Preliminary Program
agenda at a glance

Sunday, July 14
3:00 – 5:00 p.m. Registration Conference Hotel Lobby
5:30 p.m. Social Get-Together Mahony & Sons Irish Pub

Monday, July 15
Buchanan Buildings

7:00 a.m. Registration Lobby, Buchanan Bldg. A
8:00 – 9:00 a.m. M1: Keynote A 102
9:15 – 10:30 a.m. M2: Breakout Session A 102 / B315 / B215 / B213
10:45 a.m. – Noon M3: Breakout Session A 102 / B215 / B213
12:00 – 1:30 p.m. Networking Lunch Isabel MacInnes Ballroom (Conference Hotel)
1:30 – 2:45 p.m. M4: Breakout Session A 102 / B315 / B215 / B213
3:00 – 4:15 p.m. M5: Breakout Session A 102 / B315 / B215 / B213
4:30 – 5:30 p.m. M6: Plenary A 102

Tuesday, July 16
Buchanan Buildings

7:00 a.m. Registration Lobby, Buchanan Bldg. A
8:00 – 9:00 a.m. T1: Plenary A 102
9:15 – 10:30 a.m. T2: Breakout Session B315 / B215 / A103
10:45 a.m. – Noon T3: Breakout Session B315 / B215 / A103
1:00 – 2:15 p.m. T4: Breakout Session B315 / B215 / A103
2:30 – 3:45 p.m. T5: Breakout Session B315 / B215 / A103
7:00 – 9:00 p.m. Awards Banquet Cecil Green House

Wednesday, July 17
Buchanan Buildings

7:30 – 8:00 a.m. Registration Lobby, Buchanan Bldg. A
8:00 – 9:00 a.m. W1: Plenary A 102
9:15 – 10:30 a.m. W2: Breakout Session B215 / B213
10:45 a.m. – Noon W3: Breakout Session B215 / B213
july 15 monday schedule
On view: Electronic poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m. KEYNOTE
M1.1 Engineering in Sustainable Human Development: Challenges and Opportunities
Keynote by Dr. Bernard Amadei, recipient for EWB-U.S.A. of the Goldsmith Award
Moderator: Sandy Bartell, The Boeing Company
BUCHANAN A102

9:15 - 10:30 a.m. M2: BREAKOUT SESSION
M2.1 Public Relations Efforts of IEEE USA
Moderator: Marie Paretti, Virginia Tech
“Supporting IEEE-USA’s Career & Public Policy Mission through Public Relations” Chris McManes, Public Relations Manager for IEEE-USA
BUCHANAN B315

M2.2 PANEL: La Frontera: Communicating in Contact Zones
Moderator: Sabine Emad, HEG Geneva
“Authorship in the Cloud” Bernadette Longo, New Jersey Institute of Technology
“Negotiating Borders Between Separate Male and Female Workspaces” Carol Johnson, New Jersey Institute of Technology
“Measure for Measure: Moving from Narratives to Timelines in Social Media Networking” Andrew Klobuchar, New Jersey Institute of Technology
“Resonance or Misalignment: A Study of the Academic-Practitioner Border in the Body of Knowledge for Technical Communication” Nancy Coppola, New Jersey Institute of Technology; Saul Carliner, Concordia University
BUCHANAN B215

M2.3 Tools for Measuring & Assessing
Moderator: Richard House, Rose-Hulman Institute of Technology
“Measuring Students’ Ability To Find and Use High Quality Information: Developing Standardized Assessments” Amy Van Epps, Ruth Wertz, Michael Fosmire, Senay Purzer, Purdue University
“Assessing Writing Style in Engineering Courses Through a Dynamic Data Collection Method” Necia Werner, Suguru Ishizaki, Stacie Rohrbach, Janel Miller, David Dzombak, Carnegie Mellon University
BUCHANAN B213

9:15 - Noon M2: WORKSHOP
M2.4 Workshop: Using a Reverse-Engineering Approach to Writing in the Workplace
Dr. Hazel Sales, Plymouth University
Moderator: Laura Patterson, University of British Columbia
In this workshop, Dr. Sales debunks well-known myths perpetuated by engineers about their communication skills or their supposed lack of them. Instead, she asks why writing can be so hard for engineers and deals with the complex demands made on them in the workplace. She proposes strategies engineers will find helpful in tackling their communication tasks. This workshop addresses issues and questions such as: How can you persuade the customer without being obvious about it in bid writing? How do you achieve complex simplicity in writing in order to express complex notions in simple terms? What are the pitfalls to beware of? Ultimately, the long-term answer lies in particular communication concepts, which she refers to as fundamental principles of language that will be explained during this workshop.
BUCHANAN A102

10:45 - Noon M3: BREAKOUT SESSION
M3.1 Crossing Borders Between Privacy and Sharing: What Does It Mean To Own an Idea?
Moderator: Peter Weiss, University of Toronto
“Developing a Communication Module on Copyright for Canadian Engineering Students” Tatiana Teslenko, University of British Columbia
“Plagiarism Awareness” Ruth Vanbaelen, Jon Harrison, Nihon University
BUCHANAN B215
“A Case Study: Developing an Intranet Website for Information Security” Karla Steele, The Boeing Company

M3.2 Social Justice: Communication & Accountability
BUCHANAN B213
Moderator: Julia Williams, Rose-Hulman Institute of Technology
“Emerging Leadership Opportunities for Professional Communication: Integrating Social Justice into Research and Across the Curriculum” Jon Leydens, Colorado School of Mines
“Socio-Cultural Norms for Corporate Social Responsibility: Building a Political Model of the Stakeholder for Project Conception in Global Business Contexts” Constance Kampf, Aarhus University
“Toxic Structure: Investigation of the Structure and Intended Purpose of the EPA” Beth Jorgensen, Christopher Scheidler, Saginaw Valley State University

Noon - 1:30 p.m.

The Networking Lunch will be served in the Isabel MacInnes Ballroom in the conference hotel (first floor, behind the registration lobby) and is available to all conference attendees, one-day attendees, and workshop-only attendees.

1:30 - 2:45 p.m.

M4.1 Preparing for Publication in PCS Transactions
BUCHANAN B315
Moderator: Saul Carliner, Concordia University
“Promoting Practice: Preparing a Case Study or Tutorial for the IEEE Transactions on Professional Communication” Saul Carliner, Concordia University

M4.2 Invited Guest Speaker: Dr. Barbara Endicott-Popovsky, BUCHANAN B215
Director, Center of Information Assurance and Cybersecurity at the University of Washington
Moderator: Andreas Karatsolis, Carnegie Mellon Qatar
“Leveraging 2nd Life as a Communications Media: An Effective Tool for Security Awareness Training”

M4.3 Educating in a Changing Digital Environment
BUCHANAN B213
Moderator: Laura Patterson, University of British Columbia
“Contextualizing Digital Technology Within the Professional Communication Classroom” Kenneth Price, University of Wisconsin-River Falls
“Blogging for Professional Purposes: A Curricular and Pedagogical Approach” J. A. Rice, Western Kentucky University
“Japanese Typeface Personalities: Are Typeface Personalities Consistent Across Culture?” Joshua Caldwell, Brigham Young University

1:30 - 4:15 p.m.

M4.5 Workshop: Sliding Headfirst: Translation, Presentations, and Engineering Work
BUCHANAN A102
Traci Nathans-Kelly, Cornell University and Christine Nicometo, University of Wisconsin-Madison
Moderator: Carolyn Labun, University of British Columbia

3:00 - 4:15 p.m.

M5.1 Innovations in Teaching Communication to Engineering Students
BUCHANAN B315
Moderator: Helen Grady, Mercer University
“Optimising the Training of Communication Skills—A Case Study in Embedding” Peggie Chan, Siew Mei Wu, National University of Singapore
“Border Crossing with Competition then Collaboration in a Challenge-Driven Design and Communication Experience for Engineering and Science Students” Anneliese Watt, Ashley Bernal, Scott Kirkpatrick, Rose-Hulman Institute of Technology
“Nurturing Reflective and Independent Learners Through a Technical Communication Course”
Ken Lau, University of Hong Kong

M5.2 Ron Blicq, The Roning Group Inc

Share Your Expertise: Become a Workshop Presenter
Moderator: Brian Traynor, Mount Royal University

You are invited to take part in a new venture at IPCC 2013: an interactive discussion group focusing on the why and how of launching writing workshops for local industries and businesses. The session will bring together experienced facilitators and newcomers to a field that will broaden your horizons and can eventually stretch into your “retirement” years. The discussion will be led by Ron Blicq, who has been teaching workshops in industry for 40 years. A past PCS-ADCOM member and chair of the education committee, in 1974 he launched an IEEE- and PCS-sponsored two-day technical writing workshop for engineers and took it to six cities across the U.S., and subsequently into Europe and Russia, facilitating what would become the first of hundreds of workshops. Hear how he finds clients, generates a local need, and creates innovative workshops for which there is a continuing demand.

M5.3 Communication in Global Environments
Moderator: Jon Leydens, Colorado School of Mines

“A Methodology for Understanding Global Communication Practices” Andreas Karatsolis, (Qatar); Suguru Ishizaki, Stacie Rohrbach, Marsha Lovett, Ana Cooke, Carnegie Mellon University
“Connecting With Customers: A Better Strategy for Customer Satisfaction in Indian Call Centers” Kendall Kelly, St. Edward’s University
“Cross-Cultural Emotion Responses to Form, Colour, and Typeface Designs” Alan Manning, Brigham Young University; Nicole Amare, University of South Alabama

4:30 - 5:30 p.m

M6.1 Publications for IEEE PCS
Dr. Saul Carliner, Concordia University and Dr. Traci Nathans-Kelly, Cornell University
Moderator: Anneliese Watt, Rose-Hulman Institute of Technology

Dr. Saul Carliner, Editor-in-chief of the IEEE Transactions on Professional Communication, and Dr. Traci Nathans-Kelly will host an interactive, fun, and informative session on the publications process of PCS. Dr. Nathans-Kelly will talk about the mandate/vision of a PCS book series, talk about current books in process (briefly) to give an idea of the wide variety, and provide information and handouts for submitting a book proposal. The hosts will also talk about the level of quality required of these books. At the end of the session, audience members can ask questions and chat with the session hosts.
july 16  tuesday schedule

On view: Electronic poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m.  T1: PLENARY
T1.1 A Risky Business: Professional and Public Scientific Communication After the L’Aquila Verdicts
Alan Chong, University of Toronto recipient of the James M. Lufkin Award
Moderator: Brian Traynor, Mount Royal University

BUCHANAN A102

9:15 - 10:30 a.m.  T2: BREAKOUT SESSION
T2.1 Invited Guest Speaker: Annette Berndt,
University of British Columbia
Moderator: George Hayhoe, Mercer University

BUCHANAN B315

“Exploring Sociotechnical Contexts in a Global Engineering Course”

T2.2 New Models, Methods, and Paradigms
Moderator: Carol Johnson, New Jersey Institute of Technology

BUCHANAN B215

“Mapping Genres in Order to Facilitate the Teaching and Learning of Writing in the Disciplines”
Traci Nathans-Kelly, Rick Evans, Gregory Fuchs, Cornell University

“Re-conceptualizing Engineering Communication as Agility and Efficacy” Penny Kinnear,
University of Toronto

“Publication Network Visualization as an Approach for Interdisciplinary Innovation Management”
Anne Kathrin Schaar, André Caleor Valdez, Martina Ziefie, RWTH Aachen University

T2.3 Developing Effective Technical Communicators
Moderator: Carolyn Labun, University of British Columbia

BUCHANAN A103

“Teaching Technical Communication and English Language to Potential Engineers” Yee Lin Li,
Chinese University of Hong Kong; Yuk Yi Li, University of Hong Kong

“Oral Presentation at International Engineering Conferences: Effects of the Local on the Global”
William Rozyczki, Emiko Kaneko, Anna Danielewicz-Betz, University of Aizu

“Improving Students’ Professional Communication Skills Through an Integrated Learning System”
Stacie Rohrbach, Suguru Ishizaki, Necia Werner, Janel Miller, David Dzombak, Carnegie Mellon University

10:45 - Noon  T3: BREAKOUT SESSION
T3.1 Writing in a Digital Environment
Moderator: Darlene Webb, British Columbia Institute of Technology

BUCHANAN B315

“Using Social Media Aggregation and Curation Techniques in the Classroom to Identify Discourse Trends and Support Brand Operations” Gilbert Wilkes, Royal Roads University; Jaigris Hodson, Ryerson University

“Characteristics of Effective e-Textbooks: Lessons from the Literature” Ann-Louise Davidson,
Saul Carliner, Concordia University

“Implementing an Online Undergraduate Course in Educational Writing” David Price, Saul Carliner, Patrick Devey, Concordia University; Nidia Cerna, KnowledgeOne

T3.2 Crossing Borders in the Communication Classroom
Moderator: Alan Chong, University of Toronto

BUCHANAN B215

“Negotiating the Border Between the Classroom and the Workplace: Approaches to Teaching Usability” George Hayhoe, Mercer University; Brian Traynor, Mount Royal University.

“MyCI: Crossing the Border of Student and Communication Instructor Relationships” Lydia Wilkinson, Peter Weiss, Raj Grainger, University of Toronto

“Finding Common Ground as We Cross Borders” Marjorie Davis, Mercer University

T3.3 Topics in Technical Communication
Moderator: Christopher Scheidler, Saginaw Valley State University

BUCHANAN A103

“Fast and Slow: Technical Communicators, Rational Agents and Behavioural Economics” Richard House, Jessica Livingston, Rose-Hulman Institute of Technology

“From Blindness to Sight: Environmental Epistemology in 1990s Disney Films” Beth Jorgensen,
Katrina Robinson, Saginaw Valley State University
"Technical Communication on Life Support: Content Strategy and UX Are the Reclamation"
Christopher LaRoche, Northeastern University; Brian Traynor, Mount Royal University

Noon - 1:00 p.m.  LUNCH ON YOUR OWN
See insert in your conference portfolio for a list of on-campus eateries.

1:30 - 2:45 p.m.  T4: BREAKOUT SESSION  BUCHANAN B315
T4.1 Developments in Engineering Education  BUCHANAN B215
Moderator: Joyce Karreman, University of Twente
"Undergraduate Reflections on Learning Engineering Design" Kristina Krause, McKenzie Hunek, Ken Yasuhara, Cynthia Atman, University of Washington
"What Does Certification Mean to Academic Programs in Professional and Technical Communication?" Saul Carliner, Concordia University

T4.2 PANEL: Preparing Students to Participate in the Global Business Environment  BUCHANAN A103
Panel: Helen Grady, Mercer University; Lee Tesdell, Minnesota State University
Moderator: Laura Patterson, University of British Columbia

T4.3 Visual Aspects in Engineering & Business Communication  BUCHANAN B315
Moderator: Peggie Chan, National University of Singapore
"Decorative and Indicative Contrast: When a Good Thing Goes Bad" Noel Alton, University of Baltimore
"The Global Reach of Visual Communication: Pitfalls and Potentials" Dawn Armstrong, Laura Gurak, Shuwen Li, University of Minnesota
"The New daVincis: Educating Engineering Artists" Ken Tallman, University of Toronto

2:30 - 3:45 p.m.  T5: BREAKOUT SESSION  BUCHANAN B315
T5.1 Toward Effective Information Design  BUCHANAN B215
Moderator: Kathryn O'Donnell, Metropolitan State University of Denver
"Toward a Definition of Information Design" Maria Herrera, Mount Royal University recipient of the Hayhoe Fellow Award
"Toward a Strategic Theory of Communication Design" Suguru Ishizaki, Carnegie Mellon University
"Parallel Phrasing Across Cultures: Emotional vs. Informational Effects" Nicole Amare, University of South Alabama; Alan Manning, Brigham Young University

T5.2 Topics in Advanced Writing  BUCHANAN B215
Moderator: Constance Kampf, Aarhus University
"The Summary-Comparison Matrix: A Tool for Writing the Literature Review" Musti Sastry, Crista Mohammed, University of the West Indies
"Evaluative Language in Engineering Thesis Abstracts and Its Implications for Technical Communication Pedagogy" Connie Kwai-fun Ng, University of Hong Kong

T5.3 Developments in Gaming, Security and Software  BUCHANAN A103
Moderator: Eva-Maria Jakobs, RWTH Aachen University
"The Competency Building Process of Human-Computer Interaction in Game-Based Teaching: Adding the Flexibility of an Asynchronous Format" Sabine Emad, HEG Geneva - UAS-WS; Alexandra Broillet, University of Geneva; Wade Halvorson, SP Jain School of Global Management; Natascha Dunwell, University of Western Australia
"Establishing a Globally Distributed Software Development System in Academic Settings: An Ergonomic Perspective" Rehab El-Bahey, Amir Zeid, American University of Kuwait

7:00 - 9:00 p.m.  AWARDS BANQUET  CECIL GREEN HOUSE
Open to all IPEE PCS conference attendees (EXCEPT FOR WORKSHOP ONLY ATTENDEES). Cash bar and complimentary hors d’oeuvres. Presentation of IEEE PCS Awards for 2013.
july 17  

Wednesday Schedule

On view: Electronic poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m.  

W1: PLENARY  
BUCHANAN A102  

W1.1 The Rhetoric of Heuristic Evaluation: How to Tell the Story  

Carol M. Barnum, Southern Polytechnic State University, recipient of the Blicq Award for Distinction in Technical Communication Education  

Moderator: Julia Williams, Rose-Hulman Institute of Technology

9:15 - 10:30 a.m.  

W2: BREAKOUT SESSION  
BUCHANAN B215  

W2.1 Workplace Preparation  

Moderator: Darlene Webb, British Columbia Institute of Technology  

“Understanding the Relationship Between Rhetorically-Based Learning Modules and Communication Skills Improvement in a Global Technical Writing Course” Andreas Karatsolis, (Qatar); Suguru Ishizaki, Stacie Rohrbach, Marsha Lovett, Mollie Kaufer, Carnegie Mellon University  

“Revealing and Enhancing Engineering Undergraduate Students’ Motivation for the Communication of Professional Practice Through Creation of Communication Preparedness Portfolios in a Studio Setting” Kathryn Mobrand, University of Washington; Jennifer T urns, University of Washington; Linea Mobrand, DigiPen Institute of Technology  

“Preparing Future Statisticians to Communicate the Data” Tatiana Teslenko, Estella Qi, University of British Columbia

W2.2 Workshop: Making Academic Change Happen: Impacting Your Classrooms, Colleagues, and Campus  

Moderator: Julia Williams, Richard House, Rose-Hulman Institute of Technology  

Rose-Hulman has developed a faculty development workshop entitled Making Academic Change Happen, or MACH. The purpose of the workshop is to provide faculty and administrators with change management strategies that can help them make significant changes on their campuses. Their website outlines the components of the workshop that they will hold at Rose-Hulman in June 2014: www.rose-hulman.edu/mach  

At IPCC 2013, they will offer a mini-MACH that will provide attendees with an introduction to the MACH curriculum and allow them to experience MACH practices in two specific areas: communication and building partnerships. The experience of mini-MACH will allow attendees to understand how this workshop addresses the needs of faculty and administrators in the rapidly changing engineering education environment.

10:45 - Noon  

W3: BREAKOUT SESSION  
BUCHANAN B215  

W3.1 Communicating to Change Behaviour  

Moderator: Karla Steele, The Boeing Company  

“Use and Effect of Motivational Elements in User Instructions: What We Do and Don’t Know” Joyce Karreman, Nicole Loorbach, University of Twente  

“Web Comment-Based Trend Analysis on Deep Geothermal Energy” Bianka Trevisan, Denise Erassme, Eva-Maria Jakobs, RWTH Aachen University  

“User-Centered Design of Passenger Information Systems” Shirley Beul, Eva-Maria Jakobs, Martina Ziefle, RWTH Aachen University

W3.2 Corporate Culture and Etiquette  

Moderator: David Price, Concordia University  

“A Comparative Analysis of Meeting Participant Perception and Usage of Smartphones and Other Mobile Devices During Meetings” Rob Bajko, Deborah Fels, Ryerson University  

“Reception by Members of the Audience of the Information Presented During Professional Communication and Academic Conferences in Virtual Worlds” Sabine Ermad, HEG Geneva - UAS-WS; Alexandra Broillet, University of Geneva
“The Change Announcement: Socio-Technical Implications for Communicating Change Using Organizational Culture” Alexandra Broillet, University of Geneva; Constance Kampf, Aarhus University