

Daniel L. Hocutt

PhD Candidate in English, Old Dominion University, Norfolk, Virginia, USA
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Positions

Web Manager, Marketing & Communications
School of Professional & Continuing Studies, University of Richmond, Virginia, USA

Adjunct Professor, Liberal Arts
School of Professional & Continuing Studies, University of Richmond, Virginia, USA

Education

Doctor of Philosophy in English, 2019 (expected)
School of Arts and Letters, Old Dominion University, Norfolk, Virginia
Areas of Emphasis: Technology & Media Studies (primary); Rhetoric, Writing & Discourse Studies (secondary)

Master of Arts in English, 1998
Graduate School of Arts & Sciences, University of Richmond, Richmond, Virginia
Thesis: "A Tolerable Straight Line": Non-Linear Discourse in *Tristram Shandy*

Bachelor of Arts in English, 1992
Richmond College (School of Arts & Sciences), University of Richmond, Richmond, Virginia
Major in English, Secondary English teaching certification, 24 hours in Latin and classics

Research

Peer Reviewed Publications

Articles

Hocutt, D. L. (2016). User activity in context: Technical communicators as articulators of Google Analytics data. *Proceedings of the 34th ACM International Conference on the Design of Communication*. <https://doi.org/10.1145/2987592.2987611>

Brown, M. E., & **Hocutt, D. L.** (2015). Learning to use, useful for learning: A usability study of Google Apps for Education. *Journal of Usability Studies*, 10(4), 160-181. Retrieved from <http://uxpajournal.org>

Chapter

Brown, M. E., & **Hocutt, D. L.** (2017). Pervasive pedagogy: Collaborative cloud-based composing using Google Drive. In B. Gurung & M. Limbu (Eds.), *Integration of cloud technologies in digitally networked classrooms and learning communities* (pp. 98-119). Hershey, PA: IGI Global.

Edited Online Collection

Hocutt, D. L. (Ed.). (2015, November 16 - December 3). What opportunities are available to influence the way algorithms are programmed, written, executed, and trusted? (Curated collection of 11 Field Guide Survey responses). *MediaCommons*. <http://mediacommons.futureofthebook.org>

Online

Hocutt, D. L. (2016, October 3). IP as rhetorical agency (Invited response to Survey Question). *MediaCommons*. <http://mediacommons.futureofthebook.org>

Hocutt, D. L. (2014, October 16). Laminated identity: Author(iz)ed sharing on Facebook (Invited response to Field Guide Survey question). *MediaCommons*.
<http://mediacommons.futureofthebook.org>

In Review and Revision

Brown, M. E., & **Hocutt, D. L.** (forthcoming, fall 2017). Glocalizing the composition classroom with Google Apps for Education. In R. Rice & K. Amant (Eds.), *Thinking globally, composing locally: Rethinking online writing in the age of the global Internet*. Utah State University Press (accepted).

In Progress

Brown, M. E., & **Hocutt, D. L.** Usability of Google Docs for collaborative composing: FYC student attitudes. Research article

Hocutt, D. L. Toward layered technological literacy: Applying algorithmic literacy to the research process. Research article

Hocutt, D. L. Tracking tricksters in culture: Following the signs. Class experience review with student response

Editorial Reviews

Book

Hocutt, D. L. (2016) [Review of the book *Communicating Mobility and Technology: A Material Rhetoric for Persuasive Transportation*, by E. H. Pflugfelder]. *Communication Design Quarterly*, 4(4), 86–92. Retrieved from <http://sigdoc.acm.org/publication>

Hocutt, D. L. (2015). [Review of the book *Implementing Responsive Design: Building Sites for an Anywhere, Everywhere Web*, by T. Kadlec]. *Communication Design Quarterly*, 3(2), 93–96. Retrieved from <http://sigdoc.acm.org/publication>

Conference

Hocutt, D. L. (2016). [Review of Computers & Writing session E1: Approaches to teaching cultivated community spaces surrounding games]. 2016 C&W Reviews. *Sweetland Digital Rhetoric Collaborative*. Retrieved from <http://www.digitalrhetoriccollaborative.org>

Brown, M. E., & **Hocutt, D. L.** (2016). Extra-sessionary discourse (or talks over drinks) [Review of CCCC 2015 convention]. In A. Beaudin et al. (Eds.), *Reviews of the 2015 Conference on College Composition and Communication*. *Kairos*, 20(2), 16–17. Retrieved from <http://praxis.technorhetoric.net>

Hocutt, D. L. (2016). M.09: Sound and ambience: Investigating Thomas Rickert's *Ambient Rhetoric* [Review of CCCC 2015 session M.09]. In A. Beaudin et al. (Eds.), *Reviews of the 2015 Conference on College Composition and Communication*. *Kairos*, 20(2), 154–156. Retrieved from <http://praxis.technorhetoric.net>

Hocutt, D. L. (2015). [Review of the 2015 Computers & Writing Graduate Research Network (GRN)]. 2015 C&W Reviews. *Sweetland Digital Rhetoric Collaborative*. Retrieved from <http://www.digitalrhetoriccollaborative.org>

In Development

Rhetorical agency as emergent in posthuman cybernetic activity

Algorithms as extra-human rhetorics

Popular Publications

Hocutt, D. L. (2000, April 16). Review of *Champeen* by Heather Ross Miller. *Richmond Times-Dispatch*. Richmond, VA.

Hocutt, D. L. (2000, February 6). Review of *The Voyage* by Philip Caputo. *Richmond Times-Dispatch*. Richmond, VA.

Hocutt, D. L. (2000, January 9). Review of *The Story of a Million Years* by David Huddle. *Richmond Times-Dispatch*. Richmond, VA.

Hocutt, D. L. (1999, October 24). Review of *The Slow Way Back* by Judy Goldman. *Richmond Times-Dispatch*, Richmond, VA.

Hocutt, D. L. (1999, July 25). Review of *Mother of Pearl* by Melinda Haynes. *Richmond Times-Dispatch*, Richmond, VA.

Conference Papers & Presentations

Hocutt, D. L. (2016, September). *User activity in context: Technical communicators as articulators of Google Analytics data*. Paper presented at the annual ACM SIGDOC conference, Silver Spring, MD.

Hocutt, D. L. (2016, September). *Proposing onto-cartography to trace the rhetorical activity of algorithms*. Work-in-progress presented at the Research Network of the annual ACM SIGDOC conference, Silver Spring, MD.

Hocutt, D. L. (2016, May). *Crossing wires with Google Apps: Jumpstarting collaborative composing*. Paper presented at the annual Computers & Writing conference, St. John Fisher College, Rochester, NY.

Hocutt, D. L. (2016, May). *Proposing algorithmic literacy to study algorithmic rhetoric*. Work-in-progress presented at the Graduate Research Network of the annual Computers & Writing conference, St. John Fisher College, Rochester, NY.

Hocutt, D. L. (2016, May). *Delving into Google DeepMind: Using rhetorical analysis as an approach to algorithmic literacy*. Paper presented at HASTAC 2016, University of Arizona, Tempe, AZ.

Hocutt, D. L. (2016, April). *Assemblage ideologies: The influence of emergent agency in posthuman research practices*. Work-in-progress presented at the Humanities Unbound Conference, Norfolk, VA.

Hocutt, D. L. (2016, February). *Seeing ourselves as seen through the eyes of the algorithm*. Paper presented at the annual meeting of the Far West Popular Culture Association, Las Vegas, NV.

Campbell, J., **Hocutt, D. L.**, & Melita, P. (2015, November). *ADD [Analytics, Data & Dashboards] and evolve: Design & develop an executive dashboard*. Presented at the 24th Annual University Professional and Continuing Education Association Marketing & Enrollment Management Seminar, Denver, CO.

Hocutt, D. L. (2015, May). *Google's DeepMind can win Atari Games: What's rhetorical about that?* Work-in-progress presented at the Graduate Research Network of the annual Computers & Writing Conference, University of Wisconsin - Stout, Menomonie, WI.

Hocutt, D. L. (2015, April). *My algorithm can beat your human*. Work-in-progress presented at the Humanities Unbound Conference, Old Dominion University, Norfolk, VA.

Campbell, J., & **Hocutt, D. L.** (2015, March). *"You know, it's not really a 'Dashboard'": Selecting and sharing metrics toward data-driven decisions*. Presented at the 100th annual conference of the University Professional and Continuing Education Association, Washington, DC.

Hocutt, D. L. (2015, March). *Taking tablets for a Drive: Assessing Google Drive for collaborative composing on Apple iPads*. Paper presented at the Computer Connection section of the annual meeting of the Conference on College Composition and Communication, Tampa, FL.

Hocutt, D. L. (2015, March). *Writing on tablets: Using iPads for collaborative composing*. Work-in-progress presented at the Research Network Forum of the annual meeting of the Conference on College Composition and Communication convention, Tampa, FL.

Hocutt, D. L. (2015, February). *Boundary crossings: (T)here lie the tricksters*. Paper presented at the Myth and Fairy Tales Panel of the annual meeting of the Southwest Popular/American Culture Association, Albuquerque, NM.

Foerschler-Horn, N., Campbell, J., & **Hocutt, D. L.** (2014, November). *Key takeaways from three years of website benchmarking*. Presented at the annual University Professional and Continuing Education Association Marketing and Enrollment Management Seminar, Atlanta, GA.

Brown, M. E., & **Hocutt, D. L.** (2014, April). *Re/mediated identities: Composition in the Googleverse*. Work-in-progress presented at the Humanities Unbound Conference, Old Dominion University, Norfolk, VA.

Hocutt, D. L. (2006, November). *Governor's schools: Models of excellence*. Presented at the annual meeting of the National Association for Gifted Children. Charlotte, NC.

Hocutt, D. L. (2005). *Governor's schools: Models of excellence*. Presented at the biennial meeting of the World Council on Gifted and Talented Children, New Orleans, LA.

Essid, J., & **Hocutt, D. L.** (2000, May). *The worst readers are those who proceed like plundering soldiers: Critical reading, Nietzsche, and hypertext as tool*. Paper presented at the annual Computers & Writing conference, Fort Worth, TX.

Eicher, K., Eicher, D., & **Hocutt, D. L.** (1999, October). *Helpful hints for nominating gifted students for Summer Residential Governor's Schools*. Presented at the annual meeting of the Virginia Association for the Gifted, Richmond, VA.

Essid, J., Ryle, M., & **Hocutt, D. L.** (1999, June). *Rousseau and Nietzsche hypertexts*. Presented at the Richmond-Area Technology in Education Conference, Randolph-Macon College, Ashland, VA.

Hocutt, D. L. (1997, May). *Translating oral performance into written narrative: Inter-textual audience in the coyote stories of Simon Ortiz's A Good Journey*. Paper presented at the Association of American Indian Literatures panel of the annual conference of the American Literature Association Conference on American Literature, Baltimore, MD.

Conference Panels

Hocutt, D. L. (2015, February). *Myth and fairy tales 3*. Panel chair at the annual meeting of the Southwest Popular/American Culture Association, Albuquerque, NM.

Hocutt, D. L. (2011, November). *Where do we go now? Going mobile*. Panel moderator at the annual University Professional & Continuing Education Association Marketing Seminar, Las Vegas, NV.

Hocutt, D. L. (2011, June). *Where are we now, where are we going: Higher education & social media*. Panelist at the Social Media for Higher Education Communicators Workshop, University of Richmond, VA.

Hocutt, D. L. (2011, February). *Branding and marketing in a new media world*. Panelist at the annual University Professional and Continuing Education Association Marketing Seminar, San Antonio, TX.

Hocutt, D. L. (2000, October). *Sharing great ideas*. Session facilitator at the annual meeting of the National Conference of Governor's Schools, Greenville, SC.

Hocutt, D. L. (1998, April). *Hegemony, harmony, and hypertext: Learning communities in the culture of composition studies*. Panel chair at the annual meeting of the Conference on College Composition and Communication, Chicago, IL.

Workshops

Twitter Introduction and Use. Provided members of School's Recruiting Action Team a training workshop on setting up Twitter handles and using Twitter at events. School of Professional and Continuing Studies, Richmond, VA, September 14, 2015. In-service training

Webinars

Campbell, J., Fong, J., **Hocutt, D. L.**, & Melita, P. (2015). UPCEA CREMS quarterly webinar: Analytics, data, & dashboards (ADD): Dashboard petting zoo. Presented online from the University of Richmond, VA; UPCEA Headquarters, Washington, DC; and University of Denver, Denver, CO, August 26, 2015.

Horn, J., Campbell, J., & **Hocutt, D. L.** (2014). Key takeaways from 3 years of website benchmarking. Presented online from the University of Richmond, VA, and JMH Consulting Headquarters, Atlanta, GA, May 14, 2014.

Invited Talks

Hocutt, D. L. (2015). Words of encouragement and wisdom. *Graduation of Elise Cumbia*. Richmond, VA, May 30, 2015.

Hocutt, D. L. (2015). Online education update: Where it is and where it's heading. *Rotary Club of Western Henrico*, Richmond, VA, May 4, 2015.

Hocutt, D. L. (2014). *SPCS Innovations in Teaching* LinkedIn group overview. *SPCS Faculty Meeting*, University of Richmond, VA, September 4, 2014.

Hocutt, D. L. (2014). LinkedIn training sessions for *SPCS Innovations in Teaching*. *SPCS Adjunct Faculty Advisory Committee*, University of Richmond, VA, March 13 and April 3, 2014.

Hocutt, D. L. (2012). Building and leveraging your professional network. *SPCS Breakfast Forum*, University of Richmond, VA, July 17, 2012.

Ludovico, C., & **Hocutt, D. L.** (2011). Best practices: Research & writing. *SCS Breakfast Forum*, University of Richmond, VA, September 22, 2011.

Hocutt, D. L. (2009). How is Governor's School relevant in today's fiscal climate? *Governor's Schools for Humanities and Visual & Performing Arts*, Christopher Newport University, VA, March 21, 2009. Planning session

Hocutt, D. L. (2008). Teacher recognition day keynote address. *Governor's Schools for Humanities and Visual & Performing Arts*, University of Richmond, VA, July 11, 2008.

Hocutt, D. L. (2003). Using Blackboard in the classroom. *University of Richmond School of Continuing Studies*, Richmond, VA, Spring 2003. Liberal arts faculty in-service training sessions

Larkin, M. R., & **Hocutt, D. L.** (2002). Action plan revision workshop: Developing a residence hall improvement plan (RHIP). *London Central High School & Residence Halls*, High Wycombe, UK, January 26-28, 2002. Faculty in-service

Teaching

Experience

Adjunct Professor, University of Richmond School of Professional and Continuing Studies
Continuous assignments 2000-present

Adjunct Instructor, Northern Virginia Community College, Loudoun Campus
Teaching assignment spring 2003

Secondary English Teacher, Oscar F. Smith High School, Chesapeake, Virginia
Continuing employment August 1992 – June 1996

Post-Secondary Classes Taught

Upper Division Undergraduate

Tracking Contemporary Trickster (3 sem. hrs.). Explore the trickster principle in order to identify and understand contemporary trickster (also cross-listed as graduate level and independent study). *University of Richmond*

ST: Tricking the Light Fantastic (3 sem. hrs.). Initial trial run of course that became Tracking Contemporary Trickster. Tracking contemporary trickster through literature, mythology, and culture. *University of Richmond*

History of Human Expression (6 sem. hrs.). Team taught survey of Western artistic and literary expression from Greek to post-modern eras. *University of Richmond*

Knowledge Management: Seminar in the Disciplines I (3 sem. hrs.). Undergrad seminar on research and academic composing; topic in fall 2014: the network society. *University of Richmond*

Lower Division Undergraduate

Advanced Academic Writing (3 sem. hrs.). Covers academic writing genres and conventions, focusing specifically on argument. *University of Richmond*

Business Communications (3 sem. hrs., *hybrid*). Course focused on writing in business genres for working professionals. *University of Richmond*

Composition (3 sem. hrs.). Course focused on writing personal narrative and academic compositions incorporating research in the humanities; co-requisite of ENGL 100U. *University of Richmond*

Composition (3 sem. hrs.). Introductory English expository composition focusing on argumentative and research writing in an academic environment. *Northern Virginia Community College*

Critical Writing and Research I (3 sem. hrs.). Context-responsive composition genres for academic and professional audiences. *University of Richmond*

Critical Writing and Research II (3 sem. hrs.). Continue skills from ENGL 201U; focus on teaching academic composing for research-based projects. (*Retitled and redescribed as listed here in 2012.*) *University of Richmond*

Research Process (3 sem. hrs.). Team taught with a research librarian research and composing methods for academic audiences. *University of Richmond*

The Research Process (1 sem. hr.). Team taught ancillary course focused on performing academic research in library settings; co-requisite of ENGL 101U. *University of Richmond*

Secondary Classes Taught

Latin I (1 section). Introduction to reading, writing, and speaking Latin using the nature method; focus on Latin origins in English words.

Ninth Grade Foundational English (2 sections). Focus on reading and writing more effectively using strict organizational patterns.

Tenth Grade Honors English (3 sections). American literature and culture; analytical and research writing from literary sources.

World Literature (1 section). Writing using five-paragraph essay and literary appreciation with a focus on British literature.

Yearbook Journalism (1 section). Creating and publishing school's yearbook with Jostens yearbook journalism curriculum.

Secondary and Post-Secondary Courses Taught by Institution

University of Richmond School of Professional and Continuing Studies

Spring 2017	ENGL 202U Critical Writing and Research II
Fall 2016	ENGL 201U Critical Writing and Research I
Spring 2016	ENGL 201U Critical Writing and Research I
Fall 2015	ENGL 201U Critical Writing and Research I
Spring 2015	ENGL 202U Critical Writing and Research II
Fall 2014	ADED 301U Knowledge Management: Seminar in the Disciplines I
Spring 2014	ENGL 201U Critical Writing and Research I
Fall 2013	ENGL 203U Research Process
Spring 2013	ENGL 349U Tracking Contemporary Trickster
Fall 2012	ENGL 202U Critical Writing and Research II
Summer 2012	ENGL 398U ST: Tricking the Light Fantastic
Spring 2012	ENGL 203U Research Process & HUM 346U History of Human Expression
Fall 2011	ENGL 202U Advanced Academic Writing & ENGL 203U Research Process
Summer 2011	ENGL 202U Advanced Academic Writing (hybrid)
Spring 2011	ENGL 203U Research Process
Spring 2010	ENGL 202U Advanced Academic Writing (online) & ENGL 203U Research Process (online)
Fall 2009	ENGL 202U Advanced Academic Writing
Spring 2009	ENGL 202U Advanced Academic Writing
Fall 2008	ENGL 202U Advanced Academic Writing
Spring 2008	ENGL 203U Research Process
Fall 2007	ENGL 100U The Research Process & ENGL 101U Composition
Spring 2007	ENGL 100U The Research Process, ENGL 101U Composition & ENGL 112U Business Communications (hybrid)
Fall 2006	ENGL 100U The Research Process & ENGL 101U Composition (face-to-face & hybrid)
Spring 2006	ENGL 100U The Research Process, ENGL 101U Composition & ENGL 112U Business Communications (hybrid)
Fall 2005	ENGL 100U The Research Process & ENGL 101U Composition (face-to-face & hybrid)
Spring 2005	ENGL 100U The Research Process, ENGL 101U Composition & ENGL 112U Business Communications (hybrid)
Fall 2004	ENGL 100U The Research Process & ENGL 101U Composition (2 sections)
Spring 2004	ENGL 100U The Research Process & ENGL 101U Composition

Fall 2003 ENGL 100U The Research Process & ENGL 101U Composition
Spring 2003 ENGL 100U The Research Process & ENGL 101U Composition
Fall 2002 ENGL 100U The Research Process & ENGL 101U Composition
Spring 2002 ENGL 100U The Research Process & ENGL 101U Composition
Fall 2001 ENGL 100U The Research Process & ENGL 101U Composition
Spring 2001 ENGL 100U The Research Process & ENGL 101U Composition
Fall 2000 ENGL 100U The Research Process & ENGL 101U Composition
Spring 2000 ENGL 100U The Research Process & ENGL 101U Composition

Adjunct Instructor of English, Northern Virginia Community College

Spring 2003 ENGL 111 Composition

Classroom Teacher, Oscar F. Smith High School, Chesapeake, Virginia

1995-1996 Tenth Grade Honors English (3 sections) & Yearbook/Journalism (1 section)
1994-1995 Tenth Grade Honors English (3 sections) & Yearbook/Journalism (1 section)
1993-1994 Tenth Grade Honors English (1 section), Latin I (1 section) & Ninth Grade Foundational English (2 sections)
1992-1993 Ninth Grade Foundational English (3 sections) & World Literature (1 section)

Noncredit and Other Classes Taught

College-Age Sunday School. First Baptist Church, Richmond, Virginia. Assisted in starting a regular Sunday morning, year-round class for young adult students. *2014-present*

Twelfth Grade Sunday School. First Baptist Church, Richmond, Virginia. One of three teachers who rotate teaching responsibility. *2012-present*

Osher Lifelong Learning Institute

An insider's guide to the Osher and SPCS websites. Lecture and discussion presented at the University of Richmond. *Spring 2016*

Hindsight is almost 20/20: A perspective on growing up in Israel. Lecture and discussion presented at the University of Richmond. *Fall 2011*

Service

Institutional Service

Recruiting Action Team Events Subcommittee member, University of Richmond School of Professional and Continuing Studies, 2012-Present

User Experience (UX) Usability Test volunteer, Climate Central's *Risk Finder* (riskfinder.climatecentral.org). Led by Dr. Daniel P. Richards, Old Dominion University, July 5, 2016.

Rhetoric Society of ODU (RSODU) Distance Student Liaison, Old Dominion University, 2014-2015

Student Advisor Staff Hiring Committee member, University of Richmond School of Professional and Continuing Studies, May-June 2013

Customer Service Representative Staff Hiring Committee member, University of Richmond School of Professional and Continuing Studies, January-March 2012

Communications Core Coordinator Faculty Hiring Committee member, University of Richmond School of Continuing Studies, January-May 2011

University of Richmond Writing Across the Curriculum Writing Fellows Coordinator (*graduate assistantship*), 1996-1998

National Service

National Conference of Governor's Schools, Past-President, 2012-2015; President, 2001-2012; Vice President for Technology, 2000-2001

University Professional & Continuing Education Association Marketing Awards judge, October 2012

University Continuing Education Association Marketing Awards judge, January 2003

Regional and State Service

Friends of Virginia Governor's Schools, founding director 2008-2011

Virginia Department of Education evaluation team member, Appomattox Regional Governor's School for the Arts & Technology, March 15-17, 2004

Virginia Department of Education evaluation team member, Performing and Visual Arts, Northwest (PAVAN) Regional Governor's School, July 21-22, 2003

United Rappahannock Tribe genealogy research assistant, September-October 1997

Community Service

Richmond's First Baptist Church Youth Ministry Team member, 2016-2018 & 2013-2015; team leader, 2014-2015

Travelers Aid International information desk volunteer, Washington Dulles International Airport, 2003-2010

Recognition and Honors

Scholarship

2015-2016 English Doctoral Award for Distinction in Research, Department of English, Old Dominion University, Norfolk, VA, April 26, 2016

Grants and Funding Awards

English Graduate Organization (ODU) travel grant to present at the 2017 ACM Special Interest Group on the Design of Communication (SIGDOC) in Silver Spring, MD. \$400

Computers & Writing/Graduate Research Network Travel Grant Committee travel grant to present at the 2016 Computers & Writing Graduate Research Network (GRN) in Rochester, NY. \$130

Rhetoric Society of Old Dominion University (RSODU) travel grant to present at the 2016 Computers & Writing conference in Rochester, NY. \$300

English Graduate Organization (ODU) travel grant to present at the 2016 meeting of the Far West Popular Culture Association in Las Vegas, NV. \$300

Computers & Writing/Graduate Research Network Travel Grant Committee travel grant to present at the 2015 Computers & Writing Graduate Research Network (GRN) in Menomonie, WI. \$135

Rhetoric Society of Old Dominion University (RSODU) travel grant to present at the 2015 Computers & Writing GRN in Menomonie, WI. \$200

English Graduate Organization (ODU) travel grant to present at the 2015 Computers & Writing GRN in Menomonie, WI. \$300

Rhetoric Society of Old Dominion University (RSODU) travel grant to present at the 2015 Southwest Popular/American Culture Association annual conference in Albuquerque, NM. \$200

Professional Equity Project (PEP) Grant from the Conference on College Composition and Communication (CCCC) to attend its 2015 annual convention in Tampa, FL. \$310

PETE Instructional Improvement Grant to attend ATTW & CCCC conferences, University of Richmond, awarded fall 2014 for 2015 conference dates. \$1,500

Mobile Device Initiative providing iPads for instructional use in ADED 301U, University of Richmond, awarded in fall 2014.

Virginia Department of Education, Summer Residential Governor's Schools for Humanities and Visual & Performing Arts, 5-year hosting agreement at the University of Richmond. Part of grant application team. Awarded \$675,000 annually, 1998-2002. Also served as grant administrator 1998-2000.

Professional Experience

Web Development & Marketing

Web Manager. Manage school's online presence, including website information architecture and content, social media strategy and content, as part of school's marketing team. Includes implementation of Google Tag Manager and data analysis via Google Analytics and other tools.
University of Richmond School of Professional and Continuing Studies, 1998-present

Freelance Web Developer. Create and manage websites for nonprofits and literacy organizations.
Formulated Phrase, LLC, Ashburn, Virginia, 1999-2015

Mallary Baptist Association, mallary-baptist.org, 2004-2015

National Conference of Governor's Schools, ncogs.org, 1999-2014

Belltower Pictures, belltowerpictures.com, 2012-2013

The Kidz Docs, thekidzdocs.com, 2004-2012

EduLead, edu-lead.org, 2007-2013

Friends of Virginia Governor's Schools, vagovschools.org, 2008-2010

All America Reads, allamericareads.org, 2000-2007, 2009-2010

David Baldacci, Official Web Site, davidbaldacci.com, 2000-2010

Feeding Body & Mind, feedingbodyandmind.com, 2006-2010

Freddy and the French Fries, freddyandthefrenchfries.com, 2004-2010

Wish You Well Foundation, wishyouwellfoundation.org, 2006-2010

Core Curriculum Hypertext Contributions. [Rousseau's A Discourse on Inequality](#) and [Nietzsche's Genealogy of Morals](#). Collaborated with faculty from the School of Arts & Sciences through the Associated Colleges of the South Mellon Grants to develop hypertext projects that provided practical instruction on effective academic reading strategies.
University of Richmond School of Arts & Sciences, Richmond, VA, Fall 1998 – Summer 1999

Semi-Annual Report Designer and Editor, *Tiger Prints: Leaving Our Mark on the Community*. Designed and edited school's program and student marketing piece, a semi-annual report of student achievement and success.

Oscar F. Smith High School, Chesapeake Public Schools, Chesapeake, Virginia, 1992-1995

Office and IT Management

IT Manager. Managed network infrastructure and technologies, security, hardware, and software in a small office environment consisting of servers, backup servers, desktop, laptop, and mobile devices (BYOD).

Columbus Rose, Ltd., Reston, Virginia, 2004-2010

Office Co-Manager. Organized and implemented programs and events occurring throughout non-program months, including correspondence, publications, arts adjudication, staff selection, facilities management, scheduling and purchasing.

Governor's Schools for Humanities and Visual & Performing Arts, University of Richmond, 1996-1998

Educational Leadership

Assistant Program Coordinator. Coordinated faculty and student schedules in Northern Virginia campus of the University of Richmond for Public Safety University, a Human Resource Management undergraduate and graduate program for public safety personnel.

Public Safety University, Human Resource Management program, School of Continuing Studies, University of Richmond, Fairfax, Virginia, 2005-2008

Program Director. Managed \$675,000 Commonwealth of Virginia grant and served as chief leadership officer of four-week summer residential academic and artistic program for gifted and talented high school students.

Governor's Schools for Humanities and Visual & Performing Arts, University of Richmond, 1998-2001

Head Resident Advisor. Managed resident advisors and planned residence life curriculum for four-week summer residential academic and artistic program for gifted and talented high school students.

Governor's Schools for Humanities and Visual & Performing Arts, University of Richmond, Summers 1995-1998

Resident Advisor. Served as advisor to male students and part of residence life curriculum implementation team in four-week summer residential academic and artistic program for gifted and talented high school students.

Governor's Schools for Humanities and Visual & Performing Arts, University of Richmond, Summers 1992-1994

Professional Development

Webinars

Search Trends for Higher Education: Insights for Leveraging AdWords in Student Recruitment, March 9, 2017, KlearDigital & Google

Digital Badge Programs & Gamification: New Value, New Revenues, March 8, 2017, Kennesaw State University & EdPro

Meeting the Needs of the Digital Economy: Key Insights in Launching an Alternative Credential, March 1, 2017, Trilogy Education Services, Northwestern University & Rutgers University

What Your Software System MUST do for You! August 16, 2016, LERN & Augusoft

Responding to the STC's Nine Areas of Competency in Technical Communication, April 4, 2016, Pearson English Webinar with Dr. Johnson-Sheehan, Purdue University

3 Huge Developments in Online Marketing for Higher Education, March 2, 2016, JMH Consulting

2020 and Beyond: Evolving Occupations with Higher Education Implications, February 24, 2016, UPCEA Center for Research and Marketing Strategy & EMSI

Social Media Advertising Analytics, January 27, 2016, UPCEA

What's New in Online Marketing for Higher Education?, December 9, 2015, UPCEA & JMH Consulting

Increase Your Program Offerings Using Online Class Providers and Niche Marketing, August 12, 2015, Bismark State College & Augusoft

Using Experience Maps to Improve both Promise and Process, June 9, 2015, mStoner

Analytics, Data, and Dashboards: What Are Your Needs? June 3, 2015, UPCEA

Is Your Department Ready for Google's Mobile Algorithm Change? May 13, 2015, UPCEA & JMH Consulting

Peer Insights: Converting the Adult Learner, April 30, 2015, Ball State University & Hobsons

Seamless Continuing Education (CE) Banner Solution, April 29, 2015, Augusoft

Increasing Traffic to Your Degree, Major, and Certificate Pages, April 21, 2015, mStoner

Reaching Non-Traditional Students: Where, When, and How, December 11, 2014, Hobsons

New Program Research: From the Outside Looking In, November 12, 2014, JMH Consulting

Are You Ready for the Non-traditional Student?, October 17, 2014, Hobsons

Building Email Communication Plans that Start Conversations, September 17, 2014, JMH Consulting

Measuring Adult Student Gains and Satisfaction (Hobsons + UPCEA), July 30, 2014

Key Takeaways from 3 Years of Website Benchmarking, May 14, 2014, JMH Consulting

Big Changes for Facebook Advertising, February 19, 2014, JMH Consulting

LinkedIn Campaign Webinar, January 22, 2014, JMH Consulting

Critical Trends: Demographic, Marketing, Occupational and Technology Shifts, December 17, 2013, UPCEA

Google Adwords Enhanced Campaigns Countdown Seminar, July 10, 2013, JMH Consulting

Fresh, Actionable Perspectives on Adult Student Enrollment, February 26, 2013, Hobsons

How'd They Do That? A Case Study of How Marketing Automation Powered the 'Who's Game?' Promotion, November 14, 2012, UPCEA

Website Benchmarking Initiative Results, April 17, 2012, JMH Consulting

The Future of Search Engine Marketing, February 4, 2011, JMH Consulting

Conversion Optimization: Turn Visitors into Enrollments! August 31, 2010, JMH Consulting

Is Your School Web Site an Effective Tool for Recruiting Adult Learners? February 12, 2008, UPCEA

Conferences

Seminar on Communicating Complex Information 2017, East Carolina University, Greenville, NC, February 27-28, 2017

ACM SIGDOC 2016: Bridging Contexts, Silver Spring, MD, September 23-23, 2016

Computers & Writing 2016: Crossing Wires - Reaching Across Campus, Between Disciplines, and Into Communities, St. John Fisher College, Rochester, NY, May 19-22, 2016

HASTAC 2016, Arizona State University, Tempe, AZ, May 12-13, 2016

Humanities Unbound: Connecting Academic Practices to Everyday Literacies, Old Dominion University, Norfolk, VA, April 21, 2016

Far West Popular Culture Association annual meeting, Las Vegas, NV, February 11-12, 2016

UPCEA Marketing and Enrollment Management Seminar, Denver, CO, November 4-6, 2015

Computers & Writing 2015: Techoliteracy In(ter)ventions, University of Wisconsin - Stout, Menomonie, WI, May 28-31, 2015

Humanities Unbound: Identity Performance in Work and Play, Old Dominion University, Norfolk, VA, April 10, 2015

University Professional & Continuing Education Association (UPCEA) 100th Annual Conference, Washington, DC, March 30 - April 1, 2015

Conference on College Communication and Composition annual convention, Tampa, FL, March 18-21, 2015

Southwest Popular/American Culture Association annual conference, Albuquerque, NM, February 10-14, 2015

UPCEA Marketing and Enrollment Management Seminar, Atlanta, GA, November 5-7, 2014

BBC Future World-Changing Ideas Summit, New York, NY, October 21, 2014

Maryland Conference on Academic and Professional Writing, University of Maryland, October 10-11, 2014

UPCEA Marketing and Enrollment Management Seminar, Austin, TX, November 6-8, 2013

National Conference of Governor's Schools (NCoGS) Annual Meeting, New Orleans, LA, October 3-5, 2013

UPCEA Marketing Seminar, New Orleans, LA, November 8-10, 2012

NCoGS Annual Meeting, Little Rock, AR, October 4-6, 2012 (presiding executive)

UPCEA Marketing Seminar, Las Vegas, NV, November 17-19, 2011

NCoGS Annual Meeting, Fargo, ND, October 6-8, 2011 (presiding executive)

UPCEA Marketing Seminar, San Antonio, TX, 2010

NCoGS Annual Meeting, Charleston, WV, October 7-9, 2010 (presiding executive)

NCoGS Annual Meeting, Burlington, VT, October 22-24, 2009 (presiding executive)

NCoGS Annual Meeting, Memphis, TN, October 9-11, 2008 (presiding executive)

NCoGS Annual Meeting, Louisville, KY, October 4-6, 2007 (presiding executive)

NCoGS Annual Meeting, New Orleans, LA, October 5-8, 2006 (presiding executive)

NCoGS Annual Meeting, Richmond, VA, October 6-9, 2005 (presiding executive)

NCoGS Annual Meeting, Pittsburgh, PA, October 7-10, 2004 (presiding executive)

NCoGS Biennial Retreat, Fargo, ND, October 9-12, 2003 (presiding executive)

NCoGS Biennial Conference, Birmingham, AL, October 12-15, 2002 (presiding executive)

NCoGS Biennial Retreat, Columbia, MS, October 11-14, 2001 (presiding executive)

NCoGS Biennial Conference, Greenville, SC, October 12-14, 2000

NCoGS Biennial Retreat, Stowe, VT, October 21-23, 1999

NCoGS Biennial Conference, Louisville, KY, October 1998

Conference on College Composition and Communication annual convention, Chicago, IL, March 1998

American Literature Association Annual Conference, Baltimore, MD, May 1997

Workshops and Certificates

“Diaphanous Walls: Helping Students Adapt Their Writing Knowledge and Ability to New Academic Contexts” (Workshop with Chris Anson). *Pearson Learning Beyond Redesign*, Raleigh, NC, February 12, 2016: Certificate of Completion

Wired & Inspired! The Intelligent Use of Technology in Higher Education Virtual Mini-Conference, August 14, 2015: Certificate of Completion & 0.4 CEU, [Cengage Learning TeamUP](#)

Conference Preparation Panel Workshop (Dr. Shelley Rodrigo, Dr. Delores Phillips, Dr. Kevin DePew, Dr. Nick Carbone), English Graduate Organization (EGO), Old Dominion University, March 2, 2015

CV Workshop (Dr. Daniel Richards), Rhetoric Society of Old Dominion University (RSODU), February 20, 2015

Preparing Future Faculty Online Course Beta Tester, Old Dominion University, Fall 2014

Online Learning - Innovative Ideas and Approaches to Online Teaching, December 2014: Certificate of Completion & 1 CEU (five .20-CEU modules), [Cengage Learning TeamUP](#)

“Memoria: Thinking With and Through Movement/Space/Objects”: *Rhetoric Roundtable* (Dr. Julia Romberger), Rhetoric Society of Old Dominion University (RSODU), October 24, 2014

Google Analytics Platform Principles, March 2014: Certificate of Completion, [Google Analytics Academy](#)

Curating Your Online Identity Workshops (Dr. Daniel Richards, Sarah Spangler), Rhetoric Society of Old Dominion University (RSODU), Spring 2014

Digital Analytics Fundamentals, October 2013: Certificate of Completion, [Google Analytics Academy](#)

Customer Service Workshop, September 23, 2011

Professional and Society Memberships

English Graduate Organization (EGO), Old Dominion University, 2013 - present

Rhetoric Society of ODU (RSODU), Old Dominion University, 2014 - present

Kappa Delta Pi, University of Richmond chapter, May 1992 - present

National Council of Teachers of English (NCTE), June 2005 - present

Conference on College Composition and Communication, June 2005 - present

Phi Beta Kappa, University of Richmond chapter, May 1992 - present

University Professional Continuing Education Association (UPCEA), September 2001 - present

Modern Language Association (MLA), September 2007 - January 2015; February 2016 - present

National Conference of Governor's Schools (NCoGS), November 1998 - 2013

Interests

Algorithmic rhetoric and algorithmic literacy/literacies

New media and new technologies, especially mobile applications

Intersection of digital and rhetorical, especially related to algorithms

Embodied rhetoric, especially in relation to identity formation

Intersections of ancient and modern architecture and design, especially in cities

Developing and nurturing patterns of empathy in written and spoken response

Trickster studies and theories, especially American Indian and indigenous mythologies