

Michelle Cowan

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EDUCATION AND CERTIFICATIONS

Ph.D. in Technical Communication and Rhetoric Texas Tech University, Lubbock, TX 2023

- Dissertation: "Can I Call Myself Recovered?: Performance, Self-Persuasion, and Metanoia in Eating Disorder Recovery Rhetoric"
- This project interrogates the rhetorical techniques individuals use to persuade themselves and others that they are "in recovery" or "recovered" from eating disorders. Drawing on theory related to practice, performance, and metanoia, I highlight the intra-active roles internal and external rhetoric play in the enactment and assessment of personal transformation. I argue that dominant narratives about recovery can hinder recovery and need to be revised to include the ongoing, intra-active, and non-linear process experienced by my participants.
- Committee: Scott Weedon (chair), Steve Holmes, Michael Faris, Andrea LaMarre

M.A. in Technical Communication Texas Tech University, Lubbock, TX 2019

Certified Usability Analyst Human Factors International, Boston & Seattle 2017

B.A. in English and Spanish Texas Tech University, Lubbock, TX 2005

Graduate-Level Coursework

History and Theory of College Composition	Argumentation and Public Discourse
Multicultural Composition Pedagogy	Discourse and Technology
Teaching Technical and Professional Writing	Rhetoric of Scientific Literature
Writing Program Administration	The Arts as Big Data (Computational Analysis)
Research Methods in Tech Comm and Rhetoric	Technical Manuals
Feminist and Indigenous Research Methodologies	Global Technical Communication
Rhetorical Theory	Grant and Proposal Writing
Rhetorical Analysis	Human-Computer Interaction
Rhetorics of the Senses	Usability Testing and Research

RESEARCH AND TEACHING FIELDS

- Business and technical communication, rhetorics of health and medicine, rhetoric and argumentation, rhetoric of science, embodied rhetoric, composition and pedagogy, digital content, usability

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WORK EXPERIENCE

Academic Appointments

Assistant Professor of Business Administration, Washington & Lee University, Lexington, VA 2023-present
Graduate Part-Time Instructor, Texas Tech University, Lubbock, TX 2017-2023

Administrative Experience

Assistant Director of First-Year Writing, Texas Tech University, Lubbock, TX 2022-2023
Graduate Instructor Peer Mentor, Texas Tech University, Lubbock, TX 2021-2022

Industry Work Experience

Editor and Senior Writer, Mad Hat Maven, Houston, TX 2019-2022

Wrote marketing content, developed strategies for digital content, trained new writers in search engine optimization

Senior Technical Writer, Texas Tech Health Sciences Center, Lubbock TX Summer 2019

Manager, Digital Content, NRG, Houston, TX 2012-2017

Trained and managed a team of content writers, designed user interfaces and conducted usability tests, coordinated content publishing

Knowledge and Content Management Specialist, APOC, Houston, TX 2008-2012

Conducted interviews and on-site research on enterprise process management, product development, supply chain, and knowledge management; managed web content and online library

Technical Writer/Document Specialist, MTA and MEI Technologies (NASA), Houston, TX 2006-2008

PUBLICATIONS

Peer-Reviewed Articles

- "‘One Among Many’: Piety Reconstruction in 12-Step Recovery Groups." *Rhetoric Review*, vol. 42, no. 2, 2023.
- "A Legacy of Grading Contracts for Composition." *Grading Contracts*, special issue of *Journal of Writing Assessment*, vol. 13, no. 2, 2020.

Accepted and Forthcoming Articles

- "Subverting from the Inside: Inclusive Assessment Practices in First-Year Writing" (with Callie Kostelich). *Addressing The Barriers Between Us and that Future*, special issue (cluster conversation) of *Peitho*, fall 2023.

Accepted and Forthcoming Edited Collections

- *Storied Practices: Positionality in Writing Studies*. WAC Clearinghouse. Currently reviewing submissions. Co-edited with Kristine Acosta, Rebecca Rickly, Nancy Small, and Erica M. Stone.

Textbooks

- *Guide to Technical Communication* (with Steve Holmes, Kellie M. Gray, and Meghalee Das). McGraw-Hill, 2021.

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Book Reviews

- Review of Kessler, Molly Margaret, *Stigma Stories: Rhetoric, Lived Experience, and Chronic Illness*. H-Sci-Med-Tech, *H-Net Reviews*, Jul. 2022.

Conference Proceedings

- "Extended Abstract: Tactical Translation Solutions for Component-based Content Management." *IEEE International Professional Communication Conference (ProComm)*, IEEE, 2020, p. 188.

TEACHING

Texas Tech University

- Web Publishing, ENGL 3368, 1 online section; wireframed, built, and tested business websites in WordPress; practiced search engine optimization
- Information Design, ENGL 3369, 1 hybrid section; concentrated on visual design, information architecture, and data visualization
- Professional Report Writing, ENGL 3365, 3 online sections; created proposals, quarterly reports, and start-up documentation for businesses the students developed in teams
- Introduction to Technical Writing, ENGL 2311, 3 in-person and 2 online sections; focused on web content, usability, and instructional guide development for a client
- Writing for Engineers, ENGL 1302E, 4 in-person and 2 online sections; administered a design competition for students writing documentation and working in teams, developed a fully labor-based grading contract for this unique course
- Advanced College Rhetoric, ENGL 1302, 6 in-person sections; facilitated self-directed research projects for students; concentrated on argumentation and stakeholder analysis
- Essentials of College Rhetoric, ENGL 1301, 2 in-person sections, 1 in-person mega-section of 100 students with accompanying breakout sections taught by TAs; concentrated on rhetoric, critical reading, and multimodality; mentored first-year TAs

SERVICE AND ADMINISTRATION

International Service

- Planning committee, International Rhetoric Workshop 2024, planning currently ongoing

National Service

- Reviewer, Council for Programs in Technical and Scientific Communication Conference, 2023
- Panel Chair, Rhetoric Society of America Conference, May 2022
- Reviewer, *Journal of Writing Assessment*, Fall 2021
- Notetaker, Rhetoric of Health and Medicine Symposium, took notes for panel sessions, summarized panel discussion to post on organization website, September 2021

Local Service

- Study Facilitator, Grading Contracts at Texas Tech University, led workshops and mentored six instructors in the development and use of grading contracts in first-year writing, Spring 2023-present

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- Assistant Director of First-Year Writing, Texas Tech University, mentored instructors, led teacher workshops, organized syllabi, conducted programmatic assessment, Fall 2022-Spring 2023
- Peer Mentor for First-Year Writing, Texas Tech University English Department, facilitated meeting and sharing sessions for five new PhD students, observed and reviewed their classes, organized their observations of each other, reviewed sample papers to norm grading, wrote semi-monthly updates to the first-year writing director, Fall 2021-Spring 2022
- Meeting Organizer, Texas Tech University Center for Collegiate Recovery, organized recovery and support meetings, proposed and facilitated weekly supportive lunch for eating disorder recovery, Fall 2021-present
- Planning Assistant, Anti-Racist STEP Recruitment Program, Texas Tech English Department, Fall 2020

TRAINING FACILITATED

- Using Grading Contracts in First-Year Writing, Texas Tech University, 7 participants, semi-monthly training facilitation, December 2022-May 2023
- Grade Norming, Graduate Instructor Orientation, Texas Tech University, 22 participants, August 2022
- Writing Effective Emails, Texas Tech University Payroll Services, 26 participants, July 2021

CONFERENCE PRESENTATIONS

- "Using Tableau to Teach Data Visualization." Conference on College Communication and Composition. February 2023, Chicago, IL.
- "The Uncertainty of Illness Recovery: How We Transform When Full Recovery Is Not Guaranteed." Society for Social Studies of Science (4S)/ESOCITE 2nd Joint Meeting, December 2022, Cholula, Mexico.
- "Choosing a Grading Contract Template for Your Program or Course." Council for Programs in Scientific and Technical Communication Annual Conference, October 2022, Colorado Springs, Colorado.
- "Metanoia and Piety in Narratives of Substance-Use and Eating Disorder Recovery." Biennial Conference of the Rhetoric Society of America, May 2022, Baltimore, MD.
- "12-Step Recovery Narratives as Assemblage and Individual Invention." National Communication Association Conference, November 2021, Seattle, WA.
- "Navigating Contradiction: Uncertain Student Experiences of Technical and Scientific Writing." Council for Programs in Technical and Scientific Communication Conference, October 2021, Online.
- "Belonging to Both Science and Spirituality: The Rhetoric of Francis Collins and Sam Harris." Society for Social Studies of Science (4S) Conference, October 2021, Online.
- "Anti-Racist Teaching Practices for WAC/WID/Technical Writing Classes." Southern Regional Composition Conference, April 2021, Little Rock, AR (online).
- "Researcher, Student, Community Member, and Professional: Dealing with Positionality-Related Conflict in Community Research." Conference on College Communication and Composition, April 2021, Online.
- "12-Step Recovery Narratives: Individual Invention within Community." Rhetoric of Health and Medicine Symposium, September 2020, Online.
- "Tactical Translation Solutions for Component-based Content Management." IEEE International Professional Communication (ProComm) Conference, July 2020.

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- “Abstinence vs. Non-Abstinence: Endorsing a Non-Abstinence-Based Approach for Eating Disorder Recovery in an Abstinence-Based Substance Use Disorder Collegiate Recovery Program.” Association of Recovery in Higher Education National Collegiate Recovery Conference, June 2020.
- “Labor-Based Grading Contracts: Helping Students Write More and Worry Less.” 73rd Annual Rocky Mountain Modern Language Association Convention, October 2019, El Paso, TX.
- “User Contexts: Ethical Design for Large Corporations.” Association of Teachers of Technical Writing Conference, March 2018, Kansas City, KS.
- “Autism, Technology, and Writing Conventions.” Great Plains Alliance for Computers and Writing Conference, October 2017, St. Paul, MN.

HONORS AND AWARDS

- Janice Lauer Graduate Student Support Grant, Rhetoric Society of America, 2022
- Graduate Student Research Support Award, Texas Tech University, 2021
- Graduate Student Travel Grant, Humanities Center at Texas Tech University, 2021
- Outstanding Graduate Instructor, Introduction to Technical Writing, Texas Tech University, 2021
- Center for the Study of Addiction and Recovery Graduate Fellowship, Texas Tech University, 2020-present
- Texas Tech Teaching, Learning, and Professional Development Center Scholarship, 2019
- United Supermarkets Graduate Fellowship, 2018-present

TOOL PROFICIENCY

- CMS/LMS: Blackboard, Documentum/OpenText, Drupal, Notion, SDL Tridion, SharePoint, WordPress
- Content/data analysis: Atlas.ti, LIWC, MATLAB, MAXQDA, Tableau, Voyant
- UX and design: Adobe InDesign, Experience Manager, Illustrator, XD; Axure; Balsamiq; Figma; UXPressia
- Other tools: Eli Review, GoToWebinar, HTML, Microsoft Office, Skype for Business, WebEx, Zoom

PROFESSIONAL MEMBERSHIPS

- Association for the Rhetoric of Science, Technology, and Medicine
- Association of Teachers of Technical Writing
- Council for Programs in Technical and Scientific Communication
- National Communication Association
- National Council of Teachers of English – College Composition and Communication
- Rhetoric Society of America
- Rhetoricians of Health and Medicine
- Society for Social Studies of Science
- Society for Technical Communication

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SCHOLARLY ENGAGEMENT

- Guest Speaker, Getting Started with Grading Contracts, University of Colorado, June 2023
- Guest Lecturer and Facilitator, Narrating the Body, Graduate Class in Rhetorics of Health and Medicine, Texas Tech University, Lubbock, TX, October 2022
- Rhetoric Society of America Institute, College Park, MD, 2019

ADDITIONAL INTERESTS AND COMMUNITY INVOLVEMENT

- Indoor cycling instructor—certified by Les Mills RPM™ and Schwinn
- Professional singer-songwriter (piano, guitar, vocals)
- Navigator for the National Eating Disorders Association (NEDA)
- NEDA Awareness Walk organizer in Lubbock and Houston
- Volunteer with The Leukemia and Lymphoma Society's Team in Training program