

**2018** North Texas Community College

# *“Write to Work” Conference*

**Preparing Students for Graduation  
and Meaningful Jobs  
in Chosen Careers**



Friday, June 22, 2018  
Mountain View College  
4849 W. Illinois Avenue  
Dallas, Texas 75211  
B149  
8:30am-5:00pm

**Sponsored by:**

North Texas Community College Consortium  
Culture of Writing Committee of the MVC Quality Enhancement Plan  
Kevin Williams Writing Lounge  
Academic Center for Writing



Quality  
Enhancement  
Plan  
Mountain View College  
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT





# GENERAL SESSION I

## TIME EVENT

**LOCATION: B 149**

### 8:30AM Registration and Light Breakfast

Pick up your name badge and conference packet, and enjoy a light breakfast provided by the Academic Center for Writing at Mountain View College.

### 8:45AM Welcome

**Robert Garza**, President, Mountain View College

### 9:00AM Keynote Speaker

**Chris Anson**, Director of the Campus Writing and Speaking Program, North Carolina State University

Dr. Anson is Distinguished University Professor, Professor of English, and Director of the Campus Writing and Speaking Program at North Carolina State University, where he teaches graduate and undergraduate courses in language, composition, and literacy and works with faculty across the curriculum to improve undergraduate education in the areas of writing and speaking. Before moving to NCSU in 1999, he spent fifteen years at the University of Minnesota, where he directed the Program in Composition from 1988-96 and was Professor of English and Morse-Alumni Distinguished Teaching Professor. He received his Ph.D. and second M.A. in English with a specialization in composition studies from Indiana University, and his B.A. and first M.A. in English from Syracuse University. Chris has received numerous awards, including the NC State Alumni Association Distinguished Graduate Professor Award (2013), the State of Minnesota Higher Education Teaching Excellence Award, the Morse-Alumni Award for Outstanding Contributions to Undergraduate Education, and the Governor's Star Service Award for his service-learning work at Minnesota. He was an NCTE Promising Researcher Award Finalist and has received or participated as a co-principal investigator in over \$1.8 million in grants.

An avid writer, Chris has published 15 books and over 120 journal articles and book chapters and is on the editorial or reader's boards of numerous journals, including *College English*, *Research in the Teaching of English*, *Across the Disciplines*, *Written Communication*, *Assessing Writing*, and *The Journal of Writing Assessment*. He has recently co-authored a book on digital literacies, *An Activity-Based Approach for Teaching Digital Writing* (Rowan and Littlefield, 2015) as well as a new edited collection on the transfer of writing ability across contexts. Chris has given over 550 conference papers, keynote addresses, and invited lectures and faculty workshops across the U.S. and in 27 other countries.

Chris has served as Chair of the Conference on College Composition and Communication (2011-14; Chair, 2013) and as President of the Council of Writing Program Administrators (2002-2005) and spent seven additional years on the WPA Executive Board. He has also served on the CCCC Executive Committee (1993-96 and 2011-14) and 11 other CCCC committees, as well as several NCTE committees. He chaired the NCTE Assembly for Research in 1992-3 and was program co-chair of the NCTE Global Conference on Language and Literacy in Utrecht, Netherlands. He chaired the WPA Task Force on Plagiarism and the WPA Task Force on Internationalization, and formed the MMLA's Writing-Across-the-Curriculum section.



# GENERAL SESSION II

## TIME EVENT

**LOCATION: B 149**

10:00AM **Break**

10:15AM **Regional and State Trends and Initiatives**



**Meeting Texas Higher Education Coordinating Board 60x30TX Strategic Plan Goals Through Regional Educational and Workforce Partnerships and Pathways**

**Christine Hubbard**, President, North Texas Community College Consortium



**Current Workforce Trends and Projections for Workforce Requirements in North Texas**

**Lorena (Lori) Knight**, Education Specialist, Texas Workforce Commission

11:45AM **Lunch**

12:30PM **Luncheon Speaker**



**Norman Beck**, Author and magazine columnist, humorist, story teller, magician, Vice President for Claims and Security at SCA, and brain surgery survivor

Norm tells lots of stories, including some about bizarre events that his company has underwritten, working in restaurants as a table-hopping magician, playing bridge with some of the most influential people in the world and what kind of card tricks fools bridge players, and how to be a successful performer. He was a featured speaker at TEDxSMU in 2016, sharing “how a gambler saw the world, sought information from odd places, and was able to win when everything was at stake.”



# BREAKOUT SESSION 1

**TIME 1:15PM-2:00PM**

**LOCATION**

## Truth in Media Panel

B Building Room 2

**Alice Rios**, Assistant Director, Marketing and Public Relations, Mountain View College

This panel discussion addresses the importance of truth in media, both from the perspective of the media writer and the media consumer. Learn how to write bias-free media and how to equip students to critically evaluate the media around them.

## “Consequential Writing”: A Response-Driven Approach to Teaching Composition

B Building Room 3

**Geoffrey Grimes**, Professor of English, Mountain View College; *with* **Luke Story**, Director, the MVC Academic Center for Writing, Mountain View College

“Consequential writing” helps weaker student writers to develop much needed self-confidence. While “consequential writing” activities anticipate the kinds of writing found in the workplace, instructors in any academic discipline can design “consequential writing” assignments that will make their students even more confident as they approach more complex, discipline-oriented exercises.

## Collecting and Analyzing Classroom Data—Without the Drama!

B Building Room 4

**Doris Navarro Barnard**, Research Analyst, Mountain View College; *with* **Camille Raspante**, English Faculty and QEP Assessment Chair, Mountain View College

This session will walk you through some simple steps to collecting and analyzing data in a way that will make sense to you and that will provide your discipline/program with valuable insight into improving student learning over time.



# BREAKOUT SESSION 2

**TIME 2:15PM-3:00PM**

**LOCATION**

## Workforce Writing Readiness, Survival and Promotion

B Building Room 1

**Patricia Webb**, Executive Dean, Workforce and Continuing Education, Mountain View College; *with* Elizabeth Morrison, Deputy Director, ResCare Workforce Services, Workforce Solutions of Greater Dallas; **Amanda Liles**, District Manager, DFW/West, Wells Fargo Bank; **Nikki Benson**, Human Resources Training Manager, Airbus Helicopters, Inc.; *and* **Armin Cruz**, Vice President, Parking Division, Dallas-Fort Worth International Airport; *and* **Jarred Davis**, Executive Director Human Resources, Mountain View College.

## News, Editorial Writing Advances Community Colleges

B Building Room 2

**Alice Rios**, Assistant Director, Marketing and Public Relations, Mountain View College

**Luke Story**, Director, the MVC Academic Center for Writing, Mountain View College

Writing stories helps put a face on community colleges and is a skill that is consequential and persuasive, especially when the public is skeptical of higher education's value. Learn how to work with your campus news staff as well as your marketing teams that handle media releases, to increase visibility and support for your institution.

## Interdisciplinary Partnerships Through Co-Requisites

B Building Room 3

**Michelle York**, Instructor of English, Tarrant County College Northwest Campus; *with* **Angela Chilton**, Associate Professor of English, Tarrant County College Northwest Campus

Recent requirements to teach co-requisites—developmental reading and writing along with credit courses—offer a valuable opportunity to expand introductory communication and college success skills beyond remedial courses. Skills once relegated to remedial classes are now actively taught in first-year credit courses, resulting in increased success rates and new interdisciplinary partnerships.

## The Paradox of AI in Academic and Workplace Writing Mythologies

B Building Room 4

**Scott Powers**, Writing Instructional Specialist, Mountain View College; *with* **Jason Schneider**, Writing Instructional Specialist, Mountain View College

This presentation and discussion will question the roles of academic writing and “computer reader” technology in evaluating candidate suitability for career entry pathways, from academia to the workplace. Under consideration are the myths of academic applications to workplace relevance and the superiority of linguistic dexterity to predictive text technology infiltration.



# BREAKOUT SESSION 3

**TIME 3:15PM-4:00PM**

**LOCATION**

## Artistic Expressions: Incorporating Writing Into Your Fine Arts Curriculum

B Building Room 1

**Rebecca Cauthron**, Adjunct Flute Professor, Mountain View College

Discover how to teach survival in the competitive fine arts workforce through writing! Promotion, creative visibility, and written communication are essential tools to succeed in the performance and teaching fields of Music, Art, Theater, and Dance. Mrs. Cauthron has compiled ideas and methods to deliver to your fine arts program.

## Using Social Media as a Faculty Member

B Building Room 2

**Luke Story**, Director, the MVC Academic Center for Writing, Mountain View College

Learn how to write for a variety of social media platforms in order to engage your students, colleagues, institution, and community. Explore how to meet your students where they are and engage them using social media for classroom assignments, activities, and discussions.

## Bridging the Gap: Teaching Writing for Guided Pathways

B Building Room 3

**Michelle York**, Instructor of English, Tarrant County College Northwest Campus

Meeting 60x30TX, specifically through initiatives like Guided Pathways, offers an opportunity to innovate in teaching across disciplines and to strengthen community partnerships. This presentation presents suggestions infusing strategies for teaching technical communication into FYC to focus on the development of writing as a marketable skills specific to their targeted fields.

## Say It With Stories

B Building Room 4

**Paul Benson**, Professor of English, Mountain View College

The point of this presentation is to stress the vital importance of encouraging students to write using stories, examples, illustrations and anecdotes. One of biggest challenges for all writing teachers is to help students write with greater specificity.



# GENERAL SESSION III

## TIME EVENT

## LOCATION: B 149

4:15pm

### Closing Session

The "Write to Work" Conference is focused on providing you with inspiration and ideas you can put into action in your classroom at your institution. In this interactive open forum, we ask participants to share their "takeaways" from the general and breakout sessions and ways they will implement strategies to prepare students for graduation and meaningful jobs in their chosen careers.





# BREAKOUT SESSIONS BY TOPIC

<b>TOPIC</b>	<b>SESSION TITLE</b>	<b>LOCATION</b>
Writing for the Workplace	Workforce Writing Readiness, Survival and Promotion	B Building Room 1
	Artistic Expressions: Incorporating Writing Into Your Fine Arts Curriculum	
Writing for Mass Media	News, Editorial Writing Advances Community Colleges	B Building Room 2
	Truth in Media Panel	
	Using Social Media as a Faculty Member	
Interdisciplinary Writing	“Consequential Writing”: A Response-Driven Approach to Teaching Composition	B Building Room 3
	Interdisciplinary Partnerships Through Co-Requisites	
	Bridging the Gap: Teaching Writing for Guided Pathways	
	Say It With Stories	
Assessment	Collecting and Analyzing Classroom Data—Without the Drama!	B Building Room 4
	The Paradox of AI in Academic and Workplace Writing Mythologies	

