

Curriculum Vitae  
**Kathryn M. Lambrecht**  
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Assistant Professor of Technical Communication, Arizona State University  
Senior Global Futures Scholar, Julie Ann Wrigley Global Futures Laboratory

## **EDUCATION**

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- 2018 Ph.D. English: Rhetoric and Composition,  
University of Nevada, Reno  
*Certificates: Gender, Race, and Identity; Teaching with Technology*
- 2013 M.A. English: Writing  
University of Nevada, Reno
- 2011 B.A. English: Language & Linguistics; B.A. Political Science  
University of Nevada, Reno  
*Minor: Secondary Education*

## **PUBLICATIONS**

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### **Peer-Reviewed Articles**

1. Heggli, Anne, Benjamin Hatchett, Zach Tolby, **Kathryn Lambrecht**, Meghan Collins, Lynda Olman, and Matthew Jeglum. "Visual communication of probabilistic information to enhance decision support." *Bulletin of the American Meteorological Society*, 2023. <https://doi.org/10.1175/BAMS-D-22-0220.1>
2. Lambrecht, Kathryn. "'These Nevada memes are coming out faster than the results': Community power and public solidarity in 2020 election memes." *Computers and Composition*, vol. 68, 2023. <https://doi.org/10.1016/j.compcom.2023.102779>
3. Lambrecht, Kathryn. "Working to resonate: Rhetorical mapping of disciplinary stances about technology, risk, and the brain." *Technical Communication Quarterly*, vol. 32(2), 196-211, 2023. <https://doi.org/10.1080/10572252.2022.2100484>
4. Lambrecht, Kathryn, Benjamin Hatchett, Kristin VanderMolen, & Bianca Feldkircher. "Identifying community values related to heat: Recommendations for forecast and health risk communication." *Geoscience Communication*, vol. 4, 517-525, 2021. <https://doi.org/10.5194/gc-4-517-2021>
5. Lambrecht, Kathryn. "Tracking the Differentiation of Risk: The Impact of Subject-Framing in CDC Communication Regarding COVID-19." *Journal of*

- Business and Technical Communication*, vol. 35(1), 94-100, 2021.  
<https://doi.org/10.1177/1050651920958394>
6. Lambrecht, Kathryn, Meghan Sweeney, & Jane Detweiler. "The Everywhere and Nowhere Skill: Sustaining the Assessment of Analytical Reading as Critical Thinking Across the Curriculum." *The Journal of General Education*, vol. 68(3-4), 169-190, 2020. <https://doi.org/10.5325/jgeneeduc.68.3-4.0169>
  7. Lambrecht, Kathryn, Benjamin Hatchett, Lynda Walsh, Meghan Collins, and Zach Tolby. "Improving Visual Communication of Weather Forecasts with Rhetoric." *Bulletin of the American Meteorological Society*, vol. 100(4), 557-563, 2019. <https://doi.org/10.1175/BAMS-D-18-0186.1>
  8. Lambrecht, Kathryn. "Building and Reflecting, Constructing and Questioning: The Legacy of Praxis in Works & Days." *Works & Days*, vol. 36(1), 67-84, 2018. [http://www.worksanddays.net/2019/File05.Lambrecht.qxp\\_Layout%201.pdf](http://www.worksanddays.net/2019/File05.Lambrecht.qxp_Layout%201.pdf)

### Editor-reviewed Comment

1. Hatchett, Benjamin, Tarik Benmarhnia, Kristen Guirguis, Kristin VanderMolen, Alexander Gershynov, Andrey Khlystov, **Kathryn Lambrecht**, Vera Samburova. "Mobility data to aid assessment of human responses to extreme environmental conditions." *The Lancet: Planetary Health*, vol. 5(10), e665-e667, 2021. [https://doi.org/10.1016/S2542-5196\(21\)00261-8](https://doi.org/10.1016/S2542-5196(21)00261-8)

### Books, Edited collections

1. Macauley, William, Leslie Anglesey, Brady Edwards, **Kathryn Lambrecht**, and Phillip Lovas, editors. *Standing at the Threshold: Working Through Liminality in the Composition and Rhetoric TAship*. University Press of Colorado, 2021. <https://upcolorado.com/utah-state-university-press/item/4006-standing-at-the-threshold>
2. Macauley, William, Leslie Anglesey, Brady Edwards, **Kathryn Lambrecht**, and Phillip Lovas, editors. *Threshold Conscripts: Rhetoric and Composition Teaching Assistantships*. WAC Clearinghouse, 2023. <https://wac.colostate.edu/books/perspectives/threshold/>

### Book Chapters (3)

1. Lambrecht, Kathryn. "Mapping the Rhetorical and Statistical Landscape of COVID-19 and Neoliberalism's Biopolitics." In *A Charge for Change: A Selection of Essays from the 20<sup>th</sup> Biennial Conference of the Rhetoric Society of America* edited by Elizabethada A. Wright and David Beard. Parlor Press, 61-70, 2023. <https://parlorpress.com/products/a-charge-for-change>

2. Lambrecht, Kathryn. "Moving from Categories to Continuums: How Corpus Analysis Tools Reveal Disciplinary Tension in Context." *Composition and Big Data*, edited by Amanda Licastro and Benjamin Miller. University of Pittsburgh Press, 125-137, 2021. <https://upittpress.org/books/9780822946748/>
3. Lambrecht, Kathryn. "From Imposter to "Double Agent": Leveraging Liminality as Expertise." *Standing at the Threshold: Working Through Liminality in the Composition and Rhetoric TAship*, edited by Macauley, Anglesey, Edwards, Lambrecht, and Lovas. University Press of Colorado, 132-149, 2021. <https://upcolorado.com/utah-state-university-press/item/4006-standing-at-the-threshold>

## Proceedings

1. Lambrecht, Kathryn. "'The eyes don't lie': How eye-tracking doubles as a research and pedagogical tool." *The 41<sup>st</sup> ACM Internatioal Conference on Design of Communication* (Accepted).
2. Lambrecht, Kathryn. "Accountability and Accessibility in Heat Communication and Safety." *The 39<sup>th</sup> ACM International Conference on Design of Communication*, 177- 182, 2021.
3. Mara, Andrew, Michael Madson, **Kathryn Lambrecht**, and Steven Garry. "Mediating Digital Interfaces to Negotiate Tensions between Science Communication Spheres." *The 39<sup>th</sup> ACM International Conference on Design of Communication*, 362- 364, 2021.

## GRANTS

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### Funded

1. "Enhancing ADEQ's Communication and Engagement Practices."  
Arizona Department of Environmental Quality

Amount funded: \$1,507,855

Timeframe: August 2023-2026

Funding agency: Arizona Board of Regents

Role: Co-Principal Investigator

Collaborators (ASU):

- Principal investigator: Ulrick Jensen (PI, School of Public Affairs)
- Co-PIs: Susan Craig, Program Director, School of Public Affairs;  
Claire Lauer, Professor, Technical Communication;  
Mauricio Mejia, Assoc. Professor, Herberger Institute for Design and the Arts;  
Angel Luis Molina, Jr., Asst. Professor, School of Public Affairs;

Mark Roselande, Professor; Andrew Whitcomb, Asst. Professor;  
Maria Del Mar Navarro, Assoc. Professor, Herberger Institute for Design and  
the Arts

This collaborative grant project seeks to enhance the Arizona Department of Environmental Quality's communication and engagement with public audiences. The goal is to assess current environmental messaging and public outreach tools as well as identify the most effective modes of communication about environmental protection. My portion of the project uses eye tracking technology to assess digital tools and data visualizations conveying water resource impacts in Arizona to public audiences.

2. "Employing Rhetoric to Improve Probabilistic Forecast Communication"  
Federal grant award #NA21OAR4590208

Amount funded: \$485,382

Timeframe: August 2021-August 2023

Funding agency: National Oceanic and Atmospheric Administration, Office of Oceanic and Atmospheric Research (Department of Commerce)

Role: Principal Investigator

Collaborators:

- University of Nevada, Reno (co-PI Lynda Olman)
- Desert Research Institute (co-PI Benjamin Hatchett)
- National Weather Service Offices (Phoenix, AZ; Reno, NV; Portland, OR; Pocatello, ID; San Diego, CA)
- National Weather Service Western Regional Office

My grant project harnesses the expertise of seven experts across three institutions (Arizona State University, University of Nevada Reno, and the Desert Research Institute) to research how operational meteorologists and forecasters can best incorporate new probabilistic hazard information (weather information based on the probability that a weather event will occur, rather than discreet numerical values) in the visuals they produce for public audiences. During this two-year project, my team and I are working with five National Weather Service partners (NWS Reno, Pocatello, Phoenix, San Diego, and Portland) to survey both stakeholder and public audiences about current probabilistic visuals, create new visualizations based on the commonplaces (beliefs, norms, and values) found in the survey response data, and generate videos and best practice guides for NWS partners.

3. "Black History Month Inclusion Townhall: Be Who You Want to Be in 2023"  
Committee for Campus Inclusion Catalyst Grant

Amount funded: \$1,959.50

Timeframe: Spring 2023

Funding agency: Committee for Campus Inclusion, Arizona State University  
Role: Grant writer and CISA Inclusion Committee event coordinator

This grant funded the CISA Inclusion Committee spring event of 2023. In celebration of Black History Month, we hosted a townhall that featured speakers discussing their experiences with inclusion (panelists included Dr. Angela Kenzslowe, Dr. Neal Lester, Chris Kyselka, and members of the Arizona Buffalo Soldiers). Funding provided honoraria for the participants and event hosting.

## **PROFESSIONAL PRESENTATIONS**

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### **Invited presentations**

- 2023 *Invited Speaker: UC Merced Merritt Writing Program, April 2023:*  
“From FYC to Professional Writing: Pedagogies and Practice”
- 2022 *Invited Speaker: National Tribal Resilience Data Workgroup, November 2022:*  
“Rhetoric and resilience: Building trust through shared language”
- Invited Speaker: 6<sup>th</sup> Annual Arizona Extreme Heat Planning Workshop, April 2022:* “Communicating Extreme Heat”
- 2020 *Invited Speaker: Science Distilled Lecture Series, March 2020:* “I’ll believe it when I see it: Crafting natural hazard warnings that people take seriously”
- 2019 *Invited Speaker: Society for Information Management: Las Vegas, March 21, 2019:* “Breaking the Language Code: Strategies for Bridging the Gap Between Novice and Expert in IT”

### **Guest Lectures**

- 2023 *Guest Presenter: Chandler-Gilbert Community College Learning Community, October 2023:* “Eye tracking to Visually Map Children’s STEM books” with Dr. Andy Mara
- 2022 *Guest Speaker: ASU Prep Academy Experience “Making Connections” program, August 2022:* “Heat Memes and Community Identity”
- Guest Lecture: UC Merced, Editing and Technical Writing, February 2022:*  
“Getting the Word Out: The back and forth of academic publication”
- 2021 *Guest Lecture: Southern Oregon University, Environmental Writing, May 2021:*  
“Connecting science to public values: Making weather risk assessments count”

## Conference presentations

2024 *Rhetoric Society of America*, May 2024: “‘It’s just hot in Phoenix’: The role of rhetoric in weather acclimatization”

*Conference on College Composition and Communication*, April 2024: “Interdisciplinary Writing as Abundance: Multiplying Possibilities and Perspectives”

2023 *American Geophysical Union*, December 2023: “Visualizing Uncertainty: How to Effectively Communicate Probabilistic Hazard Information to Public and Stakeholder Audiences”

*National Communication Association*, November 2023: “Quantifiable yet Unconfrontable: The Mathematical Sublime and Rhetorics of Quantification” panel with Crystal Colombini, Daniel Libertz, Nathan Nikolic, Mitch Reyes, and Meredith Johnson

*SIGDOC 2023: On Methods and Methodologies*, October 2023: “The eyes don’t lie: How eye-tracking doubles as a research and pedagogical tool”

*Council for Programs in Technical and Scientific Communication*, September 2023: “Using a Public-Private Grant to Expand Medical and Academic Access” panel with Andrew Mara, Michael Madson, and Stephen Carradini

*Association of Teachers of Technical Writing*, June 2023: “Good advice for who? Identity, vulnerability, and resistance in heat safety communication”

*Conference on College Composition and Communication*, February 2023: “Accolytes? Conscripts? Something Else? What Seven Years and Two Edited Collections have Taught Us about TAs in Writing Studies” panel with Brady Edwards, Leslie Angelsey, William Macauley, and Phillip Lovas

2022 *American Geophysical Union*, December 2022: “Identifying community risk thresholds to encourage equitable communication of geohazards in five communities”

*National Communication Association*, November 2022: “Five cities, Five strategies: Rhetorical profiles of health departments communicating pandemic risk to public audiences” sponsored by the Association for the Rhetoric of Science, Technology, and Medicine

- National Communication Association*, November 2022: Panel respondent to “Top Papers in Economics, Communication, and Society”
- Council for Programs in Technical and Scientific Communication*, October 2022: “External Partnerships as Interdisciplinary Gateways”
- Rhetoric Society of America*, Summer 2022: “The Spark in the Silo: Igniting Interdisciplinary Communication and Collaboration”
- Rhetoric Society of America*, Summer 2022: “Addressing Matters of Difference and Indifference in Economic Rhetoric” panel with Crystal Colombini, Catherine Chaput, and Robert McDonald
- Computers and Writing*, Summer 2022: “These Nevada memes are coming out faster than the results”: Community norms and solidarity during the 2020 election”
- Symposium on Communication Complex Information*, Spring 2022: “Localizing and Visualizing Climate Extreme-Weather Hazards, Emergency Management Technologies, and Recovery Documentation” panel with Soyeon Lee and Henry Covey
- College Composition and Communication*, Spring 2022: “Ethics, Equity, and Big Data in Composition” roundtable with Amanda Licastro and Benjamin Miller
- 2021 *SIGDOC 2021: Building Coalitions Worldwide*, Fall 2021: “Weighing Individual Risk against Aggregated Possibilities through Digital Interfaces” panel with Andy Mara, Michael Madson, and Steven Garry
- SIGDOC 2021: Building Coalitions Worldwide*, Fall 2021: “Accountability and Accessibility in Heat Communication and Safety”
- Writing Analytics Virtual Symposium*, Spring 2021: “The Language of Risk: Analyzing risk in global, national, and state-level communication regarding COVID-19”
- Teacher to Teacher at College Composition and Communication Conference*, Spring 2021: “We’ll Cross that Bridge Together: Working through Technical Writing Workshops in a Pandemic”
- 2020 *18<sup>th</sup> Annual Climate Prediction Applications Science Workshop*, Spring 2020 (postponed): “Communicating Health Safety Risks to Diverse Populations: Tracking Public Values in National Weather Service Heat Outreach” with Kristin VanderMolen and Ben Hatchett

- Rhetoric Society of America Biennial Conference*, Spring 2020 (cancelled):  
“Warranting a Welcome: Using Topoi to Build Community Bridges”
- Rhetoric Society of America Biennial Conference*, Spring 2020 (cancelled): “The Limits/Possibilities of Welcoming Transdisciplinary Guests to the Field of Rhetoric” with Dr. Erin Goldin and Phillip Lovas
- 2019 *American Geophysical Union*, December 2019: “Uncovering Public Values in Heat Safety Communication: Using an Interdisciplinary Approach to Build Trust between Citizens and Scientists”
- International Writing Center Association*, October 2019: “The Joy of Creation: Considering a Bob Ross Ethos in the Writing Center” with Annette Cooper and Erin Goldin
- 2018 *Association for the Rhetoric of Science, Technology, and Medicine*, May 2018: “Resilience in Hazard Communication on Social Media: A Topological Approach” with Dr. Lynda Olman
- Rhetoric Society of America*, May 2018: “Revisiting Interdisciplinarity as a Prerequisite for Transdisciplinary Rhetoric”
- 2017 *Western States Rhetoric & Literacy Conference*, October 2017: “(Dis)Embodied Literacies: Identifying Ways of Being” Roundtable with Erin Goldin, Merrilyne Lundahl, Maureen McBride, Meghan Sweeney, and Morgan Walker
- Conference on College Composition and Communication*, March 2017: “Composition as Place-Making, Critically Cultivating Place: Shaping Place in Disciplinary Discourse”
- 2016 *Rhetoric Society of America*, May 2016: “Medical Agency on a Global Scale: Evolving Rhetorics of Health and Wellness”
- 2015 *Council of Writing Program Administrators Conference*, July 2015: “The Everywhere and Nowhere Skill: Sustaining the Assessment of Analytical Reading as Critical Thinking Across the Curriculum” with Jane Detweiler and Meghan Sweeney
- College Composition and Communication Conference*, March 2015: “Risks and Rewards of Innovative Campus Partnerships” with Maureen McBride and Erin Goldin
- 2014 *Rhetoric Society of America*, May 2014: “Redrawing Borders from the Inside Out: Border Rhetorics and Structural Habitus”



2012 *Rhetoric Society of America*, May 2012: “Re-Framing the Body: In Search of a Rhetorical Framework to Fit Physical Shifts in our Sexual Identities”

### **Seminars, workshops, and training (13)**

2023 *NOAA Heat Tabletop Exercise: The Pressure Cooker*, February 2023, Exercise participant

2021 *Digital Fluency Creative*, Summer 2021, Faculty cohort, 12-week program learning Adobe Creative Campus tools and digital technologies for the classroom, ASU University Technology Office

*Commit to Submit*, Spring 2021, Faculty cohort, grant workshop series for new faculty members culminating in a research pitch with Andy Mara and IHC faculty

*Rhetoric Society of America Summer Institute*, Summer 2021, Workshop Participant “Rhetorics of Risk and Public Health” with Jeffrey Bennett and Jordynn Jack

*Rhetoric Society of America Project*, Summer 2019, Group Member in “Pedagogy and Community Literacy” with David Coogan

2019 *Teaching with Technology Certificate Program*, Spring 2019, University of Nevada, Reno

2018 *5<sup>th</sup> International Conference on Writing Analytics*, January 2018, Participant in Big Data and Writing Software workshops

2017 *Rhetoric Society of America Summer Institute*, Summer 2017, Workshop Participant “Academic Publishing in Rhetorical Studies” with Susan Jarratt

*Research Network Forum, Conference on College Composition and Communication*, March 2017: “Learning Across Borders: Habitus Development and Interdisciplinarity”

2016 *International Writing Across the Curriculum Conference*, May 2016: “Exploring and Exploiting the Michigan Corpus of Upper-Level Student Papers (MICUSP) as a Resource for WAC Classes” with John Swales and Christine Feak

*Rhetoric Society of America Research Network*, May 2016: “Tracing Agency: Mapping Forms of Agency Across the Disciplinary Divide” with Carolyn Miller

2015 *Rhetoric Society of America Summer Institute*, Summer 2015, Seminar Participant “Working the Field: Rhetorical Studies and Ethnographic Methods” with Ralph Cintron, S. Scott Graham, Gerald Hauser, and Candice Rai

2013 *Research Network Forum, Conference on College Composition and Communication, Spring 2013: "Effects of Community on First Year Writing Composition Papers"*

## **TEACHING AND MENTORSHIP**

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### **Assistant Professor, Technical Communication**

Arizona State University, Polytechnic

Fall 2020-

TWC 505: Research in Technical and Applied Communication

TWC 411/511: Principles of Visual Communication

TWC 401/501: Fundamentals of Technical Communication\*

*\*In Fall 2022, I partnered with Project Cities to run a special version of my*

*TWC 401/501 course focused on extreme heat communication in Peoria, AZ*

TWC 514: Visualizing Data and Information

### **Instructor, English, Communication Studies, and Community Health**

University of Nevada, Reno

2013-2020

English 100JL: Composition Studio Lab Coordinator

2019-2020

CHS 211: Tech Writing in Health Sciences

2019-2020

Communication 217: Argumentation and Debate

2018-2019

Upward Bound Humanities

2018

Core Writing (English 098, 101, 102)

2013-2017

### **Student Committees and Mentoring**

#### *Graduate Student Thesis Committees (ASU)*

Mark Riggleman, MS Technical Communication, *in-progress* (chair)

Thesis: "Technical Communication and Tabletop Game Instruction

Manuals: An Effectiveness Study"

Anticipated graduation: Fall 2024

Mickella Rast, MS Technical Communication, *completed* (committee member)

Thesis: "Writing for the Biggest Customer in the World: Efficiencies and

Inefficiencies in Proposal Writing for the Federal Government"

Graduation: Spring 2023

Jenny Sabol, MS Technical Communication, *completed* (chair)

Thesis: “The Framing of Renewable Energy’s Connection to Public Health in Global Newspapers”  
Graduation: Fall 2022

*Undergraduate Honors Students (ASU)*

Zoe Carll, Honors Thesis, graduated spring 2022 (chair)  
Thesis: “Determining Functionality between Accurint’s LexisNexis and NICS: A Comparative Usability Study”

*Nutrition Graduate Student Thesis Writing Mentor (UNR)*  
Deborah Joakimson, Kelly Eiler-Young, Deborah Jones, Hailey Fox, Erin Engle

## **SERVICE**

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*To the college and university*

<b>Technical Communication Tenure-Track Faculty Search</b> Committee member	2023-2024
<b>Technical Communication Admissions</b> Application reviewer and decision-maker	Fall 2023-
<b>ASU Crux Lab Co-Director</b> Co-directed with Dr. Andrew Mara	Spring 2023-
<b>Global Futures Scientists and Scholars Ambassador</b> College of Integrative Sciences and Arts representative	Spring 2023-
<b>Assessment Committee</b> Technical Writing and Communication member	Fall 2022-
<b>Emerging Professionals Program</b> Faculty mentor, College of Integrative Sciences and Arts	2022-2023
<b>Inclusion Committee</b> Committee member, College of Integrative Sciences and Arts	Fall 2022-
<b>CISA Visioning: Partnerships and Collaborations Group</b> Group leader, College of Integrative Sciences and Arts	Spring 2022
<b>Science and Technology Centers Project Development</b> Project development co-lead, CISA	Spring 2022
<b>Limited Submissions, ASU</b>	Fall 2021

Committee member and reviewer

**Science Communication Planning** Fall 2020-21  
Faculty member contributor

**Student Trivia Night** Fall 2021-23  
Coordinator and co-host

*To the discipline*

**Communication Design Quarterly** Summer 2023-  
Editorial board member

**College Composition and Communication Research** Spring 2023-  
Committee member

**National Oceanic and Atmospheric Administration, SBES** Spring 2023  
Grant application reviewer

**Outstanding Student Presentation Awards** Fall 2022  
Presentation judge, American Geophysical Union

**NCA 108<sup>th</sup> Annual Convention Reviewer** Summer 2022  
Conference reviewer, National Communication Association,  
Rhetoric of Science, Technology, and Medicine; Environmental

**Special Interest Group for the Design of Communication** 2021  
ASU Hub Conference Chair, Arizona State University

*To the community*

**Scouts of America, Queen Creek** Spring 2023  
Interviewee for Diversity, Equity, and Inclusion Badge

**Heat Communication and Outreach** Spring 2023  
Consultant for City of Phoenix and Tempe heat outreach

**Arizona Department of Health Services Heat Alerts** Spring 2023  
Collaborator for Heat Alert Messaging campaign

**Arizona Extreme Heat Planning Workshop** Spring 2022  
Speaker and discussion leader

**Arizona Extreme Heat Working Group** Fall 2021-  
Working group member

## **AWARDS**

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### **2020 Dissertation in Applied Climatology, Nomination**

American Association of State Climatologists

### **3 Minute Thesis Competition, 3<sup>rd</sup> place**

University of Nevada, Reno, April 2018

Video available: <https://www.unr.edu/grad/initiatives/three-minute-thesis/past-3mt-winners>

### **Chapter of the Year Award (Rhetoric@Reno)**

Rhetoric Society of America National Award, Summer 2016

### **Speech and Debate Coach Hall of Fame**

Sagebrush District of the National Speech and Debate Association, Spring 2016

## **AFFILIATIONS**

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American Geophysical Union (AGU)

Association for Computing Machinery Special Interest Group for Design of Communication (SIGDOC)

College Composition and Communication (CCC)

Association for Rhetoric of Science, Technology, and Medicine (ARSTM)

Council for Programs on Technical and Scientific Communication (CPTSC)

National Communication Association (NCA)

National Council of Teachers of English (NCTE)

Rhetoric Society of America (RSA)