

Laura Gonzales, Ph.D.

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Faculty Appointment

Assistant Professor of English, Rhetoric and Composition—August 2016

Department of English, University of Texas at El Paso, El Paso, TX

Education

Ph.D, Rhetoric and Writing—May 2016 | Michigan State University, East Lansing, MI

Concentrations: Digital Rhetoric and Professional Writing

Committee: Liza Potts (chair), Stuart Blythe, Alexandra Hidalgo, Steven Fraiberg

Dissertation: *Sites of Translation: What Multilinguals can Teach us about Writing, Rhetoric, and Technology*

Master of Arts in English—May 2011 | University of Central Florida, Orlando, FL

Concentrations: Rhetoric and Composition

Bachelor of Arts in English—May 2009 | University of Central Florida, Orlando, FL

Study Abroad: Cambridge University, Cambridge, England—April-June 2008

Teaching Experience

Michigan State University | Fall 2013 — Summer 2016

Graduate Instructor:

WRA 320, Technical Communication | Summer 2015, Spring 2016

WRA 110, Writing in Science and Technology | Fall 2015

WRA 202, Intro to Professional Writing | Fall & Spring 2014

WRA 150, First-Year Composition | Summer 2016

Teaching Assistant: WRA 420, Content Management | Fall 2014

Writing Consultant: MSU Writing Center | Fall 2014

Hispanic Center of Western Michigan | Spring 2015— Summer 2016

Instructor:

Technical Spanish for City Professionals: Spanish-language class commissioned by the City of Grand Rapids, MI

Translator Training Program: Professional Translators' Training commissioned by the Language Services Department at the Hispanic Center

University of Central Florida | Fall 2011 to Spring 2013

Full-time Instructor: ENC 1101: Composition I, ENC 1102: Composition II

Graduate Instructor: ENC 1101 and ENC 1102

Online Composition Teacher Training Moderator

Research Appointments

Writing in Digital Environments Center, **Research Assistant** | Michigan State University | Fall 2014 to Spring 2016.

Working with 40 teachers and 1000+ students in Michigan K-12 classrooms to learn about effectively teaching writing and revision: <http://sites.matrix.msu.edu/swrp/>

Sweetland Digital Rhetoric Collaborative, **Graduate Fellow** | Fall 2014 - 2015

Coordinating, writing, and editing work on digital rhetoric for an online community: <http://www.digitalrhetoriccollaborative.org/>

HASTAC Scholars Program, **MSU Representative** | 2014

Participating in digital conversations about the humanities, science, and technology: <http://www.hastac.org/users/gonzlaur>

Publications

Book

Gonzales, Laura. *Sites of Translation: What Multilinguals can Teach us about Digital Writing and Rhetoric.* University of Michigan Press, Forthcoming.

**Winner of the 2016 Digital Rhetoric Collaborative Book Prize*

Refereed Articles

Gonzales, Laura, Baca, Isabel, and Terry Quezada. "Developing Online Technical Communication Pedagogy in Cross-Cultural, Multilingual Contexts: Emerging Frameworks at the University of Texas at El Paso." Proposal accepted and manuscript in progress for *Technical Communication Quarterly*.

Gonzales, Laura, and Heather Noel Turner. "Converging Fields, Expanding Outcomes: Technical Communication, Technical Translation, and Design at a Non-Profit Organization." Proposal accepted and manuscript in progress for *Technical Communication*.

Gonzales, Laura. "Cross-Cultural Design in Practice: Perspectives from Industry." Proposal accepted and manuscript in progress for *Connexions*.

Shivers-McNair, Ann, and **Laura Gonzales.** "Digital Video in Data Collection and Analysis." Special issue on Digital Methods for *Kairos Wiki*. (forthcoming 2016).

Blythe, Stuart, and **Laura Gonzales.** "Coordination and Adaptation within the Metagenre of Secondary Research." *College Composition and Communication*, in press.

- Gonzales, Laura**, Potts, Liza, Hart-Davidson, William, and Michael McLeod. "From Content Development to Content Strategy: The Evolution of a Course in the Undergraduate Major." *IEEE Transactions on Professional Communication* 59.1 (2016). 56-67.
- Gonzales, Laura**, and Danielle Nicole DeVoss. "Digging into Data: Professional Writers as Data Users." Afterword to Webtext with Estee Beck, Stephanie Vie, Angela Crow, Jennifer DeWinter, Heidi McKee, and Colleen Reilly. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. 20th (January 2016). Web.
- Gonzales, Laura**, and Rebecca Zantjer. "Translation as a User-Localization Practice." *Technical Communication* 62.4 (November 2015). 58-71.
**Nominated for the 2015 CCCC Award for Best Article on Philosophy or Theory of Technical or Scientific Communication*
- Gonzales, Laura**. "Multimodality, Translingualism, and Rhetorical Genre Studies." *Composition Forum* 31 (Spring 2015). Web.
- Zantjer, Rebecca, and **Laura Gonzales**. "What is Meant by User Experience? Analyzing Usability/User Experience Professionals' Dynamic Representations of Self." *Journal of Usability Studies* 10.4 (August 2015). Web.

Refereed Book Chapters

- Gonzales, Laura**. "Multilingualism as Technology: From Linguistic 'Deficit' to Rhetorical Strength." Accepted and forthcoming in Pimentel, Octavio, and Cruz Medina, *Race and Multimodality*. Forthcoming by *Computers and Composition Digital Press*. Lead Chapter.
- Gonzales, Laura**. "Linguistic Diversity in Latin@ Media: Strategies and Implications." Accepted and forthcoming in Coronado, Katie, *Hispanic Media Pedagogies*. Forthcoming by *Routledge*.
- Gonzales, Laura, and Rebecca Zantjer**. "The Difference is in the Design: Toward Culturally-Situated Digital Translation." Accepted and forthcoming in Potts, Liza, and Michael Salvo, *Rhetoric and Experience Architecture*.

Refereed Review

- Martinez, Laura**. "Review of Nowacek, Rebecca S. *Agents of Integration: Understanding Transfer as a Rhetorical Act*. Carbondale: Southern Illinois UP, 2011." *Composition Forum* 26 (Fall 2012). Web.

Refereed Conference Proceedings

- Gonzales, Laura**, Mina, Lilian, Sanchez-Martin, Cristina, Fiscus, Jacki, and Ann Shivers-

- McNair. "Beyond a Single Language/Single Modality: Crossing Multimodal/Translingual Pedagogies." Proceedings of the 2016 *Computers and Writing Conference*. In preparation for submission to the *WAC Clearinghouse*.
- Gonzales, Laura**, Zantjer, Rebecca, and Howard Fooksman. "Portable Pedagogy: How Interaction Design made us Better Teachers." Proceedings of the 2015 *ACM International Conference on Design of Communication*. ACM SIGDOC, 2015.
- Gonzales, Laura**. "An Analysis of Twitter Conversations at Academic Conferences." Proceedings of the 2014 *ACM International Conference on Design of Communication*. ACM SIGDOC, 2014.

Grants and Awards

- Recipient*, \$5000 Digital Rhetoric Collaborative Book Prize, 2016.
- Recipient*, NCTE Cultivating New Voices Among Scholars of Color Fellowship, 2016-2018.
- Recipient*, \$10,000 Community Language Access Initiative and Medical Interpretation Curriculum for the Hispanic Center of Western Michigan. *Spectrum Health Hospital*, December 2015.
- Submitted (Unfunded)*, \$5,000 Jaycees Foundation Grant for Digital Language Accessibility Programs in Grand Rapids. *Hispanic Center of Western Michigan*, December 2015.
- Recipient*, \$500 Microsoft Student Research Competition Award, **1st Place**. *ACM International Conference on the Design of Communication*, 2015.
- Recipient*, \$1500 Pathways to Entrepreneurship Fellowship, Michigan State University, 2015.
- Recipient*, \$200 Travel Stipend for Research Methods Workshop at the *Association of Teachers of Technical Writing Conference*, 2015.
- Recipient*, \$1000 *Council of Programs in Technical and Scientific Communication* Diversity Fellowship, 2014.
- Recipient*, \$200 Social Media Fellowship, *ACM International Conference on the Design of Communication*, 2014
- Recipient*, \$500 *Sweetland Digital Rhetoric Collaborative* Graduate Fellowship, 2013 & 2014.
- Recipient*, \$750 *Pearson Technology Innovator's Award*, 2014.
- Recipient*, \$125,000 University Distinguished Fellowship (five-year graduate funding with teaching releases in first and fifth year), Michigan State University, 2013-2018 .
- Recipient*, \$350 *Computers and Writing Conference* Travel Scholarship, 2014.
- Recipient*, \$750 Scholars for the Dream Award, *College Composition and Communication*, 2013.
- Recipient*, \$500 Hawisher & Selfe Caring for the Future Award, *Computers and Writing Conference*, 2012.

Nominee, Award for Excellence by a Graduate Teaching Assistant, University of Central Florida, 2011.

Industry Experience and Collaborations

Translations Coordinator | The Hispanic Center of Western Michigan | Grand Rapids, MI |
Summer 2015-present

Bilingual Design Consultant | HQ Youth Organization | Grand Rapids, MI | Summer 2016

Language Consultant | La Escuelita Bilingual Preschool | Grand Rapids, MI |
Summer 2015-present

Content Strategist and Research Lead | Ladies that UX | Fall 2014- present

UX Researcher | NEH Implementation Grant for Internet Archiving Tool “Archive as I see it
Now” | Fall 2014- Spring 2015

Digital Projects and Editorial Work

Editor, “Beyond a Single Language/Single Modality Approach to Writing Blog Carnival.”
Sweetland Digital Rhetoric Collaborative. Web. Oct. 2014.

< <http://www.digitalrhetoriccollaborative.org/2014/09/02/call-for-blog-carnival-contributions-beyond-a-single-languagesingle-modality-approach-to-writing/>>.

<<http://www.digitalrhetoriccollaborative.org/category/conversations/blog-carnival/blog-carnival-5/>>.

Designer, with Rebecca Zantjer and Howard Fooksman. *Prompt.Me: Helping People Write Better Assignment Sheets*. Prototype in development. Video Pitch:

<<https://www.youtube.com/watch?v=2SzMWLoR4C8>>.

Assistant Editor, *The Best of Independent Rhetoric and Composition Journals*, 2013-2015.

Non-Refereed Online Writing

Gonzales, Laura. “Translanguaging/Transmodal(ing?) in Practice: What we can Learn from Listening to Multilinguals.” *Sweetland Digital Rhetoric Collaborative*. Web.16 January 2015.

Van Ett, Laura, and **Laura Gonzales.** “Hey, we’re Trending! But what are Saying?: Analyzing Digital Conversations from 2013 #cwcon.” *Sweetland Digital Rhetoric Collaborative*. Web. 25 Nov. 2013.

Gonzales, Laura. “By Way of Introduction: Laura Gonzales.” *Sweetland Digital Rhetoric Collaborative*. Web. 24 Oct. 2013.

Gonzales, Laura. “Review of Marie Ullrich’s *Faster!*” *Agnes Films: A Site for Female Filmmakers*. Web.11 Nov. 2013.

Gonzales, Laura. “Work with new DRC Fellows to Build out the Sweetland Digital

Rhetoric Collaborative Website and Wiki at WIDE-EMU 2013.” *Sweetland Digital Rhetoric Collaborative* Web. 27 Sept. 2013.

Martinez, Laura. “What Students have to say about Autoethnography Assignments from *Writing about Writing: A College Reader*.” *Writing about Writing Newsletter* 1.1 (Spring 2012). Web.

Martinez, Laura. “If this is ‘Just another English Class,’ then why aren’t we Speaking the Speaking the same Language?” *Bedford Bits: Ideas for Teaching Composition*. Elizabeth Wardle and Doug Downs. Bedford/St. Martin’s, 7 Feb. 2011.Web.

Conference Presentations

National Conferences:

Gonzales, Laura. “Visualizing Translation, or How DH can Flip the Deficit Model Toward Linguistic Diversity.” *Rhetoric Society of America Conference*. Atlanta, GA—May 2016.

Gonzales, Laura, Mina, Lilian, Sanchez-Martin, Cristina, Fiscus, Jacki, and Ann Shivers-McNair. “Beyond a Single Language/Single Modality: Crossing Multimodal/Translingual Pedagogies.” *Computers and Writing Conference*. Rochester, NY—May 2016.

Gonzales, Laura. “Insights into Multilingual Digital Work Coordination: ‘It’s not about Writing in English or Writing in Spanish, it’s about being all the Time in both Worlds.’” *Conference on College Composition and Communication*. Houston, TX—April 2016.

Gonzales, Laura, and Rebecca Zantjer. “The Difference is in the Design: Toward Culturally-Situated Digital Translation.” *Council of Programs in Technical and Scientific Communication Conference*. Logan, UT—September 2015.

Gonzales, Laura. “PromptME: Translating Writing Assignment Sheets.” *ACM International Conference on the Design of Communication*. Limerick, Ireland—June 2015.

Gonzales, Laura, and Danielle Nicole DeVoss. “Remixing the Canon: Rhetorical Tools for 21st Century Composition.” *Computers and Writing Conference*. Menomonie, WI—May 2015.

Cohn, Jenae, **Gonzales, Laura, Harding, Lindsey, Miller, Paula, Vetter, Matthew, Gere, Anne, Blevis, Brenta, Silver, Naomi, and Heather Lang.** “Engaging Multiliteracies, Engaging Communities: The Sweetland Digital Rhetoric Collaborative.” *Computers and Writing Conference*. Menomonie, WI— May 2015.

Beck, Estee, Crow, Angela, DeWinter, Jennifer, **Gonzales, Laura, Reilly, Colleen, and Stephanie Vie.** “Technoliterate In(ter)ventions: Surveillance, Privacy, and Net Neutrality.” *Computers and Writing Conference*. Menomonie, WI— May 2015.

Gonzales, Laura, Zantjer, Rebecca, and Howard Fooksman. “Writing as Translation.”

- HASTAC Conference*. East Lansing, MI— May 2015.
- Gonzales, Laura.** “‘A Video is just...more Flexible’: Flipping the Deficit Discourse around Latin@ Learners through Multimodality.” *Latino@ Workshop at the Conference on College Composition and Communication*. Tampa, FL—March 2015.
- Gonzales, Laura.** “Technical Communication with a CLUE: Building Curricula through Culturally Localized User Experience.” *Council of Programs in Technical and Scientific Communication Conference*. Colorado Springs, CO— September 2014.
- Gonzales, Laura.** “An Analysis of Twitter Conversations at Academic Conferences.” *ACM International Conference on the Design of Communication*. Colorado Springs, CO—September 2014.
- Gonzales, Laura.** “Using Video Coding Software Across Languages: Themes, Tags, and Representations.” *Association of Teachers of Technical Writing Conference*. Indianapolis, IN— March 2014.
- Gonzales, Laura.** “Quiet Engagement: The Rhetoric of Silence in Multilingual Composition.” *Conference on College Composition and Communication*. Indianapolis, IN— March 2014.
- Gonzales, Laura, Manthey, Katie, and Maria Novotny.** “Cuerpos y Lenguajes: Chicas Using Technologies of Personal Experience to Navigate Academic Interfaces.” *Computers and Writing Conference*. Pullman, WA— June 2014.
- Gere, Anne, Homan, Elizabeth, Blevis, Brenta, Tarsa, Rebecca, Garcia, Medireth, Harding, Lindsey, Silver, Naomi, and **Laura Gonzales.** “Evolutions: The History and Future of Computers and Writing and Related Fields, as told on the DRC Wiki.” *Computers and Writing Conference*. Pullman, WA— June 2014.
- Gonzales, Laura.** “Analyzing Twitter Conversations at Academic Conferences” *Digital Humanities Summer Institute Poster Presentation*. Victoria, BC— June 2014.
- Gonzales, Laura.** “Embodying Conocimiento: The Rhetoric of Silence in Multilingual Learning.” *Computers and Writing Conference*. Frostburg, MD— June 2013.
- Martinez, Laura.** “Crossing Contexts: Using Digital Literacies to Interface Across Activity Systems.” *Conference on College Composition and Communication*. Las Vegas, NV— March 2013.
- Martinez, Laura, Wolcott, Leslie, & Friend, Christopher.** “Digital Literacies in FYC Classrooms: Enhancing Understanding, Engagement, and Transfer.” *Computers and Writing Conference*. Raleigh, NC—May 2012.
- Martinez, Laura.** “Encouraging Transfer within FYC: Tracing the Operationalization of Writing-Related Knowledge within Composition.” Qualitative Research Network pre-conference workshop at the *Conference of College Composition and Communication*. Saint Louis, MO—March 2012.
- Martinez, Laura.** “Encouraging Transfer within FYC: Study Results and Strategies for Tracing the Operationalization of Writing Related Knowledge within Composition.”

Writing Program Administrators Summer Conference. Baton Rouge, LA—July 2011.

State Conferences:

Haun, Peter, Locano, Katherine, Weaver, Sarah, and **Laura Gonzales**. “Building Classroom Communities of Feedback to Support Peer-Review and Revision.” Michigan Council of Teachers of English Conference. East Lansing, MI— October 2015.

Gonzales, Laura, and Ezekiel Choffel. “We don’t Need to “Help” them: Language and Race in the Writing Center. *East Central Writing Centers Association Annual Conference*. Notre Dame, IN—March 2015.

Smith, Trixie, Keller, Beth, and **Laura Gonzales**. “Is this Seat Taken?: Interacting with Difference a Embodiment in the Writing Center.” *East Central Writing Centers Association Annual Conference*. Oxford, Ohio—March 2014

Gonzales, Laura, Grabill, Jeffrey, Haun, Peter, Hicks, Troy, Reibold, Rita, Smith, Allegra, VanDuinen, Deborah, and SusanWilson-Golab. “Rethinking the Writing Process with Peer Review and Revision.” *Michigan Reading Association Conference*. Grand Rapids, MI—March 2014.

Department/University Presentations:

Gonzales, Laura, and Howard Fooksman. “Writing Effective Assignment Sheets in FYW.” First-Year Writing Orientation, Michigan State University—August 2015

Blythe, Stuart, and **Laura Gonzales**. “Learning about Transfer and Writing in a Biology Course.” First-Year Writing Workshop Series, Michigan State University—January 2015

Gonzales, Laura. “Multilingualism and Multimodality: Learning from Multilingual Students’ Writing Practices.” *Council of Graduate Students Academic Conference*, Michigan State University—March 2014

Martinez, Laura. “Teaching Students to Write Literature Reviews in Composition.” Department of Writing and Rhetoric Teaching Circle, University of Central Florida—May 2013.

Martinez, Laura. “Methods of Ongoing Assessment.” Department of Writing and Rhetoric GTA Orientation, University of Central Florida—August 2011.

Martinez, Laura. “Scaffolding Activities and Assignments for Maximum Student Learning.” Department of Writing and Rhetoric Orientation, University of Central Florida—August 2011.

Martinez, Laura and Mary Tripp. “What our Research Projects Tell us About Transfer and Self-Efficacy.” Department of Writing and Rhetoric, University of Central Florida— March 2011.

Martinez, Laura. “Tracing Transfer within FYC.” *Graduate Research forum*, University of

Central Florida—March 2011.

Unconferences:

Gonzales, Laura and Naomi Silver. “Building a History of Digital Rhetoric for the Sweetland DRC.” WIDE/EMU. Eastern Michigan University, Ypsilanti, MI—October 2013

Gonzales, Laura. “Help the DRC Fellows Build out the Sweetland DRC Resources.” Great Lakes THATCamp. Lawrence Tech, Southfield, MI—September 2013

Invited Presentations and Workshops

Gonzales, Laura. Technology, Translation, and Design. Professional Translators’ Training. Hispanic Center of Western Michigan—June 2016.

Gonzales, Laura. Introduction to Interpretation Training-Why Language Accessibility is a Community Practice. Hispanic Center of Western Michigan—February 2016.

Gonzales, Laura. Language Accessibility for the city of Wyoming. Wyoming Police department —February 2016.

Gonzales, Laura. Facilitator, *HASTAC UnConference*, Michigan State University—June 2015.

Gonzales, Laura. “Teaching with/Learning from Linguistic Diversity.” April Baker-Bell’s Teacher Education Graduate Course, Michigan State University—November 2014.

Gonzales, Laura. “Writing Literary Narratives through Visual and Digital Rhetoric.” Saginaw Chippewa Tribal College—March 2014.

Gonzales, Laura. “Genre Theory in Digital Rhetoric.” Liza Pott’s WRA 415: Digital Rhetoric Class, Michigan State University—September 2013.

Gonzales, Laura and Victor Del Hierro. “Talking about Writing with CAMP.” *College Assistance Migrant Program*, Michigan State University—September 2013.

Wardle, Elizabeth, Owens, Lindee, and **Laura Martinez.** “Teaching Writing about Writing.” University of South Florida—September 2012.

Certificates and Professional Development

Association of Teachers of Technical Writing Research Methods Workshop: Analyzing Digital Writing in a Cross Cultural Framework | March 2015.

Digital Humanities Summer Institute: Digitization Fundamentals | University of Victoria | June 2014.

Graduate Teaching Associate Certification Course| University of Central Florida | August 2010.

Bi-weekly Teaching Circles for Graduate Teaching Associates| University of Central Florida | 2010

Service and Outreach

Departmental Committees

Writing, Rhetoric, and American Cultures Department (WRAC), Professional Writing Curriculum Committee | Michigan State University | Fall 2014-Spring 2015

Writing, Rhetoric, and American Cultures Department (WRAC), Experience Architecture Curriculum Committee | Michigan State University | Fall 2014-Spring 2015

Writing, Rhetoric, and American Cultures Department (WRAC), Anderson Award Selection Committee | Michigan State University | Spring 2013

College Assistant Migrant Program, Writing Consultant | Michigan State University | Fall/Spring 2013

Writing, Rhetoric, and Praxis Professional Development Committee | Michigan State University | 2013-present

Stylus: A Journal of First-Year Writing, Reviewer | University of Central Florida | Fall-Summer 2012

Department of Writing and Rhetoric Curriculum Committee | University of Central Florida | 2012

Knights Write Selection Committee | University of Central Florida | 2011-2013

Knights Write Poster Presenter Committee | University of Central Florida | 2011-2013

Department of Writing and Rhetoric Reading Group | University of Central Florida | 2011

Department of Writing and Rhetoric Portfolio Assessment Committee | University of Central Florida | 2011-2013

Research Groups

Globalization Research Cluster | Michigan State University | 2013-present

Writing in Digital Environments Research Group | Michigan State University | 2013-present

Local Service

La Escuelita Bilingual Pre-School Translation volunteer | Hispanic Center of Western Michigan | Summer 2015-present.

Creative Writing Instructor | Seminole State College Adult High School | 2010.

National Service

Computers and Writing Conference Graduate Research Network | Discussion Leader | 2016.

ACM Special Interest Group in the Design of Communication | Student Representative | Board Member | 2015.

Present Tense: A Journal of Rhetoric and Society | Reviewer, Special Issue on Rhetoric and

the State | Summer 2015.
Research in the Teaching of English (RTE) | Reviewer | 2013-2016.
Council of Programs in Technical and Professional Communication | Diversity
Committee | 2014-present.
Writing Lab Newsletter | Editorial board member | 2014

International Service:

College Placement Advisor and Writing Instructor | Instituto Praxis, Santa Cruz, Bolivia |
June 2010-present.

Affiliations

Association of Teachers of Technical Writing
Council of Writing Program Administrators
ACM Special Interest Group in the Design of Communication
Women in Technical Communication
Computers and Writing Race Caucus
Conference on College Composition and Communication
Latina/o Caucus, NCTE/CCCC
International Medical Interpreters Association (IMIA)
American Translators' Association (ATA)

Language

Native proficiency in Spanish