Scott J. Kowalewski, Ph.D.
Writing \ Rhetoric \ Usability \ Digital Media

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Academic Appointments

Associate Professor of Rhetoric and Professional Writing   July 2018-Present
  Saginaw Valley State University, University Center, MI

Assistant Professor of Rhetoric and Professional Writing   July 2013-June 2018
  Saginaw Valley State University, University Center, MI

Education

Ph.D., Rhetoric and Writing, Virginia Tech   May 2013

  Dissertation: *Specialized Online Publics and Rhetorical Ecologies: A Study of Civic Engagement and Natural Resource Management*

  Committee: Diana George (Chair), Kelly Belanger, Dànielle DeVoss, Shelli Fowler, and Carolyn Rude

M.A., Written Communication, Eastern Michigan University   June 2009

  Concentration: Professional Writing

B.S., Electronic Media and Film Studies, Eastern Michigan University   Dec. 2006

  Honors: Cum Laude
  Minor: Environmental Biology

Graduate Certificates

Future Professoriate, Virginia Tech   May 2013

Teaching of Writing, Eastern Michigan University   April 2009

Research and Teaching Interests

Technical and Professional Communication
User Experience and Usability
Digital Media and Multimodality
Civic Engagement and Public Writing
Visual Rhetoric and Document Design
Program Administration and Curriculum Development

Scholarly Activities

Peer-Reviewed Scholarly Articles

Williamson, Bill and Scott J. Kowalewski. "Cultivating a Rhetoric of Advocacy for Usability Studies and User-Centered Design." *Communication Design Quarterly* 5.3. pp. 35-47. November 2017.

Kowalewski, Scott J. and Bill Williamson. "Strategic Assessment and Usability Studies: Tracing the Evolution of Identity and Community Engagement in an Undergraduate Professional and Technical Writing Program." *Programmatic Perspectives* Vol. 8.2. pp. 96-118. October 2016.

Book Chapters

Williamson, Bill and Scott J. Kowalewski. "Teaching Usability Studies and Content Management in Technical Communication." In Tracy Bridgeford (Ed.) *Teaching Content Management in Technical and Professional Communication*. New York: Routledge, 2020. 87-107.

Edited Collections in Progress

Bridgeford, Tracy, Bill Williamson, Steve Benninghoff, and Scott J. Kowalewski (Eds). *We are the Stories We Tell: Reframing Professional Identity and Agency in Technical Communication*. Proposal in development for late 2021/early 2022 publisher solicitation.

Articles in Progress

Kowalewski, Scott J. "Specialized Online Publics: A Framework for Natural Resources Management in Digital Discourse**."**

Pass, Elizabeth, Bill Williamson, and Scott J. Kowalewski. "Getting to Universal Design through Disability Studies: Grounding Technical Communication Principles with Disability Studies Theory."

Conference Proceedings

"Pleading the Fifth (Outcome): Composing in Electronic Environments." with Evan Snider, Tim Lockridge, Diana George, and Paula Mathieu. *WPA Conference Proceedings 2010, Philadelphia, PA*. Eds. Charlie Lowe and Terra Williams. Council of Writing Program Administrators, 2011.

Textbook Chapters

"Composing in Electronic Environments: Multimodal Composing." with Tim Lockridge and Evan Snider. *Composition at Virginia Tech: Written, Spoken, and Visual Communication.* Boston: Pearson Custom Publishing, 2010. 103-122. Print.

"Composing in Electronic Environments: Texts and Technology." with Tim Lockridge and Evan Snider. *Composition at Virginia Tech: Written, Spoken, and Visual*

Communication. Boston: Pearson Custom Publishing, 2010. 123-134. Print.

Conference Presentations

"We Are the Stories We Tell" with Tracy Bridgeford, Bill Williamson, and Steve Benninghoff. Association of Teachers of Technical Writing Virtual Conference. June 2021.

"Cultivating Advocacy through Makerspaces." Computers and Writing Conference, Greenville, NC. May 2020. Note: C&W Conference was cancelled due to the COVID-19 pandemic.

"Preparing Twenty-First Century Communicators, Part II: Digital Video Production in Professional and Technical Writing" with Bill Williamson. Teaching and Learning Symposium. University Center, MI. February 2020.

"Understanding Stakeholders for Academic Websites: Institutional Ethics and Designer Responsibility.' Computers and Writing Conference, East Lansing, MI. June 2019

"Acting Out: Understanding the Role of Usability Research Centers as User Advocacy." Conference on College Composition and Communication, Pittsburgh, PA. March 2019

"Teaching Usability in the TPC Curriculum: Pedagogical Strategies and Student Impact" with Steve Benninghoff, Bill Williamson, D-Jay Bidwell, Josh Maday, and Dustin Dehne. Corridors: Great Lakes Writing and Rhetoric Conference, University Center, MI. September 2018.

"Juxtaposing Audio and Video in the Writing Classroom" with Steven Krause. Corridors: Great Lakes Writing and Rhetoric Conference, University Center, MI. September 2018.

"Negotiating *Praxis*, *Phronesis*, and Power through Usability Research and Consulting" with Bill Williamson and Steve Benninghoff. Computers and Writing Conference. Fairfax, VA. May 2018.

Podcasts: Rethinking the Popular Culture Phenomenon as Scholarly Activity." Far West Popular Culture Association Conference. Las Vegas, NV. February 2018.

"Preparing Twenty-First Century Communicators: Audio Production in Professional and Technical Writing" with Bill Williamson. Teaching and Learning Symposium. University Center, MI. February 2018.

"Shout It Out Loud: Advancing Aural Scholarship in Writing Studies." with Bill Williamson. Corridors: The Great Lakes Writing and Rhetoric Conference. Detroit, MI. September 2017.

"Understanding Reader-Users, Enacting *Techne*: Technical Writing Research and Development in a Dedicated UX Facility." with Bill Williamson, Dominic Scola, and Ky Wojciechowski. Computers and Writing Conference. Findlay, OH. June 2017.

"Writing Wants to be Participatory: Encouraging Civic Engagement through Usability Studies."

with Bill Williamson, Brad Herzog, and Bryan Powell. WIDE-EMU Conference. Ypsilanti, MI. October 2016.

"How Might We Effectively Teach Usability with Access to a Dedicated Research Facility?" Council for Programs in Technical and Scientific Communication Conference. Savannah, GA. October 2016. Note: CPTSC conference was cancelled due to Hurricane Matthew.

"Articulation and Knowledge Management, Assessing Forward in TPC: Internships and Advisory Boards" with Steve Benninghoff. Conference on College Composition and Communication. Houston, TX. April 2016.

"A Talk about Talking about Writing: Podcasting as Writing Beyond the Classroom." WIDE-EMU Conference. East Lansing, MI. October 2015.

"Contemporary Landscapes of Usability Studies: Four Perspectives" with Jennifer Eisen, Mitchell Kloc, Breanna Miele, and Allison Sterken. Association of Professional and Technical Writers (APTW) Mini-Conference. University Center, MI. April 2014.

"Hybrid Publics in (Free) Digital Spaces: Citizen-Government Collaborations in Natural Resource Management." WIDE-EMU Conference. Ypsilanti, MI. October 2013.

"Writing Publics, Public Writing: Considering Online Forums as Specialized Publics in Existing Rhetorical Ecologies." Conference on College Composition and Communication. Las Vegas, NV. March 2013.

"The Case of the Ticking Pig Bomb: Beyond Believing Environmental Policy through Online Civic Discourse." The Association of Teachers of Technical Writing Conference. Las Vegas, NV. March 2013.

"The Vernacular Rhetorics of an Online Discussion Board: How Discourse Persuades and Constitutes Audiences at *Michigan-Sportsman.com*." Rhetoric Society of America Conference. Philadelphia, PA. May 2012.

"Racking Focus on Digital Video Compositions: Student Perspectives and Pedagogical Implications." Computers and Writing. Raleigh, NC. May 2012.

"Writing the Outdoors: Online Sportsmen Forums and Public Discourse." Computers and Writing. Ann Arbor, MI. May 2011.

"The Ecology of Digital Video Compositions." Conference on College Composition and Communication. Atlanta, GA. April 2011.

"Pleading the Fifth (Outcome): Composing in Electronic Environments—Multimodal Composition." The Council of Writing Program Administrators. Philadelphia, PA. July 2010.

"Lights, Camera, Compose: Digital Video Compositions and Writing Studies." Computers and Writing. West Lafayette, IN. May 2010.

"Genre, Conventions, and Strategies: Three Words for Real Writing." with Linda Adler-Kassner, John Dunn, and Evelynn Benn. Writing for Real Conference. Ypsilanti, MI. September 2008.

"Balancing Act: Avoiding Bias and Achieving Balance in Today's Media Environments." with Eric Christensen. Eastern Michigan University Graduate Research Fair. Ypsilanti, MI. March 2008.

"'Why Twitter May Lead to World Peace' and other Musings about Open-Source Journalism." with Christine Tracy. Democracy in Our Wiki World Conference. Ypsilanti, MI. Feb. 2008.

Invited Keynote

"Connecting with the Next Generation of Students: Authentic Experiences and Stories" with Bill Williamson and J. Blake Johnson. SVSU Teaching and Learning Symposium, University Center, MI. February 2019.

Invited Speaker

"From Busted to Boosted: Reframing Plagiarism as a Teaching Opportunity." Saginaw Valley State University Center for Academic Innovation Workshop. March 19, 2021.

"Scaffolding and Supporting Writing Assignments in the CI Course." Supporting Writing in Communication Intensive (CI) Courses Workshop Series. Saginaw Valley State University. October 2018.

"Beyond First-Year Writing: Strategies for Students (and Faculty!)." Supporting Writing in Communication Intensive (CI) Courses Workshop Series. Saginaw Valley State University. September 2018.

"Multimodal TLC: Threading, Layering, and Converging in Multimodal Compositions." Saginaw Valley State University First-Year Writing Faculty Workshop. August 17, 2018.

"Applying the Formula for Motivation through Process, Feedback, and Reflection." Saginaw Valley State University Teaching Table. February 1, 2017.

"Writing the Outdoors" ENGL 505: Rhetoric of Science and Technology, Prof. J.S. Dunn, Eastern Michigan University. November 30, 2016.

"Vernacular Rhetoric and Civic Action." ENGL 6334: Rhetoric and Society, Prof. Diana George, Virginia Tech. March 5, 2015.

"Advocacy Rhetoric in the Public Sphere: A Look at Michigan's Feral Swine Issue." ENGL 310: Writing and Civic Literacy, Prof. J.S. Dunn, Eastern Michigan University. March 20, 2014.

"Writing in Electronic Environments" with Tim Lockridge. Teaching to the Outcomes Workshop Series, Virginia Tech Composition Program. October 2010.

Poster Presentations

"Seeing the Matrix: Visualizing Networks of Theory and Practice in TPC Pedagogy" with Steve Benninghoff. Conference on College Composition and Communication. Tampa, FL. March 2015.

National Workshop Presentations

"Content Management Workshop: Part I" with Tracy Bridgeford, Stuart Whittemore, Donna Kain, and Bill Williamson. Council of Programs in Technical and Scientific Communication Conference. Minneapolis, MN. October 2018.

"Cultivating New TPC Instructors: A Heuristic-based Technical & Professional Writing Pedagogy Workshop" with Steve Benninghoff, Bill Williamson, and Teena Carnegie. Conference on College Composition and Communication. Portland, OR. March 2017.

"A Technical and Professional Writing Pedagogy Workshop: The Risk and Reward of Teaching Result-Oriented Invention and Heuristic Design Process." with Steve Benninghoff and Kathryn Northcutt. Conference on College Composition and Communication. Tampa, FL. March 2015.

Funded Grant Activity

"Creating a Makerspace within the Center for Experience Research and Design (CERD)" with Bill Williamson. Submitted to the Department Innovation Grant Fund. March 2019. Status: Awarded **$5,000**.

"Dow Visiting Scholar: Elizabeth Wardle" with Emily Beard-Bohn and Sherrin Frances. Submitted to the Dow Visiting Scholar and Artist Grant Fund. March 2019. Status: Awarded **$4,528**.

"Preparing Twenty-First Century Communicators, Part II: Digital Video Production in Professional and Technical Writing" with Bill Williamson. Submitted to the Herbert H. and Grace A. Dow Academic Development Fund. February 2019. Status: Awarded **$4,224.**

"Preparing Twenty-First Century Communicators: Audio Production in Professional and Technical Writing" with Bill Williamson. Submitted to the Herbert H. and Grace A. Dow Academic Development Fund. February 2017. Status: Awarded **$4,314**.

Teaching Experience

Associate/Assistant Professor, Saginaw Valley State University   2013-Present
Courses Taught

Current Curriculum (Fall 2019-Present):
RPW 210: Rhetoric, Power, and Culture (face-to-face and online sections)
RPW 225: Professional Development in Professional & Technical Writing

RPW 230: Problem Solving in Professional & Technical Writing
RPW 233: Emerging Media: Information Design
RPW 245: Journalistic Writing & Research
RPW 300: Writing in the Professions (face-to-face and online sections)
RPW 304: Technical Report Writing (online)
RPW 335: Instructional Writing & Design
RPW 350: Information Architecture in Professional & Technical Writing
RPW 375: Usability Studies
RPW 465: Advanced Rhetorical Theory
RPW 520: Writing in Science and Technology Contexts (online)

Former Curriculum (Fall 2013-Winter 2019):
RPW 260: Introduction to Professional and Technical Writing
RPW 262: Introduction to Journalism
RPW 285: Writing in Electronic Spaces (face-to-face and hybrid sections)
RPW 320: Grant and Proposal Writing
RPW 322: Instruction Writing
RPW 324: (Special Topics) Usability Research: Theory, Methods, and Practice
RPW 324: (Special Topics) User-Centered Design and Usability Studies
RPW 324: (Special Topics) Multimedia Writing
RPW 340: Writing in Community Organizations
RPW 386: Internship in Professional and Technical Communication
RPW 480: Studies in Rhetoric
RPW 481: Managing Document Design Projects
RPW 486: Internship in Professional and Technical Communication

Directed Studies:
Advanced Web Authoring and Usability Research (Summer 2019)
Advanced Web Writing and Research (Fall 2015)
Professional Writing and Ethical Social Action (Fall 2015)
Advanced Journalism (Winter 2016, Winter 2017, Winter 2018)
Advanced Editing for Publication (Winter 2016)
Advanced Usability Research (Winter 2016, Winter 2017)
User-Centered Design and Usability Studies (Winter 2016, Sp&Su 2017)
Multimedia Writing (Spring 2017)
Advanced Multimedia Writing (Spring 2017)
Professional Writing & Information Architecture (Summer 2017)
Mobile Application User Experience (Fall 2017)
Cardinal Solutions (Winter 2018)
Historical and Theoretical Approaches to Tech Comm (Winter 2018)
User Experience (UX): Theories and Scholarship (Summer 2020)

Honors Thesis:
Director: Gabrielle Alston. "Technical Communicators in Global Marketing:
Cultural and Communicator Influences on Marketing and Media Types in
the Modern World." Completed December 2018.

Master's Capstone Project:
Reader: Hope Little "O.L.L.I. Usability Report" Completed August 2015

Graduate Teaching Assistant, Virginia Tech   2009-2013
        Courses Taught:
                ENGL 3764: Technical Writing
                ENGL 1106: Writing from Research
                ENGL 1105: Introduction to College Composition

Adjunct Instructor, Eastern Michigan University   Summers 2009, 2010, & 2011
        Courses Taught:
                ENGL 120: Reading and Writing the College Experience (4 sections)
                All sections part of EMU's Summer Incentive Program for at-risk students.

Graduate Assistant, Eastern Michigan University   2007-2009
        Courses Taught:
                ENGL 120: Reading and Writing the College Experience (2 sections)
                Includes a section in EMU's Promoting Academic Survival and Success (PASS) program. A program designed to increase retention by helping first-year students transition to college

                ENGL 121: Researching the Public Experience (2 sections)

Administrative Appointments

Writing Program Administrator, SVSU University Writing Program   2018-2021
        Saginaw Valley State University

Co-Director, Center for Experiential Research & Design   2013-2014 & 2017-Present
        Saginaw Valley State University

Co-Director, PTW Audio & Video Production Studios   2017-Present
        Saginaw Valley State University

Coordinator, Professional/Technical Writing Internship Program   2014-2016
        Department of Rhetoric and Professional Writing, Saginaw Valley State University

Graduate Assistant to the Director of Composition   2010-2011
        Department of English, Virginia Tech

Service and Professional Activities

University Service

Chair, University Writing Committee   2018-2021
        Saginaw Valley State University

Member, First-Year Writing Committee   2018-Present

Member, SVSU General Education Category 10: Written Communication Task Force   2018

Production Specialist, *Redpod* Podcast   2017-2018
    Saginaw Valley State University

Production Specialist and Editor, *Argument without End* Podcast   2017-2019
    SVSU History Department Podcast

Secretary, Faculty Association Executive Board   Sept. 2016-August 2017
    Saginaw Valley State University

Producer & Host, *TIPcasts (Teaching Innovations in Practice) Podcast*   2016-2018

Floor Representative, SVSU Faculty Association   2015-Present

Chair, Rebecca Beeson's, Instructor of RPW, Evaluation Team   2015-2016

Creator, "Using Audio/Video Feedback" Screencast   Fall 2015
    Create and edit screencast for using the audio and video feedback tool within the
    Canvas LMS. The video was featured in the October 2015 CAI newsletter.

Presenter, Canvas Showcase   Sept. 2015
    Delivered a presentation on the audio and video feedback tool within the Canvas LMS

Presenter, Faculty Technology Showcase. Saginaw Valley State University   April 2014
    Showcase SVSU Center for Usability/Accessibility Studies and Universal Design

Member, SVSU Learning Management System Task Force   2014
    Participate and make recommendation for new LMS

Panelist, "Faculty Summer Institute Alumni Q&A." New Faculty Orientation   Aug. 2014
    Saginaw Valley State University

College of Arts and Behavioral Sciences Service

Member, ABS Graduate Program Committee   2017-2018
    College of Arts and Behavioral Sciences, Saginaw Valley State University

Member, ABS Strategic Planning Committee   2014/2015
    College of Arts and Behavioral Sciences, Saginaw Valley State University

Member, Unit Grant Committee   2013 & 2014
    College of Arts and Behavioral Sciences, Saginaw Valley State University

Department Service

Assessment Specialist, SVSU General Education Curriculum   2018-Present

Mentor, SVSU First-Year Writing Program   2018-2020

Advisor, Association of Professional and Technical Writers (APTW) RSO   2017-Present

Faculty Advisor, Cardinal Solutions   2016-2018
      Participate in interdisciplinary, collaborative service-learning group.

RPW Representative, Standish-Sterling High School Career Day   2016 & 2017

Faculty Co-Leader, Usability Research Team   Jan. 2016-Present
      Co-creator and co-leader of student, faculty, and alumni research group.

Contributor, RPW Recruitment and Programmatic Growth   2015-Present
      Participate in a number of on-going activities that help to promote the RPW Department,
      including meeting with colleagues from Delta College.

Co-Producer and Co-Host, *The Technical Rapport* podcast   2015-Present
      Created and implemented a regular podcast series that highlights the RPW Department,
      its students, faculty, and alumni. Write, produce, host, and edit the podcast series.

Senior Researcher, Center for Usability Studies and Universal Design   2015-2017
      Department of Rhetoric and Professional Writing, Saginaw Valley State University

Co-Coordinator, RPW World Usability Day Event   2015-Present
      Help organization local event in conjunction with the global World Usability Day
      Celebration.

Interim Advisor, Association of Professional and Technical Writers (APTW) RSO   Fall 2015

Member, Search Committee for One-Year Temporary Full Time Instructor of RPW   Spring 2015
      Served on committee as Inclusion Advocate.

RPW Representative, SVSU Fall Open House   2013, 2014, 2015 & 2017
      In addition to participating, I also created a video marketing the RPW Department.

Panelist, APTW Graduate School Panel. Saginaw Valley State University   Feb. 2014
      Participate in Q&A on rhetoric and writing graduate schools for interested students.

Editorial Team Member, *Composition at Virginia Tech* custom textbook.   2009-2012

Teaching Mentor, Department of English, Virginia Tech   2009 & 2011

First-Year Writing Committee, Department of English Language & Literature   2008-2009

Member, Graduate Assistant Search Committee   2008-2009
      Department of English Language & Literature, Eastern Michigan University

Discipline/Academic Service

Secretary, Michigan Chapter of Writing Program Administrators   2019-Present

Regional Coordinator, Michigan Chapter of Writing Program Administrators   2018-2019

Coordinator/Host, Corridors: Great Lakes Rhetoric and Writing Conference   2018

Reviewer, *Communication Design Quarterly*.   2017-Present
Reviewer, *Research in the Teaching of English*   2012-Present

Layout Editor, *Public Knowledge Journal*   2012-2013

Multimedia Editor, *Public Knowledge Journal*   2010-2012

Community Service

Head Coach, Youth Flag Football, Midland, MI.   Winter 2019

Volunteer, Shelterhouse Christmas Party   Dec. 2017

Head Coach, Sanford Youth League, Sanford, MI.   Spring 2016

Activity Lead, Cub Scouts Pack 3758, Plymouth Elementary, Midland, MI   March 2015

Additional Academic Employment

Writing Center Appointments

Writing Center Coach, Virginia Tech   Summer 2012
- Provide one-on-one writing support.
- Conduct online writing consultations.

Summer Academy Writing Tutor, Virginia Tech   Summer 2012
> Provide one-on-one writing consultation to students in the Virginia Tech Summer Academy (VTSA), a program that helps students transition to college through early enrollment and academic support.

Writing Consultant, Eastern Michigan University   2007-2009
- Provide one-on-one writing consultation.
- Design and present a variety of writing workshops (please see "Writing Workshops" below).

Writing Tutor, Oakland Community College   Fall 2008
- Provide one-on-one writing consultation at a diverse, multicultural college.

Writing Consultant, Holman Success Center, Eastern Michigan University   Summer 2008
- Provide writing support for EMU's Summer Incentive Program (SIP), a bridge program for conditionally admitted students.

Academic Advising

Academic Advisor (Grad Student), Eastern Michigan University   Jan. 2007-June 2007
    Advise incoming first-year students on:
- General education requirements
- Major and minor selection
- Scheduling and coursework
- University policies and procedures

Professional Development Activities

Online/Hybrid Teaching, Saginaw Valley State University   Winter 2014

Inclusion Advocacy Training, Saginaw Valley State University   January 2014

Faculty Summer Institute, Saginaw Valley State University   August 2013

Awards and Recognitions

Finalist, Innovative Writing in Teaching Award, SVSU   2017

Outstanding Graduate Instructor of Writing**,** Eastern Michigan University   2009

Writing Across the Curriculum Fellowship, Eastern Michigan University   Summer 2008

Outstanding Professional Writing Graduate Student, Eastern Michigan University   2008

Relevant Professional Experience

Marketing Writer, Online Tech, Ann Arbor, MI   May 2008-Oct. 2008
- Write, design, and edit various technical documents including white papers, data sheets, and organizational charts
- Manage company blog
- Write and edit press releases—Increased press coverage
- Update and edit company Web site—Increased Web traffic utilizing search engine optimization (SEO) strategies

Magazine Intern, *Michigan Out-of-Doors* (MUCC), Lansing, MI   Jan. 2007-July 2007
- Copy-edit page proofs for style and syntax
- Write original content, including the "Volunteer Spotlight" feature
- Assemble and edit "Letters to the Editor" section
- Write copy for the Web, a press kit, and a video production