

# Huiling Ding

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Work: Tompkins 131C, Department of English, NC State University

Phone: 919-515-4120 (O)

## Research focuses

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Intercultural rhetorics. Risk rhetorics. Medical rhetoric. Digital rhetoric. Writing in the Disciplines. Professional Writing. Technical Communication. Health Communication. Genre Studies. Asian Studies. Ethics and Social Justice. Transcultural/Comparative rhetoric

## Education

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**Ph.D., Rhetoric and Composition**, Department of English, Purdue University, 2007

**M.A. in English**, Department of English, Northern Illinois University, 2002

**B.A. in Medical English**, Department of English, Xi'an Medical University, P.R. China, 1997

## Academic Appointments

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**Program Faculty**, Communication, Rhetoric and Digital Media Program (Ph.D.), NCSU, 2012-present

**Associate professor, Director of MS in Technical Communication**, NC State University, 2014-present

**Assistant professor**, Technical Communication, NC State University, 2012-2014

**Assistant professor**, Professional Communication and Rhetoric, Clemson University, 2007-012

**Purdue Research Fund Fellow**, Purdue University, 2006-2007

**Strategic Fellow**, Graduate School, Purdue University, 2004-2005, 2005-2006

**Graduate instructor**, Department of English, Purdue University, 2003-2004

**Graduate instructor**, Department of English, Northern Illinois University, 2001-2003

**Instructor**, Foreign Language Institute, Tongji University, Shanghai, P.R. China, 1997-2001

## Awards

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**First place, International Essay Contest in Technical Communication**, China-TC, 2017

**Best Book Award in Technical and Scientific Communication**, Conference on College Composition and Communication (CCCC), 2016

**Nell Ann Pickett Award for Best Article in *TCQ***, 2014, for Transcultural risk communication and viral discourses: Grassroots movements to manage global risks of H1N1 flu Pandemic.

**Editor's Pick New Scholar Award**. The use of cognitive and social apprenticeship to teach a disciplinary genre: Initiation of graduate students into NIH grant writing. 2008.

**College Composition and Communication Conference Outstanding Dissertation Award in Technical Communication, Honorable Mention.** *The Rhetoric of a Global Epidemic: Intercultural and intracultural professional communication about SARS.* 2008.

## Publications

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### Under Development

- Ding, H., & Kong, Y. Artificial intelligence in popular media: Cross-cultural comparison of risk construction and benefit analysis. *TCQ*. (50% finished, will be submitted in December 2018)
- Ding, H. Rhetorical topoi of financial consulting: Interface with clients & knowledge work. (70% finished, will be submitted in December 2018).
- Ding, H., & Tang, Y. Content Strategy and Intercultural Rhetorics: Analysis of English Websites of Leading Chinese Universities. (50% finished, will be submitted in December 2018)

### Under Review

- Kong, Y., & Ding, H. A Cross-cultural Investigation of the Global Cultural Flows of Artificial Intelligence in American and Chinese Newspapers. *China Media Research*.
- Ding, H. Crowdsourcing, Social Media, and Intercultural Communication about Zika: Use Contextualized Research to Bridge the Digital Divide in Global Health Intervention. *Journal of Technical Writing and Communication*.
- Ding, H. Developments of Technical Communication in China: Update after 7 years. *Technical Communication Quarterly*.
- Ding, H. Building International Partnerships: The Accelerated BA-MS Joint Degree Program. *Programmatic Perspective*.
- Ding, H. The Evolution of Technical Communication Education in the U.S. *Foreign Language Quarterly* (China)

### Under Revision

- Ding, H., & Kong, Y. Artificial Intelligence as Global Assemblages and Global Flows: Corpus-Assisted Analysis of U.S. and Chinese AI Discourses. *International Journal of Communication*.

### Accepted for Publication

- Ding, H. Development of Technical Communication in China: Program building and field convergence. *Technical Communication Quarterly*.
- Ding, H. Materiality and post-SARS syndrome. *Routledge Handbook of Language & Science*, co-edited by Lynda Walsh and David Gruber.

### Published

#### Scholarly Monograph and Edited Collection

- Ding, H. (2014). *Rhetoric of Global Epidemic: Transcultural Communication about SARS*. Southern Illinois University Press. 2014.
- **2016 Best Book Award in Technical and Scientific Communication from Conference on College Composition and Communication (CCCC)**
  - Reviewed in *Technical Communication Quarterly*, 25 (1): 2016, p. 67-69.
  - Reviewed in *Journal of Business and Technical Writing*, 34(1): 2017, p. 119-124.

- Reviewed in [InsideHighered.com](http://InsideHighered.com), May 2014.

Ding, H., & Savage, J. (2013). *Technical Communication Quarterly*. Special Issue on New directions in intercultural professional communication. 22 (70% contribution).

### Peer Reviewed Journal Articles

Ding, H. (2018). Cross-cultural whistle-blowing in emerging outbreaks: Revealing health risks through tactic communication and rhetorical hijacking. *Communication Design Quarterly*. (7700 words)

Ding, H. (2017). Content Strategy: The Next Growing Market of Technical Communication. *TCSshanghai*.

- **First place, International Essay Contest in Technical Communication**

Ding, H., Li, X., Haigler, A. (2016). Access, Oppression, and Social (In)Justice in Epidemic Control: Race, Profession, and Communication in SARS Outbreaks in Canada and Singapore. *Connexions*. 4, 21-56. Lead article. (75% contribution).

Zhang, J., & Ding, H. (2014). Constructing HIV/AIDS on the Internet: A comparative rhetorical analysis of online narratives in the United States and in China. *International Journal of Communication*. 8, 1415–1436. (45% contribution)

Ding, H. (2014). Transnational Quarantine Rhetorics: Public Mobilization in SARS and in H1N1 Flu. *Journal of Medical Humanities*. 35, 191–210.

Ding, H., and Savage, J. (2013). Guest editors. *Technical Communication Quarterly* Special Issue: New Developments in Inter/transcultural Professional Communication. 22.

- **Nominated for NCTE's 2013 Best Original Collection of Essays in Technical or Scientific Communication**

Ding, H., & Pitts, E. (2013). Singapore's quarantine rhetoric and human rights in emergency health risks. *Rhetoric, Professional Communication, and Globalization*. 4. 1 55-77. Special issue on human rights. (70% contribution)

Ding, H., and Ding, X. (2013). 360-degree rhetorical analysis of job hunting: A four-part, multimodal project. *Business Communication Quarterly*. 76(2) 239–248. (80% contribution)

Ding, H. (2013). Transcultural risk communication and viral discourses: Grassroots movements to manage global risks of H1N1 flu Pandemic. *Technical Communication Quarterly*. 22, 126-149.

- **2014 Nell Ann Pickett Award for Best Article in TCQ**

Ding, H., & Savage, J. (2013). Guest editors' introduction: New directions in intercultural professional communication. *Technical Communication Quarterly*. 22, 1-9. (70% contribution)

Ding, H. (2012). Grassroots emergency health risk communication and transmedia public participation: H1N1 flu, travelers from epicenters, and cyber vigilantism. *Rhetoric, Professional Communication, and Globalization*. 3, 15-35.

Ding, H., & Zhang, J. (2010). Social media and participatory risk communication during the H1N1 flu epidemic: A comparative study of the United States and China. *China Media Research*. 6, 80-90. (60% contribution)

Ding, H. (2010). Technical communication instruction in China: Localized programs and alternative models. *Technical Communication Quarterly*. 19, 300–317.

Ding, H. (2009). Rhetorics of alternative media in an emerging epidemic: SARS, censorship, and

participatory risk communication. *Technical Communication Quarterly*. 18, 327–350.

- **Nominated for 2010 Best Article Reporting Historical Research or Textual Studies in Technical or Scientific Communication**

Ding, H. (2008). The use of cognitive and social apprenticeship to teach a disciplinary genre: Initiation of graduate students into NIH grant writing. *Written Communication*. 25, 3-52.

- **2008 Editor's Pick New Scholar Award**

Ding, H., & Ding, X. (2008). Project management and process-oriented approach to teamwork. *Business Communication Quarterly*. 71, 456-471. (80% contribution)

Ding, H. (2007). Confucius' virtue-centered rhetoric: A case study of the *Analects* with mixed research methods. *Rhetoric Review*. 26, 142–59.

Ding, H. (2007). Genre analysis of personal statements: Analysis of moves in application letters to medical schools." *English for Specific Purposes*. 26, 368–392.

Ding, H. (2004). The use of the electronic-portfolio in writing classrooms: A developmental approach. *Louisiana English Journal*. 100-106

### **Book Chapters and Conference Proceedings**

Ding, H., & Li, X. (2018). Technical translation in China. *Routledge Handbook of Chinese Translation*. In Shei, C., & Gao, Z. (Ed). New York, NY: Routledge. 537-550. (60% contribution).

Ding, H. & Zhang, J. (2017). Imagining Health Risks: Fear, Fate, Death, and Family in Chinese and American Online Discussion Forums about HIV/AIDS. In Hartnett, S., Keränen, L., & Conley, D. (Ed). *Imagining China: Rhetorics of Nationalism in an Age of Globalization*. Lansing, MI: Michigan State University Press. 235-270. (60% contribution)

Ding, H. (2017). Cross-culturally narrating risks, imagination, and realities of HIV/AIDS: Emerging genre of online “risky aids narratives” and potential intermediation of this occluded genre. In Miller, C., & Kelly, A. (Ed). *Emerging Genres in New Media Environments*. Basil, Switzerland: Palgrave MacMillan. 153-170.

Ding, H. (2013). My professional life as an ESL trainer/technical translator in Shanghai, China. In Yu, H. & Savage, J. (Ed). *Negotiating Cultural Encounters: Narrating Intercultural Engineering and Technical Communication*. Hoboken, NJ: Wiley/IEEE Press. 247-282.

Ding, H. (2010). A case study of the impact of digital documentation on professional change: The WPA electronic mailing list, knowledge network, and community outreach. In Lamberti, A., and Richards, A.R. (Ed). *Complex Worlds: Digital Culture, Rhetoric, and Professional Communication*. Amityville, NY: Baywood Publishing Company. 117-132.

Ding, H. (2009). Alternative forms of technical communication in China: Localized programs and new developments. Conference of Professional, Technical, Scientific Communication Proceeding.

Ding, H. (2007). Open source: Platform for virtual service learning and user-initiated research.

International Professional Communication Conference Proceeding. Ding, H., & Ding, X.

(2008). Project management and process-oriented approach to teamwork. *Business Communication Quarterly*. 71, 456-471. (80% contribution)

Ding, H. (2000). Strategies in enhancing motivation in English courses. *Research of College English Teaching*. Southwest UP: Chengdu, China. 182-191

### Book reviews

Ding, H. (2014). Invited book review of Barry Thatcher *Intercultural Rhetoric and Professional Communication: Technological Advances and Organizational Behavior*. IGI Global. 417pp. *Technical Communication Quarterly*.

Ding, H. (2005). Book review of *Innovative approaches to teaching technical communication*. *Journal of Business and Technical Communication* 19, 222-225.

## Honors

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**Nominee, Outstanding Global Engagement Award**, NC State University, 2018-2019

**Nominee, the Graduate School Outstanding Graduate Faculty Mentor Award**, NC State University, 2016-2017

**Thank a Teacher Recognition**, NC State University, Spring 2016

**Nominee, NCTE Best Original Collection of Essays in Technical or Scientific Communication**, TCQ special issue on New Directions in Intercultural Professional Communication. 2013

**Nominee, Best Article Reporting Historical Research or Textual Studies in Technical or Scientific Communication**. Rhetorics of alternative media in an emerging epidemic: SARS, censorship, and participatory risk communication. CCCC. 2010

**Faculty of Excellence Award**, Clemson University, 2009

## Grants

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National Humanities Center Summer Residency, \$3,000, NCSU, June 4 – 29, 2018

International Travel Grants to build 3+2 partnerships between MSTC and Nanjing Normal University (NNU), Zhejiang University (ZJU), and Chongqing Post and Telecommunications University (CQPTU)

- CHASS, \$850; Graduate School, \$1,250; International Affairs, \$1,500, 2016 (NNU)
- CHASS, \$600; International Affairs, \$2,500, 2017 (NNU and ZJU)
- CHASS, \$600; Graduate School, \$1,250, 2018 (CQPTU; recruiting at NNU and ZJU)

Sosower Memorial Fund, CHASS, NCSU, \$1350, 2016

NC State Undergraduate Research Grant, \$ 750, CHASS Undergraduate Research Grant, \$ 1,500; Undergraduate Travel Grant, \$ 1,500, NC State University, as faculty sponsor for Kevin Farrow, 2013

URGC Project Completion Grant, \$3,000. Clemson University. 2011

AAH College Research Grant, \$3,000. Clemson University, 2010-2011

AAH College Research Grant, \$2,500. Clemson University, 2008-2009

English Department Summer Research Fellowship, \$5,000. Clemson University. 2008

Year-long Purdue Research Fund (PRF), \$35,365, Purdue University, 2006-2007  
 Purdue Graduate Student Government (PGSG) Travel Grant, \$250, 2006  
 Purdue Graduate School Strategic Initiative Fellowship \$42,124, 2005-2006  
 Purdue Graduate School Special Initiative Fellowship \$35,365, 2004-2005  
 Purdue English Department Travel Grant, \$200, 2003-2004  
 Northern Illinois University Alumni Travel Grant, \$250, 2001

## Invited Presentations

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- Invited Speaker.** Strategies to Write Strong Personal Statements for PhD Programs, MA Colloquium, Department of English, NC State University, October 2017.
- Invited Speaker.** Technical Communication and Writing for Publication. Beijing Jiaotong University, Beijing, China. June 2017.
- Invited Speaker.** Technical Communication in the U.S. and at NC State University: Past, Present, and Future. Nanjing Normal University, Nanjing, China. September 2016; June 2017.
- Invited Speaker.** Strategies to Write Strong Personal Statements for Graduate and Professional Programs, English Club, NC State University, November 2016.
- Plenary Speaker.** Symposium: Preparing Premed Students to Write Strong Personal Statements, Wake Forest University, October 2016.
- Plenary Speaker.** Introduction to Technical Writing and Writing for Publication. Northwestern Polytechnic University, Xi'an, China. September 2016.
- Invited Speaker.** Introduction to Technical Communication. Xi'an International Studies University, Xi'an, China. September 2016.
- Plenary Speaker.** Intercultural issues in the rhetoric of health and medicine. Symposium of Discourses of Health and Medicine. University of Cincinnati. Cincinnati, OH, September, 2015.
- Invited Speaker.** Introducing novices to grant writing. Fall for the Book festival, George Mason University. Fairfax, VA. October 2015.
- Invited Speaker.** Symposium: Supporting Our Multilingual Readers and Writers, Wake Forest University, September, 2015.
- Keynote Speaker.** Transcultural risk communication and social media: Grassroots risk management of H1N1 flu pandemic. First Annual Writing, Rhetoric, and Discourse Student Awards of DePaul University, Chicago, IL, June 2011.
- Invited Speaker.** Technical and scientific writing instruction in China: Glocalized programs with different disciplinary roots. Conference on Writing Education across Borders. State College, PA. September 2011.

## Conference Presentations

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With Yingying Tang. Creating global content strategy for two Chinese universities: Plans to redesign English websites. The Technical Communication Conference. Co-sponsored by Technical

- Communication Association and Welinske & Associates, Raleigh, NC, March 2018.
- With Yeqing Kong. Narrating Benefits and Risks of Artificial Intelligence: Competing Imaginaries and Agendas of the U.S. and China. SCCI, Greenville, NC, February 2018.
- Cross-cultural whistle-blowing in emerging outbreaks: Revealing underreporting, censorship, and injustice. SCCI, Greenville, NC, 2017
- Using peer apprenticeship to teach graduate students global content strategy skills. ATTW, Portland, WA. 2017
- With Xiaoli Li. Technical translation as a bridge course for technical communication in China. CCCC, Houston, TX. 2016.
- Access, Oppression, and Social (In)Justice in SARS Outbreaks in Canada. ATTW, Houston, TX. 2016.
- With Kevin Farrow. Research and publishing misconduct in engineering: Retraction study of *Engineering Index*. ATTW, Indianapolis, IN. 2014.
- Cross-culturally Narrating Risks, Imagination, and Realities of HIV/AIDS: Emerging Genre of Online "Patient Narratives." Research Symposium on Emerging Genres, Forms, and Narratives in New Media Environments, Raleigh, NC. 2013.
- SARS, Chinatowns, and Asian American rhetoric. CCCC, Las Vegas, NV. 2013.
- Singapore's quarantine rhetoric and human rights in emergency health risks. ATTW, Las Vegas, NV. 2013.
- Perception and Understanding of Plagiarism among Multinational Students. NC Writing Symposium, Raleigh, NC, 2013.
- Transnational quarantine rhetoric: Mandatory, voluntary, coerced, and quasi-quarantines, public communication, and stigmatization in SARS. Association of Rhetoric of Science and Technology, Pre-Rhetorical Society Association Conference, Philadelphia, PA, June 2012.
- The Contested space of plagiarism: Blurring boundaries of lab knowledge, templates, and previous publications. Conference on College Composition and Communication (CCCC), Atlanta, GA. 2011.
- Moving from culture to culturalism: New direction for intercultural professional communication. MLA. Los Angeles, CA. 2011.
- Social media and online professional identities: Pedagogical exploration and implication. Computers and Writing. West Lafayette, IN. 2010.
- Transcultural professional communication: A new approach to exploring transcultural risk management of the pandemic of the H1N1 Flu." Association of Technical Teachers and Writers (ATTW). Louisville, KY. 2010.
- Case definitions of SARS: Is medical knowledge culturally contingent or universally applicable? CCCC, San Francisco, CA. 2009.
- Alternative forms of technical communication in China: Localized programs and new developments. Council for Programs in Technical and Scientific Communication (CPTSC) Conference, Minneapolis, MN. 2008.
- Tracing genres across cultures: SARS and the localization of public health genres. CCCC, New Orleans. 2008.
- Critical contextualized methodology for the study of intercultural professional communication about

global events. ATTW, New Orleans, LA. 2008.

Open source: Platform for virtual service learning and user-initiated research. International Professional Communication Conference. Seattle, WA. 2008.

Cross-cultural comparison of media construction of SARS. CCCC, New York, NY. 2007.

## Courses taught

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Engl 333, Communication for Science and Research

Explores practice of professional scientific communications through the analysis and production of major genres such as grant proposals, research articles, conference posters, and popular science writing.

Engl 425, Analysis of Scientific and Technical Writing

Examines the role of communication in the development and exchange of scientific and technical knowledge as well as the purposes, issues, audiences, and conventions of written communication in a variety of scientific and engineering contexts

Engl 512, Theory and Research in Professional Writing

Explores what it means to be a part of a community of practitioners of professional communication, what resources are available for professional communicators, and how professional communicators can navigate through these resources to invent solutions to challenges they encounter in the workplace on a daily basis.

Eng 518, Publication Management

Prepares technical communication students and practitioners for the concepts, responsibilities, and tasks that they will need to manage in a technical communication environment. Covers complex project management responsibilities and difficult personnel management issues associated with leading a successful technical communication team.

Engl 522, Writing for Non-academic Purposes

Explore multiple genres of writing in nonacademic settings. Investigates problems, issues, and practices of writing in a variety of nonacademic settings and strategies to cope with workplace communication challenges.

Engl 626, Advanced Writing for Empirical Research

Explores purposes, audiences, and conventions of written communication in various academic communities. Develop analytical skills needed to discern and adapt written conventions to address communication goals. Write and revise scientific texts appropriate for a range of research audiences.

Engl 583/798, Global Technical Communication

Explores issues related to professional communication, i.e., technical, scientific, and business communication, across cultures. Investigates in depth both theoretical concepts and practical applications of intercultural professional communication and ways for professional communicators to employ the theory, research, and practices about intercultural professional communication to improve current practices

Engl 491, Classical Rhetoric



Examines the main issues raised by classical rhetoric and investigates how the rhetorical concepts developed in these traditions can be used as powerful tools for us to understand American popular culture, particularly social media, advertisements, and movies.

Engl 626, Advanced Writing for Empirical Research

Help master and doctoral student researchers from a wide range of disciplines to learn the purposes, audiences, and conventions of written communication in their respective academic communities, to develop the analytical skills needed to discern and adapt written conventions to address their own communication goals, and to write and revise scientific texts appropriate for a range of research audiences

Engl 806, Medical Rhetoric/Writing

Covers several genres of medical writing, electronic texts, visual images and ethics in the health professions, and cultural and clinical representations of various diseases. With a special emphasis on grant writing in medicine.

Engl 838, Global Professional Communication

Examines the forms and practices of intercultural professional communication and their impact on the contemporary global society. Explores various concepts and issues of global communication as well as traditional, cultural, and critical approaches to global communication.

Engl 850, Research Methods

Introduces students to historical, rhetorical, and empirical research and helps students to both understand key concepts related to research design and to design and conduct a pilot study for their own research projects

Engl 851, Professional Communication Theory

Focuses on how the field of professional communication produces knowledge through various types of research and how it utilizes specialized discourses and practices

Engl 856, Workplace Communication

Studies the forms and practices of workplace communication, people communicating in groups, and their impact on contemporary global society. Investigates a wide range of communication issues in internal and external organization communication settings as well as traditional, empirical, cultural, and critical approaches to workplace communication

## Teaching Experiences

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**Associate Professor, 2014-present; Assistant professor, 2012-2014, NC State University**

Teaches graduate courses in Technical Communication and undergraduate courses in Professional Communication

Engl 333, Communication for Science and Research

Engl 425, Analysis of Scientific and Technical Writing

Engl 512, Theory and Research in Professional Writing

ENG 518, Publication Management

Engl 522, Writing for Non-academic Purposes

Engl 626, Advanced Writing for Empirical Research  
ENG 583/798, Global Technical Communication

**Visiting Assistant professor**, SIE Summer School Program, East China Normal University,  
Shanghai, P.R. China, June-August 2012

Teaches college writing classes with focuses on intercultural rhetoric/communication

**Assistant professor**, Clemson University, 2007-present

Teaches graduate courses in Professional Communication and undergraduate courses in Writing and  
Publication Studies

**Graduate courses:**

Engl 691, Classical Rhetoric  
Engl 806, Medical Rhetoric/Writing  
Engl 838, Global Professional Communication  
Engl 850, Research Methodology  
Engl 851, Professional Communication Theory.  
Engl 856, Workplace Communication

**Undergraduate courses:**

Engl 314, Technical Writing, onsite/online  
Engl 315, Scientific Writing/Communication  
Engl 491, Classical Rhetoric

**Graduate instructor**, Purdue University, 2003-2007

Taught in computer classrooms or online environment, responsible for the entire course: syllabus  
design, assignments, and website design and delivery

Introductory Writing  
Business Writing  
Tutoring in the Writing Lab

**Graduate instructor**, Northern Illinois University, 2001-2003

Taught in computer-assisted classrooms, responsible for the entire course: syllabus design,  
assignments, lecturing, grading, and conferencing)

**Assistant Professor**, Foreign Language Institute, Tongji University, Shanghai, P.R. China, 1997-2001

Developed curriculum; planned and conducted public and medical English lesson for freshmen and  
sophomores, class size 30-150, age 17-20

College English: Intensive Reading  
Listening Comprehension  
English Conversation, American News Reading

**Senior Trainer**, Only College, Shanghai, P.R. China. 1997-2001

Responsible for all the courses: syllabus design, assignments, teaching material development, lecturing, grading, and test preparation; class size 20-200, age 3-60

Advanced Interpretation, for Shanghai Interpretation Certificate

Cambridge English for kids

Document Translation

GRE, TOEFL and GMAT testing

Intermediate Business English

Advanced Business English for China-area managers of Schneider Electronics and Roche

## University Services

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### NC State University

#### Department Service

**Program Builder**, internationalizing MSTC with 3+2 projects, NC State University, 2014-present

- Initiated and built joint 3+2 Accelerated BA to MS Programs with three Chinese universities, i.e., Zhejiang University, Nanjing Normal University, and Chongqing University of Post and Telecommunications
- Worked with program faculty to revise the curriculum to prepare for 3+2 students who will start their senior year at NC State taking both undergraduate and graduate courses
- Presented memorandums and curricular plans to Graduate Review Committees at the levels of college, graduate school, and university
- Travelled back to China three times to meet with administrators, faculty, and prospective students to get paperwork approved, help with faculty training, and meet with interested students for recruiting purposes
- Works on infrastructural and programmatic support for incoming 3+2 students in 2019
- Created publicity materials for China trips to share with interested students
- Meet with administrators to work out payments, tuitions, paperwork, admission requirements, deadlines, student visas, and other arrangements
- Co-host and mentor visiting professors from partner schools to help with faculty training

**Director of MS in Technical Communication**, 2014-present

#### Curricular activities

- Compile semesterly lists of acceptable theory and application electives from all over campus
- Help students to choose courses, brainstorm and select ideas for capstone project
- Collect syllabi and students' feedback to build a list of recommended external courses
- Work on annual exit surveys; collect and analyze various data related to the programmatic objectives, compile results and write annual program assessment reports
- Work with MSTC faculty on new course development and scheduling every semester

- Prepare and host annual orientation sessions by notifying and inviting alumni, industry partner, and new and current students, coordinate food, set up, and clean up, and deliver talks about MSTC curriculum and co-curriculum
- Advise MSTC student organization to host annual SpeedCon Unconference; attract industry practitioners, alumni, and employers to the event; arrange workshops on latest technologies and industry trends

### **Recruiting**

- Put annual recruiting prediction together and recruit aggressively to meet targets
- Create standard recruiting procedures: Arrange campus visits, meet and talk about the program in person or via phone
- Write recruiting proposals for department, college, and the Graduate School to obtain funding for advertisements, students' campus visits, and international program building
- Identify minority applicants; help with diversity fellowships and financial aids
- Make phone calls, often one hour or longer, to candidates to talk about our offering, particularly those with competing offers and self-funded students
- Help enhance the diversity of student population by more than doubling the size of our African American, Hispanic, and international student populations
- Create updated recruiting and publicity packages and update MSTC website to produce better content strategy and Search Engine Optimization results

Faculty Coordinator of Minor in Technical and Scientific Communication, 2014-present

MS Committee Member, 2012-present

CRDM Program Faculty Member, 2012-present

Professional Writing Committee Member, 2012-present

First-Year Writing Council, 2013

### **University Service**

Member of Graduate Faculty, 2012-present

Mentor for underrepresented low-income freshmen, Pack Promise Program, NC State University, 2017-present

Responsible Research Conduct Committee member, NC State University, 2015-present

### **Clemson University**

English Search Committee, 2011-2012

Head faculty, Health Communication Certificate, Clemson, University, 2007-2012

MAPC Search Committee, 2009-2010

Pearce Center Director Search Committee, 2009-2010

English B.A. Committee, 2009-present

Advanced Writing Program Committee, 2008-present

MA in Professional Communication (MAPC) committee, 2007-present

Invited CV/mock oral exam workshops for MA/MAPC students, 2008-present

Organizer, writing group for MAPC faculty, 2007-2009

Organizer, writing group for new incoming faculty, 2007-2009  
 Usability study team, Clemson University Web Service. Nov 2007-April 2008  
 Freshman and Sophomore Committee, Clemson University. 2010-2011  
 Clemson Pandemic Flu Preparation Advisory Board, Clemson University. 2009-2012  
 China Center, Clemson University. 2008-2012  
 Joseph F. Sullivan Center's Advisory Board, Clemson University. 2008-2012

## Professional Services

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**Co-Chair**, Symposium on Communicating Complex Information (SCCI), 2018-present  
**Co-host**, WritersUA East for Content Pros Conference, Raleigh, NC, 2018  
**Foreign academic consultant**, Academic Advisory Board of TC China, China's national professional organization for technical communication instructors and practitioners, 2017-present  
**Co-chair**, conference of Association of Teachers of Technical Writing. Portland, Oregon, 2017  
**Member at large**, Association of Teachers of Technical Writing Conference (ATTW), 2015-present  
**External grant reviewer**, Research Grants Council of Hong Kong, 2013-present  
**Editorial Board Member**, *Communication Design Quarterly*, 2018-present  
**Editorial Board Member**, *Technical Communication Quarterly*, 2015-present  
**Editorial Board Member**, *Written Communication*, 2012-present  
**Editorial Board Member**, *Rhetoric, Professional Communication, and Globalization*, 2009-present  
**Reviewer**, *Routledge, Cambridge Scholars Publishing*, 2017-present  
**External grant reviewer**, Research Grants Council of Hong Kong, 2013-present  
 Program Committee Member, Conference of Council of Professional and Technical, Scientific Communication, 2010, 2017, 2018  
**External grant reviewer**, University of Wisconsin Milwaukee, 2013  
 CCCC Research Committee, 2009-2017  
 ATTW Program Committee, 2009-present  
 CCCC Outstanding Dissertation Award in Technical Communication Committee. 2012.  
 CCCC Research Impact Award Committee. 2011, 2012.  
**Reviewer**  
*College Composition and Communication*, 2010-present  
*Asian Journal of Communication*, 2010-present  
*Written Communication*, 2008-present  
*English for Specific Purposes*, 2008-present  
*Rhetorica*, 2012-present  
*Canadian Journal of Higher Education*,  
 Special Issue on Multilingual-Multimodal Composing *Journal of Second Language Writing*, 2012  
 Special Issue on Social Media and the Role of the Technical Communicator, *Technical Communication Quarterly*, 2012  
 Special Issue on Medicine and Medicine, Health, and Publics, *Journal of Medical Humanities*, 2012

**Manuscript and Proposal Reviewer**

Sage Open, Oxford University Press, SAGE Publications: Research Methods, Statistics, and Evaluation, 2010

**External Referee, cases for promotion and tenure**

2017 Utah State University

2016 University of Cincinnati

**Theses and Dissertations**

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**Theses or capstone****Chair**

Ryan Seymour (2018)

Arthur Berger (2017)

Brittney Ragsdale (2014)

Alexandra Travis (2018)

Anni Simpson (2016)

Robert Peterssen (2014)

Jiaxin Zhang (2018)

Nicholas Chavis (2016)

James Franklin. (2013)

Yingying Tang (2017)

Susie Hansley (2014)

Jingwen Zhang (2011)

Laura Zdanski (2017)

Alexandra Heath (2014)

Sarah Brown (2011)

**Reader**

Nikita Apraj (2018)

Feihong Chen. (2012)

Heather Witmer. (2010)

Elise Gallivan (2018)

Megan Garver. (2012)

Erin Dalton. (2010)

Julia Johnson (2016)

Caroline Garmon. (2011)

Mellissa Constante. (2010)

Nina Hawley (2013)

Jin Liu. (2010)

Ryan Mallatt. (2008)

Alexandra Heath (2013)

Kevin Randall Cantey. (2010)

Mary Catalanotto. (2012)

Hem Sharma Paudel. (2010)

**Dissertations**

Hartzog, Molly. *Inventing Mosquitoes: Digital Organisms as Rhetorical Boundary Objects in Genetic Pest Management for Dengue and Malaria Control*. NCSU. 2016

Laboy, Johanne Ivonne. *Irrational Health Beliefs and Diabetes Type 2: Their Source, Nature, and Impact in the Hispanic Community*. NCSU. 2015

Johnson-Young, Elizabeth. *Media's Effect on What to Expect When You're Expecting: Communication, Body Image, and Health Decisions During Pregnancy*. NCSU. 2015

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**Membership**

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Conference on College Composition and Communication (CCCC)

National College Teachers of English (NCTE)

Association of Teachers of Technical Writing (ATTW)

Council for Programs in Technical and Scientific Communication (CPTSC)

Modern Language Association (MLA)

## References

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