

Kevin R. Cassell

Education

Ph.D. in Rhetoric and Technical Communication

Michigan Technological University. Spring, 2014

Dissertation: *Mimetic Learning and Multimodal Cognition: Integrating Experiential Knowledge Work into Programs of Rhetoric, Composition, and Technical Communication*

Master of Arts in English

Northeastern University, Boston, Massachusetts, 1989

Dual concentrations: Composition Theory and 20th 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

University of Arizona (2017-Present)

Lecturer, Writing Program, Department of English

- Foundations Writing (FYW 1 & 2)
- Foundations Writing for International Students (EAL/ESL)
- Technical Writing
- Business Writing
- Editing in Professional Contexts (School of Social Sciences' Community Classroom)

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 Emerging 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 general & accelerated professional programs.

- 2 - Managerial
- 3 - Executive
- 4 - International

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:

- First Year Writing 101 (Exposition) and 102 (Argument and Analysis)
- Technical Writing (both hybrid and fully online sections)
- Advanced Expository Writing
- Surveys in American Literature 1 & 2
- Introduction to Film

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 (FYW 1)
- Major Literary Figures (FYW 2)
- 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
- 20th 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)

- 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

- “Multiplicity as a Creatively Critical Concept for the Writing Class.” **ASU Composition Conference**, Arizona State University, Tempe, AZ (February 16, 2019) and **2019 Spring Symposium: “Inquiries into Teaching,”** Writing Program, University of Arizona, Tucson (January 7, 2019)
- “My Middle-Road Attempt at High-Road Transfer: Developing an Irreversibly Transformative Assignment.” **Two Year College English Association (TYCA) Western Regional Conference**, Salt Lake City Community College, October 12-13, 2018.
- “Practicing Empathetic Intercultural Communication in the Writing Class.” **Arizona English Teachers Association (AETA) Annual Conference**, Chandler, Arizona, September 2018.
- “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.” **19th 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 36th 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

University of Arizona

- Interim Assistant Director, Professional and Technical Writing Curriculum (2019-Present)
- Annual Performance Review (APR) Planning Committee (2017-Present)
- FYW Placement Advisor, Writing Program (Spring-Fall, 2019)
- Chair, Curriculum Committee for Professional and Technical Writing Program (2018-2019)
- Faculty Focus Group, English Department Annual Performance Review (Fall, 2018)
- Member, Search Committee for two SPFI professors in Rhet-Comp and PTW (Spring, 2019)
- Student Essay and Writing Awards Committee (Summer 2018)
- 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 assessment protocol;
- Coordinated the program, including courses in creative writing and literature;
- 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 cross-credited a year after my departure.

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)

Membership in Professional Organizations

- Association of Teachers of Technical Writing (2014-Present)
- Council for Programs in Scientific and Technical Communication (2019-Present)
- National Council of Teachers of English (2016-Present)
- Arizona English Teachers Association (2018-2019)
- Two Year College English Association (2018)
- Society for Technical Communication (2014-15)
- National Communication Association (2011-13)
- Council of Writing Program Administrators (2012-14)

Publications, Editorial Work, and Research Assistance

- “More Than Just ‘Rules’: Punctuation’s Rhetorical Effects.” (Forthcoming, Oct. 2019) *Writing Spaces, Vol. III* (Parlor Press/WAC Clearinghouse).
- Communications Consultant, BroadPath Healthcare Solutions, Tucson, AZ (2019-Present)
- 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

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