations, Blythe asks us to consider initiating discussions about scope, role and sustainability.

Finally, Alex Layne reviews *Performing Feminism and Administration in Rhetoric and Composition Studies*, edited by Krista Ratcliffe and Rebecca Rickley, a new Hampton Press book. Layne deems the book valuable for program administrators, who likely will identify with the experiences recounted and perhaps find guidance when negotiating their values within organizational structures.

We'd like to end this preview with a reminder that we are still accepting logo submissions for this journal from undergraduate and graduate students. The winner will receive \$100. There is also the possibility for two honorable mentions to win \$50 each. Logos should be submitted to Tracy

Bridgeford (tbridge2@cox.net) in JPG, GIF, or PNG formats. We hope to showcase the best submissions on the <http://www.cptsc.org/pp> website. Winners will need to submit logos again in their raw format. The executive committee will review and vote on the logos. The deadline for submissions is April 1, 2012. Winners will be announced by the end of April.

Whew! That's it for this issue. Remember that we continue to seek submissions focusing on all areas of programmatic development and administration. Please consider developing your CPTSC position statements into a manuscript for future issues. Any and all commentary on this or previous issues is invited. Have a wonderful spring!

Tracy and Bill