

# Kevin R. Cassell

## Education

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### **Ph.D. in Rhetoric and Technical Communication**

Michigan Technological University. Spring, 2014

**Dissertation:** *A Phenomenology of Mimetic Learning and Multimodal Cognition: Integrating Experiential Knowledge in Programs of Rhetoric, Composition, and Technical Communication*

### **Master of Arts in English**

Northeastern University, Boston, Massachusetts, 1989

Dual concentrations: Composition Theory and 20<sup>th</sup> Century American Literature

### **Bachelor of Arts in English**

University of Maine, Fort Kent, 1986

Minor in French

### **Certification in Teaching English as a Foreign Language (TEFL)**

Maximo Nivel Executive Language Center, San Jose, Costa Rica, September 2007

## Teaching

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### **University of Arizona (2017-Present)**

Lecturer, Writing Program / Professional and Technical Writing Program, Department of English

- Foundations Writing 101 & 102
- Technical Writing
- Business Writing

### **State University of New York: Alfred State College of Technology (2014-2017)**

Assistant Professor, English and Humanities Department

- Technical Writing II (online and traditional classroom)
- Introduction to Literature
- Introduction to Film
- Writing for Emergent Media

### **Michigan Technological University (2008-2014)**

Graduate Teaching Instructor, Humanities Department

- Composition (formerly: Written, Spoken, and Visual Communication)
- Technical, Scientific, and Professional Communication (hybrid, computer lab-based)

### **Inlingua International Language Center, San Jose, Costa Rica (2007-08)**

English Language Trainer

Taught ESL levels 2, 3, and 4 to non-native speakers in both private and public classes:

- 2 - Managerial (intermediate-high fluency)
- 3 - Executive (high fluency)
- 4 - International (near fluent)

**University of New Mexico (2002-07)**

Lecturer in English (Albuquerque Main Campus 2005-07)

Lecturer / Director of Lower Division English (Taos Branch College, 2002-05)

Taught a variety of online, hybrid, web-enhanced and traditional classroom, including:

- Freshman English 1 (Exposition)
- Freshman English 2 (Argument and Analysis)
- Technical Writing (both hybrid and fully online sections)
- Advanced Expository Writing
- American Literature 1 & 2
- Introduction to Film Studies

**Venezuela: Colegio Internacional de Caracas (2001-02)**

Director of Theater Arts Program, taught classes in two curricula:

- International Baccalaureate (IB), Theater Arts (Secondary Level, grades 9-12)
- IB - Middle Years Program (MYP), Theater Arts (Middle School Level, grades 6-8)

**Art Institute of Boston at Lesley University (1999-2001)**

Instructor in Liberal Arts

- Approaches to Academic Writing (freshman English I)
- Major Literary Figures (freshman English II)
- The Shaping of Western Culture (history of ideas)
- Reel Men: Masculinity and American Film
- Art, Ideology, and American Cinema

**Northeastern University**

Lecturer in English (1997-99; full time), Graduate Teaching Assistant (1993-94; 1986-87, 88-89)

- Basic Writing
- College Writing 1 & 2 (Freshman English) and Critical Writing 1 & 2 (Continuing Education)
- Business Writing
- Writing for the Professions
- Fundamentals of English for Non-Native Speakers
- College Writing for Speakers of Other Languages
- Surveys in American Literature 1 & 2
- 20<sup>th</sup> Century British Literature

**Fiji College of Advanced Education, Nasinu, Fiji (1995-1996)**

Lecturer / Teacher Trainer (1995-1996 U.S. Peace Corps Assignment). Courses were team taught by several lecturers. I co-taught these courses and was primary lecturer for the sections in parentheses:

- Communication and Study Skills (public speaking)
- Language and Culture (introductory linguistics)
- Creative Writing (poetry and drama)
- Pacific Literature (precolonial and postcolonial Fijian and Indo-Fijian literature)
- Approaches to Textual Interpretation (various sections)
- Sociology (various sections)

### **Amakusa Senior Secondary School. Kumamoto Prefecture, Hondo, Japan (1991-93)**

JET Program English Teacher

- Taught grades 9-12 year-round at an academic high school with weekly visits to commercial, oceanographic, and agriculture secondary institutions.
- Developed ESL learning program in spoken and conversational English.

### **Westbrook College (now the University of New England), Westbrook, Maine (1990-1)**

Adjunct Instructor. Part time. Division of Continuing Education.

- Composition 1 & 2

### **University of Maine at Fort Kent (1989-90, 1988)**

Lecturer in Humanities (1989-90, 1988). Full time.

- Composition 1 (writing) & Composition 2 (writing about literature)
- Public Speaking
- Surveys in American Literature 1 & 2
- Elderhostel program (“Toward Inner Harmony”)

### **Awards (Teaching & Scholarship)**

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- United University Professions Individual Development Award, SUNY-Alfred, Spring 2017
- United University Professions Individual Development Award, SUNY-Alfred, Spring 2016
- School of Arts & Sciences Teaching and Learning Grant, SUNY-Alfred, Spring 2016
- Alfred State College Teacher/Scholar Program Recipient, SUNY-Alfred, Fall 2014
- Dean’s Award for Outstanding Scholarship, Michigan Technological University, 2014
- Exceptional Leadership in Student Governance, Michigan Technological University, 2013
- Teaching Excellence Award, Humanities Education and Research Association, 2013
- Graduate Student Service Award, Graduate School, Michigan Tech, 2012
- Outstanding Graduate Student Leader Award, Graduate School, Michigan Tech, 2011
- Outstanding Graduate Student Teaching Award, Michigan Tech, 2011
- National Service Graduate Fellowship, Michigan Tech, 2010-2014

### **Conference Presentations**

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- “Like Putting Together A Puzzle: Creating Game-Like Rhetorical Contexts for Student Writers.” **ASU Composition Conference**, Arizona State University, Tempe, AZ (February 24, 2018) and **2018 Spring Symposium: “Inquiries into Teaching,”** Writing Program, University of Arizona, Tucson (January 8, 2018)
- “When is a ‘Threat’ a *Threat*?: Technical Policy Language and the Advocacy of Corporate Citizenship.” **19<sup>th</sup> Annual Conference of the Association of Teachers of Technical Writing (ATTW)**, Houston, Texas, April 6, 2016
- “Engaging Diverse Learning Styles through STEM Poster Presentations.” **NYS STEM Education Collaborative Institute**. SUNY College of Technology, Alfred State. July 13-15, 2015.
- “Multimodal Usability: Technical Writing Students Learn to Engage Users’ Learning Styles across Multiple Media.” **SUNY Conference on Instruction and Technology (CIT)**. SUNY Geneseo, New York, May 27-29, 2015.
- “Metistic Maggie: The Craft of a Cunning Quilter.” **The 36<sup>th</sup> Annual Conference of the Organization for the Study of Communication, Language & Gender**. Michigan Technological University, October 10-13, 2013.

- “Space Erased: The Ideological Interface of Body/Armor.” **Humanities Education and Research Association (HERA) Annual Conference.** Panel Presentation/Chair. Houston, Texas. March 20-24, 2013.
- "Collaborative Efforts Across Academic Boundaries." **Writing Across the Peninsula (WAP) Third Annual Conference.** Panel presentation on ways writing is addressed by instructors in composition and in mechanical engineering. Co-presenters James DeClerck and Nancy Barr. Lake Superior State University. Sault Ste. Marie, Michigan. October 19, 2012.
- "On the Rhetorical Radar: The Multimodal Genre of the STEM Presentation Poster." **Council for Programs in Scientific and Technical Communication (CPTSC) Annual Conference.** Michigan Technological University. September 27-29, 2012
- "Writing Across the Curriculum: A Double-Edged Sword." **Council of Writing Programs Administrators (CWPA) Conference.** Panel presentation on WAC/WID/CID initiatives at Michigan Technological University. Co-presenters Karla Saari Kitalong and Rebecca Frost. Albuquerque, New Mexico. July 20, 2012.
- "All Jaws, No Voice: Sharks as Pre-Colonial Others in Speciesist Narratives." **National Communication Association 97th Annual Convention.** New Orleans, November 17-20, 2011.
- "Ethics, Stakeholder Theory, and Rhetorical Savvy in the Professional Writing Class." **Writing Across the Peninsula (WAP) Second Annual Conference.** Northern Michigan University. October 28, 2011.
- "From Transmission to Ritual: Bridging the 'Frontier' of Second Life." **National Communication Association 96th Annual Convention** (Top Papers in the Scholarship of Teaching and Learning.) San Francisco, November 13-16, 2010.
- "Not So 'Evil' After All: PowerPoint as a Site for Multimodal Composition." **Writing Across the Peninsula (WAP) First Annual Conference.** Michigan Technological University, September 23-4, 2010.
- "Toward More Effective Assessment of Student Portfolios in a Multimodal Composition Course." **Council of Writing Programs Administrators (WPA) Annual Conference.** Panel presentation on electronic portfolio assessment in a visual, written, and spoken communication course. Co-Presenters Karla Saari Kitalong and Rebecca Miner. Philadelphia, July 15-18, 2010.
- “Seeing Through Light: Interfacing Luce Irigaray’s Optics of Being with Ritual Views of Communication.” **Humanities Education and Research Association, 2010 Conference: Intersections: Space, Time, Body, Mind.** El Paso, Texas. March 11-13, 2010.
- “Text, Textile, and Technê: Weaving Alice Walker’s ‘Everyday Use’ into Rhetoric and Technical Communication Curricula.” **7th Biennial Feminisms & Rhetorics Conference of the Coalition of Women Scholars in the History of Rhetoric.** Michigan State University, Lansing, October, 2009.
- **Poetry Cross Training Conference,** Selected Delegate Performer. Sponsored by Poetry Slam International. Oneonta, New York, June-July 2006
- "Making a 'Real World' of the College Classroom." **2004 Faculty Development Conference, New Mexico Association of Community Colleges/Western States Consortium for Faculty Development,** Las Cruces, New Mexico.
- "Learning On-Line: Using Web Course in A Box as A Teaching and Learning Tool," (**Center for Effective University Teaching,** Northeastern University, 1999).
- "Team Teaching Effectively," (**Japanese Exchange of Teachers Conference,** Kobe, 1993); "Effective Use of the Textbook" (**JET Conference,** Tokyo, 1992); "Teaching Reading to Non-Native English Learners" (**Kumamoto JET/AET Conference,** 1991).

## **Administrative, Committee , and Service Work**

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### **University of Arizona**

- Annual Performance Review (APR) Planning Committee (2017-Present)
- Professional and Technical Writing Program (PTWP) Collaborative (2017-Present)
- Course Caps for Foundations Writing initiative: user tested survey and provided feedback to committee studying reduced capacities in FYW courses (2017)

### **SUNY College of Technology, Alfred State**

#### **College Wide Committees (Standing & Ad Hoc)**

- Faculty Senate E-Learning Committee (2016-17)
- International Student Support Committee (2016-17)
- Bachelor of Technology (BTech) Interdisciplinary Studies Committee (2014-17)
- Student Showcase Planning Committee (2015-16)
- Faculty & Staff Excellence Strategic Priority Committee (Vice Chair), Spring 2016
- Promotion & Continuing Appointment Committee (At large, 2015-16)
  - P&CA “Expectations Subcommittee” (ad hoc): revising & elaborating criteria for portfolios by candidates seeking promotion/continuing appointment (2015-16)
- Academic Affairs ePortfolio Ad Hoc Committee (Spring, 2015)
- Academic Affairs Applied Learning Ad Hoc Committee (Spring, 2015)

#### **Departmental Committees (Standing & Ad Hoc) and Service Activities**

- Search Committee, Assistant Professor in English (Spring, 2017)
- Third-Year Junior Faculty Review Committee (Spring, 2016)
- Chair, Introduction to Film Curriculum Development Committee (Spring, 2016)
- Assessment, First Year Writing Student Writing (Ongoing, 2014-17)

#### **On-Campus Extracurricular Service**

- Faculty Adviser, STARK Alfred Roleplaying Guild (2014-17)
- Faculty Representative, Jack Kent Cooke Foundation Undergraduate Transfer Scholarship (2015-2017)
- Co-Editor, *Project Self-Study: Alfred State, SUNY College of Technology, Presented to Middle State Commission on Higher Education for the Reaffirmation of Accreditation.* (Fall, 2014)

#### **Off-Campus Extracurricular Service**

- Community presentation: “**How NOT to Use PowerPoint and Give AWESOME Presentations,**” David A. Howe Public Library, Wellsville, NY, April 25, 2016
- Community presentation: “**Understanding Graphic Novels,**” David A. Howe Library, Wellsville, NY, July 2015
- Community Presentation: “**Cinematography: The Invisible Art of Film,**” David A. Howe Library, Wellsville, NY, July 2015

### **Michigan Technological University**

#### **President, Graduate Student Government, Michigan Tech (2012-13)**

- Presided over a governing body representing approximately 1,400 graduate students;
- Served on a number of ad hoc and standing committees, task forces, and councils;
- Served as liaison between graduate students and administrators;
- Worked closely with the Dean of the Graduate School, Vice President for Student Affairs, directors of Residence Life, and various directors of graduate programs through the Graduate Faculty Council.

**Coordinator, Composition Program, Michigan Tech (2010-12)**

- Worked under the direction of Karla S. Kitalong, the Writing Program Administrator;
- Revamped the freshman composition portfolio procedure and assessment criteria;
- Organized training and orientation program for incoming graduate instructors, whom I also mentored and advised;
- Participated in year-long teaching training and program development seminar (HU3951);
- Administered mock portfolio assessment sessions;
- Conducted two-year outreach project to other departments to gauge faculty impressions of student communication and writing skills.

**University of New Mexico-Taos (2002-07)**

**Program Director, Lower Division English, UNM Taos (2004-6)**

- Created a program out of all lower-division English courses at UNM-Taos, which required organizing a freshman-English (ENG101 & 102) portfolio evaluation procedure;
- Coordinated the program, including courses in creative writing and literature;
- Instituted an internal curriculum assessment process;
- Wrote a course descriptions that approximated the learning objectives of UNM's writing program at the main campus in Albuquerque;
- Held monthly faculty meetings and represented UNM-Taos at conferences and community events;
- Liaised with the English Department Chair and faculty at UNM main campus in Albuquerque.

**Administrative and Service Activities, University of New Mexico (2002-7)**

- Writing Across Communities (WAC) member (UNM Main Campus, 2005-6)
- Leadership Council member (UNM-Taos, 2003-4)
- Center for Faculty Development participant (UNM-Taos, 2003-5)
- President, UNM-Taos Faculty Senate (2003-4)
- Significantly revised the UNM-Taos Faculty Handbook (2004-5)
- Member on committees/task forces concerned with Student Retention, Information Literacy, Outreach to Tribal and Hispanic Communities.

**Art Institute of Boston at Leslie University (1999-2001)**

**Director, Bridge Program**

- Served in (1999-2000) and then coordinated (2000-1) AIB's "Bridge Program," which served as a transitional curriculum for incoming students whose art work was exceptional but whose below-average high school grades prevented direct acceptance into a BFA program;
- Served as primary advisor to the approximately 15 students enrolled;
- Taught one of four courses (writing) in this program;
- All my advisees later met conditions for enrollment in a BFA program.

**Colegio Internacional de Caracas, Venezuela (2001-2)**

**Director of Theater Arts Program**

- Oversaw the entire program, including the direction, production, and promotion of several dramatic performances;
- Participated in ongoing professional development and extracurricular activities.

## **Fiji College of Advanced Education, Fiji (1996)**

### **Cross-Accreditation Project:**

- Completely rewrote the curriculum of five courses offered through the School of Language and Literacy to approximate similar lower-division courses offered at the University of the South Pacific in Suva, Fiji. Three of these courses were cross-credited in November 1996 and the other two were revised cross-credited a year after my departure that year.

## **University of Maine at Fort Kent (Spring-Summer 1988, 1989-90)**

### **Service and Committee work:**

- Environmental Studies Program Review Committee (1989-90)
- Admissions and Marketing Advisory Committee (1990)
- British Literature Search Committee (1989)

## **Editorial Work, Publications, and Research Assistance**

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- Co-Editor, *Alfred State College Self-Study*. (2014) Presented to Middle States Commission on Higher Education for Reaffirmation of Accreditation.
- Assistant Editor, *Women & Language* (2013-14).
  - Reviewed submitted manuscripts, maintained subscriber database, and assisted with organizing of the 2013 Conference of the Organization for the Study of Communication, Language, and Gender. (Editor: Dr. Patricia Sotirin.)
- “On the Rhetorical Radar: The Multimodal Genre of the STEM Presentation Poster.” 2012 *Proceedings of the Conference for the Council of Programs in Technical and Scientific Communication*. 30-31. Available: <http://www.cptsc.org/pro/2012.pdf>
- Assistant Editor, *Community Literacy Journal* (2009).
  - Reviewed submissions, advised authors, proofread pre-publication drafts of the journal.
- Assistant archivist, Ernest Hemingway Archives, John F. Kennedy Presidential Library, Columbia Point, Massachusetts (1987).
  - Archived Hemingway’s letters, drafts, and numerous personal artifacts; set up and decorated the “Hemingway Room,” which officially opened three weeks into my position; assisted scholars in locating relevant documents and material.
- Research Assistant to Professor James Nagel, Editor, *Studies in American Fiction* (1987) Part-time. This 1/3 summer position was related to the archival work I did above.
- “Still Your Wife” (poem) *Harwood Anthology*, La Alameda Press. April 2006
- “Slam: Word Warriors of the Wild West” (article) *Five Magazine*. May, 2006
- “Tails” (short story) *Venus Envy*, Taos, New Mexico, March 2003

## **Professional Organizations**

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- Association of Teachers of Technical Writing (2014-Present)
- United University Professions, State University of New York (2014-17)
- Society for Technical Communication (2014-15)
- National Communication Association (2011-13)
- Council of Writing Program Administrators (2012-14)

Names of references, sample assignments and student work, course evaluations, and other material are available at your request