Sean D. Williams, PhD

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EDUCATION

2017	MBA	Clemson University	Innovation and Entrepreneurship
1999	PhD	University of Washington	Technical Communication
1996	MA	Arizona State University	Rhetoric and Composition
1992	BA	University of Utah	Creative Writing

LEADERSHIP POSITIONS

2023-Present   **Inaugural Director, School of Applied Professional Studies, Arizona State University**

Lead a new arrangement of 100+ faculty unit serving 3000 students across 16 programs and three faculty groups.

Initiatives under way

- Create school bylaws, policies and procedures.
- Build a scheduling model across multiple modalities to maximize student outcomes, budget efficiency, and provide predictable scheduling.
- Develop relationships with external stakeholders to fund student and faculty initiatives.
- Design a new, wholistic assessment model to ensure consistent excellence in all programs.
- Implement two new degree programs previously created.
- Recruit and retain faculty with national credentials to staff growing programs.

2019-2023   **Founding Director (Chair), Technical Communication and Information Design Program, University of Colorado-Colorado Springs**

Led all aspects of creating a new department including curriculum design, planning for student success, personnel actions, budgeting, community relations, and marketing

Key Accomplishments

- Negotiated the state process for creating a new program, from extracting the program and faculty from an existing department through securing approval by the Board of Regents.
- Created a strategic plan to drive student enrollment, faculty success, and industry collaboration.
- Developed an ecosystem of certificates, badges, and nontraditional credentials.
- Grew undergraduate majors from 0 to ~70 in two years.
- Authored new tenure and promotion and personnel evaluation processes.
- Expanded our development activities to secure funds for student scholarships.
- Implemented a professional development sequence for undergraduate majors.
- Updated curriculum to stay current with disciplinary best practices.

2015-2019   **Provost's Fellow, Clemson University**

Worked directly with the president and provost on key strategic projects by coordinating across divisions and colleges to secure faculty involvement with implementing the university's new strategic plan.

Key Accomplishments
- Led Clemson's cross-division project to implement a student success/predictive analytics platform and to develop a common, outcomes-based assessment approach to drive improvements in student retention and student success.
- Co-Founded and facilitated instruction in the "President's Leadership Institute," a 10-month training seminar for Clemson's emerging leaders.
- Coordinated with University Advancement and multiple colleges to build a comprehensive industry-university partnership with the Siemens Corporation that generated gifts over $100MM to improve facilities and infrastructure and to drive curriculum innovation.
- Served as advisor to the university president who served as Chair on several national committees within multiple U.S. cabinet-level agencies.

2011-2013   Chair, Department of English, Clemson University

Led all aspects of the department which maintained 35+ tenure/track faculty, 50+ fulltime lecturers, three visiting assistant professors, and 50+ graduate teaching assistants who teach 300+ sections per semester across a PhD, two MA programs, two BA programs, four minors, three research centers, and multiple general education requirements. The department had four staff who helped administer a budget of $6MM+.

Key Accomplishments
- Managed the most significant budget cut in the department's history, 28% in three years, with no forced attrition while simultaneously expanding strategic programs such as Writing Across the Curriculum, the Clemson Literary Festival, and creating a visiting professor program.
- Maintained faculty teaching loads (2/2) supported by increased revenue from alumni giving and by updating departmental endowment agreements.
- Tenured and promoted five faculty and hired three new tenure line faculty.
- Implemented a "Senior Lecturer" program to provide more job security for contingent faculty and promoted five lecturers to Senior Lecturer under the new model.
- Developed a "parental leave" program that enabled eligible faculty to work only in advising capacities for one semester while maintaining their status as "teachers of record" (Clemson had no provision for parental leave beyond FMLA at the time).
- Initiated multiple instructional pilot projects to maintain low teaching loads as the general education burden increased with a 10% rise in student population amid diminishing funding.
- Expanded summer online revenues by 50% by driving more general education courses into the summer where the financial model allowed 25% tuition recovery.
- Ensured quality online instruction by requiring all online teachers to participate in a training program before being assigned online teaching.
- Completed the department's comprehensive 10-year accreditation by the Southern Association of Colleges and Schools (SACS) with no findings.

2006-2010   Associate Dean, Graduate School, Clemson University

Managed efforts for increasing enrollment, retaining students, improving the recognition of graduate studies, and coordinated development activities to increase graduate fellowships.

Key Accomplishments
- Represented the Graduate School's interests in planning the university's "Will to Lead" billion-dollar capital campaign.
- Developed new processes for securing, distributing, and tracking fellowships in concert with University Advancement. The effort doubled the funding received by graduate students by better connecting students with available funding.

- Created an external "branding campaign" for the Graduate School including logo, messaging, website development, social media strategy and directed the work of four staff members to implement the strategy. Graduate applications increased 30% in three years.
- Collaborated with Hobson's and Peterson's to implement technologies to better manage the "recruiting funnel" and communicate with students from initial interest through matriculation.
- Facilitated meetings with directors of 100+ graduate programs to secure support for new recruiting efforts, to update (or author) student handbooks, and to build cohesion among the Graduate Coordinators.
- Led a group of faculty, staff, and students who partnered with an external corporation to create the university's first comprehensive ESL program to support increasing international graduate student enrollment.

2003-2007   **Co-Director, Rhetorics, Communication, and Information Design Ph.D. Program, Clemson University**

Co-chaired the committee to develop the university's first doctoral program in the humanities, then served as the program's first co-director, admitting the first two classes, advising students, and securing funding for graduate assistantships across multiple departments.

Key Accomplishments
- Led a four-year process to create an interdisciplinary doctoral degree with faculty from five different departments while maintaining cohesion among the group and producing an innovative curriculum.
- Authored the proposal required by the state education board that outlined the program, demonstrated its contribution, explained the funding mechanisms. Secured financial commitment through all levels of university administration and across five departments.

2003-2006   **Associate Chair, English Department, Clemson University**

Led all curriculum development activities in the department, coordinated scheduling, and evaluated 50+ lecturers.

Key Accomplishments
- Created "English Online," the university's first, fully online delivery of general education courses.
- Introduced alumni relations to the department by coordinating activities with Advancement including an annual "Homecoming Tailgate," a newsletter, an interactive website, and a database of alumni employment.
- Created a mentoring program for lecturers that focused on their specific teaching assignments (composition, literature, or technical writing) to form communities of teachers around those topics.
- Streamlined scheduling of 300+ sections through "curriculum mapping" enabling the department to increase the number of graduate seminars while maintaining tenure track faculty in general education courses.

2000-2003   **Director, Multimedia Authoring, Teaching and Research Facility**

Led a graduate student team producing communication deliverables for external and internal clients including print journals, websites, training materials, and design of visual collateral for marketing and promotions.

Key Accomplishments
- Secured funding to support multiple graduate students over multiple years and renovate the facility.
- Created an internal process and document management system.
- Transitioned multiple internal units from print promotions to robust websites.

2023-Present	Professor of Technical Communication and Writing Arizona State University
2019-2023	Professor of Technical Communication and Information Design University of Colorado-Colorado Springs
2010-2011	Senior Research Fellow, Internet Interdisciplinary Institute (IN3) Open University of Catalonia, Barcelona, Spain
2009-2013	Senior Associate, Center for Corporate and Professional Development Furman University
2008	Visiting Professor of Communication – International Business Communication University of the Basque Country, Bilbao, Spain
2008-2018	Professor of Practice – Clemson MBA Program Clemson University
1999-2019	Assistant, Associate, Full Professor of Technical Communication Clemson University

REFEREED PUBLICATIONS

Books, Editorships, and Research Reports

1. **Williams, S.D.,** ED. (2023). *Technical Communication for Environmental Action*. Albany, NY: SUNY Press.
2. **Williams, S.D**. (2011). *Entrepreneurship and Social Media: A Grounded Theory Investigation of Three New Ventures*. Internet Interdisciplinary Institute. DOI: 10.7238/IN3WPS.V0I0.1216
3. Mamishev, A. and **S.D. Williams**. (2010). *Technical Writing for Teams: The STREAMTools Handbook.* NY: John Wiley (IEEE Imprint).
4. **Williams, S.D**., ed. (2008) Technical Communication Special Edition on "Virtual Worlds." Technical Communication 55(3).
5. **Williams, S.D**., ed. (2002). "Special Edition on "Webtextuality." *Text Technology* 11(1).

Refereed Journal Articles

1. **Williams, S.D.** (2021). "From Domination of the Environment to Stewardship: A Historical Look at Denver Water's Public Communication 1933-2018." *Journal of Technical Writing and Communication.* doi.org/10.1177/00472816211037937.
2. **Williams, S.D.,** Ilyasova, K.A. (2021). "So You Want Your Own Tech Comm Department? One Program's Story of Successfully Separating from English." *Technical Communication Quarterly* 30(4). doi.org/10.1080/10572252.2020.1866677.
3. **Williams, S.D.,** Ammetller, G., Rodriguez, I., and Li, X (2020). "Narratives of International Women Entrepreneurs: An Exploratory Case Study of Identity Negotiation." *IEEE Transactions on Professional Communication*. 63(1):39-51 DOI 10.1109/TPC.2019.2961016
4. **Williams, S.D**., Spinuzzi, C., and Newbold, C. (2019). "Toward a Heuristic for Teaching the Visual Rhetoric of Pitch Decks: A Pedagogical Approach in Entrepreneurship Communication." *Communication Design Quarterly*, 7(4)
5. Caranante, G., & **Williams, S.D.** (2018). "Using the Production of Welfare Framework to Measure the Success of Short-Term Marketing Campaign: A Case Study." *Voluntary Sector Review*, 9 (3): 331-40.

6. Cardwell, L.A., **Williams, S.D**. and Pyle, A. (2017). "Corporate public relations dynamics: Internal vs. external stakeholders and the role of the practitioner." *Public Relations Review*, *43*(1): 152-162.
7. Whalen, Joel, **Williams, S.D.,** et al (2016) "Let's have a cup of coffee and create some out-of-the-box teaching innovations, enhance cross-cultural communication and accelerate students' professional development." *Business & Professional Communication Quarterly*. 79(3): 371-92.
8. **Williams, S.D.,** Ammetller, G., Rodriguez, I., and Li, X (2016). "International Entrepreneurship Narratives: A Perspective on the Rhetorical Construction of Global Entrepreneurship." *IEEE Transactions on Professional Communication* 59(4): 379-397.
9. **Williams, S.D**. (2010). "A rhetorical theory of transformation in entrepreneurial narrative: the case of The Republic of Tea." *ACORN: An Issue about The Republic of Tea*, 15. Clemson University Press.
10. **Williams, S.D.** (2010). "Interpretive Discourse and Other Models from Communication Studies: Expanding the Values of Technical Communication." *Journal of Technical Writing and Communication.* 40(4): 429-446.
11. **Williams, S.D.** and Bekins, L. (2006). *"*Positioning Technical Communication for the Creative Economy." *Technical Communication* 53(3): 287-95.
12. **Williams, S.D.** and Love, R. (2005). "Civic Engagement through For-Profit Service Learning: A Democratic Paradox." *Reflections* 3(1): 134-54.
13. Pringle, K, and **Williams, S.D**. (2005). "The Future is the Past: Has Technical Communication Come of Age?". *Technical Communication* 52(3): 361-70.
14. **Williams, S.D**. and Cooke, L. (2004) "Two Approaches to Using Client-Based Projects in the College Classroom." *Business Communication Quarterly* 67(2): 139-53.
15. **Williams, S.D.** (2002). "Teaching and Managing: A Report on Balancing the Fiscal Matters and the Pedagogical Matters of Computer Classroom Administration." *Technical Communication Quarterly* 11(4): 339-58.
16. **Williams, S.D.** (2002). "A Theory of Webtextuality." *Text Technology* 11(1): 131-37.
17. **Williams, S.D.** (2002). "Constructing Digitality: A Sequence of Assignments." *Kairos: A Journal for Teachers of Writing in Webbed Environments*. 7.2.
18. Pury, C and **Williams, S.D**. (2002). "Student Attitudes toward and Participation in Electronic Discussions." *IJET: International Journal of Educational Technology* 3.1. Available Online http://www.outreach.uiuc.edu/ijet/v3n1/williams/index.html.
19. **Williams, S.D**. (2002). "Theorizing a Perspective on World Wide Web Argumentation." *JAC*: *The Journal of Advanced Composition* 22(2): 377-98.
20. **Williams, S.D.** (2001). "Part 2: Toward an Integrated Composition Pedagogy in Hypertext." *Computers and Composition*. 18(3): 123-35.
21. **Williams, S.D**. "Part 1: Thinking Out of the Pro-Verbal Box." *Computers and Composition*. 18(2): 21-32.
22. **Williams, S.D.** (1999). "Structured Dissonance and the Art of Building Arguments for the World Wide Web." *The WWW Journal for Online Education.* Internet. Available Online: http://www.nyu.edu/classes/keefer/waoe/waoej.html.
23. **Williams, S.D.** (1997). "'I was DOGGED, DISSED & DUMPED ON "ricki"...do me RIGHT and hook me up Again!" or The Way to Institutionalize Superficial Consumerism." *International Journal of Media and Communication Studies*. Available Online: http://www.aber.ac.uk/~jmcwww/papers.html.
24. **Williams, S.D**. (1996). "Chaucer's the Complaint of Mars." *The Explicator*, *54*(3): 132-134.

Book Chapters
1. **Williams, S. D.,** & Switzer, D. M. (2010). Assessing 3D Virtual World Learning Environments with the CIMPLe System. In *Virtual Environments for Corporate Education: Employee Learning and Solutions*. Ritke-Jones, W. Ed. (pp. 147-68). IGI global.
2. **Williams, S. D**. (2010). Forming Trust in Virtual Writing Teams: Perspectives and Applications. In B. Hewett, & C. Robidoux (Eds.), *Virtual Collaborative Writing in the Workplace: Computer-Mediated Communication Technologies and Processes* (pp. 88-111). IGI Global. https://doi.org/10.4018/978-1-60566-994-6.ch005

3. **Williams, S.D.** (2008). Dreamweaver and the procession of simulations: What you see is not why you get what you get. *Small tech: The culture of digital tools*. Hawke, B., Rieder, D., & Oviedo, O Eds. (pp. *22*-57).
4. Hilligoss, S., & **Williams, S.D**. (2007). Composition Meets Visual Communication. *Digital writing research: Technologies, methodologies, and ethical issues*. McKee, H. & DeVoss, D. Eds. (pp 229-247). Cresskill, NJ: Hampton Press.
5. Yancey, K., **Williams, S.D.,** et al. (2004). "Notes toward a 'Reflective Instrumentalism': A Collaborative Look at Clemson University's MAPC Program." In *Innovative Approaches to Teaching Teaching Technical Communication* Bridgeford, T., Saari Kitalong, K., & Selfe, D. Eds.. (pp. 93-110). Logan, Utah: Utah State University Press

Refereed Conference Proceedings Papers
1. **Williams, S.D**. (2022). "Exploring the User Experience Design of Commercially-Available Cybersecurity Products for Mobile Devices." *Proceedings of the IEEE Professional Communication Society.*
2. **Williams, S.D.** (2021). "So You Want Your Own Tech Comm Department?" *Proceedings of the Annual Meeting of the Council of Programs in Technical and Scientific Communication.*
3. **Williams, S.D**. (2012). "The Role of Social Media in Startups: A Preliminary Investigation." *Proceedings of The International Symposium on Language and Communication.* Izmir, Turkey.
4. **Williams, S.D.** (2007). "User Experience Design for Technical Communication." Proceedings of the *IEEE Professional Communication Society*.
5. **Williams, S.D.** (2005). "Using Color as a Navigation Device in Online Information Spaces." *Proceedings of the 7th Annual Meeting of the International Society of Knowledge Organization*. Barcelona, Spain.
6. **Williams, S.D**. (2005). "Leaders, Managers and Producers: Repositioning Technical Communicators for the Creative Economy." *Proceedings of the IEEE Professional Communication Society*.
7. **Williams, S.D.,** Heifferon, B and Yancey, K. (2001). "Reflective Instrumentalism as a Possible Guide for Revising a Master's Degree Reading List." *Proceedings of the Annual Meeting of the Council of Programs in Technical and Scientific Communication.*

NON-REFEREED PUBLICATIONS
Books, Editorships, and Research Reports
1. Stygall, G, Murphy, A, **Williams, S.D**. and Plevin, A., Eds. (1997). *CCCC Bibliography of Composition and Rhetoric.* Carbondale, IL: Southern Illinois University Press.

Trade Publications
1. **Williams, S.D.** (2008). "Information Design in Virtual Worlds: Some Pressing Questions." *Usability Interface,* the Proceedings of the STC Usability SIG.
2. **Williams, S.D.** (2005) "Composition Meets Visual Communication." *LORE: Rhetoric, Writing, Culture*. 5.1 Available Online: http://www-rohan.sdsu.edu/dept/drwswebb/lore/3_3/3_3_contents.html
3. **Williams, S.D**. (2003). "Some Strategies for Managing Contractors." *Intercom.*

Creative Media Production
1. **Williams, S.D.** *I-Witness Documentary Films and Multimedia History of Oconee County Military Veterans.* 13 DVD series of interviews with military veterans. Completed 2007

PUBLISHED REVIEWS
Book Reviews
1. **Williams, S.D**. (2003). *"*Review *of Principles of Web Design* by David and Jean Farkas." *Journal of Business and Technical Communication.* 40:1.

2. **Williams, S.D.** (1999). *"*Review of *Between Talk and Teaching: Reconsidering the Writing Conference* by Laurel Johnson Black. *Journal of Teaching Writing.* 17:1.

PRESENTATIONS AT MEETINGS AND SEMINARS PRESENTED

Academic Conference Presentations

1. "Exploring the User Experience Design of Commercially-Available Cybersecurity Products for Personal Mobile Devices." IEEE Professional Communication Society Annual Conference (ProComm). Scheduled: Limerick, Ireland. July 2022
2. "So You Want Your Own Tech Comm Program? How One Program Gained Independence." *Annual Meeting of the Association of Teachers of Technical Writing*. Milwaukee WI. May 2020
3. "Study Abroad Opportunities: A Roundtable." Council of Programs in Technical and Scientific Communication. West Chester, PA. October 2019
4. "Local Framing for Global Impact: A Case Study of Promoting South Carolina's 'Adopt-A-Stream' Program." *Conference on Communication and the Environment* (International Environmental Communication Association). Vancouver, British Columbia. June 2019.
5. "Framing War Path Landing: How Environmental Activists Used Accountability to Expand Opportunity." *Annual Meeting of the Association of Teachers of Technical Writing*. Pittsburgh, PA. March 2019
6. "The Competing Rhetorics of Developers and Environmentalists in Pristine Southern Appalachian Wilderness Areas: How to Argue for the 'Green' before 'Real Estate Development.' *Association of Business Communication Annual Meeting*, Miami, Florida. October 2018.
7. "Uncovering Gender Performance in Women's Cross-Cultural Entrepreneurship Narratives: A Discursive Study of Narratives from Spain, China, and the United States." *9th Annual Conference on Youth and Women Entrepreneurship in Challenging International Business Environments*. Varna, Bulgaria. June 2018.
8. "Exploring the Visual Rhetoric of the Entrepreneurial Pitch." *Association of Business Communication Annual Meeting*, Dublin, Ireland. October 2017.
9. "A Rhetorical Approach to Entrepreneurship in the U.S., China, and Spain." *21st Eurasian Business and Economics Society Conference*, Budapest, Hungary. January 2017
10. "Women and Men in Entrepreneurship: Challenging the Prototypical 'Hero Story' in Entrepreneurship Narratives." *Association of Business Communication Annual Meeting*, Seattle, Washington. October 2015.
11. "International Entrepreneurship Narratives: Initial Findings." *Association of Business Communication Annual Meeting.* New Orleans, LA. October 2013.
12. "3D Virtual Worlds for STEM Instruction in Middle Schools: The STEM-ICT 3-D Experience." *National meeting Society for Information Technology and Teacher Education (SITE).* San Diego, CA. April 2010.
13. "Using 3D Virtual World Technology for STEM Learning." *ITEST-LRC Summit.* Washington, DC. February 2010.
14. "What Technical Communication Can Learn from a Good Conversation?" *Annual Meeting of the Association of Teachers in Technical Writing*. San Francisco, CA. March 2009.
15. "Challenging the Value Propositions in Technical Communication." *Annual Meeting of the Association of Teachers in Technical Writing*. New Orleans. LA. April 2008.
16. "The Ethics of Experience Design: A New Value Proposition for Technical Communication." *Annual Meeting of the Association of Teachers in Technical Writing*. New Orleans, LA. March 2008.
17. "Engaging Students in Creative Problem Solving." *South Atlantic MLA.* Atlanta, GA. November 2007.
18. "User Experience Design for Technical Communication." *International Professional Communication Society Annual Meeting*, Seattle, Washington. October 2007.
19. "Perspectives on Information Design." *Popular Culture/American Culture Annual Meeting*, Boston, MA. April 2007.
20. "Framing Visual Rhetoric: Uncomfortable Questions and Uneasy Coalitions." *The 56th Annual Meeting of the Conference on College Composition and Communication*, Chicago, IL. March 2006.

21. "Leaders, Managers, and SMEs: Positioning Technical Communication for the Creative Economy." *International Professional Communication Conference*, Limerick, Ireland. July 2005.
22. "The 'Triple Threat' as the Future of Technical Communication." *Annual Meeting of the Association of Teachers in Technical Writing.* San Francisco, CA. March 2005.
23. "Using Color as a Navigation Device in Complex Online Information Spaces." *7th ISKO-Spain Conference on the Human Dimension of Knowledge Organization*, Barcelona, Spain. July 2005.
24. "Sustainable Technology-Rich Education: Technological Activism and Learner-Centered Pedagogy." *Computers and Writing* 2004, Honolulu, HI, June. 2004.
25. "Placing Technical Communication at the Border of Service-learning, Democratic Citizenship and Corporate Interest." *Council of Programs in Technical and Scientific Communication,* Potsdam, NY. October 2003.
26. "Bringing Real World Projects into the College Technical Writing Classroom." *50th Annual Convention of the Society for Technical Communication,* Dallas, TX. May 2003.
27. "What Does it Mean to Write? English Studies, Technological Activism, and Sustainable Distance Education" *Annual Meeting of the Conference on College Composition and Communication,* New York, NY. March 2003.
28. "Teaching the 'Three-Legged Stool' in Technical Communication Graduate Programs." *Annual Meeting of the Association of Teachers in Technical Writing*. New York, NY. March 2003.
29. "The Politics of Newsletters: Who Gets in and What Comes Out?" *Annual Meeting of the Association of Teachers in Technical Writing*. Chicago, IL. March 2002.
30. "Academic Entrepreneur: Defining the Role of the Next Generation of Technical Communication Scholars." *Annual Meeting of the Association of Teachers in Technical Writing*, Chicago, IL. March 2002.
31. "Positioning Our Students Inside and Outside Workplace Culture: A Report on Clemson University's 'Learning to Succeed in the Workplace' Program" *Annual Meeting of the Association of Teachers in Technical Writing*, Denver, CO. March 2001.
32. "Reflective Instrumentalism as a Possible Guide for Revising a Master's Degree Reading List." *Annual Meeting of the Council of Programs in Technical and Scientific Communication*, Menomonie, WI. October 2000.
33. "Pushing the Limits of the Pedagogical Arts of the Contact Zone in the Wired Writing Classroom." *Computers and Writing*, Fort Worth, TX. May 2000.
34. "Thinking Out of the Pro-Verbal Box: Towards a Theory and Pedagogy of Electronic Argumentation." *The 50th Annual Meeting of the Conference on College Composition and Communication*, Atlanta, GA. March 1999.
35. "Notes Toward a Unified (Non) Theory of Composition and Literature." *The 49th Annual Meeting of the Conference on College Composition and Communication*, Chicago, IL. March 1998.
36. "Notes Toward a Reconciliation of Writers and Critics: The Case of Wallace Stevens." *Reconcilable (In)differences: The Marriage of Writers and Critics.* Denver, CO. April 1997.
37. "Evolutionary Models of Analysis in Literature and Literary Criticism," *The Conference on Evolutionary Perspectives in the Social Sciences and Humanities*. Vancouver, Canada. October 1997.

Invited Lectures
1. "Some Challenges and Possible Directions for Entrepreneurship in Southern Spain." CINet Workshop on Creative Entrepreneurial Venturing. Barcelona, Spain. October 2015.
2. "Exploding the Hero Myth of Entrepreneurship." Symposium on Innovation Ecosystems. Elche, Spain. October 2015.
3. "Is Social Media Really Social?" Keynote address, International Symposium on Language and Communication, Izmir, Turkey. June 2012.
4. "Virtual Worlds Pedagogy." Campus Technology Conference, Boston, MA. July 2008
5. "Designing the User Experience for the World Wide Web," Anchorage, AK. April 2007
6. "Composition Meets Visual Communication." San Diego State University, 2005.

7. "Incendiary Rhetoric on the World Wide Web: A Teachable Moment." Computers in Writing Intensive Classrooms, Houghton, MI. July 2002.
8. "E-Commerce and the Used Truck Market: Some Strategies for Implementing a Business Website." Used Truck Association Annual Convention, Las Vegas, NV. June 2002.

Invited Seminars
1. "Entrepreneurship in the Service Course." Pre-conference Seminar, Association of Business Communication, Seattle, WA. October 2015.
2. "The Art of Rapid Response: Speaking Under Pressure." Sage Automotive Corporation. March 2014.
3. "Intercultural Communication in the Global Workplace." Sage Automotive Corporation. June 2014.
4. "Persuasive Speaking in Groups." Baldor Engineering Corporation. July 2013
5. "Business Communication at Work." Santee Cooper Power Cooperative, 2008-2015 (twice yearly).
6. "Learning to Succeed in the Workplace." Pearce Center for Professional Communication, January 2000.
7. "Preparing to Teach Business and Technical Writing." Clemson University. March 2000.

Blog posts
1. "What is Technical Communication"
https://www.madcapsoftware.com/blog/what-is-technical-communication/?utm_source=linkedin&utm_medium=social&utm_campaign=asset&utm_content=blog

GRANTS AND SCHOLARSHIP
Externally-Funded Awards ($1,596,015)
1. $1.5MM, *Stem and ICT Instructional Worlds: The 3-D Experience (STEM-ICT 3D).* National Science Foundation ITEST Program. Award # DRL-083352, Co-PI. 2009-2012. Complete.
2. $12,000, *"I-Witness" Documentary Film Project*. Patriot's Hall Museum. PI 2004-2005. Complete
3. $84,015, *Synergy: The Journal of Undergraduate Research in Science and Engineering*. Center for Advanced Engineering Fibers and Films (CAEFF) Budget Supplement. National Science Foundation, 2001-2003. Complete

Internally-Funded Awards and Production Contracts, ($62,674)
1. $7500, Cybersecurity Research Seed Grant. (2020-2021)
2. $7500, Creativity Professorship Seed Grant. (2012-2013)
3. $1403, *Building an Online Yearbook.* Clemson Players, 2001.
4. $8,000, Seeding the Future: Funding for Future Contract Work, Clemson University Innovation Fund, 2002.
5. $10,000, *Improving the Quality of Online Discussion*, Clemson University Innovation Fund, 2000- 2001.
6. $21,960, *Learning to Succeed in the Workplace*, Clemson University Innovation Fund, 2000.

Proposed as PI or Co-PI $10,809,170 (unfunded)
1. $900,000, An Experimental Study of the Impact of Virtual Environments on Diabetic Education. NIH, 2009.
2. $9 million, Educational Technology Research and Development Center. Department of Education, 2007.
3. $237,378, *Multimedia Mentors.* National Science Foundation, 2003.
4. $560,002, *Building a Conversational Argumentation Interface.* National Science Foundation, 2003.
5. $28,734, Assessing Online Grade Books as a Tool for Facilitating Communication. Spencer Foundation, 2002.
6. $40,000, *Technology Transfer, Intellectual Property Policy and Incubation at Peer Institutions.* South Carolina Commission on Higher Education, 2001.
7. $28,671, Proposal to Improve the Multimedia Authoring Teaching and Research Facility. Clemson University Innovation Fund, 2000.

8. $14,322, *Online Resource for the Coalition in Health Environments Research.* Coalition in Health Environments Research (CHER) 1999.

COURSES TAUGHT AND GRADUATE COMMITTEES

Graduate Seminars
- MBA 850: Business Communication
- RCID 880: RCID Professional Studio
- RCID 811: Perspectives on Information Design
- ENGL 832: Special Topics in Business Writing
- ENGL 836: Usability Studies
- ENGL 851: Seminar in Professional Writing
- ENGL 853: Visual Communication
- ENGL 856: Workplace Communication

Undergraduate Courses
- TCID 2090: Technical Communication
- TCID 3100: Foundations of Tech Comm
- TCID 4080: Information Architecture
- TCID 4090: Senior Seminar
- ENGL 496: Senior Seminar
- ENGL 332: Visual Communication
- ENGL 495/695: Technical Editing
- ENGL 490/690: Advanced Technical Communication and Oral Presentation

Doctoral Committees
1. "Opportunities for Innovation: Game-based Learning in an Engineering Senior Design." May 2017
2. "Brand Community Interface Design: An Adapted Method for User Experience Research." May 2015
3. "Reading Graphically: Examining the Effects of Graphic Novels on the Reading Comprehension of High School Students." May 2013
4. "Localizing Technical Communication as a Discipline in China." December 2012
5. "Deadly Documents: Technical Communication, Organizational Discourse, and the Holocaust." May 2011
6. "Interpreting Green Branded Residential Developments in the Rural Southern Appalachian Mountains." August 2009
7. "Instructional Proxemics: Creating a Place for Space in Instructional Communication Discourse." May 2008

Selected Master's Committees as Major Advisor (76 total as major advisor)
1. "Facebook and Brand Management: How Rhetorical Appeal and Medium Affect Interactivity" Expected May 2019
2. "Growing Fandom to Weather the Storm: Using Twitter to Build Social Identity." May 2018
3. "Using the Production of Welfare Framework to Measure the Success of Short-Term Marketing Campaign: A Case Study." May 2017
4. "Effective Celebrity Endorsers and Rhetorical Positioning." May 2017
5. "Corporate public relations dynamics: Internal vs. external stakeholders and the role of the practitioner." May 2016
6. "Taming the Bear: USACE and Crisis Communication in the 2011 Mississippi Floods." May 2016
7. "What Learners Need: A Learner-Centered Design Model of Online Education." May 2015
8. "Designing the User Experience of Distance Education Students." December 2014
9. "Social Media and Its Role in Mitigating Crisis." May 2010
10. "Strategic Stories: An Analysis of the Profile Genre." May 2009
11. "Leadership Communication and Generation Y: Strategies and Techniques." August 2009
12. "Online Visual Design and Perceived Credibility: An Investigation of Web-based Persuasion. August 2008
13. "Online Product Reviews as Persuasive Discourse." December 2009
14. "Funded Proposal Writing and Activity Systems in Humanities." August 2009
15. "Communicating the Risks of Leiden V and other Blood Diseases." May 2009
16. "Content Management Systems in Land Grant Outreach." December 2008
17. "Online Visual Design and Perceived Credibility: An Investigation of Web-based Persuasion." August 2007
18. "Genre and Boundaries: How Business Videos Push the Genre Boundary" May 2007

19. "Content Management Systems in Land Grant Outreach." Expected May 2008
20. "Trust in Virtual Teams: An Examination of Trust Formation in Workplace Settings." May 2006.

RECOGNITIONS
● C.R. Andersen Research Award, Association for Business Communication
● Higher Education Leadership Academy, Furman University
● Council of Graduate Schools Dean's Institute
● Virtual Worlds Consortium, co-founder
● Liberal Arts Leadership Institute, Furman University
● Phi Kappa Phi National Honors Society
● High proficiency in Spanish (Cervantes Institute B2/C1)

PROFESSIONAL ORGANIZATIONS
● Council of Programs for Technical and Scientific Communication (CPTSC)
● Association of Teachers of Technical Writing (ATTW)
● IEEE Professional Communication Society (IEEE PCS)
● International Environmental Communication Association (IECA)

SERVICE
Selected National Service

2022	External Program Reviewer, Saginaw Valley State University
2019-Present	Vice President, Council of Programs of Technical and Scientific Communication
2016-2022	*IEEE Transactions on Professional Communication*, Associate Editor for Translations
2018-Present	*Journal of Business and Technical Communication* Board of Reviewers
2012	International Education and Graduate Studies Program Reviewer/Consultant, Radford University
2011	Professional Communication External Program Auditor, Davidson University
2009-2010	NCTE Technical and Scientific Communications Committee Member
2008-2009	Chair, Selection Committee, Jay R Gould Award for Excellence in Teaching Award (STC)
2007-present	*IEEE Transactions on Professional Communication* Board of Reviewers
2006-2010	*Technical Communication* Board of Reviewers
2006-present	Tenure/Promotion External Reviewer (15 total reviewed)
2005-2006	National Science Foundation Grant Reviewer
2004-2005	Social Sciences and Humanities Research Council of Canada External Grant Reviewer
2002-2009	ATTW Executive Committee and Membership Committee Chair

Selected University Service (University of Colorado-Colorado Springs)

2019-2020	Member, University Strategic Planning Committee

Selected University Service (Clemson University)

2016-2019	Member, Executive Committee, President's Leadership Institute
2014-2016	Member, "2020 Forward" University Strategic Planning Committee
2014-2015	Member, Vice President of Research Search Committee
2014-2015	Member, Dean Search Committee, Graduate School
2009-2010	Member, Dean Search Committee, College of Architecture Arts and Humanities
2009-2010	Member, Professional and Continuing Education (PACE) Steering Committee
2008-2010	Member, Clemson University Capital Campaign Strategic Communication Committee
2008-2009	University Internationalization Task Force
2008-2010	Office of Research and Economic Development Strategic Planning Task Force
2005-2009	Faculty Senator & Chair, Faculty Research Committee, Member Faculty Senate Executive Board

Selected Departmental Service (Clemson University)

2018-Present	Chair, English RPT Committee
2017-2018	Chair, Calhoun Lemon Professor Search Committee (endowed chair position)
2016-Present	Member, English Executive Advisory Committee
2013-2015	Member, Advanced Writing Committee
2014-2015	Member, Advanced Writing Faculty Search Committees
2013-2015	Chair, Communication Studies RPT Committee
2007-2010	Member, English RPT Committee
2006-2009	Member, Writing and Publication Studies Committee
2002-2004	Chair, PhD Planning and Development Committee
1999-2005	Member, Research Team, Pearce Center for Professional Communication

NONPROFIT AND STARTUP ACTIVITIES

2014-2018   ***Clemson Aquatic Team, Secretary of the Board of Directors.*** Participated in all activities directing a sports nonprofit including fundraising, community relations, hiring, policy formation, and volunteer coordination. Work with the local, regional and national USA Swimming affiliates to promote swimming. Plan and execute three major regional swim meets each year for 400+ elite swimmers (www.clemsonaquaticteam.org).

2014-2017   ***Upstate Carolina Angels Network (UCAN).*** Participated in screening, selecting, and providing seed-level funding for startups in the Southeast. Provide ongoing mentorship and networking opportunities for founders of companies. (http://www.scangelnetwork.com/ucan/)

2012-2016   ***Co-Founder and Chief of Academic Achievement, GRWO.*** Venture-funded startup ($2MM+) that promoted academic and personal achievement for millennials by rewarding their success with offers and benefits from corporate loyalty programs. (www.grwo.co)

2011-2014   ***Co-Founder, $60 Scholarships.*** Directed all activities of new social enterprise startup whose mission was to build educational infrastructure in impoverished areas while developing non-profit leadership and social responsibility experiences for college students. Founded with Clemson students; closed for funding issues.

2008-2011   ***Co-Founder, STREAMTools, a division of Illionix Coroporation.*** Coordinated and developed professional development workshops in communication and collaboration according to proprietary writing method. Founded with Alex Mamishev, University of Washington.

1998-present   ***Principal, Williams Intelligent Communications.*** Communication consulting and training for multiple clients including Bank of America, Michelin North America, GenProbe Pharmaceuticals, Bosch Corporation, Oconee Memorial Hospital System (now Greenville Hospital System), Sage Automotive Interiors, Santee Cooper Electric Cooperative.