

**2006
San Francisco**

COUNCIL ON PROGRAMS IN TECHNICAL AND SCIENTIFIC COMMUNICATION

**33RD ANNUAL CONFERENCE
MEETING CHALLENGES OF
THE NEW ECONOMY**

OCTOBER 12-14, 2006

**SAN FRANCISCO
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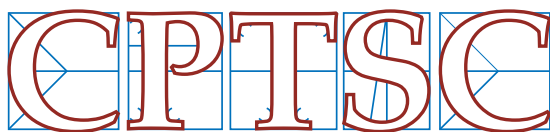


NC STATE UNIVERSITY



PROGRAM OVERVIEW

Thursday, 12 October		
5:30 – 7:00	Check-in	Lobby, Seven Hills Ctr
6:00 – 7:00	RECEPTION	Coit Lounge, Seven Hills Ctr
7:00 – 8:00	Keynote address	Nob Hill, Seven Hills Ctr
Friday, 13 October		
7:30 – 10:30	Check-in	Lobby, Seven Hills Ctr
7:30 – 8:30	LIGHT BREAKFAST	Coit Lounge, Seven Hills Ctr
8:00 – 4:00	POSTER DISPLAY	Coit Lounge, Seven Hills Ctr
8:30 – 10:00	Plenary session	Nob Hill, Seven Hills Ctr
10:00 – 11:30	COFFEE / TEA SERVICE	Coit Lounge, Seven Hills Ctr Lobby, Towers Ctr
10:00 – 4:30	COMPUTING & PRINTING	Breakout rooms, Seven Hills Ctr
10:00 – 4:30	VENDOR EXHIBITS	Lobby, Towers Ctr
10:15 – 11:15	Concurrent sessions: 1	Meeting rooms, Towers Ctr
11:30 – 12:30	Concurrent sessions: 2	Meeting rooms, Towers Ctr
12:45 – 1:45	LUNCH	Nob Hill & Patio, Seven Hills Ctr
2:00 – 3:00	Concurrent sessions: 3	Meeting rooms, Towers Ctr
3:00 – 6:00	COFFEE / TEA SERVICE & SODA / COOKIES	Coit Lounge, Seven Hills Ctr Lobby, Towers Ctr
3:15 – 4:15	Concurrent sessions: 4	Meeting rooms, Towers Ctr
4:30 – 5:30	Concurrent sessions: 5 (including poster presentations)	Presidio & Sunset, Towers Ctr Posters: Cantina, Mary Ward Hall
5:45 – 6:45	Administrators' roundtable	Richmond, Towers Ctr
5:45 – 6:45	CAMPUS TOUR	Patio, Seven Hills Ctr
7:00 – 9:30	TASTES OF SAN FRANCISCO BANQUET & JAZZ PERFORMANCE	Nob Hill, Seven Hills Ctr
Saturday, 14 October		
7:30 – 9:00	LIGHT BREAKFAST	Colloquium Room 587 Fifth Floor, Humanities Building
8:00 – 12:00	Business meeting	
11:00 – 12:00	BOX LUNCH DISTRIBUTION	
Excursion Option		
12:00 – 1:00	BUS TO MENLO PARK	Parking lot 19 behind Seven Hills
1:00 – 3:00	Tour & talk	Stanford Linear Accelerator Center
3:00 – 3:30	BUS TO STANFORD	
3:30 – 4:30	Tour	Hanna House
4:30 – 5:30	Dessert party (one block from Hanna House)	Home of Lu Rehling & Ken Moffeit
5:30 – 6:30	BUS TO SFSU CAMPUS	



COUNCIL ON PROGRAMS IN TECHNICAL AND SCIENTIFIC COMMUNICATION

**33RD ANNUAL CONFERENCE:
MEETING CHALLENGES OF THE NEW ECONOMY**

WELCOME TO SAN FRANCISCO STATE UNIVERSITY

SHUTTLES

**Arrive / leave Parking Lot 19
on State Street,
behind Seven Hills Center**

**NOTE: Per schedule provided,
to-from recommended conference lodging,
with reservation**

CHECK-IN

Lobby, Seven Hills Center

**NOTE: Available 5:30 – 7:00, Thursday evening
and 7:30 – 10:30 Friday morning**

COATROOM

Russian Hill Room, Seven Hills Center

COMPUTING & PRINTING

**Twin Peaks and Mount Davidson Rooms,
Seven Hills Center**

NOTE: Available 10:00 – 4:30, Friday only

CONFERENCE ROOM

Telegraph Hill Room, Seven Hills Center

POSTERS

**Displayed in Coit Lounge,
Seven Hills Center, 8:00 – 4:00, Friday**

**NOTE: Poster presentation session in Cantina,
Mary Ward Hall, 4:30 – 5:30, Friday**

VENDOR EXHIBITS

Lobby of Towers Center

NOTE: Display tables 10:00 – 4:30, Friday only

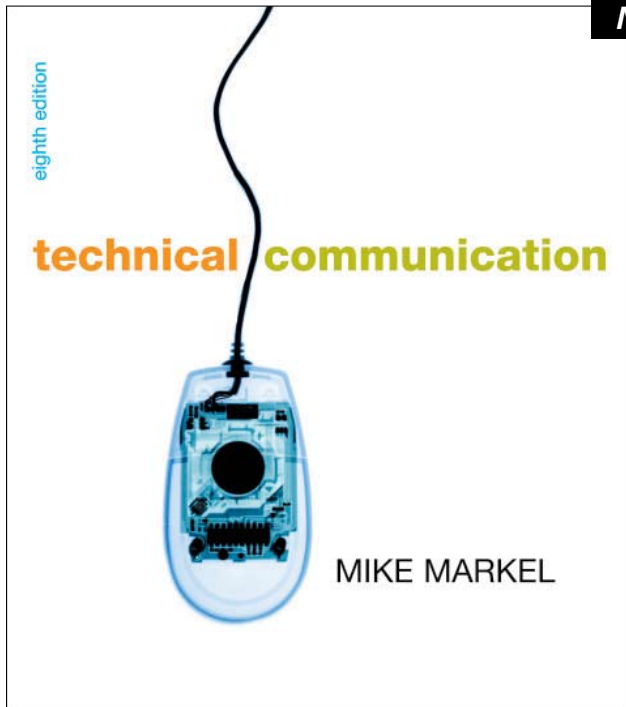
CAMPUS TOUR

**Meet on Patio of Seven Hills Center,
6:00 – 6:45, Friday**

NOTE: Self-guided tour map also provided

See tech comm *work*

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CPTSC 2006

COUNCIL ON PROGRAMS IN TECHNICAL AND SCIENTIFIC COMMUNICATION

33RD ANNUAL CONFERENCE: *MEETING CHALLENGES OF THE NEW ECONOMY*

PROGRAM DETAILS — THURSDAY, 12 OCTOBER

Reception	5:30 – 7:00
<i>Welcome: Paul Sherwin, San Francisco State University</i> SPONSOR: MICHIGAN TECHNOLOGICAL UNIVERSITY	Coit Lounge, Seven Hills
Keynote address	7:00 – 8:00
Information Development in a Flat World JoAnn T. Hackos, <i>Comtech Services, Inc.</i>	Nob Hill Room, Seven Hills

Light breakfast

7:30 – 8:30

SPONSOR: THE CAIN PROJECT, RICE UNIVERSITY

Coit Lounge, Seven Hills

PROGRAM DETAILS — FRIDAY, 13 OCTOBER

Plenary session	8:30 – 10:00
Location, Dislocation, Relocation: Positioning Programs in Professional and Technical Communication for the 21 st Century Sam Dragga, <i>Texas Tech University</i> Laura Gurak, <i>University of Minnesota</i> Carolyn Miller, <i>North Carolina State University</i> James P. Zappen, <i>Rensselaer Polytechnic Institute</i>	Nob Hill Room, Seven Hills

Coffee / tea service

10:00 – 11:30

SPONSOR: CLEMSON UNIVERSITY, PROFESSIONAL COMMUNICATION PROGRAM

**Coit Lounge, Seven Hills
& Lobby, Towers Center**

PROGRAM DETAILS — FRIDAY, 13 OCTOBER

Concurrent Sessions: I

10:15 – 11:15

1A	CPTSC 2006 Research Grant Presentations	Sunset Room, Towers Center
	The Academic Job Market, 2005–2006	Kelli Cargile Cook <i>Utah State University</i>
	CPTSC Assessment: A Community Research Model	Nancy W. Coppola Norbert Elliot* <i>New Jersey Institute of Technology</i>
	Certificate Programs in Technical Communication	Jim Nugent <i>Michigan Technological University</i>
1B	Global Opportunities <i>Moderator: Gerald Savage, Illinois State University</i>	Richmond Room, Towers Center
	Preparing Students Across the Technical Communication Program for a Global Economy	Bruce Maylath <i>University of Wisconsin, Stout</i>
	Teaching Professional Writing to American Students in a Study Abroad Program	Brent Henze <i>East Carolina University</i> Debby Andrews <i>University of Delaware</i>
	Enabling Student Exchanges Between the US and France	Lucy Veisblat <i>Université Paris 7, France</i>
	Professional and Technical Communication as Part of Engineering Curriculum at Tomsk Polytechnic University, Russia	Evgeniya Suntsova Svetlana Velledinskaya* <i>Tomsk Polytechnic University, Russia</i>
	A German Curriculum of Advanced Training in Multimedia-Based Technical Communication	Rainer B. Voges <i>University of Applied Science, Giessen-Friedberg, Germany</i>
1C	Virtual Culture <i>Moderator: Kathleen Margaret Lant, California State University, East Bay</i>	Presidio Room, Towers Center
	Did I Say That?: Fostering Critical Self-Reflection Skills in Cyberspace	William Ritke Jones <i>Western New Mexico University</i>
	Joining the Virtual Conversation: How Content Management is Changing the Way TC Professors Teach	Rick Mott <i>New Mexico Tech</i>
	Globalization and Online Teamwork	Kevin LaGrandeur <i>New York Institute of Technology</i>
	Blogging the Program: Steps Towards Organizational Memory, Community, & Identity	Jennifer L. Bowie <i>Georgia State University</i>

Coffee / tea service

Continuous service – 11:30

Coit Lounge, Seven Hills
& Lobby, Towers Center

* Co-author, not presenter

CPTSC '06 SAN FRANCISCO

PROGRAM DETAILS — FRIDAY, 13 OCTOBER

Concurrent Sessions: 2

11:30 – 12:30

2A	MA/MS Students as TA's: Current Practices and Challenges <i>Moderator: Karen R. Schnakenberg, Carnegie Mellon University</i>	Sunset Room, Towers Center
	Challenges of Starting a TA Program Where None Exists	Molly K. Johnson <i>University of Houston, Downtown</i>
	Preparing Teaching Assistants for a Technological World	Donna Niday <i>Iowa State University</i>
	Integrating TA Expertise in a 21 st Century Communication Curriculum	Don Payne <i>Iowa State University</i>
2B	Curricular Program Revision <i>Moderator: Tyanna Herrington, Georgia Institute of Technology</i>	Richmond Room, Towers Center
	Designing a New Track for an Established Master's Program: Boiling Down and Sprucing Up the Technical Writing Brand	David Dayton <i>Towson University</i>
	Re-thinking Discussion in TPC Programs	Sherry Southard <i>East Carolina University</i>
	"Structuring to Win": The Multiple Degree Option in the Technical Communication Program	Sally Henschel <i>Midwestern State University</i>
	Growth Through Diversity —Or Settling for What We've Got?	Glenn J. Broadhead Kathryn O'Donnell <i>Illinois Institute of Technology</i>
	A Creative Program for a Creative Workplace	Tracy Bridgeford <i>University of Nebraska, Omaha</i>
2C	Technology Readiness <i>Moderator: Melinda Knight, George Washington University</i>	Presidio Room, Towers Center
	Wikis in the Technical Communication Program: A Means to an End	Jan H. Spyridakis Kathryn A. Mobrand <i>University of Washington</i>
	Establishing Technical Writer's Readiness for Technological Change	Elizabeth Avery Gomez <i>New Jersey Institute of Technology</i>
	Why We Should Teach XML: An Argument for Technical Acuity	Becky Jo McShane <i>Weber State University</i>
	Technological Readiness: How to Make It	Pinfan Zhu <i>Texas State University</i>

Lunch

12:45 – 1:45

SPONSORS: NORTH CAROLINA STATE UNIVERSITY
RENSSELAER POLYTECHNIC INSTITUTE
TEXAS TECH UNIVERSITY
UNIVERSITY OF MINNESOTA
UNIVERSITY OF WASHINGTON

**Nob Hill Room, Seven Hills
& Patio, Seven Hills**

PROGRAM DETAILS — FRIDAY, 13 OCTOBER

Concurrent Sessions: 3

2:00 – 3:00

3A	Cross-Disciplinary and Team Connections <i>Moderator: Jeff Grabill, Michigan State University</i>	Sunset Room, Towers Center
	Using Technological Invention to Promote Interdisciplinary Collaboration	David Gillette <i>California Polytechnic State University</i>
	Incentives for Innovation: Is There Strength in Numbers?	Linda Driskill <i>Rice University</i>
	Peer-Learning and Professional Development at UWTC: from Self-Presentation to Communities of Practice	Kathleen Gygi <i>University of Washington</i>
	Once is Not Enough: The Need for Sustained, Varied Teamwork	Elizabeth Pass <i>James Madison University</i>
3B	New Sites of Research and Practice <i>Moderator: Loel Kim, University of Memphis</i>	Richmond Room, Towers Center
	The Growth of Gray Literature and Its Implications for Teaching Writing in the Sciences	Neil Lindeman <i>San Francisco State University</i>
	A New Vision for Technical Communication in Academia	Marian G. Stone <i>Arizona State University Polytechnic</i>
	Bringing Medical Writing into an Existing Professional Writing Program, or, Being Haunted by Ghostwriters	Lili Fox Vélez <i>Towson University</i>
	From National to Global Environmental Regulation: Sustainability as Defined by the ISO 14001	Michael J. Salvo <i>Purdue University</i>
3C	Program Development for the New Economy <i>Moderator: Sandi Harner, Cedarville University</i>	Presidio Room, Towers Center
	Using Digital Environments to Interface with Students in Professional & Technical Communication Programs	Michelle F. Eble <i>East Carolina University</i>
	Distributed Work and Virtual Collaborative Environments	Susan Feinberg Stephany Filimon <i>Illinois Institute of Technology</i>
	Fostering Teamwork and Responsibility in Online Group Work	Michael S. Martin <i>University of Wisconsin, Stout</i>
	Partnering in Technical Communication	Kathryn O'Donnell <i>Metropolitan State College of Denver</i>
	Graduate Student Projects and the New Economy	Susan Katz <i>North Carolina State University</i>

**Coffee / tea service
& soda / cookies**

3:00 – 6:00

**Coit Lounge, Seven Hills
& Lobby, Towers Center**

PROGRAM DETAILS — FRIDAY, 13 OCTOBER

Concurrent Sessions: 4

3:15 – 4:15

4A	Innovative Teaching for Program Innovation <i>Moderator: Lu Rehling, San Francisco State University</i>	Sunset Room, Towers Center
	Using Minimal Teaching to Enhance Adaptability in a Flat World	Dan Riordan <i>University of Wisconsin, Stout</i>
	Rethinking Plagiarism in Technical and Professional Communication Programs	Jessica Reyman <i>Northern Illinois University</i> Laurie A. Johnson <i>University of Minnesota</i>
	Transforming Spaces: Effects of Studio Space on Collaborative Learning and Innovative Teaching	Summer Smith Taylor <i>Clemson University</i>
	Persuasion in the Contemporary Workplace: Proposals Reconsidered	Mark Zachry <i>University of Washington</i>
4B	Preparing Students for the Profession <i>Moderator: Peter England, Texas Tech University</i>	Richmond Room, Towers Center
	Just Trying to Do Some Good: International Service-Learning and Administrative Hoop-dom	Helen Correll <i>Metropolitan State University</i>
	Lions & Tigers & Bears: Perpetuating an Interdisciplinary Writing Project in Three Engineering Departments	David J. Adams <i>University of Maine</i>
	Fostering Professionalism and Community Awareness: Launching an Undergraduate Scholarly Journal	W. J. Williamson <i>Saginaw Valley State University</i>
	Performing Professionalism Through Senior Portfolios	Ann Brady Patty Sotirin* <i>Michigan Technological University</i>
4C	Graduate Technical Communication: Responding to the Market and the Academy <i>Moderator: Kathryn Northcut, University of Missouri, Rolla</i>	Presidio Room, Towers Center
	The Academy: A Market Place of Ideas Or the Market Place?	Diane Allen <i>Midland College</i>
	Educating Today's Technical Communicators: The Economic Incentives of Online Graduate Education	Emil Towner <i>Wolters Kluwer Financial Services</i>
	Virtual Workplaces: From Online Graduate Education to Communication Leadership	Pamela Estes Brewer <i>Murray State University</i>
	Pedagogical Focus in the New Economy: Transforming Line Workers into Symbolic-Analytic Workers	Kendall Kelly <i>Texas State University, San Marcos</i>

**Coffee / tea service
& soda / cookies**

Continuous service – 6:00

**Coit Lounge, Seven Hills
& Lobby, Towers Center**

* Co-author, not presenter

PROGRAM DETAILS — FRIDAY, 13 OCTOBER

Concurrent Sessions: 5

4:30 – 5:30

5A	Shaping Our Programs for the Marketplace <i>Moderator: Kelli Cargile Cook, Utah State University</i>	Sunset Room, Towers Center
	Corporate Research Support: Usability and Open-Source	Dave Yeats <i>Auburn University</i>
	Sponsored Entrepreneurial Communication in Technical, Professional, and Engineering Curricula: Research and Pedagogical Implications	Michael R. Moore <i>Michigan Technological University</i>
	Using Marketing Research to Improve Certificate Program	Wanda L. Worley <i>Indiana University–Purdue University Indianapolis</i>
	The Branded Program: Burden or Blandishment?	Henrietta Nickels Shirk <i>Montana Tech of University of Montana</i>
	Hybrid Courses in Professional and Technical Writing	Catherine Gouge <i>West Virginia University</i>
5B	Evaluating Our Programs <i>Moderator: Patti Wojahn, New Mexico State University</i>	Presidio Room, Towers Center
	Internship Requirements in 4-Year Programs: How We Compare Among Ourselves and Across Other Applied Fields	Gerald Savage Marcea K. Seible <i>Illinois State University</i>
	Déjà Vu: Certification Once Again	Kenneth T. Rainey <i>Southern Polytechnic State University</i>
	Incorporating Authentic Assessment in Tech Comm Programs	Han Yu <i>Illinois State University</i>
5C	Poster Presentations <i>Moderator: Linda Driskill, Rice University</i>	Cantina, Mary Ward Hall
	Doing and Dreaming: Lessons from Walt Disney	Shelby J. Gordon <i>New Jersey Institute of Technology</i>
	Old Technologies and the “New Economy”	Jay L. Gordon <i>Youngstown State University</i>
	Speaking of Software: An Example of Interdisciplinary Work for the 21 st Century	Robert R. Johnson, Anne Mareck*, Leroy Steinbacher*, Thomas Vosecky*, Charles Wallace* <i>Michigan Technological University</i>
	Potholes, Gatekeepers, and Missing Bridges: A Program’s Journey to ePortfolios	Joe Strange, Molly K. Johnson <i>University of Houston, Downtown</i>
	Communication Posters: Forming a New Tradition	2005 CPTSC Participants: CPTSC’s First Poster Session, Hosted by Texas Tech University

**Coffee / tea service
& soda / cookies**

* Co-author, not presenter

Continuous service – 6:00

Coit Lounge, Seven Hills & Lobby, Towers Center

PROGRAM DETAILS — FRIDAY, 13 OCTOBER

5:45 – 6:45

Administrators' roundtable <i>Moderator: Bruce Maylath, University of Wisconsin, Stout</i> Program administrators toss out issues and problems for all participants to mull over, discuss, and try to solve. ALL WELCOME	Richmond Room, Towers Center
Campus tour option	Meet at Patio, Seven Hills

Banquet & entertainment Tastes of San Francisco buffet

7:00 – 9:30

SPONSOR FOR WINE / BEER SERVICE:
PRENTICE HALL

Nob Hill Room, Seven Hills

Jazz trio performance, featuring vocalist Clairdee

PROGRAM DETAILS — SATURDAY, 14 OCTOBER

Light breakfast

7:30 – 9:00

Colloquium Room 587,
Fifth Floor, Humanities Building

Business meeting	8:00 – 12:00
Presenting: CPTSC Executive Committee ALL WELCOME	Colloquium Room 587, Fifth Floor, Humanities Building

Box lunch distribution

11:00 – 12:00

Colloquium Room 587,
Fifth Floor, Humanities Building

Excursion option

12:00 – 6:30

RESERVATION REQUIRED

Stanford Linear Accelerator Center (1:00 – 3:00)

- Tour: Department of Energy
National Research Laboratory
- Talk: SLAC writers

Roundtrip bus transportation:

Hanna House (3:30 – 4:30)

- Tour: Frank Lloyd Wright-designed
architectural landmark home

Meet at Parking Lot 19:
on State Street, behind
Seven Hills Center

Dessert party (4:30 – 5:30)

- Home of Lu Rehling & Ken Moffeit

Call for Papers & Posters

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Call for Papers: Tutorials & Case Studies

The *IEEE Transactions on Professional Communication* seeks tutorials and case studies for upcoming issues of the journal. For **tutorials**, authors should present creative educational or training approaches of any type for teaching professional communication strategies, tools, or practices in industry or education, provided the authors include the following:

1. Justify Reporting the Instructional Approach
 - What practical problem does this approach address?
 - How is it connected to previous research on pedagogy or to industry practices?
2. Describe the Instructional Approach
 - What is the context within which the approach is used?
 - What materials and methods are used in the approach?
3. Assess the Outcomes of the Instructional Approach
 - What evidence do you have about the effectiveness of the approach?
4. Clearly State the Implications
 - What are the implications of the instructional approach for professional communication practitioners and/or educators?

For **case studies**, authors should present original cases for use in educational or training activities in industry or education, focusing on the following:

1. Justify Reporting the Case
 - What practical problem does this case address?
 - How is it connected to previous research on pedagogy or to industry practices?
2. Describe the Case (Tell the Story)
 - Who, what, where, when, etc. is involved?
 - What supporting documents (memos, press releases, etc.) are needed to understand the case?
3. Outline Instructional Guidance
 - What learning outcomes are appropriate for the case?
 - What methods can be used to assess those outcomes?
 - What prompts help students/trainees analyze the case?
 - What questions guide student/trainee discussion?
4. Describe the use of the case by an instructor
 - What student/trainee population was involved?
 - What were the learning outcomes?
5. Clearly State the Implications
 - What are the implications of the case for professional communication practitioners and/or educators?

Samples appear on the journal's website:

ieeepcs.org/activities_publications_transactions_authors.php

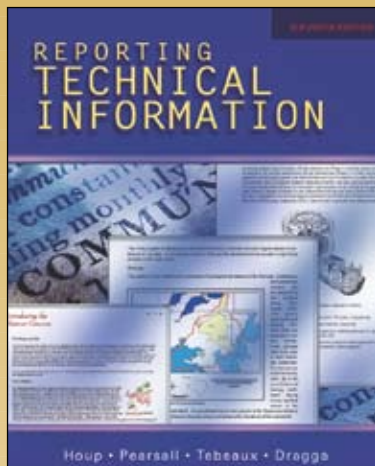
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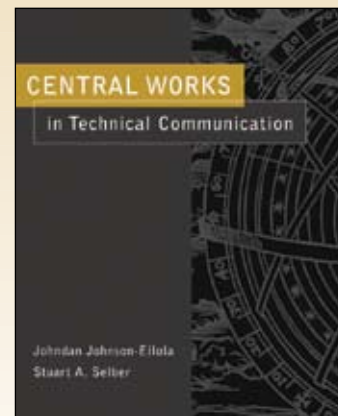
Named the Best Collection of Essays in Technical or Scientific Communication by the National Council of Teachers of English in 2005

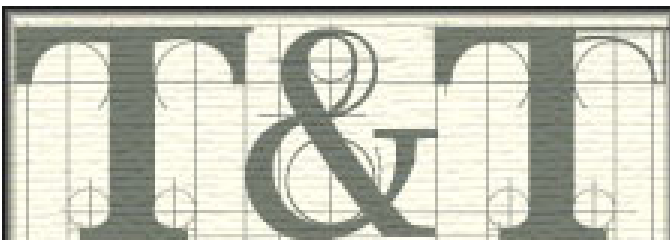
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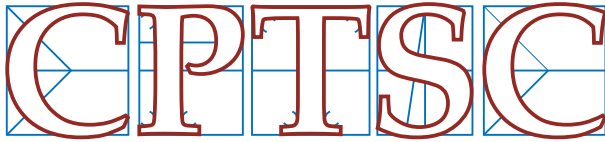
Our M.S. in scientific and technical communication prepares students for professional positions as information architects, technical communicators, web designers, and more. M.S. students have been hired by local and national organizations including Unisys, Medtronic, IBM, and US Bank. A post-baccalaureate certificate is also available. Our Industrial Affiliates Program links our students to high technology companies in the Twin Cities area and provides graduate student fellowships.

We are located in a major metropolitan area with a diverse economy and an exciting environment for arts, culture, music, and outdoor activities. The University of Minnesota is a major research institution, with one of the largest library systems in North America and a rich offering of specialized collections, archives, and digital technology centers. Students are encouraged to explore interdisciplinary minors or coursework outside the department, in areas such as medical ethics, law, women's studies, history, human factors, and literature. The University's recent strategic planning process has resulted in increased visibility and support for rhetoric and composition, technical communication, and related teaching and scholarship.

Students in our M.A. and Ph.D. programs generally receive tuition and excellent health benefits as well as a competitive salary. Students in both programs are eligible to apply for other funding including research grants, endowed fellowships, summer teaching, and other funding activities.

For more information on our programs, e-mail rhetoric@umn.edu or visit us on the Web at www.rhetoric.umn.edu. We look forward to hosting CPTSC in 2008.





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