

KEVIN CASSELL

Lecturer, Writing Program
Department of English
University of Arizona
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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 pedagogy and 20th century American literature

Bachelor of Arts in English

University of Maine, Fort Kent. 1986

Minor in French

Certificate in Teaching English as a Foreign Language (TEFL)

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

TEACHING AND ACADEMIC APPOINTMENTS

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 (SUNY) College of Technology, Alfred State (2014-2017)

Assistant Professor, English and Humanities Department

- Technical Writing II (face-to-face and online sections)
- Writing for Emerging Media
- Introduction to Literature
- Introduction to Film

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)

Instructor of English

(Taught ESL levels 2, 3, and 4 to non-native speakers in general & accelerated 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 (face-to-face, hybrid, and online)
- Advanced Expository Writing
- Surveys in American Literature 1 & 2
- Introduction to Film

Venezuela: Colegio Internacional de Caracas (2001-02)

Director of Theater Program, taught classes in two curricula at this international school:

- Acting, Set Design, Theatrical Theories, Major Figures, Scripting. (International Baccalaureate (IB) Diploma Program) (Grades 9-12)
- Acting Techniques, Production. IB-Middle Years Program (MYP), Theater (Grades 6-8)

Art Institute of Boston at Lesley University (Now College of Art and Design) (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 (1986-87, 1988-89)

- 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)

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

JET Program English Teacher

- Taught grades 9-12 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
- American Literature 1 (Precolonial – 1855)
- American Literature 2 (1855 – 20th century)
- Elderhostel program (“Toward Inner Harmony”)

SERVICE (ADMINISTRATIVE, DEPARTMENT, PROGRAM)

University of Arizona

Assistant Director (Interim/Writing Program), Professional and Technical Writing (2019-Present)

- Coordinate all curriculum-related activities including staffing sections, holding monthly meetings, and maintaining online repository of course-related material.
- Establish, oversee, and participate in task forces to develop program assessment protocols and initiatives that align with the University’s strategic plan, including goals associated with its designation as a Land Grant & Hispanic Serving Institution (HSI).
- Support instructors in course development, navigating online resources, and responding to student-related concerns.
- Serve on Writing Program Administrative team and participate in programmatic initiatives, including serving on WP committees.
- Designed and facilitated two-week online professional development course preparing new instructors to teach in the Business and Technical Writing Curriculum.

Placement Adviser (Writing Program, April – August 2019)

- Served on five-member team coordinating the Writing Program’s directed self-placement (DSP) process.
- Advised incoming students on their options for enrolling in first-semester FYW courses at summer orientation sessions and via email.
- Participated in placement of international students based on writing samples.

Chair, Curriculum Committee for Professional and Technical Writing Program (2018-19)

- Collaborated with team of PTW instructors in reviewing curriculum, often within the context of a certificate program and developing major degree program.
- Coordinated monthly meetings of the PTW Collaborative (all instructors and stakeholders) and elicited input from them via discussion and online surveys.
- Reported committee recommendations to the PTW Program Director and Collaborative.
- Worked with two colleagues to create an upper-division course in document design for the PTW major degree program.

- Collaborated with two colleagues to design an online instructional mini-course on teaching PTW for incoming instructors.

Program and Departmental Committees

- Writing Program Bylaws Drafting Subcommittee (2019-Present)
- Annual Performance Review (APR) for Lecturers, Planning Committee (2017-2019)
- 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)

State University of New York (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)

Departmental Committees (Standing & Ad Hoc)

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

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 (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, and acted 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.

Writing Program Coordinator, Humanities Department (2010-12)

- Worked under the direction of Karla S. Kitalong.
- 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.
- 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

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

- Created writing program so that general education FYW courses (ENG 101 & 102) aligned with learning outcomes of the Writing Program at UNM main campus in Albuquerque.
- Established assessment protocol for FYW courses.
- Worked collaboratively with colleagues to revamp entire curriculum, including FYW, creative writing, technical writing, and surveys in American literature.
- Worked with Title V grant director to develop and align initiatives with HSI (Hispanic Serving Institution) goals.
- Interviewed candidates and staffed sections of lower-division English.

Administrative and Service Work (2002-7)

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

Art Institute of Boston at Leslie University

Director, Bridge Program

- Served in (1999-2000) and then directed (2000-1) this transitional curriculum for incoming students whose art work was exceptional but who needed additional academic support in order to enroll directly into a BFA program.
- Served as primary advisor to the approximately 20 students enrolled.
- Taught the first- and second-year writing courses associated with this program.

Colegio Internacional de Caracas, Venezuela

Director of International Baccalaureate (IB) & Middle Years (MY) Theater Program (2001-2)

- Coordinated the IB & MY programs, including the direction and promotion of major productions.
- Taught middle-year and high-school classes in performance (acting techniques, etc).

Fiji College of Advanced Education, Fiji

Cross-Accreditation Project (1996)

- Revamped the curriculum of three courses offered through the School of Language and Literacy to articulate with lower-division criteria at the University of the South Pacific in Suva, Fiji.

University of Maine, Fort Kent

Service and Committee work:

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

AWARDS

- 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

Regional, National, International

- "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 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 2016
- "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 2013.
- "Space Erased: The Ideological Interface of Body/Armor." **Humanities Education and Research Association (HERA) Annual Conference**. Panel Presentation/Chair. Houston, Texas. March 2013.
- "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 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 2012.
- "All Jaws, No Voice: Sharks as Pre-Colonial Others in Speciesist Narratives." **National Communication Association (NSA) 97th Annual Convention**. New Orleans, November 2011.
- "From Transmission to Ritual: Bridging the 'Frontier' of Second Life." **National Communication Association (NSA) 96th Annual Convention** (Top Papers in the Scholarship of Teaching and Learning.) San Francisco, November 2010.
- "Toward More Effective Assessment of Student Portfolios in a Multimodal Composition Course." **Council of Writing Programs Administrators (CWPA) 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 2010.
- "Seeing Through Light: Interfacing Luce Irigaray's Optics of Being with Ritual Views of Communication." **Humanities Education and Research Association (HERA)**, 2010 Conference: Intersections: Space, Time, Body, Mind. El Paso, Texas. March 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, 2009.
- **Poetry Cross Training Conference**, Selected Delegate Performer. Sponsored by Poetry Slam International. Oneonta, New York, June 2006
- "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).

State and Local Presentations

- "Writing Program By-laws Roundtable: Open Call for Suggestions." **2020 Spring Symposium, "Inquiries into Teaching,"** Writing Program, University of Arizona. (Co-Presenters Jason Knowles, Dev Bose, Samantha Kirby, Kristin Little.) January 2020.
- "Multiplicity as a Creatively Critical Concept for the Writing Class." **ASU Composition Conference**, Arizona State University, Tempe, AZ (February, 2019) and **2019 Spring Symposium: "Inquiries into Teaching,"** Writing Program, University of Arizona, Tucson, January 2019.
- "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, 2018) and **2018 Spring Symposium: "Inquiries into Teaching,"** Writing Program, University of Arizona, Tucson, January 2018.

- "Engaging Diverse Learning Styles through STEM Poster Presentations." **NYS STEM Education Collaborative Institute**. SUNY College of Technology, Alfred State. July 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 2015.
- "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 2012.
- "Ethics, Stakeholder Theory, and Rhetorical Savvy in the Professional Writing Class." **Writing Across the Peninsula (WAP) Second Annual Conference**. Northern Michigan University. October 2011.
- "Not So 'Evil' After All: PowerPoint as a Site for Multimodal Composition." **Writing Across the Peninsula (WAP) First Annual Conference**. Michigan Technological University, September 2010.
- "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, 2004.
- "Learning On-Line: Using Web Course in A Box as A Teaching and Learning Tool," **Center for Effective University Teaching**, Northeastern University, 1999.

PUBLICATIONS, EDITORIAL, ARCHIVAL, AND CONSULTING WORK

- **Cassell, Kevin**. "Punctuation's Rhetorical Effects." *Writing Spaces, Vol. III* (Parlor Press/WAC Clearinghouse). Available online.
- Communications Consultant, BroadPath Healthcare Solutions, Tucson, AZ (2019-Present)
- Reviewer, *Prompt: A Journal of Academic Writing Assignments* (Spring, 2019)
- 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.)
- **Cassell, Kevin**. "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 at CPTSC website.
- 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.
- **Cassell, Kevin.** "Still Your Wife" (poem) *Harwood Anthology*, La Alameda Press. April 2006
- **Cassell, Kevin.** "Slam: Word Warriors of the Wild West" (article) *Five Magazine*. May, 2006

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)