

CPTSC 2018 Annual Conference Call for Proposals

Time: October 4-6, 2018

Location: Graduate Hotel, Minneapolis, MN

Conference Theme: Trending How?

All programs in technical, scientific, and professional communication share a common goal: to prepare students for careers in the field. How programs seek to meet this goal depends not only on the field's history and current practices of education, industry, and government, but also on what we perceive to be its direction of changes and developments. In a word, the trends. We have, for example, paid close attention to what skills and competencies are needed in industry and how our programs teach and develop those skills in students. We have also been concerned with what pedagogical practices work best to prepare students, seeking to develop more effective student-centered learning, greater student engagement, higher levels of civic engagement, and improved accessibility through effective online learning. We have also sought to address political and social issues, anticipating and responding not only to changes in government and administrative priorities and resource allocations but also to the need for ethical responsibility, social justice, and diversity.

This year's conference focuses on defining and exploring what is "trending" in technical, scientific, and professional communication and asks you to consider how we, as programs, should—or should not—respond to the developments and changes influencing the field.

Trends in curriculum development and pedagogy

- What, if any, changes to core competencies are required to respond to trends in the workplace?
- What new content areas should we be developing in our programs?
- At many universities, the focus on service learning has shifted to a more general focus on community engagement. What are the implications of this shift? What is the future of service learning? How can technical and professional communication contribute more broadly to community engagement?
- How are the trends in assessment in higher education affecting how we assess our programs? What strategies and practices are we developing to improve program assessment?
- How is online education in technical, scientific, and professional communication programs changing? What challenges do programs face as they strive to continue to develop and maintain online programs?

Trends in social, cultural, and political contexts

- Our programs exist within social, cultural, and political contexts. How should programs respond to political contexts in which facts appear to be relative and diversity and unity is devalued? Or should programs respond at all?
- How does curriculum in our programs engage—or refrain from engaging—topics of social, cultural, and political significance? Do we see some areas of course content to be outside or beyond these dynamic factors? How do we situate instruction and development of competencies relative to social, cultural, and political contexts?
- Social, cultural, and political contexts move quickly through our vibrant media ecosystem. That is, new social, cultural, and political trends emerge—and dissolve—rapidly. How do our deliberate systems and skills in communication contend with accelerations in trend cycles?

Trends in research

- Which methodological approaches are trending? Which are falling out of favor? Is programmatic research in technical, scientific, and professional communication part of any cross-disciplinary and mixed-methods methodological movements?
- Industry is more invested in conducting research as part of their business practices. As industry develops and defines its research practices, how should programs respond?
- With the increasing significance of data analytics, how are the traditional academic research methodologies responding and in what ways are these methods taught in our program curricula? How are we using data analytics to assess our programs?
- As a research-intensive area, how are user experience and usability influencing programmatic research?

Trends in industry and employment

- What new knowledge and abilities will our students need to be successfully employed in the future?
- What are the workplaces of the future for technical communication?
- What technologies will impact future practices of technical communication?
- As employment demands change and as new job titles appear, should programs redefine themselves and take on new names and curriculums to respond?

About the CPTSC Conference

The CPTSC conference emphasizes discussion of programmatic issues. The audience includes people from new, as well as established, programs and anyone with programmatic interests in technical, professional, and scientific communication programs. We welcome participants—administrators, faculty, and graduate students—from secondary, community college, or university levels, as well as representatives of industry.

Submission Guidelines

Presentation Formats

Proposals may be submitted for the following kinds of presentations:

- Individual Presentation: 5-7 minute presentation given by an individual speaker
- Panel Presentation: A session in which 3-6 individuals spend 20-30 minutes examining a central topic or theme
- Poster Presentation: Posters will be on display throughout the conference, and poster creators will present and discuss their posters at a dedicated session during the conference

Individual and Poster Presentations

A 500-word summary (not including citations) of the proposed presentation

Panel Presentations

A two-part, 500-word (total and not including citations) proposal to consist of

1. A 150-200 word overview framing the focus of the panel in the context of the conference theme
2. A 300-350 summary (total) of the topic each presenter will cover within the context of the panel

All proposals should provide the following information using the specified formatting (or template provided):

- The kind of presentation (i.e., individual presentation, panel presentation, or poster presentation) and contact email for presenter(s)
- The title of the proposed presentation
 - (14pt Verdana; align flush left, bold)
- The name and affiliation of presenters
 - (12pt Calibri Light; align flush right)
- Proposal
 - (Body text: 11pt Calibri Light; align flush left; single-space with double space between paragraphs. Subheadings: 11pt Calibri bold; align flush left.).

- References
 - (APA style; 12pt Calibri Light; italic; align flush left; no hanging indent)

Proposals are reviewed based on the following criteria:

- demonstrates a strong connection between the proposed presentation and the conference theme
- presents an original or innovative approach, perspective, theory, or idea that would be of interest to CPTSC members
- raises interesting issues or questions to stimulate discussion or notes what attendees can “take away” from the presentation to apply to or to use within the context of their own organizations or programs.

All proposals should be submitted as .docx files attached to an email message sent to conference@cptsc.org. The subject line of the related email should read “CPTSC 2018 Conference Proposal.” All proposals will be peer reviewed and accepted proposals will be published in the conference proceedings.

Proposals are due by 5:00pm Eastern Standard Time, May 1, 2018.

Questions

For program questions, please contact Program Chairs at conference@cptsc.org.
For conference site questions, please contact Local Chair, Lee-Ann Kastman Breuch at kbreuch@umn.edu

Conference Program Chair Committee

Teena Carnegie (EWU)

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