

B E R N A D E T T E L O N G O

ASSOCIATE PROFESSOR

Department of Writing Studies, University of Minnesota

180 Wesbrook Hall, 77 Pleasant St. SE

Minneapolis, Minnesota 55455

612-624-9781 blongo@umn.edu

2005 - present	Associate Professor, University of Minnesota, Twin Cities , Writing Studies Department
2001 - 2005	Assistant Professor, University of Minnesota, Twin Cities , Rhetoric Department
1996 - 2001	Assistant Professor, Clemson University , Department of English
Ph.D. 1996	Rensselaer Polytechnic Institute , Rhetoric and Communication
<i>Dissertation</i>	“Spurious Coin: Science, Management, and the History of Technical Writing in the 20th Century United States”
<i>Committee</i>	Alan Nadel (chair), Lee Odell, James Zappen, Langdon Winner

ACADEMIC EMPLOYMENT

TEACHING

2005 - present	Associate Professor, University of Minnesota, Twin Cities , Writing Studies Department
2001 - 2005	Assistant Professor, University of Minnesota, Twin Cities , Rhetoric Department
<i>Graduate</i>	Topics in Technology and Culture: Technical Writing as Cultural Practice; Information Design I & II; MS Capstone: Professional Practice
<i>Undergraduate</i>	Technical Writing; Project Management and Design I and II; Technical Presentations
1996 - 2001	Assistant Professor, Clemson University , Department of English
<i>Graduate</i>	Introduction to Professional Communication, Theories and Practices of Workplace Communication
<i>Undergraduate</i>	Technical Writing; Honors Technical Writing; Advanced Technical Writing; Technical Editing; Writing About Science; Introduction to Literary Forms; Composition I and II in the Notebook Pilot Project
1994 - 1996	Teaching Assistant, Rensselaer Polytechnic Institute , Department of Language, Literature and Communication
<i>Undergraduate</i>	Technical and Professional Communication; Rhetoric and Writing
1993 - 1995	Adjunct Instructor, Rensselaer Polytechnic Institute School of Management

1993 - 1994 Lecturer/Writing Consultant, **College of Saint Rose School of Business**
Graduate Business Strategy and Policy
Undergraduate Business Strategy and Policy

1991 - 1992 Teaching Assistant, **California State University, Stanislaus**, Department of English
Undergraduate Basic Writers' Workshop, Freshman Composition, Desktop Publishing

ADMINISTRATION AND RESEARCH

2007 – present Director of Graduate Studies, M.A./Ph.D. in Rhetoric and Scientific and Technical Communication, **University of Minnesota**, Department of Writing Studies
 Oversee recruitment activities and interview prospective applicants. Assign advisors and advise students. Track graduation rates. Serve as a liaison with department faculty and Graduate School personnel. Chair department Graduate Committee; work with committee to review Ph.D. curriculum and preliminary examination procedure and reading lists.

2005 - 2007 Director of Graduate Studies, Master of M.S. in Scientific and Technical Communication **University of Minnesota**, Department of Rhetoric
 Designed and oversaw curriculum revision; designed and oversaw development of postbaccalaureate certificate. Oversaw recruitment activities and interviewed prospective applicants. Assigned advisors and advised MS students. Tracked graduation rates. Served as a liaison with department faculty and Graduate School personnel.

2003 - 2005 Director, Writing-Intensive Outreach: Scientific and Technical Communication **University of Minnesota**, College of Agriculture, Food, and Environmental Sciences
 Participated in planning and implementation of college-wide Communication Across the Curriculum program; facilitated university-wide workshops on writing issues; consulted with cohorts of college faculty; directed online writing center; directed SMART Center writing tutoring; supervised up to seven graduate assistants and tutors each semester.

2000- 2001,
 1996-1999 Research Team Member, Roy and Marnie Pearce Center for Professional Communication **Clemson University**, Department of English
 Participated in planning and implementation of university-wide Communication Across the Curriculum program; led workshops to help faculty across the disciplines integrate and evaluate writing assignments in their courses; collaborated with Engineering faculty to integrate communication into their courses using computer technologies and innovative course designs. Pearce Center recognized in 2000 *Time Magazine/Princeton Review* as reason for Clemson University being named best public university in the United States for communication across the curriculum.

1993 - 1994 Research Assistant, Department of Language, Literature and Communication **Rensselaer Polytechnic Institute**
 Assisted Cheryl Geisler in National Science Foundation-funded Language and Design project in collaboration with College of Engineering and School of Architecture.

- 1992 - 1993 Writing Intensive Consultant, Department of Language, Literature and Communication
Rensselaer Polytechnic Institute
Assisted faculty across disciplines to integrate and evaluate writing assignments in their courses. Specialized in engineering courses.
- 1990 - 1992 Program Director, Department of Regional and Continuing Education
California State University, Stanislaus
Designed, implemented, and marketed continuing education programs, including certificate programs, non-credit classes, and extension courses. Recruited faculty. Coordinated technical aspects of satellite downlinks to serve rural campuses. Supervised four-person clerical staff. Reported to the Dean of Regional and Continuing Education.
- 1987 - 1989 Editorial Assistant, Department of Research and Grants
California State University, Stanislaus,
Supervised conversion of 500-page university catalog from manual lay-out to desktop publishing. Designed standard format and page layout for catalog. Supervised five-person technical staff.

NON-ACADEMIC EMPLOYMENT

- 1988 - 1990 Publisher, **B. Longo Enterprises**, Turlock, California
Published newspapers and newsletters for general public and medical community: hospital-sponsored *Central Valley Health* with circulation of 10,000 quarterly and advertiser-supported *HealthCare California* with circulation of 20,000 monthly.
- 1983 - 1990 Contract Writer and Project Manager, **B. Longo Enterprises**, Turlock, California
Wrote, edited, and supervised production of newsletters, technical materials, how-to manuals, brochures, direct mail, video presentations, slide/sound shows, and ad copy. Developed and implemented hospital programs. Planned, developed, and supervised production of advertising, promotional and public relations programs for clients using film, video, radio, print, billboard, news, and specialty media.
- 1981 - 1982 Administrative Assistant, **Medic Alert Foundation International**, Turlock, California
Liaison to national board of directors and sixteen international affiliate foundations. Planned and attended three national board meetings annually. Wrote manual, direct mail appeals, newsletters, award presentations, magazine articles, press releases, and speeches.
- 1979-1981 Public Relations Coordinator, **Emanuel Medical Center**, Turlock, California

GRANTS AND PROPOSALS

- "Northside Food Project Program Assessment." March 2007. **University of Minnesota Center for Urban and Regional Affairs (CURA) Neighborhood Planning for Community Revitalization.** Summer student research assistant and organizational support funded.
- "Nation-building as a Metaphor for Community Building in North Minneapolis: Insularity and Opportunities for Respect." March 2007. **University of Minnesota President's Multicultural Research Award.** \$6,972.

- “Nation-building in an Inner-city Neighborhood: Insularity and Opportunities for Respect.” March 2007 in Oxford, England. **University of Minnesota European Studies Center** travel and course development funding. \$3,750.
- “Nation-building in an Inner-city Neighborhood: Insularity and Opportunities for Respect.” March 2007 in Oxford, England. **University of Minnesota Office of International Programs** travel funding. \$500.
- Weinert, Craig (Department of Medicine), and Bernadette Longo. “Analysis of Insulin Protocol Document Design and Use in Clinical Settings.” April 2006. **University of Minnesota Vice President for Research Grant-in-Aid of Scholarship**. \$23,650.
- “Mapping Assets in North Minneapolis for Food Security.” December 2005. **University of Minnesota Council on Public Engagement**. \$5,000.
- Longo, Bernadette, and Helene Murray (Minnesota Institute for Sustainable Agriculture). “Food Security is Everyone’s Business: Connecting Rural Producers and Urban Consumers.” October 2005. **US Department of Agriculture Sustainable Agriculture Research and Education Program**. \$150,000 requested. Not funded.
- Northside Food Project start-up funding. **City of Minneapolis Department of Health and Human Services, Steps to a Healthier Minneapolis**. \$17,500. Community-based research.
- Longo, Bernadette, Lee-Ann Kastman Breuch, Terry Cooper, and Merry Rendahl. “Exemplary Writing-Intensive Education: Strengthening Faculty and Student Writing Support through the Writing-Intensive Outreach: Scientific & Technical Communication Program.” July 2004. **University of Minnesota College of Agriculture, Food, and Environmental Sciences Priority Initiative Fund**. \$25,000 requested. \$8,000 funded.
- Hoover, Emily, Bernadette Longo, Carl Rosen, Neil Andersen, and Anna Wasescha. “Twin Cities Urban Community Garden Online Resource Guide.” July 2004. **University of Minnesota College of Agriculture, Food, and Environmental Sciences Priority Initiative Fund**. \$25,000 requested. Not funded.
- “Establishing a Community Garden on the Cityview K-8 School in North Minneapolis.” October 2003. **Dreyfus Health Foundation**. \$1000. Community-based research.
- Short-term Traveler’s Grant for two-week research residency to study materials relating to Edmund Berkeley biography, May 26-June 7, 2003. **Lemelson Center for Invention and Innovation, Smithsonian Institution**. \$1250.
- Longo, Bernadette, Anna Wasescha, and Carol McGee Johnson. “School/Community Partnerships to Promote Teen Health.” 2003. **Active Living by Design, Robert Wood Johnson Foundation**. \$125,000. Not funded.
- “Robots and Giant Brains: A Cultural History of Human/Computer Relations,” 2002-2003. **University of Minnesota Vice President for Research Grant-in-Aid of Scholarship**. \$14,300.
- Short-term Traveler’s Grant for two-week research residency on language and early computer popularization, March 2001. **National Museum of American History, Smithsonian Institution**. \$2100.
- Longo, Bernadette, and Barbara Weaver. “CommuniCon: A Public Showcase for AmericaReads at Clemson University.” **Microsoft Corporation**, 1999. \$1,000.
- Longo, Bernadette, and Elisa Sparks. “Extending the Laptop Pilot Project to the College of Architecture, Arts, and Humanities.” **Clemson University Provost’s Fund for Technology in the Classroom**, 2000. \$60,000.
- Longo, Bernadette, and Elisa Sparks. “Extending the Laptop Pilot Project to the College of Architecture, Arts, and Humanities.” **Clemson University Funding from the College of Architecture, Arts, and Humanities**, 2000. \$20,000.

- Longo, Bernadette, and Elisa Sparks. "Extending the Laptop Pilot Project to the College of Architecture, Arts, and Humanities." **Clemson University Provost's Innovation Fund**, 1999. \$33,000.
- Longo, Bernadette, and Elizabeth Rice. "CommuniCon: A Public Showcase of Interdisciplinary and Community-based Projects Employing Technology in Classrooms." **Microsoft Corporation**, 1999. \$3,000.
- "Designing and Implementing an Undergraduate Writing Major for the English Department." **Clemson University Teaching Initiative**, 1998. \$2,000.
- Longo, Bernadette, and Elizabeth Rice. "Developing Intercultural Communication in Moscow and St. Petersburg." **IEEE Professional Communication Society**, 1998: \$1,252.
- Longo, Bernadette, and Elizabeth Rice. "Developing Intercultural Communication in Moscow and St. Petersburg." **Clemson University Language and International Trade Program**, 1998: \$2,282.
- Longo, Bernadette, and Elizabeth Rice. "Developing Intercultural Communication in Moscow and St. Petersburg." **Clemson University Russia Area Studies Committee**, 1998: \$3,000.
- Longo, Bernadette, and Elizabeth Rice. "Developing Intercultural Communication in Genoa, Italy." **Clemson University Campbell Chair for Engineering Communication**, 1998: \$1,282.
- Charney, Mark, and Bernadette Longo. "Proposal for Developing a Writing and Visual Thinking Summer Workshop at Clemson University." **Clemson University Pearce Center for Professional Communication**, 1998: \$2,000.

PUBLICATIONS

SCHOLARLY BOOK

Longo, Bernadette. *Biography of Edmund Berkeley*. Proposal submitted to MIT Press, September 2008.

Longo, Bernadette. *Spurious Coin: A History of Science, Management, and Technical Writing*. Albany, NY: SUNY Press. May, 2000. 204 pages.

EDITED COLLECTIONS

Scott, Blake, Bernadette Longo and Katherine Wills. *Critical Power Tools: Technical Communication and Cultural Studies*. Albany, NY: State University of New York Press. September, 2006. 293 pages.

Scott, Blake and Bernadette Longo, eds. "Cultural Studies Approaches to Technical Communication". Special issue of *Technical Communication Quarterly*. Winter, 2006.

REFEREED JOURNAL ARTICLES

Longo, Bernadette. "Science Policy Debates after World War II: Who Will Benefit from U.S. Computer Development?" *IEEE Annals on the History of Computing*. 30.3 (2008): 64-72.

Longo, Bernadette. "Metaphor, Robots and the Transfer of Computers to Civilian Life." *Comparative Technology Transfer and Society*. 5.3 (December 2007): 253-273.

Longo, Bernadette, Angela Dawson, and Roopa Sukumaran. "Nation-building in an Inner-city Neighborhood: The Importance of Knowing your History." *The Forum on Public Policy*. Spring 2007. Available online at <http://www.forumonpublicpolicy.com/papersspr07.html>.

Longo, Bernadette, Craig Weinert, and T. Kenny Fountain. "Implementation of Medical Research Findings through Insulin Protocols: Preliminary Results from an Ongoing Study of Document Design and Visual Display." *Journal of Technical Writing and Communication*. 37.4 (2007): 435-452.

- Longo, Bernadette. "ACM in Established to Develop Communication on Computing." *Communications of the ACM* 60th anniversary edition. 50.5 (May 2007): 27-29.
- Longo, Bernadette. "Edmund Berkeley, Computers, and Modern Methods of Thinking." *IEEE Annals on the History of Computing*. 26.4 (2004): 4-18.
- Longo, Bernadette. "Toward an Informed Citizenry: Readability Formulas as Cultural Artifacts." *Journal of Technical Writing and Communication*. 34.3 (2004): 165-172.
- Longo, Bernadette. "Tensions in the Community: Myth, Strategy, Totalitarianism, Terror." *Journal of Advanced Composition* 23.2 (2003): 291-317.
- Longo, Bernadette, Donna Reiss, Cynthia Selfe, and Art Young. "The Poetics of Computers: Composing Relationships with Technology." *Computers and Composition*. 20.1 (2003): 97-118.
- Longo, Bernadette. "(Re)Constructing Arguments: Classical Rhetoric and Roman Engineering." *Journal of Technical Writing and Communication*. 29.4, December 1999, 49-55.
- Longo, Bernadette. "Knowledge Production from Different Worlds: What Can Happen When Technical Writers Speak for Engineers." *Journal of Computer Documentation*. November, 1998, 45-53.
- Longo, Bernadette. "Technical Communication Constituted as an Object of Cultural Study." *Technical Communications Quarterly* 7.1, Winter 1998, 53-74.
- Longo, Bernadette. "From Secrets to Science: Technical Writing, Utility, and the Hermetic Tradition in Agricola's *De Re Metallica*." *Journal of Technical Writing and Communication* 27.4, December 1997, 353-59.
- Britt, Beth, Bernadette Longo, and Kristin R. Woolever. "Extending the Boundaries of Rhetoric in Legal Pedagogy." *Journal of Business and Technical Communication* 10.2, April 1996, 213-238.
- Longo, Bernadette. "Corporate Culture and its Effect on Audience Awareness." *IEEE Transactions on Professional Communication*. 38.4, December 1995, 239-43.
- Longo, Bernadette. "Choice or Chance: Questioning Dimensions within the Idea of Community." *Journal of Technical Writing and Communication* 25.4. November 1995, 393-400.

OTHER JOURNALS AND DATABASE ARTICLES

- Longo, Bernadette. "Long-Term Implications of Short-Term Closure Decisions – The Evolution to Vascular Access Management and the Boomerang Catalyst System." *Cath Lab Digest* 15.10 (October 2007): 44-49.
- Longo, Bernadette. "Learning to Write: Learning about Sustainability." *Kairos* 6.2, 2001. Available online at <http://english.ttu.edu/kairos/6.2/binder2.html?coverweb/k16/longo/index.htm>
- Longo, Bernadette. "Notes from the Idea Market—Blurring the Boundaries: Bringing Students, Faculty and Business Partners into Mutual Learning Spaces." *Technical Communicators' Forum*. March 1999.
- Longo, Bernadette. "Keynote Address: Tony Temple." *IEEE Professional Communication Society Newsletter*. December, 1999, 20.
- Longo, Bernadette. "How Shall the Muse Then Grasp the Mighty Theme?" **U.S. Department of Education, Educational Resources Information Center (ERIC)**. Selected for distribution through electronic database and microfilm, 1998. 6 pages in manuscript.
- Longo, Bernadette. "Opportunities Abound for US-Russia Collaboration." *IEEE Professional Communication Society Newsletter*. December, 1998, 1 & 3.
- Longo, Bernadette. "Notes from Underground: Technical Writing and the Hermetic Tradition in Agricola's *De Re Metallica*." **U.S. Department of Education, Educational Resources Information Center (ERIC)**. Selected for distribution through electronic database and microfilm, 1997. 6 pages in manuscript.

- Longo, Bernadette. "Subject Position Assumptions and Ideas of Community." **U.S. Department of Education, Educational Resources Information Center (ERIC)**. Selected for distribution through electronic database and microfilm, 1996. 5 pages in manuscript.
- Longo, Bernadette. "Tensions and Paradoxes Inherent in the Idea of Community." **U.S. Department of Education, Educational Resources Information Center (ERIC)**. Selected for distribution through electronic database and microfilm, 1995. 9 pages in manuscript.
- Longo, Bernadette. "Guest Editorial—Assessing Audience from a Cultural Perspective: Targeting the Medical Marketplace." *Journal of Hospital Marketing* 9.2, 1995, 5-12.
- Longo, Bernadette. "The Role of Metadiscourse in Persuasion." *Technical Communication* 41.2, May 1994, 348-352.
- Longo, Bernadette, Gary Connor and Terry Barnhart. "Using the Critical Incident Survey to Assess Hospital Quality." *Journal of Hospital Marketing* 7.2, 1993, 91-100.
- Longo, Bernadette. "Hospitals Innovate with Critical Incident Survey to Evaluate Patient Expectations." *Strategic Health Care Marketing* 9.7, July 1992, 12.
- Longo, Bernadette and Brian Paris. "Questions of Ethics and Performance Arise for Medical Marketers in the 1990s." *Journal of Hospital Marketing* 6.1, 1991, 29-36.
- Longo, Bernadette. "Health Care Industry Introduces Marketing Strategies and Campaigns." *American Medical Writers Association Journal* 6.2, 1991, 2-4.
- Longo, Bernadette. "Pain Management Service Offers Pain Control Options." *NurseWeek* 3.3, February 5, 1990, 17.
- Longo, Bernadette. "Confusing Blend of Asian, U.S. Medicine: Southeast Asian Refugees Present Diverse Cultural Challenges." *NurseWeek* 3.3, February 5, 1990, 1 & 22.

BOOK CHAPTERS

- Longo, Bernadette and T. Kenny Fountain. "What Can History Teach Us About Technical Communication?" *Solving Problems in Technical Communication*. Eds. Johndan Johnson-Eilola and Stuart Selber. Oxford University Press. Under review.
- Longo, Bernadette. "Human+Computer Culture: Where We Work." *Digital Literacy*. Eds. Dave Clark and Rachel Splka. Lawrence Earlbaum, Associates. Forthcoming.
- Longo, Bernadette. "Plain Talk from Rudolf Flesch: Making a Science of Writing ." *Power and Legitimacy in Technical Communication, Vol. I: The Historical and Contemporary Struggle for Professional Status*. Eds. Teresa Kynell and Gerald Savage. Amityville: Baywood Press. 2003. 39-52.
- Longo, Bernadette. "Growing Through Community: Opportunities for Ongoing Collaborations." *Writing to Make a Difference: Classroom Projects for Community Change*. Eds. Chris Benson and Scott Christianson. New York: Teachers College Press. 2002. 23-36.

PROCEEDINGS PUBLICATIONS

- Longo, Bernadette and Mark McCahill. "Re-Envisioning Writing in a New Landscape." *University of Minnesota New Media Conference*, September 15-16, 2005.
- Kampf, Constance and Bernadette Longo. "Shaping Project Management Concepts for Technical Communication Students." *IEEE Professional Communication Society International Conference Proceedings*, Orlando, September 21-24, 2003.

- Longo, Bernadette. "What Are Paradigms and Why Do They Shift?" *IEEE Professional Communication Society International Conference Proceedings*, Portland, September 17-20, 2002.
- Haque, Mary, Bernadette Longo, et al. "Linking Universities and K-12 Through Design of Outdoor Learning Environments." *Selected Papers from the 13th International Conference on Teaching and Learning*, Ed. Jack Chambers. Jacksonville: Center for the Advancement of Teaching and Learning, 2002.
- Longo, Bernadette. "Giant Brains Controlling Scientific Knowledge: A History (In Progress) of Human/Computer Relationships." *University of Minnesota Center for Interdisciplinary Studies of Writing Speaker Series* 17 (2000). 15 pages.
- Longo, Bernadette. "Whose Knowledge Gets Deposited in Textbooks?" *IEEE Professional Communication Society International Conference Proceedings*, Cambridge, September 24-27, 2000.
- Longo, Bernadette. "Analyzing Cultural Contexts for Communication." *IEEE Professional Communication Society International Conference Proceedings*, New Orleans, September 7-10, 1999.
- Longo, Bernadette. "Bridging Classrooms and Corporations: Engaging Students, Faculty and Business Partners in Collaborative Learning." *Proceedings of the American Society for Engineering Education Annual Conference*, Seattle, June 28-July 1, 1998.
- Longo, Bernadette. "Who Makes Engineering Knowledge?" *IEEE International Professional Communication Conference Proceedings*. October 1997, 61-68.
- Longo, Bernadette. "Teaching Technical Communication with the Community Model: Some Questionable Side Effects." *IEEE Professional Communication Society International Conference Proceedings*, Savannah, September 27-29, 1995.
- Longo, Bernadette. "Writing for Non-Technical Audiences: How Much Do They Know?" *IEEE Professional Communication Society International Conference Proceedings*, Philadelphia, October 5-8, 1993.

MANUALS

- Longo, Bernadette, and Beth Britt. *Writing for the Technical Professions Instructor's Manual*. Textbook by Kristen Woolever. New York, NY: Addison Wesley Longman Publishing, 1998. 300 pages.
- Longo, Bernadette. *Design Collaboration Network User Manual*. Troy, NY: Rensselaer Polytechnic Institute, 1994. 55 pages.
- Longo, Bernadette. *Advanced System Operation Courseware Trainer's Manual*. Schenectady, NY: Power Technologies, 1993. 189 pages.
- Longo, Bernadette. *SafetyWare User Manual*. Modesto, CA: SafetyWare, 1984. 107 pages.
- Longo, Bernadette. *How to Form A Medic Alert Foundation*. Turlock, CA: Medic Alert Foundation International, 1981. 82 pages.

INVITED TALKS

- "Understanding Knowledge and Language from Multiple Perspectives." Colloquium panel with representatives from Dept. of Writing Studies at University of Minnesota and Knowledge Communication Research Group at Aarhus School of Business. **McGill University Centre for the Study of Teaching and Writing**, Montreal, Canada, October 12, 2007.
- "The Role of Metaphor in Knowledge Communication: Robots and the Transfer of Computer Technology to U.S. Civilian Life." **Aarhus University Knowledge Communication Research Group, Aarhus School of Business**, Denmark, March 27, 2007.

- Invited to speak on Edmund Berkeley biography project at the **Anderson Library First Friday Series, Charles Babbage Institute, University of Minnesota**, December 5, 2003.
- Invited to speak on Edmund Berkeley biography project at the **Jerome and Dorothy Lemelson Center for the Study of Innovation and Invention, National Museum of American History**, Washington, D.C., May 28, 2003.
- "Service Learning: A Tool for Bringing Learning to Life." Invited to participate on a panel at the **Academy of Distinguished Teachers Conference, University of Minnesota**, April 21, 2003.
- Invited to speak on current research project at the **Washington, D.C. Computer Historians Roundtable, National Museum of American History**, March 19, 2001.
- Invited to speak on Writing Across the Curriculum with the Engineering faculty at **Rose-Hulman Technological Institute**, Terre Haute, Indiana, January 11, 2001.
- Invited to speak Writing Across the Curriculum with the Business Administration faculty at **Webster College**, Greenville, South Carolina, January 3, 2001.
- "Giant Brains: A History in Progress." **The Society for Critical Exchange, Midwest Modern Language Association**, St. Louis, November 2-4, 2000.
- "Giant Brains or Why We Want Machines That Think." **The Masters Program in Technical Communication, Northeastern University**, Boston, September 27, 2000.
- "The Night the Men Landed on the Moon" by Wright, Elizabethada, and Bernadette Longo. Play reading at the **American Stage Festival**, Milford, New Hampshire, June 17, 2000.
- "Giant Brains Controlling Scientific Knowledge: A History (In Progress) of Human/Computer Relationships." **The Center for the Interdisciplinary Study of Writing, University of Minnesota**, Minneapolis, May 5, 2000.
- "Medical Marketing Writer as Chameleon." **Technical Writers' Institute at Rensselaer Polytechnic Institute**, Troy, May 25-28, 1993.

AWARDS, FELLOWSHIPS, AND RECOGNITION

- **Faculty Fellowship Program, Digital Media Center, University of Minnesota**: one of five University faculty members to receive 18-month fellowship.
- **National Council of Teachers of English, Scientific and Technical Communication Committee**: Best Edited Collection on Scientific and Technical Communication for *Critical Power Tools: Technical Communication and Cultural Studies* edited by Blake Scott, Bernadette Longo and Katherine Wills. Albany: State University of New York Press. September, 2006.
- **Public Engagement Spotlight, University of Minnesota Brief**: Article recognizing work with Northside Food Project in system-wide electronic publication, October 25, 2006.
- **ACE Award, Assembly on Computers in English, National Council of Teachers of English**: recognition for work toward integrating computer technology into writing classrooms, May, 2001.
- **Fellow, Obermann Center for Advanced Study, University of Iowa**: faculty research seminar on "The Usable Past: Perspectives on Digital Culture," June 12-30, 2000.
- **Fellow, Department of Computing and Information Technology, Clemson University**: aid in developing and testing of the Collaborative Learning Environment Version 2, 1999-2001.
- **Faculty Mentor, Service Learning Collaborative, Clemson University**: one of eleven university mentors helping faculty to integrate service learning projects into their courses, 1999-2000.

- **John Lane Award, Department of English, Clemson University:** development support for untenured faculty, 1997 and 1999.
- **Nominee for Best Dissertation in the Humanities and Fine Arts for 1991-96, Rensselaer Polytechnic Institute:** Northeast Association of Graduate Schools Dissertation Award competition, 1997.
- **Della A. Whittaker Scholarship, Society for Technical Communication:** 1994.
- **First Place Graduate Essay, McKinney Writing Contest, Rensselaer Polytechnic Institute:** 1993.
- **Topper Award, Department of Language, Literature and Communication, Rensselaer Polytechnic Institute:** 1992.
- **Award for Academic Excellence, Department of English, California State University, Stanislaus:** 1992.

CONFERENCE PAPERS

INTERNATIONAL CONFERENCES

- “Technical Communication as a Tool for Assigning Cultural Value.” **Society for the Social Studies of Science Meeting**, Montreal, Canada, October 11-13, 2007.
- “Designing Visual Communication for Safety and Health Related Workplace Environments.” With Carlos Evia, Virginia Tech. **Society for Technical Communication Conference**, Minneapolis, May 13-16, 2007.
- “Nation-building as a Metaphor for Community Development in North Minneapolis: Insularity and Opportunities for Respect.” **Oxford Round Table**, Oxford, England, March 18-23, 2007.
- “Computers for the Masses: Edmund Berkeley and the Social Responsibilities of Computer Development.” **Society for the Social Studies of Science Annual Meeting**, Vancouver, Canada, November 2-4, 2006.
- “Robots and the Transfer of Computer Technology to Civilian Life.” **Society for the History of Technology Annual Conference**, Minneapolis, November 3-6, 2005.
- “Building a Coalition for Food Security.” **American Community Gardening Association Annual Conference**, Minneapolis, August 12-14, 2005.
- “Shaping Project Management Concepts for Technical Communication Students.” **IEEE Professional Communication Society International Conference**, Orlando, September 21-24, 2003. With Constance Kampf.
- “What Are Paradigms and Why Do They Shift?” **IEEE Professional Communication Society International Conference**, Portland, September 17-20, 2002.
- “Whose Knowledge Gets Deposited in Textbooks?” **IEEE Professional Communication Society International Conference**, Cambridge, September 24-27, 2000.
- “Analyzing Cultural Contexts for Communication.” **IEEE Professional Communication Society International Conference**, New Orleans, September 7-10, 1999.
- “Assessing a Laptop Program: The First Semester at Clemson University.” **International Center for Computer Enhanced Learning Ubiquitous Computing Conference**. Wake Forest University, January 9-11, 1999.
- “Blurring the Boundaries: Bringing Students, Faculty, and Business Partners into Mutual Learning Spaces.” **IEEE Professional Communication Society International Conference**, Quebec City, September 23-25, 1998.
- “Who Makes Engineering Knowledge?” **IEEE Professional Communication Society International Conference**, Snow Bird, October 22-24, 1997.
- “Teaching Technical Communication with the Community Model: Some Questionable Side Effects.” **IEEE Professional Communication Society International Conference**, Savannah, September 27-29, 1995.

"Writing for Non-Technical Audiences: How Much Do They Know?" **IEEE Professional Communication Society International Conference**, Philadelphia, October 5-8, 1993.

NATIONAL CONFERENCES

- "The City in Progress: How Community Gardens Work." With Anna Wasescha. **Planners Network Conference on Design**, Minneapolis, June 2-5, 2005.
- "Toward an Informed Citizenry: Readability Formulas as Cultural Artifacts." **Conference on College Composition and Communication**, New York City, March 21-24, 2003.
- "Understanding Robots: Understanding Ourselves." **Conference on College Composition and Communication**, Chicago, March 20-23, 2002.
- "Recuperating Robots as Sites for Humanistic Study." **Modern Language Association Convention**, New Orleans, December 27-30, 2001.
- "Technical Writing as Lingua Franca in a Scientific Economy." **Modern Language Association Convention**, Washington, D. C., December 27-30, 2000.
- "Coining Words: Thomas Gresham and the Rhetoric of Finance." **Conference on College Composition and Communication**, Minneapolis, April 12-15, 2000.
- "(Re)Constructing Arguments: Classical Rhetoric and Roman Engineering." **Conference on College Composition and Communication**, Atlanta, March 24-27, 1999.
- "Through the Classroom Critically: Teaching Students to Take Cultural Study into Workplaces." **Modern Language Association Convention**, San Francisco, December 27-30, 1998.
- "Bridging Classrooms and Corporations: Engaging Students, Faculty and Business Partners in Collaborative Learning." **American Society for Engineering Education Annual Conference**, Seattle, June 28-July 1, 1998.
- "How Shall the Muse Then Grasp the Mighty Theme?" **Conference on College Composition and Communication**, Chicago, April 1-4, 1998.
- "Beyond 'Community': New Perspectives on the Making of Knowledge." **Modern Language Association Convention**, Toronto, December 27-30, 1997.
- "Learning Through Effective Business Communication: Lessons from the Project." **Association for Business Communication Conference**, Washington D. C., November 12-15, 1997.
- "Notes from Underground: Technical Writing and the Hermetic Tradition in Agricola's *De Re Metallica*." **Conference on College Composition and Communication**, Phoenix, March 12-15, 1997.
- "Writing in Nonacademic Settings: Ten Years Later." **Thomas R. Watson Conference on Rhetoric and Composition**. Louisville, October 9-12, 1996.
- "Subject Position Assumptions and Ideas of Community." **Conference on College Composition and Communication**, Milwaukee, March 27-30, 1996.
- "Technical Communication Constituted as an Object of Cultural Study." **Modern Language Association Convention**, Chicago, December 27-30, 1995.
- "Tensions and Paradoxes Inherent in the Idea of Community." **Conference on College Composition and Communication**, Washington, D.C., March 22-24, 1995.
- "How Professionalization Shapes Writers' Sense of Self in Academic Writing." With Cheryl Geisler, RPI. **American Educational Research Association Annual Meeting**, New Orleans, April 4-8, 1994.
- "How Professionalization Shapes Writers' Sense of Self in Writing about Ethics." With Cheryl Geisler, RPI. **Conference on College Composition and Communication**, Nashville, March 17-19, 1994.

"How Texts Help Novices Move In: Literacy and Professional Identity in Mechanical Engineering." **Penn State Conference on Rhetoric and Composition**, University Park, July 7-10, 1993.

REGIONAL CONFERENCES

"Community Activities to Increase Healthy Food Availability in North Minneapolis." With Angela Dawson, Northside Food Project. **Healthy Foods in Minneapolis Urban Communities**, Fellowship Missionary Baptist Church, North Minneapolis, March 28, 2006.

"Re-Envisioning Writing in a New Landscape." With Mark McCahill. **New Media Research at UMN**, September 15-16, 2005.

"Immersive Writing Tools in a Multi-user 3D Croquet Environment." With Mark McCahill. **Classrooms of the Future XI**, College of St. Catherine, May 24, 2005.

"MyU Portal as a Collaborative Writing Tool." With graduate students Merry Rendahl and David Kmiec. **Academy of Distinguished Teachers Conference**, University of Minnesota, April 25, 2005.

"Collaborating in Student-Centered Electronic Classrooms." Co-presenter, William Park, Jr., General Engineering, Clemson University. **American Society for Engineering Education Southeast Section Annual Meeting**, Clemson University, April 11-13, 1999.

"A History of 20th Century Technical Communication in the United States." **Rensselaer Polytechnic Institute, Department of Language, Literature and Communication Industrial Affiliate Review**, Troy, April 7, 1995.

WORKSHOPS AND PRESENTATIONS

"Giving Effective Public Presentations." **UMN Extension Master Gardeners**, Minnesota Landscape Arboretum, January 27, 2007.

"Project Management Basics." **Twin Cities IEEE Education Chapter**. University of St. Thomas, December 14, 2006.

"Northside Food Project." With community partner Angela Dawson. **Art, Design, and Social Engagement Collaborative**. University of Minnesota, October 4, 2006.

"Northside Food Project Site Visit." With community partner Angela Dawson. **Community-Campus Partnership for Health Conference**. North Minneapolis, June 2, 2006.

"Northside Food Project" With community partner Angela Dawson. **Celebration of Community-University Partnerships**. University of Minnesota, April 5, 2006.

"Submitting the Successful Writing-Intensive Course Proposal." With Laurel Carroll (Council of Liberal Education). **Center for Writing Workshop**. University of Minnesota, March 24, 2005.

"Online Writing/Writing Online: A Panel Discussion for Writers Who Assign Writing." **Center for Writing Workshop**. University of Minnesota, October 29, 2004.

"Communicating Science to General Audiences." **Writing-Intensive Outreach: Scientific & Technical Communication Workshop**. University of Minnesota, April 7, 2004.

"Using WebCT for Course Delivery." **Distance Learning Workshop**. Clemson University, July 21-25, 1999.

"Bridging the Communication Gap: Engineering Solutions to Communication Breakdowns." **Summer SUCCEED Workshop**. University of Florida, Gainesville, June 3-5, 1999.

Summer Undergraduate Research Experience. Taught half-day technical report writing and poster session workshops. Clemson University, Holcombe Department of Electrical and Computer Engineering, 1999 & 1997; Department of Mechanical Engineering, 2000.

- WebCT Faculty Forum.** Presented information on facilitating student collaboration to College of Engineering and Science faculty. Clemson University, April 15, 1999.
- Celebrating Service Learning at Clemson University.** Sponsored students from the M.A. in Professional Communication program. Clemson University, April 14, 1999.
- “Laptop English 102 Open House.” **College of Engineering and Science MathCounts Junior High School Competition.** Clemson University, February 20, 1999
- Celebrating Teaching in the College of AAH Symposium.** Selected by English Department Chair to team teach workshop as exemplary professor. Clemson University, January 5, 1999.
- “Interdisciplinary Collaboration: Technology, Culture, and Community.” **College of Engineering and Science Corporate Advisory Board Meeting.** Presented Composition II work along with Notebook Pilot Project students and faculty from English and Engineering. Clemson University, November 13, 1998.
- Clemson University Humanities Board Meeting.** Selected by Development Office to represent English Department as John Lane Award winner. Explained teaching philosophy and activities to college sponsors. Clemson University, October 9, 1998.
- “Interdisciplinary Collaboration: Technology, Culture, and Community.” **Kellogg Commission Regional Conference.** Presented work of three English and one General Engineering classes with faculty from those classes. Clemson University, October 7-8, 1998.
- “Communication Beyond the Classroom: Outreach and Public Service Projects.” **Pearce Center Communication Across the Curriculum Workshop.** Taught faculty development workshop with Diana George, Art Young, Elizabeth Rice, and Barbara Weaver (English Department). Clemson University, March 4-5, 1998.
- “Developing Writing-Intensive Courses: Evaluating Writing to Meet Course Objectives.” **Faculty Development Workshop sponsored by the Provost.** Taught workshop with faculty from Parks, Recreation, and Tourism Management; Languages; and English. Clemson, August 13, 1997.
- “Designing Successful Team Projects.” **Pearce Center Communication Across the Curriculum Workshop.** Taught workshop with Carl Lovitt and Jane Perkins (English). Clemson University, February 24-25, 1997.

PROFESSIONAL ASSOCIATIONS AND ACTIVITIES

Northside Food Project: co-founder and university liaison 2004-present

Ramsey County Extension Committee: member 2002-2004; chair 2005-2007

Farm in the City: board of directors member 2002-2005

American Community Gardening Association: member 2003; board of directors 2004-2006

Society for Technical Communication: member since 1993

The Institute of Electrical and Electronics Engineers Professional Communication Society

member since 1994; IEEE Senior Member since 2000

administrative committee board member 2000-2004

conference chair, IPCC 2004, Minneapolis MN, September 29 – October 2

program co-chair, IPCC/SIGDOC 2000 conference, Cambridge MA, September 24-27

National Council of Teachers of English

member, scientific and technical communication committee 1996-2006

Review Boards: *Technical Communication Quarterly* and *Journal of Business and Technical Communication*

Manuscript reviewer: Allyn & Bacon, Addison Wesley Longman, Houghton Mifflin, Bedford St. Martin's, Southwest Press, and SUNY Press; *Technical Communication*, *IEEE Transactions on Professional Communication*, *IEEE Annals of the History of Computing*

SERVICE

UNIVERSITY OF MINNESOTA (2001-PRESENT)

- **Northside Partnership Internal Working Group:** member 2006-2007
- **Graduate School Council on the Social Sciences:** member 2005-2008
- **Center for Writing:** Writing Consultant for the College of Agriculture, Food, and Environmental Sciences 2003-2005
- **Graduate Research Grant-in-Aid Committee:** Graduate School, member 2002-2004

COLLEGE OF AGRICULTURE, FOOD, AND ENVIRONMENTAL SCIENCES

- **Writing-Intensive Outreach: Scientific & Technical Communication:** co-director Spring 2004; director 2004-2005
- **SMART Center Advisory Committee:** 2004-2005
- **Faculty Development Committee:** 2003-2005
- **Urban Agriculture Priority Project Team:** Urban Stormwater Runoff Laboratory member 2001-2003
- **Curriculum Committee:** member Spring 2002

DEPARTMENT OF WRITING STUDIES OR RHETORIC

- **Director of Graduate Studies, M.A./Ph.D. Rhetoric and Scientific & Technical Communication:** 2007-2010
- **Graduate Faculty Committee:** chair 2007-present
- **Director of Graduate Studies, M.S. Scientific & Technical Communication:** 2005-2007
- **M.S. Scientific & Technical Communication Committee:** chair 2005-2006; member 2003-2004
- **Faculty Search Committee:** 2006
- **Graduate Instructor Orientation:** faculty coordinator Fall 2004
- **Undergraduate Major Coordinator:** Spring 2002
- **Undergraduate Major Committee:** chair Spring 2002; member 2001- 2004
- **Curriculum, Policy, and Consultative Committee:** Spring 2002; 2005-2006
- **Technology Committee:** 2001- 2002
- **Industrial Affiliates Program:** co-chair, Fall 2001

CLEMSON UNIVERSITY (1996-2001)

- **Notebook Pilot Project Steering Committee:** College of Engineering and Science, member 1997-2001
- **Collaborative Learning Environment Advisory Board:** Division of Computing and Information Technology, member 1998-2001

COLLEGE OF ARCHITECTURE, ARTS, AND HUMANITIES

- **Notebook Pilot Project Steering Committee:** co-chair 1999-2001
- **Student Public Presentations and Trade Shows (CommuniCon):** Fall 1997-Spring 2000; Fall 1998 (in conjunction with the Pearce Center Corporate Advisory Board meeting); Spring 1999 (in conjunction with the American Society for Engineering Education Southeastern Section Annual Meeting); Spring 2000 (in conjunction with the Pearce Center Corporate Advisory Board meeting)

DEPARTMENT OF ENGLISH

- **Composition Committee:** member 2000-2001
- **Curriculum Committee:** member 1998-2000
- **Advanced Writing Committee:** member 1996-2000; chair 1998-1999
- **M.A. in Professional Communication Committee:** member 1996-2000
- **Faculty Search Committee:** member 1997-1998

SELECTED COMMUNICATION CONSULTING

- **Cardiva Medical**, Mt. View, California 2005-present
- **First Circle Medical**, Minneapolis, Minnesota, 2001-2003
- **Power Technologies**, Schenectady, New York, 1993-95
- **National Medical Enterprises**, Modesto, California, 1984-1992
- **Foster Farms Poultry Processors**, Livingston, California, 1983-1992
- **California State University**, Stanislaus, Turlock, California, 1986-1988