

KEVIN CASSELL

PROFILE

Writing specialist with more than 30 years of experience in written language instruction. Specialization in technical writing with significant experience in scientific communication and business writing. Skilled in user experience, accessible design, strategic planning, project management, public presentations, and communicating with diverse audiences.

CREDENTIALS

Ph.D. in Rhetoric and Technical Communication

Michigan Technological University. 2014

M.A. in English

Northeastern University, Boston, Massachusetts. 1989

B.A. in English

University of Maine, Fort Kent. 1986

Certificate in Teaching English as a Foreign Language (TEFL)

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

WORK EXPERIENCE

University of Arizona (2017-Present)

Lecturer, Writing Program, Department of English

- Design and teach undergraduate courses in technical writing, business writing, ESL English, and first-year writing
- Designed and taught online professional development course preparing instructors to teach business, scientific, and technical writing (2020)
- Served as Assistant Director of Business and Technical Writing Curriculum (2019-20) and Chair of Professional and Technical Writing Curriculum Committee (2018-19)

Faculty, Social and Behavior Sciences Community Classroom

- Designed and taught community course in "The Craft of Editing in Professional Contexts" (2019)

BroadPath Health Care Solutions (2018-Present)

Communications Consultant (part-time; on-demand)

- Design and teach professional development workshops in writing, grammar, punctuation, and revising pre-existing content
- Meet occasionally one-on-one with employees to draft, revise, or repurpose written material (policies & procedures, correspondence, etc.)

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

Assistant Professor, English and Humanities Department

- Designed and taught courses (online and onsite) in technical writing, writing for emerging media, introduction to film, and writing about literature.
- Served on committees pertaining to faculty promotion and tenure, e-learning, support for international students, and faculty governance.

Michigan Technological University (2008-2014)

Graduate Teaching Instructor, Humanities Department

- Taught courses in scientific and technical communication, professional writing, and second-year composition
- Served as Coordinator of the Writing Program (2010-12)
- Served as Assistant Editor of *Community Literacy Journal* (2010-11) and *Women and Language* (2013-14)
- Served as President of the Graduate Student Government (2012-13)

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

Instructor of English

- Taught classes in written and spoken business communication to adult professionals in the private sector, including Oracle Corporation and Baxter 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)

- Designed and taught courses (online and onsite) in technical writing, advanced expository writing, American literature, argument & analysis
- Directed the Lower Division curriculum at UNM-Taos, which involved designing materials for instruction, program assessment, recruitment, marketing and promotion
- Served as President of the Faculty Senate, UNM-Taos (2002-3), and on committees pertaining to institutional leadership, outreach to tribal communities, and student success.

Venezuela: Colegio Internacional de Caracas (2001-02)

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

- Coordinated two curricula: International Baccalaureate and Middle Schools International Baccalaureate in Theater Arts

Art Institute of Boston at Lesley University (Now College of Art and Design) (1999-2001)

Instructor in Liberal Arts

- Taught courses in first-year writing, world literature, film theory and criticism, and history of ideas
- Directed the Bridge Program, which prepared talented first-year students with marginal academic records for enrollment in BFA programs

Northeastern University

Lecturer in English (1997-99; full time)

Graduate Teaching Assistant (1986-87, 1988-89)

- Designed and taught courses in Business Writing, Writing for the Professions, International English, English Composition (first-year writing), and American Literature.
- Served on committees pertaining to curriculum development, program assessment, and writing pedagogy
- Served as editorial assistant to the editor of *Studies in American Fiction*

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

Lecturer / Teacher Trainer (1995-1996 U.S. Peace Corps Assignment).

- Taught courses in Public Speaking, Language and Literacy, Film Theory and Criticism, Dramatic Arts, Pacific Literature
- Designed curriculum and wrote successful proposal for three courses to be cross-credited with the University of the South Pacific

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

JET Program English Teacher

- Taught classes in English at three secondary institutions: an academic school, an oceanographic institute, and an agricultural institute.
- Designed curriculum for teaching aural English language skills within the framework of applied linguistics

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

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

- Taught courses in first-year writing, public speaking, American literature, and introductory literature
- Served on committees pertaining to budget oversight, department protocol, professional searches, and environmental studies curriculum

SOFTWARE

- Microsoft Office (Word, PowerPoint)
- Adobe (Acrobat DC, Photoshop)
- Google Drive / Docs / Forms
- WordPress
- Blackboard
- Desire to Learn (D2L)
- WebCT Vista
- Panopto / Movie Maker / iMovie
- Turnitin

DOCUMENTATION / WRITING SAMPLES

Below is a list of documentation I composed as sole or primary author.

Essay / Book Chapter:

- "Punctuation's Rhetorical Effects." (2020) [Writing Spaces, Vol. III](#) (Parlor Press/WAC Clearinghouse). [Essay here](#).

Website Content:

- Personal web site (kevincassell.com)
- Book reviews / Blog ([Link](#))
- Business & Technical Writing Curriculum. ([web](#))

Reports

- **Informational Overview:** Lower Division English Program, University of New Mexico – Taos (2003, [PDF](#))
- **Proposals / Initiatives** for Business & Technical Writing Curriculum (University of Arizona):
 - Best Practices for Increasing Awareness of Language Use, Difference, and Cultural Backgrounds (2020, [PDF](#));
 - The Role of Engaged Learning (2019, [PDF](#));
 - The Role of Design (2018, [PDF](#))
- **Report on Findings with Recommendations:** Conducted two-year outreach project to other departments to gauge faculty impressions of student communication and writing skills. ([PDF](#))

Task Oriented Instructions

- **Brief instructional guides** for incoming freshman placement advisors (2019) and students (sample [video](#) and accompanying [PDF](#))
- **How-To Video Tutorial** (Alfred State College, DegreeWorks. [Link](#).)

Doctoral Dissertation

- *Integrating Experiential Knowledge Work into Programs in Rhetoric, Composition, and Technical Communication* (2014. [Link](#))

ADDITIONAL DOCUMENTATION EXPERIENCE

Policies and Procedures

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

Proposals

- Wrote successful proposal to revamp the entire institution's promotion and continuing appointment protocol for faculty at SUNY Alfred State College (2016)
- Wrote successful grant to help fund the 2013 Graduate Research Colloquium from Michigan Tech Alumni Association (Houghton, MI, 2012)
- Wrote successful proposal for three courses I designed at the Fiji College of Advanced Education to be cross-credited with the University of the South Pacific (Suva, Fiji, 1996)

Editorial Work

- 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.)
- Assistant Editor, [*Community Literacy Journal*](#) (2009).
- Reviewed submissions, advised authors, proofread pre-publication drafts of the journal.
- Editor, UNM-Taos Faculty Handbook (2004-5)
- Editorial Assistant to Professor James Nagel, Editor, [*Studies in American Fiction*](#) (1987)

Correspondence

- **Letters of recognition** for instructors for curricular services performed (2019-18)
- **Letters of recommendation** for former students (2017-20)

Instructional Design

- Designed and taught numerous assignment prompts for students in university writing courses (1986-present). (Quick link [here](#).)
- Created video lectures for students (one [older] example here: [usability/UX](#))
- Designed and taught synchronous online workshops in editing to employees of [BroadPath Healthcare Solutions](#), Tucson, AZ (2019-Present)
- Collaboratively designed upper-division course in document design for the PTW major degree program.
- Collaboratively designed and independently revamped online mini-course for novice instructors on teaching business and technical writing
- Chair and Curriculum Designer, Introduction to Film Curriculum Development Committee (Spring, 2016)

CONFERENCE PRESENTATIONS

Listed below are presentations I gave related only to professional and technical communication.

- "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.
- "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.
- "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
- 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.
- "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
- "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.
- "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 Multimedia 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.

- "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.

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)

REFERENCES

References are available upon request. Documentation of my work experience, including letters of reference from former colleagues and supervisors, may be obtained from my website, KevinCassell.com.