

# Derek G. Ross

Technical & Professional Communication  
Department of English, MTPC  
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## Current Positions

Associate Professor, Auburn University MTPC Program, Department of English  
Editor, *Communication Design Quarterly*

## Research Areas

- Document design in professional and technical communication
- Environment-related rhetoric, such as use of commonplaces and design elements, in popular and modern culture
- Ethics in environmental rhetoric and technical communication
- Audience analysis

## Education

**Doctor of Philosophy, Technical Communication and Rhetoric, 2008**  
Minor: Literature  
Texas Tech University, Lubbock, TX  
Dissertation Title: *The commonplaces of environmental rhetoric: Resonation and perception of environmentalism in American tourists*  
Dissertation Chair: Ken Baake  
Committee Members: Becky Rickly, Amy Koerber

**Master of Arts, English, 2004**  
Virginia Polytechnic Institute and State University, Blacksburg, VA  
Graduate Thesis: *The social role of popularized science*  
Thesis Chair: James H. Collier III  
Committee Members: Carolyn Rude, Tony Colianne

**Bachelor of Science, Biology; Minor: English, 1997, Graduated Cum Laude**  
University of Southern Mississippi, Hattiesburg, MS  
Undergraduate Honors Thesis: *From pinpricks to hari-kari: The Dusky Gopher Frog, *Rana capito sevosa*, vs. humanity*  
Advisor: Donald Norris

## Publications

### Books

Ross, D. G. (Ed.). (2017). [Topic-driven environmental rhetoric](#). Routledge/Taylor & Francis Group. Honorable Mention for the 2018 CCCC Technical and Scientific Communication Award in the category of Best Original Collection of Essays in Technical or Scientific Communication.

### Book Chapters

Ross, D. G. (2018). Résumé design and career advocacy in a Goodwill Career Center. In G. Agboka and N. Matveeva (Eds.), *Citizenship and Advocacy in Technical Communication: Scholarly and Pedagogical Perspectives*. New York, NY: Routledge. Forthcoming in print.

Ross, D. G. (2016). “We will live to piss on their graves”: Edward Abbey, radical environmentalism, and the birth of Earth First!. In R. D. Besel and B. K. Duffy (Eds.), *Green voices: Defending nature and the environment in American civic discourse* (pp. 243 – 273). Albany, NY: SUNY.

## Special Issues

Ross, D. G. (Guest Editor). (2015). Ethics (Special Issue). *Intercom*, May. (Guest editor for the complete issue and guest editor’s introduction.)

## Peer-Reviewed Journal Articles

### 2019

Ross, D. G., Oppegaard, B., & Willerton, R. (2019). Principles of place: Developing a Place-Based Ethic for discussing, debating, and anticipating technical communication concerns. *IEEE Transactions on Professional Communication*. Forthcoming March 2019.

### 2018

Ross, D. G., & Parks, M. (2018). Mutual respect in an ethic of care: A collaborative essay on power, trust, and stereotyping. *Teaching Ethics*. Forthcoming 2018.

### 2017

Ross, D. G. (2017). The role of ethics, culture, and artistry in scientific illustration. *Technical Communication Quarterly*, 26(2), 145 – 172. <http://dx.doi.org/10.1080/10572252.2017.1287376>.

### 2015

Ross, D. G. (2015). [Monkeywrenching plain language: Ecodefense, ethics, and the technical communication of ecotage](#). *IEEE Transactions on Professional Communication*, 58(2), 154 – 175.

Ross, D. G., & Willerton, R. (2015). [Conversations about place: Dialogic ethics and land ethics in technical communication](#). *Proceedings of the International Professional Communication Conference (IPCC) 2015*, 217 – 224.

- Winner of the 2015 James M. Lufkin Award for best conference paper

**2014**

Ross, D. G. (2014). [Defining “research”: Undergraduate perceptions of research in a technical communication classroom](#). *The Journal of Technical Writing and Communication*, 44(1), 61 – 99.

**2013**

Ross, D. G., & Arnett, E. J. (2013). To do is to learn: The value of hands-on research in an introductory research methods course. *Programmatic Perspectives*, 5(2), 214 – 242.

Ross, D. G. (2013). [Deep audience analysis: A proposed method for analyzing audiences for environment-related communication](#). *Technical Communication*, 60(2), 94-117.

Ross, D. G. (2013). [Common topics and commonplaces of environmental rhetoric](#). *Written Communication*, 30(1), 91 – 131.

- Nominated for an NCTE Scientific and Technical Communication Award.

**2012**

Ross, D. G. (2012). [Ambiguous weighting and nonsensical sense: The problems of “balance” and “common sense” as decision-making heuristics in environmental rhetoric](#). *Social Epistemology*, 26(1), 115 – 144.

**2011**

Ross, D. G. (2011). [Environmental rhetoric, ethics, and policy: Teaching engagement](#). *Present Tense*, 2(1).

Schwartzman, R., Ross, D. G., & Berube, D. M. (2011). [Rhetoric and risk](#). *Project on Rhetoric of Inquiry (POROI)*, 7(1).

**2009**

Ross, D. G. (2009). [Ars Dictaminis perverted: The personal solicitation email as a genre](#). *The Journal of Technical Writing and Communication*, 39(1), 25 – 41.

- Nominated for an NCTE Scientific and Technical Communication Award.
- Mentioned in “Recent and Relevant,” *Technical Communication*, 56(4) (2009), 427.

**2008**

Ross, D. G. (2008). [Dam visuals: The changing visual argument for the Glen Canyon Dam](#). *The Journal of Technical Writing and Communication*, 38(1), 75 – 94.

- Nominated for an NCTE Scientific and Technical Communication Award.

## Essays/Editorial Review

Ross, D. G., & Friedman, E. C. (2015). Back to our roots: Digital humanities and the history of the book. In *Auburn Speaks*, produced by the Office of the Vice President for Research. Auburn University.

Honnell, R., & Ross, D. G. (2014). Comic Sans gets neue lease of life—but it may end in tragedy. *The Conversation*, April 21, 2014, <http://theconversation.com/comic-sans-gets-neue-lease-of-life-but-it-may-end-in-tragedy-25558>.

Ross, D. G. (2013). Sharing expertise and bridging cultures: Communicating with scientists about communicating science. *ATTW Bulletin*, September 3, 2013, <http://attw.org/blogs/bulletin/sharing-expertise-and-bridging-cultures-communicating-scientists-about-communicating>.

Ross, D. G. (2013). The ethics of dam removal. In S. T. Ross, *The Ecology of North American Freshwater Fishes* (pp. 335-336). University of California Press, Berkeley.

Ross, D. G. (2012). Why ethics?: Can doing the right thing really change the world?. *Mother Pelican*, 8(11), <http://www.pelicanweb.org/solisustv08n11page9.html>.

Baker, J., & Ross, D. G. (2012). The genesis of a disaster-response plan in two parts. In *Auburn Speaks*, produced by the Office of the Vice President for Research, pp. 98-103. Auburn University.

Ross, D. G. (2012). Reply to Zoltan Majdik on “Ambiguous weighting and nonsensical sense.” *Social Epistemology Review and Collective*, <http://social-epistemology.com/2012/04/19/derek-g-ross-reply-to-zoltan-majdik-on-ambiguous-weighting-and-nonsensical-sense/>.

Ross, D. G. (2011). Against fear: Barry Lopez and lessons for communicators. *Mother Pelican*, 7(7). <http://www.pelicanweb.org/solisustv07n07page2.html>.

Ross, D. G. (2011). A conversation on happiness: We’re all in this together. *Mother Pelican*, 7(2). <http://www.pelicanweb.org/solisustv07n02page3.html>.

## Columns and Editorial Work

*In some cases these are editorials/columns I myself have written, in the others I contributed an editorial note and editing.*

Ross, D. (2017). Why ethics?: Interpreting “ethics” and what STC’s ethical principles (can) do. *Intercom*, November/December: 29 – 32. (Author and Editorial Note.)

Karr, D. (2017). It’s all about the reader: How to implement care ethics in your company style guide. *Intercom*, September: 26 – 28. (Editor and editorial note.)

Richards, D. (2017). Problems of agency in visual risk communication. *Intercom*, April: 20 – 22. (Editor and editorial note.)

Bippes, B. (2017). Recognizing and disclosing conflicts of interest. *Intercom*, February: 33 – 35. (Editor and editorial note.)

Gehrke, M. (2016). The “cover up” of common knowledge. *Intercom*, July/August: 32 – 34. (Editor and editorial note.)

Grisham, J. (2016). It is what it is: Deadlines, groupwork, and cherry-picked data. *Intercom*, May: 42 – 44. (Editor and editorial note.)

Lambert, J. (2016). That’s [unethical?] edutainment!. *Intercom*, January: 25 – 27. (Editor and editorial note.)

O’Neil, F., & Cooney, J. (2015). Out of time: A double feature on expeditious ethics. *Intercom*, September: 26 – 27. (Editor and editorial note.)

Gosser, R. (2015). Hurricane Sandy: The perfect storm of ethical dilemmas. *Intercom*, February: 29 – 31. (Editor and editorial note.)

Everett, H. I. (2014). Holiday madness: Tough totes shoulders (un)successful startup. *Intercom*, September: 29 – 31. (Editor and editorial note.)

Booher, A. (2014). Technological ableism. *Intercom*, April: 35 – 37. (Editor and editorial note.)

Palmer, L. (2014). It’s not easy being green: And it’s even harder to be green and ethical. *Intercom*, February: 39 – 42. (Editor and editorial note.)

Ross, D. G. (2013). Ethics and résumé design. *Intercom*, November/December: 33-34. (Author.)

Willerton, R. (2013). Plain language as an ethical tool: Reconsidering ethics and audiences. *Intercom*, June: 29 – 30. (Editor and editorial note.)

Hockenhull, D., Martin, A., Mayhall, V., & Stude, S. (2013). Ethics scenario: Facebook use in the workplace. *Intercom*, March: 45 – 46. (Editor and editorial note.)

Ross, D. G. (2013). Ethics scenario: Chinese drywall. *Intercom*, January: 37 – 38. (Author and Editorial Note.)

## Books, Articles, and Proposals in Review

Proposal for *Environmental Rhetoric and Organizational Ethics: Lessons from Earth First!'s Radical Rhetoric of Resistance*.

## Books, Articles, and Proposals in Revision

## Books & Articles in Preparation

*Environmental Rhetoric and Organizational Ethics: Lessons from Earth First!'s Radical Rhetoric of Resistance* (Book)

Teaching visual thinking (article)

*Accessible Ethics* (Book)

Age, growth, and secondary sex characteristics of the roundtail chub, *Gila robusta*, in the Yampa River, Colorado with Stephen T. Ross and Timothy C. Modde (D. G. Ross as scientific illustrator)

## Book Reviews & Blurbs

Friedman, E. C., & Ross, D. G. (2016). Blurb for *The Book in Society*, Broadview Press. <https://broadviewpress.com/product/the-book-in-society/#tab-description>.

Ross, D. G. (2006). Multiliteracies [Review of *Multiliteracies for a Digital Age*, by S. A. Selber]. *The Journal of Technical Writing and Communication*, 36(3).

## Poetry Publications

Ross, D. G. (2004). Giants of the Earth. In *Brush Mountain Review IV*. Blacksburg, VA: Virginia Tech.

Ross, D. G. (2004). Strange Fruit: The Procreation and Speciation of Desoto National Forest Documented on a Picnic in November. In *Brush Mountain Review IV*. Blacksburg, VA: Virginia Tech.

Ross, D. G. (2004). Papa Told a Story. In *Brush Mountain Review IV*. Blacksburg, VA: Virginia Tech.

Ross, D. G. (1999). Big Daddy J and the Jazz Swing Tip. In D. Christy and A. Christy (Eds.), *Cokefishing in Alpha Beat Soup*. New Hope, PA: Alpha Beat Press.

Ross, D. G. (1997). John. In *Doggerel*. Hattiesburg, MS: Green Swamp Press.

## Grants

## Grants Funded

2016 Civic Engagement Grant. "Effective non-profit web design." With Norman E. Youngblood and Barb Bondy. Auburn University, College of Liberal Arts Civic Engagement Grant. (\$1000)

2014 IGP Level II Grant to attend Rare Book School, Charlottesville, VA, with Dr. Emily C. Friedman and Greg Schmidt. (\$8,000)

2013 Civic Engagement Grant. "Effective entry-level résumé design: Functional vs. chronological paper-based résumés." Auburn University, College of Liberal Arts Civic Engagement Grant. (\$1000)

## Grants in Review

## Presentations, Lectures, and Speeches

## Forthcoming

## Invited

"Why ethics?: Interpreting 'ethics' and what STC's ethical principles (can) do." Webinar. October 20, 2017.

<https://attendee.gotowebinar.com/register/5994183737874799107>.

Editor's Roundtable. October 6, 2017, Council for Programs in Technical and Scientific Communication Conference, Savannah, GA.

"[Earth First!: Communications and radical environmentalism](#)." November 3, 2016, Discover Auburn Lecture Series, Auburn University Ralph Brown Draughon Library, 3:00 PM.

"Communicating science: Adapting your work for policy boards, publics, and peers." Invited workshop at the 2013 Joint Meeting of Ichthyologists and Herpetologists (JMIH) Meeting, Albuquerque, NM, July 10-15, 2013.

Guest speaker at the Auburn Community and Civic Engagement Academy for Civic Professionalism. Auburn, AL, May 16, 2013.

## Conference Presentations

“Beer and rape: Feminism, masculinity, and exclusion in radical environmental rhetoric,” in the panel, “Languaging Ethics of Place: Lessons from Food Truck Voting, Developing Mobile Apps, and Radical Environmental Rhetoric,” March 16, 2018. Conference on College Composition and Communication (CCCC), Kansas City, MO.

“We can charge for that? The ins-and-outs of creating and running a usability lab.” Roundtable (Chair). March 17, 2017. Conference on College Composition and Communication (CCCC), Portland, OR.

“Material textuality and extremism: Earth First!, zines, newsletters, and the ethics of monkeywrenching.” September 23 – 24, 2016. States of the Book Conference, United States Military Academy, West Point.

“Résumé design and career advocacy in a Goodwill career center.” Poster presentation. April 6, 2016. Association of Teachers of Technical Writing (ATTW), Houston, TX.

“Leopold’s land ethics: (Re)envisioning a place in technical communication,” in the panel, “Ethics in Action: Place-Based Ethics and Experience Architecture.” April 7, 2016. Conference on College Composition and Communication (CCCC), Houston, TX.

“Conversations about place: Dialogic ethics and land ethics in technical communication,” with Dr. Russell Willerton. July 12 – 15, 2015. IEEE International Professional Communication Conference, Limerick, Ireland.

“The bibliography of extremism: Earth First!, ‘zines, and the ethics of monkeywrenching,” in the panel, “Risky [Technical] Communication: The Ethics and Impacts of DIY Rhetoric.” March 20, 2015. Conference on College Composition and Communication (CCCC), Tampa, FL.

“The role of ethics and artistry in scientific illustration,” in the panel, “The ethics of visuals: From illustrations to information design.” March 20, 2014. Conference on College Composition and Communication (CCCC), Indianapolis, IN.

“Monkeywrenching plain language: The technical communication of ecotage,” in the panel, “Exploring public plain language use in government, ethics, and countercultures.” March 15, 2013. Conference on College Composition and Communication (CCCC), Las Vegas, NV.

“Deep audience analysis: Understanding audience in environment-related communication,” in the panel “Technical Communication and the environment.” March 23, 2012. Conference on College Composition and Communication (CCCC), St. Louis, MO.



"Problems with proof: Public perceptions of 'proof' in environment-related decisionmaking," in the panel "Uncertainty, contingency, and the art of rhetoric." November 13, 2010. Association for the Rhetoric of Science and Technology (ARST), San Francisco, CA.

"Working the environment: The problem of 'balance' and 'common sense' as environmental commonplaces," In the panel "Values at work." October 14, 2010. Thomas R. Watson Conference in Rhetoric and Composition, Louisville, KY.

"Rethinking research: Undergraduate understanding and presentation of research in a technical communication classroom," in the panel "Rethinking professional writing and undergraduate studies." March 19, 2010. Conference on College Composition and Communication (CCCC), Louisville, KY.

"Research is '\_\_\_\_\_': Undergraduate understanding and presentation of research in a technical communication classroom," in the panel "From play to work: The place of non-traditional technologies in the 'traditional' classroom." March 11, 2009. Association of Teachers of Technical Writing (ATTW), San Francisco, CA.

"The Scales are weighted: Why 'balanced' argumentation in science is a problem," with Fawn D. Musick (Lubbock Christian University), in the panel "Communicating and demarcating science: Activism, participation, and translation." November 20, 2008. Association for the Rhetoric of Science and Technology (ARST), San Diego, CA.

"You've got to see it for yourself: Green arguments in the age of accessibility," in the panel "You have to see it to believe it: The value of hands-on activity in the new age of accessibility." October 18, 2008. The Seventh Biennial Thomas R. Watson Conference in Rhetoric and Composition, Louisville, KY.

"Sociopolitics and dam tourism: The Glen Canyon Dam and Lake Powell as recreational areas," in the panel "Bodies, water, and money: Epideictic rhetoric and the rhetoric of science." April 3, 2008. Conference on College Composition and Communication (CCCC), New Orleans, LA.

"Dam common arguments: The common topics of environmental rhetoric." November 14, 2007. Association for the Rhetoric of Science and Technology (ARST), Chicago, IL.

"Full field immersion: Acculturation to the language and theory of research through practice," in the panel "Learning to represent our work/ourselves: Rebuilding the research methods course in technical communication and rhetoric." March 21, 2007. Association of Teachers of Technical Writing (ATTW), New York, NY.

"From water glass to reservoir: Seeing case studies from a field-aware meta-view," in the panel "You say episteme and I say paradigm: Rhetoric and narrative

in the graduate research methods class." October 5, 2006. Thomas R. Watson Conference on Rhetoric and Composition, Louisville, KY.

"Ars dictaminis and spam: Categorizing the personal solicitation email." May 28, 2006. Computers and Writing (C &W), Lubbock, TX.

"Ars dictaminis perverted: The personal solicitation email as a genre." Mar. 22, 2006. Association of Teachers of Technical Writing (ATTW), Chicago, IL.

"The rock and the water glass: Situating case studies within a holistic meta-view." Feb. 11, 2006. Popular Culture and American Culture Association, Albuquerque, NM.

"Silver screen scientists: Public perceptions of iconic and iconoclastic film scientists in relation to the public understanding of science." Feb. 9, 2005. Popular Culture and American Culture Association, Albuquerque, NM.

"Popular science texts (PST's) as pedagogical tools." March 2004. English Graduate Student Conference, Virginia Tech Department of English. Blacksburg, VA.

### Local Lectures and Panels

"Résumé expectations: Job seekers, employers, and textbooks." Society for Human Resource Management luncheon, November 28, 2017, Saugahatchee Country Club, Auburn, AL.

"Material textuality and extremism: Earth First!, zines, newsletters, and the ethics of monkeywrenching." (Department revisitiation of West Point Military Academy Presentation). October 26, 2016. Haley Center, Auburn University Department of English.

"Opportunities at LUCIA, Auburn University's Lab for usability, communication, interaction, and accessibility." September 21, 2016. Auburn Research Symposium, Auburn, AL.

"Opportunities at LUCIA, Auburn University's lab for usability, communication, interaction, and accessibility." September 30, 2015. Auburn Research Symposium, Auburn, AL.

"The history of the book in theory and practice: Team-teaching through mixed specialization." With Emily C. Friedman. January 30, 2015. Conversations in Celebration of Teaching and Expo in Support of Research and Creative Scholarship. Auburn, AL.

"Lucia: Lab for usability, communication, information, and accessibility." With Ed Youngblood. January 12, 2015. Kiwanis International, Saugahatchee Country Club, Opelika, AL.

“Radical environmentalism: The Rhetoric and ethics of resistance.” Auburn University Program for Cluster Hires. November 12, 2014. Ralph Draughon Library, Auburn University, AL.

“Fighting for change: Radical environmental rhetoric, ethics, and policy—The rhetoric of resistance.” Research Incentive Committee Presentation. October 29, 2014. Auburn University, AL.

“The role of ethics and artistry in scientific illustration.” English Hour. Auburn University Department of English, November 8, 2013.

“The role of ethics and artistry in scientific illustration.” April 2, 2013. Auburn Research Week, Auburn, AL.

Guest speaker and design consultant on writing job letters and résumés. The Community Writing Center, Auburn AL. “Writing to work.” May 21, 2012; May 22, 2012; June 7, 2012.

“Civic engagement in the classroom: Developing syllabi that work.” College of Liberal Arts Summer Academy 2011, Auburn University. May 17, 2011.

Guest speaker, with Alicia Carroll, and Chantel Acevedo. “Environment studies: Crises and developments in approaches to English studies.” Research culture committee panel discussion, Auburn University. February 10, 2010.

Guest speaker, with Erich Nunn, and Paula Backscheider. “From Seminar Paper to Publication.” Research culture committee panel discussion, Auburn University. January 21, 2010.

## Guest Lectures and Workshops

EGA workshop on preparing e-portfolios for post-graduation use. April 4, 2018. Auburn University Department of English, Auburn, AL.

EGA workshop on preparing for the job market. October 11, 2017. Auburn University Department of English, Auburn, AL.

Job letter and résumé design discussion and workshop. In partnership with representatives from the Goodwill Career Center. February 21, 2017, Lee County Youth Development Center.

“Managing submissions.” Guest lecture in Dr. Susan Youngblood’s ENGL 4020 Editing class. Auburn University, September 24, 2015.

“Leopold’s land ethic.” Guest lecture in Dr. Ed Youngblood’s MDIA 4970 class. Auburn University, September 8, 2015.

“The job application process.” In partnership with representatives from the Goodwill Career Center. February 26, 2015. Auburn High School, Auburn, AL.

"Ethics in editing." Guest lecture in Dr. Susan Youngblood's ENGL 4020 Editing class. Auburn University, February 18, 2014.

"The job application process." In partnership with representatives from the Goodwill Career Center. November 18, 2014. Beauregard High School, Beauregard, AL.

"Common topics of environmental rhetoric." Guest lecture in Dr. Alicia Carroll's ENGL 4740 Ecomedia class. Auburn University, March 4, 2014.

"The rhetoric of the job search: Applying for non-academic jobs." Panel presentation with Dr. Chris Keirstead. Co-sponsored by the Auburn Graduate Chapter of the Rhetoric Society of America and the English Department Job Placement Committee. Auburn University Department of English, February 25, 2014.

"Environmental ethics and radical environmentalism." Guest lecture in Dr. N. E. Youngblood's RTVF 3970, Communication, Technology, and the Environment class. Auburn University, February 4, 2014.

Collaborative panel on effective strategies for collaboration and group work with Chantel Acevedo and Emily C. Friedman in Dr. Susana M. Morris's Graduate Practicum class. October 4, 2013, Auburn University.

Guest lecturer on document design principles in the class ENGL 4520: The Nineteenth-Century Novel, taught by Dr. Emily Friedman. October 20, 2011.

"So you want to give a conference presentation?" Professional development presentation and discussion for technical and professional communication graduate students, Auburn University, December 3, 2010.

Guest lecturer on qualitative research, coding, and NVivo 8 in the class ENGL 5389, Field Methods of Research. Texas Tech University, taught by Dr. Ken Baake. March 30, 2009.

"NVivo: A Brief Introduction to NVivo 8." English Department Brown Bag Lecture. October 29, 2008. Texas Tech University.

Guest lecturer on qualitative research, coding, and NVivo8 in the class ENGL 5377, Digital Writing Research, taught by Dr. Rebecca Rickly. July 29, 2008.

## Illustration & Design

## Illustration

Ross, S. T. (2001). *The Inland Fishes of Mississippi*. Illustrated by Derek G. Ross. University Press of Mississippi.

Albanese, B. W. (2000). Life-history of the flagfin shiner, *Pteronotropis signipinnis*, from a blackwater stream in southeastern Mississippi. *Ecology of Freshwater Fish*, 9(4), 219 – 228. Illustrated by Derek G. Ross.

Albanese, B. W. (1997). Life history and reproductive ecology of the Flagfin Shiner, *Pteronotopis signipinnis*. Master's Thesis, Univ. S. Miss., Hattiesburg. Illustrated by Derek G. Ross.

## Program Design

2011 [Auburn Speaks writing assignment](#). Series of related assignments to teach civic engagement, letter writing, and public commentary designed to be taught in business and technical writing classrooms in collaboration with the Auburn Speaks book project.

## Ad Design

Ad design for Auburn University MTPC program for inclusion in the ATTW Program (2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010)

2016 ad design for Auburn University MTPC program for inclusion in the CPTSC 2016 (Savannah, GA) program.

2014 ad design for Auburn University MTPC program for inclusion in the IPCC 2011 (Pittsburgh, PA) program.

2011 ad design for Auburn University MTPC program for inclusion in the IPCC 2011 (Cincinnati, OH) program.

2010 ad design for Auburn University MTPC program for inclusion in the CPTSC 2010 (Boise, ID) program.

## Logo Design

2013 Sage Construction & Development logo. Auburn, AL.

2013 Auburn Guitar Shoppe logo. Auburn, AL.

2011 Annual James Berlin Run/Walk/Pub Crawl T-shirt design. Conference on College Composition and Communication (CCCC), Atlanta, GA.  
<http://www.cafepress.com/2011CCCCJimBerlinMemorial5K>.

2009 Auburn University MTPC logo design for T-shirts, MTPC Facebook Fan Page Favicon, and MTPC Program website.

2004 Logo redesign for Virginia Tech "Effective Uses of Online Course Tools" site.

2003 Conference logo for "Headwaters to the Sea." Fifth Bennett Symposium. University of Southern Mississippi Sept. 25-26, 2003. Designed conference logo, which primarily appeared on schedules and pamphlets.

2002 Conference logo for the “Gulf Sturgeon Workshop.” University of Southern Mississippi.

## Website Design

2013 Auburn Guitar Shoppe Website. Auburn, AL.

2005 Website for the annual Texas Tech Graduate English Society conference.

2004 Redesign of tutorial site for Virginia Tech's Online Course Systems including logo redesigns, layout, reformatting, and extensive contribution to content.

## Academic Experience, Teaching, & Advising

2014 – Present

Associate Professor, Auburn University Department of English, MTPC Program

2009 – 2014

Assistant Professor, Auburn University Department of English, MTPC Program

2009

Instructor, Texas Tech University

2005-2008

Graduate Teaching Assistant, Texas Tech University Department of English

2005-2006

Assistant Director of Composition. Texas Tech University, Department of English.

2002-2004

Graduate Part-Time Instructor, Virginia Tech

## Teaching

*Courses listed once per course number or title, not times taught*

**English 3040 (Large Format)**—Technical Writing (Undergraduate, 60-person class with once-per-week breakout groups taught by Graduate Teaching Assistants), Auburn University

**English 3850**—British Impact on Communication Design (Undergraduate), Auburn University Summer in London 2017, taught at Regent’s University, London, England.

**English 2010**—Introduction to Professional Writing (Undergraduate), Auburn University

**English 7030**—Advanced Document Design (Graduate), Auburn University

- English 7030**—Environmental Rhetoric (Graduate), Auburn University
- English 4150**—History of the Book in Theory and Practice (Undergraduate), Auburn University (Team-taught course with Dr. Emily C. Friedman)
- English 4030**—Document Design in Technical and Professional Communication (Undergraduate), Auburn University (Formerly ENGL 5010)
- English 7080**—Document Design in Technical Communication (Graduate), Auburn University (Formerly ENGL 6010)
- English 7030**—Ethics in Technical Communication (Graduate), Auburn University
- English 4150**—Ethics, Communication, and Society (Undergraduate), Auburn University
- English 7030**—Writing Public Policy (Graduate), Auburn University
- English 4810**—Capstone in Professional and Public Writing (Undergraduate), Auburn University
- English 7930**—Teaching Technical and Professional Communication, Directed Independent Study (Graduate), Auburn University
- English 7030**—Environmental Rhetoric, Ethics, and Policy (Graduate), Auburn University
- English 7930**—Teaching Technical and Professional Communication, Directed Independent Study (Graduate), Auburn University
- English 7930**—Activist Rhetoric, Directed Independent Study (Graduate), Auburn University
- English 6010**—Document Design (Graduate), Auburn University
- English 5010**—Document Design (Undergraduate), Auburn University
- English 5000**—Technical & Professional Editing, Auburn University
- English 3040**—Technical Writing, Auburn University
- English 3365**—Professional Report Writing, Texas Tech University
- English 2311**—Introduction to Technical Writing, Texas Tech University

**Engineering 4392**—Engineering Ethics by Distance Learning, Texas Tech University, Murdough Center for Engineering Professionalism, in collaboration with Texas A&M

**English 1301**—Essentials of College Rhetoric, Texas Tech University

**English 1302**—Advanced College Rhetoric, Texas Tech University

**English 1105**—Freshman English I, Virginia Tech

**English 1106**—Freshman English II, Virginia Tech

### Student Publications

*These publications arose directly from papers initially prepared in the fulfillment of course requirements.*

Lambert, J. (2016). That's [unethical?] edutainment!. *Intercom*, January: 25 – 27. *Original paper written in ENGL 7030: Ethics in Technical Communication, Fall 2015.*

Lenssen, P. (2015). The ethics and legality of financial regulation: What Enron revealed. *Xchanges 10.1/11.1*, <http://xchanges.org/issue10.1/Lenssen/Lenssen1.html>. *Original paper written in ENGL 4150, Ethics, Communication, and Society, Spring 2014.*

McDonnell, A. (2015). Ethics of visual rhetoric and photo manipulation. *Xchanges 10.1/11.1*, <http://xchanges.org/issue10.1/McDonnell/McDonnell1.html>. *Original paper written in ENGL 7030, Ethics in Technical Communication, Spring 2014.*

Gosser, R. (2015). Hurricane Sandy: The perfect storm of ethical dilemmas. *Intercom*, February: 29 – 31. *Original paper written in ENGL 7030: Environmental Rhetoric, Ethics, and Policy, Summer 2013.*

Hockenhill, D., Martin, A., Mayhall, V., & Stude, S. (2013). Ethics scenario: Facebook use in the workplace. *Intercom*, March: 45 – 46. *Original paper written in ENGL 7030: Writing Public Policy, Fall 2012.*

### Doctoral Student Advising

Member, Erin Fitzgerald, Auburn University Department of English, Composition and Rhetoric.

Member, Caitlin Anderson, Auburn University Department of English, Literature.

Member, Justin Paxson, Auburn University Department of English, Literature.



Member, Latasha Hamilton, Auburn University, Department of Education.

## Master's Student Advising

### **Spring 2019**

Chair, Kathleen Franks, Auburn University MTPC Program.

Member, Luke Richey, Auburn University MTPC Program.

Member, Molly Robinson, Auburn University MTPC Program.

Member, Korbin Dimmick, Auburn University MTPC Program.

### **Spring 2018**

Chair, Harry Lewis, Auburn University, MTPC Program.

Member, Stephen Parsons, Auburn University, MTPC Program.

### **Spring 2017**

Chair, Michael Brooks, Auburn University, MTPC Program.

Chair, Macie Franklin, Auburn University, MTPC Program.

Member, Saylor Hasty, Auburn University, MTPC Program.

### **Fall 2016**

Chair, Troy Johnson, Auburn University, MTPC Program.

### **Spring 2016**

Internship Advisor, Jada Rowlett (with the Auburn/Opelika Goodwill Career Center, Auburn University, MTPC Program.

Chair, Jessica Amelia Caceres, Auburn University, MTPC Program.

Member, Bethany Broderick, Auburn University, MTPC Program.

Member, Jessie Lambert, Auburn University, MTPC Program.

Member, Virginia Spears, Auburn University, MTPC Program.

Member, Blaine Ely, Auburn University, Creative Writing.

Member, Zachary Thornton, Auburn University, Dept. of Education.

**Spring 2015**

Chair, Robert Honnell, Auburn University, MTPC Program.

Chair, David Kistler, Auburn University, MTPC Program.

Member, Siobhan Gehrs, Auburn University, MTPC Program.

Member, Lauren Harris, Auburn University, MTPC Program.

Member, Amber McDonnell, Auburn University, MTPC Program.

**Spring 2014**

Chair, Kirk Lundblade, Auburn University, MTPC Program.

Chair, Victoria Mayhall, Auburn University, MTPC Program.

Member, Allie Martin, Auburn University, MTPC Program.

Member, Aubrey Wood, Auburn University, MTPC Program.

**Spring 2013**

Chair, Stephen Carradini, Auburn University, MTPC Program.

Chair, Heath Fowler, Auburn University, MTPC Program.

Member, Kelcie Sharp, Auburn University, MTPC Program.

**Spring 2012**

Chair, Courtney Glass, Auburn University, MTPC Program.

Member, Amy Carroll, Auburn University, MTPC Program.

Member, Laura Davis, Auburn University, Dept. of Education.

Member, Erin Gibbs, Auburn University, MTPC Program.

Member, Kristina Litchford, Auburn University, MTPC Program.

**Spring 2011**

Chair, Katie Mullinax, Auburn University, MTPC Program.

## Undergraduate Student Advising

### Spring 2017

Internship Advisor, Chloe Patterson (with LUCIA, Lab for Usability, Communication, Interaction, and Accessibility), Auburn University Department of English.

### Fall 2015

Internship Advisor & Independent Study, Marion Parks (with the Women's Resource Center), Auburn University Interdisciplinary Studies Program.

### Summer 2011

Internship Advisor, Hadley Kirkpatrick, Auburn University Department of English.

## Service

## Professional Service

Editor, *Communication Design Quarterly*. 2018 – Present.

*Written Communication* Editorial Board. 2014 – Present.

*Technical Communication Quarterly* Editorial Board. 2016 – Present.

Founding member, Outstanding Dissertation in Technical Communication and Rhetoric from Texas Tech Award Committee. 2013 – Present.

Reviewer, *Written Communication*, 2018 (1 paper); 2017 (2 papers); 2016 (1 paper); 2014 (1 paper); 2013 (1 paper)

Reviewer, *IEEE Professional Communication Conference*, 2018

Ethics columnist/editor, *Intercom: The Magazine of the Society for Technical Communication*, 2012 – 2017.

Chair, 2017 Outstanding Dissertation Award in Technical Communication Committee, CCCC.

Graduate Student Career Workshop, Association of Teachers of Technical Writing (ATTW), Portland, OR, March 15, 2017

Reviewer, *Technical Communication*, 2017 (4 papers); 2016 (2 papers); 2015 (1 paper); 2014 (1 paper); 2013 (1 paper); 2010 (1 paper)

Reviewer, *Communication Design Quarterly*, 2017

Reviewer, *Science Communication*, 2017 (1 paper); 2016 (1 paper); 2015 (1 paper); 2014 (1 paper)

Reviewer, *Routledge Studies in Technical Communication, Rhetoric, and Culture*, 2016

Reviewer, *Technical Communication Quarterly*, 2016 (2 papers); 2015 (1 paper);

Reviewer, *Sage Publications*, 2015

Reviewer, *Energy Research and Social Science*, 2015.

Reviewer, *IEEE Transactions on Professional Communication*, 2015 (1 paper); 2014 (1 paper); 2010 (1 paper)

Reviewer, *Sage Publications, Sociology of the Environment*, 2012.

Chair, 2011 Outstanding Dissertation Award in Technical Communication Committee, CCCC.

Local Committee, 2011 Annual Convention of the Conference on College Composition and Composition.

Chair for the panel "Technology change: Institutional change in online courses, distance education, and dissertation writing." March 14, 2009. Conference on College Composition and Communication, San Francisco, CA.

Chair for the panel "Efficiency, industry, and mechanics in writing at the turn of the century." March 23, 2007. Conference on College Composition and Communication, New York, NY.

## University Service, Auburn University

Auburn University Student Communications Board, 2014 – Present.

IT Manager Search Committee, Auburn University College of Liberal Arts, Spring 2017.

## Departmental Service, Auburn University

Recognition & Development Committee, Auburn University Department of English, 2018 – Present.

Co-Director of LUCIA, the Laboratory for Usability, Communication, Interaction, and Accessibility 2014 – 2017.

Post-Doctoral Fellowship Search Committee, Auburn University Department of English, Spring 2017.

Promotion and Tenure Guidelines Revision Committee (Ad Hoc), Auburn University Department of English, Fall 2016.

Graduate Studies Committee, Auburn University Department of English, 2015 – 2016.

Job Placement Committee, Auburn University Department of English, Fall 2014 – 2016.

Technical and Professional Communication Job Search Committee, Fall 2015.

Research Incentive Committee, Auburn University Department of English, Fall 2013 – 2015.

Undergraduate Professional and Public Writing Track Coordinator, Auburn University Department of English, 2012 – 2015.

Departmental Website Committee (ad hoc), Auburn University Department of English, Spring 2014.

Undergraduate Studies Committee, Auburn University Department of English, 2012 – 2014.

### Departmental Service, Texas Tech University

Co-Chair for Conference Sponsorships, C&W (Computers and Writing), Texas Tech University, 2006

Co-chair for Conference Sponsorships, CPTSC (Council for Programs in Technical and Scientific Communication), Texas Tech University, 2005.

2004-2005 Graduate English Society conference webpage designer.

### **Organizations**

Association for Computing Machinery (ACM)

Association of Teachers of Technical Writing (ATTW)

National Council of Teachers of English (NCTE)

Phi Kappa Phi Honor Society

Society for Technical Communication (STC)

Special Interest Group for Design of Communication (SIGDOC)

## Awards, Reviews, & Mentions

2018 Auburn Author Award (*Topic-Driven Environmental Rhetoric*, Routledge, 2017)

2018 CCCC Technical and Scientific Communication Award (Honorable Mention) in the category of Best Original Collection of Essays in Technical or Scientific Communication for *Topic-Driven Environmental Rhetoric* (Routledge, 2017).

2017 Auburn Department of English Faculty Excellence in Outreach award

Oppegaard, B. (2017). A.10: Ethics in action: Place-based ethics and experience architecture (Review of CCCC 2016 session). *PraxisWiki, Kairos: Rhetoric, Technology, and Pedagogy*. <http://praxis.technorhetoric.net/tiki-index.php?page=PraxisWiki%3A+%3ACCCC2016+SessionA10>.

2016 Auburn University Department of English Research Incentive Committee Summer Funding. (\$7500)

2017 Fall Line Project and Faculty Awards Program Sustainability Workshop

2017 Department of English Recognition and Development Committee Summer Funding. (\$7500)

2015 Goodwill Volunteer of the Year

Sprouse, Rachel. (2015). [Printer speaks on bookmaking and demonstrates use of press](#). *The Auburn Plainsman*, Tuesday, November 3.

2015 IEEE Professional Communication Conference James M. Lufkin Award for best conference paper (with Dr. Russell Willerton)

2014 Rare Book School, University of Virginia, Charlottesville, VA

2014 Auburn University Department of English Research Incentive Committee Summer Funding. (\$6000)

2012 College of Liberal Arts, Promotion of Excellence in Teaching and Learning Excellence in Teaching Award

Hall, Madeline. (2011). [Professor combines love for environment, writing](#). *The Auburn Plainsman*, Thursday, 21 April 2011.

2009 Research Project assistant, Department of English

2008 James Douglas and Mary Hazlewood Memorial Fellowship

2008 Benjamin Rude Memorial Graduate Scholarship

2007 Named Outstanding Faculty Member by a Graduating Senior (May)m  
Department of English, Texas Tech

2007 Helen Locke Carter Memorial Scholarship

2006 Carolyn Detjen Rude Scholarship in Technical Communication

2006 Outstanding Document Instructor (PhD)

2004 – 2008 Texas Tech Departmental Doctoral Scholarship

**References Available Upon Request**