Dawn M. Armfield
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Education

Doctor of Philosophy, August 2013
Rhetoric and Scientific and Technical Communication
University of Minnesota, 2008 - 2013

Committee: Laura J. Gurak, Michael Hancher, Lee-Ann Kastman Breuch, Tom Reynolds
Dissertation Title: "From Traditional to Digital: Understanding Remediation of the Postcard through the Case of PostSecret.com."

Master of Arts, 2008
English
Northern Arizona University, 2005-2008
Concentration in Literacy, Technology, and Professional Writing

Committee: Laura Gray-Rosendale, Gregory Larkin, Sandra Raymond
Thesis Title: "Self-Representation: Women in Online Communities"

Bachelor of Arts, 2005
English
Northern Arizona University, 2003-2005
Major in English, minor in Geology

Research & Teaching Areas

Scientific and Technical Communications
Digital Rhetoric, Digital Literacy, and New Media
Wearable Technologies
Visual Rhetoric
Online Ethos and Identity theories and practice
Composition Studies and Pedagogy

Academic Experience

Assistant Professor
Department of English, Minnesota State University Mankato, 2016-Present

Assistant Professor
Department of English, Frostburg State University, 2013-2016

Faculty Associate
School of Letters & Sciences, Arizona State University, 2012-2016

Adjunct Faculty
English and Technical Communication, Missouri Science & Technology, 2015-2016

Adjunct Faculty
Department of English, West Virginia University, 2015

Portfolio Evaluator
Department of English and Modern Languages, Western Missouri State University, 2015-Present

Graduate Instructor
Department of Writing Studies, University of Minnesota, 2008-2013

Adjunct Faculty
Liberal Arts, College of Visual Arts, 2011

Adjunct Faculty
English Department, Ridgewater College, 2010

Instructional Technologist
e-Learning Center, Northern Arizona University, 2005-2008

Adjunct Faculty
College of Education: Educational Specialties, Northern Arizona University, 2007

Systems Analyst
Human Resources, Coconino Community College, 2000-2005

Adjunct Faculty
Career and Technical Education, Coconino Community College, 2004-2005

Scholarly Activities

Grants

Focus Frostburg. Presidential Experiential Learning Enhancement Fund (PELEF) Grant: Triple R: Re-soil, Re-seed, and Re-green the FSU campus. (2013).

Fellowships

US Bank Industrial Affiliates Program Fellowship (IAP), University of Minnesota (2008-2009).

Scholarships

ATTW 2013 Research Methods Workshop, Analyzing Multimodal Data with Anne Wysocki, Association of Teachers of Technical Writing (2013). Competitive scholarship.

Publications

Forthcoming

Armfield, S. and Armfield D., (2017). "The Ethical Responsibility of Technology in Education." In R. Papa and S. Armfield (Eds.), Wiley Handbook of Education Policy. New York: NY: Wiley Handbooks in Education.

Armfield, D. and Armfield, S., (2017). "Minding the Gap: Valuing Working Class Knowledge." In R. Papa and A. Saiti (Eds.), Building for a Sustainable Future in Education: Brick by Brick. New York, NY: Springer Science+Business Media.

In Print

Armfield, S., Armfield, D., and Franklin, L., (2016). Shaming and socially-responsible online engagement. *TransMissions: Journal of Film and Media Studies,* Volume 1. Retrieved from http://transmissions.edu.pl/shaming-and-socially-responsible-online-engagement/

Armfield, S., Armfield, D., & Franklin, L. (2016). "The Shaming: Creating a Curriculum that Promotes Socially-Responsible Online Engagement." In R. Papa, D. Eadens, and D. Eadens (Eds.), Social Justice Instruction: Empowerment on the Chalkboard. New York, NY: Springer Science+Business Media.

Armfield, D., McGrath, M., and Hill Duin, A. (2015). "Disrupting Identity through the Materiality of Wearable Technologies." *International Professional Communication Conference (ProComm)*. July 12-15, 2015, Limerick, Ireland. Limerick: n.p., n.d. Print.

Armfield, S., Armfield, D., & Blocher, M. (2015). "Online Collaboration & Social Networking." In R. Papa (Ed.), Media Rich Instruction: Connecting Curriculum to All Learners. New York, NY: Springer Science+Business Media.

Armfield, D., Kennedy, K., and Hill Duin, A. (2014). "The roles of networked learning, collaboration, and connectedness in the classroom." *International Professional Communication Conference (ProComm)*. October 12-15, 2014, Pittsburgh, PA. Pittsburgh: n.p., n.d. Print.

Armfield, D., Gurak, L., Li, Shuwen. (2013). "The Global Reach of Visual Communication: Pitfalls and Potentials." *International Professional Communication Conference*. July 15-17, 2013, Vancouver, British Columbia, Canada. Vancouver: n.p., n.d. Print.

Armfield, D., Gurak, L., Weinberg, J., & Kays, T. (2012). "Technical communication education in a digital, visual world." *International Professional Communication Conference*. October 8-10, 2012, Orlando, Florida. Orlando: n.p., n.d. Print.

Kastman Breuch, L., Horvath, B., Klug, S., Armfield, D.M., Thomas-Pollei, K., & Pigozzi, L. (2012). The 'WRIT VID' project: incorporating multimodal components into text-only online writing instruction. In A.H. Duin, E. Nater, & F. Anklesaria (Eds.), Cultivating change in the academy: 50+ stories from the digital frontlines at the University of Minnesota in 2012. University of Minnesota. http://purl.umn.edu/125273.

Armfield, D. (2011). Review of Multimodality: A Social Semiotic Approach to Contemporary Communication, by Gunther Kress. *Technical Communication Quarterly*, *Volume 20, Issue 3,* 347-349.

Editorial

Assistant Editor, *eJournal of Education Policy*, (2013-present).

Assistant Editor for Technology, *Written Communication, an International Quarterly of Research, Theory, and Application*, (2010).

Under Contract

Associate Editor, *Handbook of Education Policy* (projected 2018 with Wiley Blackwell).

Conference Presentations

International

"Rules of Engagement in the Age of Wearable Technologies." Presented at the Association of Internet Researchers conference in Berlin, Germany. October 5-8, 2016.

"Degrading marginalized populations in social networking environments." Presented at the American Education Research Association Convention. Washington, DC. April 8-12, 2016.

Journal Roundtable for *eJournal of Education Policy*. Presented at the American Education Research Association Convention. Washington, DC. April 8-12, 2016.

"Where Experience Architecture and Internet Studies Meet: Fishing for Convergence." Presented at the Association of Internet Researchers conference in Phoenix, Arizona. October 21-24, 2015.

"The changing landscape of wearable technologies." Presented at the SIGDOC (ACM Special Interest Group for Design of Communication) conference in Limerick, Ireland. July 15-17, 2015.

"Disrupting Identity through the Materiality of Wearables." Presented at the International Professional Communication Conference (IEEE ProComm). Limerick, Ireland. July 12-15, 2015.

"Engaging Globally Distributed Virtual Teams through Collaborative Environments." Presented at the American Education Research Association Convention. Chicago, Illinois. April 16-20, 2015.

Journal Roundtable for *eJournal of Education Policy*. Presented at the American Education Research Association Convention. Chicago, Illinois. April 16-20, 2015.

"The roles of networked learning, collaboration, and connectedness in the classroom." Presented at the International Professional Communication Conference (IEEE IPCC). Pittsburgh, Pennsylvania. October 13-15, 2014.

Journal Roundtable for *eJournal of Education Policy*. Presented at the American Education Research Association Convention. Philadelphia, Pennsylvania. April 3-7, 2014.

"The Global Reach of Visual Communication: Pitfalls and Potentials." Presented at the International Professional Communication Conference. Vancouver, British Columbia, Canada. July 15-17, 2013.

"Technical communication education in a digital, visual world." Presented at the International Professional Communication Conference. Orlando, Florida. October 8-10, 2012.

"Ethos to Presence: Canonical Transitions through Postcards." Association of Internet Researchers. Seattle, Washington. October 10-13, 2011.

"Defining Online Anonymous Identity: a Content Analysis of PostSecret.com." Western States Rhetoric and Literacy Conference. Tempe, Arizona. October 21-22, 2011.

Trust and Identity in Internet Research. Association of Internet Researchers. Goteborg, Sweden. October 20-23, 2010.

National

"Agency, Affect, and Performativity in Visual and Material Rhetorics of Environment and Technology." Presented at the Rhetoric Society of America 2016 conference in Atlanta, Georgia. May 27-29, 2016.

"Materiality and Digital Spaces as Agents of Rhetorics of Change." Presented at the Rhetoric Society of America 2016 conference in Atlanta, Georgia. May 27-29, 2016.

"Ending the Shame: Harnessing Technology for a New Order." Presented at the Feminisms and Rhetorics 2015 conference in Phoenix, Arizona. October 28-31, 2015.

"Storytelling across the Curriculum: Multimodal Cultural Artifacts." Presented at the Southwest Popular/American Culture Association Conference. Albuquerque, New Mexico. February 11-14, 2015.

"Materiality in the remediated postcards of PostSecret.com" Presented at the Rhetoric Society of America Conference. San Antonio, Texas. May 22-26, 2014.

"Teaching Technical Communication Tools Without Letting Them Take Over the Class." Presented at the Council for Programs in Technical and Scientific Communication Conference. Cincinnati, Ohio. October 10-12, 2013.

"Online Collaborative Learning Environments." Presented at The 2013 Teaching Professor Conference. New Orleans, Louisiana. May 31-June 2, 2013.

"Going Public: Composing New Boundaries of Public and Private Discourses." Presented at the 2013 Conference on College Composition and Communication. Las Vegas, Nevada. March 13-16, 2013.

"WRIT VID: Integrating Multimodal Components in an Online Writing Class." Presented at the Great Plains Alliance for Computers and Writing. Mankato, Minnesota. November 9, 2012.

"Reasons, Challenges, and Successes for Experimenting with New Media: Google+ Hangouts." Presented at the Great Plains Alliance for Computers and Writing. Mankato, Minnesota. November 9, 2012.

"Sherpas on the Digital Mountain: The New Pedagogy of the Decentralized Writing Classroom." Presented at the Great Plains Alliance for Computers and Writing. Mankato, Minnesota. November 9, 2012.

"Multimodality in the Writing Classroom: Podcasting in Four Acts." Computers and Writing 2011. Ann Arbor, Michigan. May 19-22, 2011.

"Digital Activism and Witness in a Global Public." Computers and Writing 2011. Ann Arbor, Michigan. May 19-22, 2011.

"Rhetorics of Trust and Identity." Rhetoric Society of America Conference. Minneapolis, Minnesota. May 28-31, 2010.

"Re/Composing Communities: Technological Disruption in Shifting Publics." Computers and Writing 2010. West Lafayette, Indiana. May 20-23, 2010.

"(Re)mediating Social Technologies: Mobility, Twitter, Facebook, and Podcasting in Learning Spaces." Conference on College Composition and Communication. San Francisco, California. March 11-14, 2009.

"Digitize This!: Self Constructions in Second Life, MySpace, and Hybrid Pop Culture Courses." Conference on College Composition and Communication. New Orleans, Louisiana. April 2-5, 2008.

State

"Wikis in the NAU Community." 2007 NAU e-Learning Institute. Flagstaff, Arizona. May 23, 2007.

"Google Tools for the Academic Professional: Introduction to Google Tools for the Classroom." 2007 NAU e-Learning Institute. Flagstaff, Arizona. May 22, 2007.

"Lili-G: Defining a Blogger's Identity through Textual and Visual Rhetoric." Peaks Conference: Northern Arizona University. Flagstaff, Arizona. March 9, 2007.

Invited

"Materiality in the remediated postcards of Postsecret.com." English Colloquium. Frostburg State University, Frostburg, Maryland. April 13, 2014.

"Building successful letters of application and CVs." Second Annual Dr. Steve Lapan Doctoral Forum. Northern Arizona University, Flagstaff, Arizona. April 11-12, 2014.

2012 U-Spatial Symposium. Live Tweeter/Blogger. University of Minnesota, Minneapolis, Minnesota. October 22, 2012. <http://uspatial.umn.edu/>

"A Dialogue and Roundtable Discussion with Anne Wysocki and Dennis Lynch." Discussion Leader. Literacy and Rhetorical Studies Speaker Series. University of Minnesota, Minneapolis, Minnesota. March 28, 2012.

"Social Seeing: Images Online – a talk by George Oates." Respondent. Digital Humanities 2.0 colloquium. University of Minnesota, Minneapolis, Minnesota. November 15, 2011.

"Using Social Media." Invited. 2010 Spring Symposium: The Opportunities and Challenges of Social Media in the Food Industry. University of Minnesota, Minneapolis, Minnesota. Spring 2010.

"Social Media in the Classroom." Century College. Saint Paul, Minnesota. Fall 2009.

"Constructing Identity in Online Classrooms." Southwest Institute for Learning with Technology 2008. Flagstaff, Arizona. May 2008.

"Constructing Identity in Online Communities." Faculty Development session. Northern Arizona University, Flagstaff, Arizona. April 2008.

"Google Tools for the Service Professional: Introduction to Google Tools for the Office." Invited by the NAU Service Professional Advisory Council 2007 Summer Conference: Mountains of Possibilities. Flagstaff, Arizona. May 16, 2007.

"Introduction to Blogs." 2006 NAU e-Learning Institute. Flagstaff, Arizona. May 24, 2006.

Guest Lecturer

"Postcards and PostSecret." Guest lecturer for HSem 3067H Honors Seminar: Digital Literacies. Minneapolis, Minnesota. Fall 2011.

"Wikis and Graduate Research in Online Spaces." Guest lecturer for Writ 3577: Rhetoric, Technology, and the Internet. Minneapolis, Minnesota. Fall 2009.

"Social Media." Guest lecturer for LS 5100: Writing on and For the Web. Minneapolis, Minnesota. Summer 2009.

"Identity in Online Communities." Guest lecturer for Comm101: Communication Analysis. Flagstaff, Arizona. Spring 2008.

"Introduction To Education Technologies: Using Audacity". Guest lecturer for ETC320: Introduction to Education Technologies. Flagstaff, Arizona. Spring 2008.

"Technology in the English 105 Classroom." Guest lecturer for Eng105: Critical Reading and Writing in the University Community. Flagstaff, Arizona. Spring 2008.

"Technology in the English 105 Classroom." Guest lecturer for Eng105: Critical Reading and Writing in the University Community. Flagstaff, Arizona. Fall 2007.

Workshops

Ongoing workshop presentations in the areas of Blackboard Vista, Creating Web Pages with Word, and Dreamweaver 8. Northern Arizona University, Flagstaff, Arizona. 2005-2007.

Workshop presentations in the areas of Blackboard Vista Shells, Creating Web Pages with Word, and Dreamweaver 8. Northern Arizona University, Tucson, Arizona. 2007.

Non-Scholarly Activities

Publications: Photography

Armfield, D. (2010). Weary Lot. In B. Wolff & B. Hara (Eds.), *Photos for the Gulf* (pp. 1). Composing With Images Press.

Armfield, D. (2009, May). Tired. *Secrets of the City, May 22, 2009*. Online.

Armfield, D. (2006, December). Inferno. *JPG Magazine*, *Issue 7*, 31. Print.

Armfield, D. (2005, July). Lessons of the Desert Southwest. *Photoblogs Magazine*, 4-9. Print.

Exhibit: Photography

Armfield, Dawn M. *Stars Among Us*. 31 Oct. 2014. Exhibit. Church of Art, Hotchkiss, CO.

Teaching

Courses

Minnesota State University Mankato, Mankato
Technical Communication (f2f and online)
Usability (online)
Research and Theory in Technical Communication (online)

Frostburg State University, Frostburg, Maryland
Advanced Composition for the Social Sciences (online and hybrid)
Business Writing (f2f, hybrid, and online)
Content Management (online)
Rhetoric of the Memoir (online)
Scientific Writing (f2f)
Technical Writing (f2f and online)

Arizona State University, ASUOnline, Tempe, Arizona
First Year Composition 1st semester (online)
First Year Composition 2nd semester (online)
Principles of Visual Communication (online)

West Virginia University, Morgantown, West Virginia
Composition and Rhetoric (f2f)

Missouri Science & Technology University, Rolla, Missouri
Technical Marketing Communication (online)

University of Minnesota, Twin Cities Campuses, Minnesota
Rhetoric, Technology, and the Internet (hybrid)
Scientific and Technical Presentations (f2f and hybrid)
Technical and Professional Writing (f2f and online)
University Writing (hybrid)

College of Visual Arts, Saint Paul, Minnesota
College Expository Writing (f2f)

Ridgewater College, Willmar, Minnesota
Applied Writing: Law Enforcement Communications (online)
Scientific and Technical Writing (online)

Northern Arizona University, Flagstaff, Arizona
Technology in the Classroom (f2f)

Coconino Community College, Flagstaff, Arizona
Webpage Design 1 (f2f)

Service

International

Association of Internet Researchers (AoIR)

- Conference Proposal Reviewer (2016)

Association for Computing Machinery's Special Interest Group on the Design of Communication (SIGDOC)

- Communication Design Quarterly
  - Manuscript Reviewer (2015-2016)
- Co-Chair Communications (2014-2015)
- 2015 Conference Program Chair (2014-2015)
- Student Research Competition Proposal Reviewer (2015)

American Educational Research Association

- Conference Reviewer (2015)
    - SIG-Online Teaching and Learning
- Conference Reviewer (2014)
    - Division C - Learning and Instructions: Section 1a: Literacy
    - Division C - Learning and Instructions: Section 3b: Technology-Based Environments
    - SIG-Instructional Technology

Global Society of Online Literacy Educators (GSOLE)

- Membership Chair (2016)

Technical Communication: Journal for the Society of Technical Communication

- Reviewer (2016)
    - Special Issue on "Communication of Research Between Academic and Practicing Professionals"

National

Association of Teachers of Technical Writing (ATTW)

- Reviewer: Conference Proposals for ATTW (2014-Present)
- Writing Research Committee (2009-2012)
- Reviewer: Conference Proposals for ATTW-MLA (2012)

Feminisms and Rhetorics

- Reviewer: Conference Proposals (2015)

Rhetoric Society of America (RSA)

- Digital Media Working Group (2015)
- Technology Task Force (2010-2011)
- Conference volunteer (2010)

Council of Writing Program Administrators (CWPA)

- Conference volunteer (2009)

Council for Programs in Technical and Scientific Communication (CPTSC)

- Conference photographer (2008)

Technical Communication Quarterly (TCQ)

- Editorial Board Reviewer (2016)

State

Minnesota Colleges & Universities English & Writing (MnCUEW)

- Conference Committee (2010-2012)

Community

WFWM Public Radio

- Advisory Board (2013-2016)

University

Minnesota State University, Mankato

- UX Lab Advisory Board (2016-Present)
    - Faculty Mentor (2016-Present)
- English Department Technology Committee (2016-Present)

Frostburg State University

- President's Advisory Council Against Gender-Based Violence (PACAGBV) (2014-2016)
    - Programming and Assessment Sub-Committee (2014)
    - Outreach and Education for Faculty and Staff Sub-Committee (2014-2016)
        - Chair (2014-2016)
- Women's Studies (2013-2016)
    - Steering Committee (2013-2016)
- Social Media Group (2013-2016)
    - Chair (2014-2016)
- Center for Teaching Excellence Advisory Group (2014-2015)
    - Social Media and Public Relations Developer (2014-2015)
- Frostburg 5 Rivers TU Fly Fishing and Conservation Club (FSU Fishing) (2014-2016)
    - Advisor

Northern Arizona University

- Provost's Academic Computing Advisory Council (PACAC) (2007-2008)
- Portal Steering Committee
    - Subcommittee for Online Communities (2008)

Department

Frostburg State University, Department of English

- Department Executive Council (2015-2016)
- Bittersweet Literary Magazine Advisor (2015-2016)
- Department Webmaster (2014-2016)
- Social Media Manager (Twitter and Tumblr) (2013-2016)
- Assessment Group (2014-2016)
    - Senior portfolio assessment (2015)

University of Minnesota, Department of Writing Studies

- Technology Committee (2009-2011)

- Coaxley Ames Writing Excellence Award
    - Upper-level Writing committee (2011)
- Strategic Plan document design (2009)

Northern Arizona University, e-Learning Center

- Editorial Committee (2005-2008)
- Southwest Institute for Learning with Technology (SILT)
    - Conference committee (2005-2008)

Professional Development

Rocky Mountain Writers Retreat (2014-2015).

Writing Assignments for the 21st Century (2013).

Literacy and Rhetorical Studies Research Series: Research with Minnesota's Students and Teachers (2013).

Engaging Controversies: Remixing Writing (2012).

Make your teaching stick: principles for memorable presentations, Minneapolis, Minnesota (2012).

Preparing Future Faculty, Minneapolis, Minnesota (2012).

Doctoral Colloquium, Association of Internet Researchers Conference, Seattle, Washington (2011).

Rhetoric Society of America Summer Institute.

Seminar: Composing Multimodal Rhetorics led by Anne Wysocki and Dennis Lynch. Boulder, Colorado (2011).

Workshop: Going Deep with The New Rhetoric led by Linda Bensel-Meyers, James Crosswhite, David Frank, and John Gage. Boulder, Colorado (2011).

Graduate Research Network with Randall McClure and Quinn Warnick. Computers & Writing, Ann Arbor, Michigan (2011).

Research Network with Krista Ratcliffe. Rhetoric Society of America, Minneapolis, Minnesota (2010).

Technology Enhanced Learning: Is Google Making Us Stoopid? and Other Burning Questions (2008).

Memberships

American Educational Researchers Association (AERA)
Association of Internet Researchers (AoIR)
Association of Teachers of Technical Writing (ATTW)
IEEE Professional Communication Society (PCS)
Rhetoric Society of America (RSA)