

# KEVIN CASSELL

Lecturer, Business Communication Program  
Eller College of Management  
University of Arizona  
kcassell@arizona.edu

## 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 20<sup>th</sup> 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, Business Communication, Management and Organizations, Eller College of Management (2023-Present)*

- Business Communication
- Communication Essentials in Economics

*Senior Lecturer, Writing Program, Department of English (2017-2023)*

- Foundations Writing (FYW 1 & 2) & Foundations Writing for International Students (EAL/ESL)
- Technical Writing
- Business Writing
- Technical Editing
- Wildcat LEAP Writing Placement Workshop
- Editing in Professional Contexts (School of Social Sciences' Community Classroom)
- Honors Catalyst (Honors College, First Year Experience Curriculum)

### 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 (FYW) and Critical Writing 1 & 2 (FYW 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)

**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 (FYW)

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

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

- Composition 1 & Composition 2 (FYW)
- Public Speaking
- American Literature 1 (Precolonial – 1855)
- American Literature 2 (1855 – 20<sup>th</sup> century)
- Elderhostel program (“Toward Inner Harmony”)

## **SERVICE (ADMINISTRATIVE, DEPARTMENT, PROGRAM)**

### **University of Arizona**

**Member, General Faculty Committee on Career Track Faculty Needs (2023-Present)**

- Conduct surveys, evaluate data, determine needs and concerns, and make recommendations to the Faculty Senate on behalf of CT (NTT) faculty.

**Program Representative, University-Wide General Education Committee (2021-2023)**

- Reviewed, evaluated, reported and voted on course proposals submitted by faculty to designate their courses as part of a new General Education curriculum.
- Served on sub-committee that oversees the criteria for the Writing Attribute, which is applied to courses in which 70% of the grade is based on written work.

**Accessibility Coordinator, Foundations Writing Evaluation (2021-22)**

- Created a multichapter technical manual for back-end users of our Qualtrics-based Foundations Writing Evaluation, which included visual and textual instructions on all functions.
- Assessed the survey’s user-facing language, recommended changes, and participated in the collaborative revision based on those recommendations.

**Placement Adviser (Writing Program, April-August 2022; April – August 2019)**

- 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.

**Coordinator, Business and Technical Writing (Writing Program) (2019-2021)**

- Coordinated all curriculum-related activities including staffing sections, holding monthly meetings, and maintaining online repository of course-related material.

- Supported instructors in course development, navigating online resources, and responding to student-related concerns.
- Established initiatives that align with the University's strategic plan, including goals associated with its designation as a Land Grant & Hispanic Serving Institution (HSI).
- Designed and facilitated two-week online professional development course preparing new instructors to teach in the Business and Technical Writing Curriculum.

**Assistant Director, WAC (Writing Across the Curriculum) Initiative (Fall 2020- Present)**

- Assist the WAC director in creating structures for university-wide conversations about student writing, including outreach to multiple colleges and programs
- Oversee redesign of Writing Program's Business and Technical Writing Curriculum within a WAC/WID framework
- Represent Writing Program on University-Wide General Education Committee and participate in initiatives associated with the General Education Refresh

**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.
- 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.

**Additional Service Activities**

- Lecturers Base-Salary Raise Task Force (2022-Present)
- Reviewed colleague's pilot module for online LEAP writing workshop using QM standards (2022)
- Edited NSF-supported report for College of Geography, Development, and Environment on transforming educational paradigms at Hispanic Serving Institutions (Spring, 2022)
- Tech Support volunteer, Writing and Well-Being Annual Conference (Fall, 2022)
- 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)**

- Promotion and Tenure Committee (At large, 2015-16)
  - "Expectations Subcommittee" (ad hoc): revising & elaborating criteria for portfolios by candidates seeking promotion/continuing appointment (2015-16)
- 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

### **Departmental Committees (Standing & Ad Hoc)**

- Chair, Introduction to Film Curriculum Development Committee (Spring, 2016)
- Assessment, First Year 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) program 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

- "'The Finer Points of Grammar.'" **Arizona Supreme Court Annual Judicial Conference**. Tucson, Arizona. June 22, 2022
- "Simulated Practicums: A Forward-Moving Initiative for College Writing Curriculum." Co-Presenter: Sean Rys. **Two Year College English Association (TYCA) Western Regional Conference**. Mesa Community College, Arizona. February 11-12, 2022.
- "Re-Embodying Reading and Writing in Students' Literacy Journeys." **Arizona English Teachers Association (AETA) Annual Conference**, Tempe, Arizona, September 2021.
- "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." **19<sup>th</sup> 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, Local, and In-House Presentations

- "Under the Hood of 'Takes on Tucson': A Community Profile Website Composed by FYW Students." **UArizona Writing Program Teaching Symposium** (Spring, 2023)
- "Writing Program By-laws Roundtable: Open Call for Suggestions." **UArizona Writing Program Teaching Symposium.** 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 **UArizona Writing Program Teaching Symposium**. 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 **UArizona Writing Program Teaching Symposium**. 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

- **Cassell, Kevin**. "Punctuation's Rhetorical Effects." *Writing Spaces: Readings on Writing*, Vol. 3 (Eds. Dana Driscoll, Mary Stewart and Matthew Vetter), Parlor Press/WAC Clearinghouse, 2020, pp. 3-17. [Available online](#).
- **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.
- **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

## REVIEW AND EDITORIAL WORK

- Editor, "Operationalizing the Servingness Framework: Metrics for Institutional Transformation at Hispanic-Serving Institutions." *UArizona College of Geography, Development, and Environment* (Spring, 2022)
- Reviewer, *Writing Spaces, Volume IV* (Parlor Press/WAC Clearinghouse (2020-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.
- 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.

## PROFESSIONAL ORGANIZATIONS

- Association of Business Communication (2023-**Present**)
- Council for Programs in Scientific and Technical Communication (2019-**Present**)
- National Council of Teachers of English (2016-2022)

- Association of Teachers of Technical Writing (2014-2023)
- 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)

Names of references available upon request.

Dissertation overview, letters of recommendation, and classroom observations from former colleagues are available at my website [KevinCassell.com](http://KevinCassell.com).