

Shelton Weech

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Academic Appointments

Utah Valley University—Orem, UT

Assistant Professor of Technical Communication, Department of English, 2023–present

Purdue University—West Lafayette, IN

Ross-Lynn Research Scholar, College of Liberal Arts, 2022–2023

Assistant Director, Professional Writing, Department of English, 2021–2022

Teaching Mentor, Professional Writing, Department of English, 2020–2021

Content Developer, Purdue Online Writing Lab (OWL), 2019–2022

Graduate Teaching Assistant, Professional Writing, Department of English, 2019–2022

Graduate Teaching Assistant, Introductory Composition, Department of English, 2018–2019

Brigham Young University—Provo, UT

Program Assistant, Department of English, 2006–2007

Research Assistant, Department of English, 2005–2006

Graduate Teaching Assistant, Composition, Department of English, 2005–2007

Education

PhD, Rhetoric and Composition—Purdue University, West Lafayette, IN, 2023

Secondary Areas: Professional & Technical Communication, Organizational & Public Rhetorics

Dissertation: *The Rhetorics and Networks of Climate Science*

Committee: Bradley Dilger (Chair), Jennifer Bay, Richard Johnson-Sheehan, Denise Tillery
(University of Nevada Las Vegas)

MA, English—Brigham Young University, Provo, UT, 2007

Focus: American Literature

Thesis: *Individuality in the Face of Conformity: Hybridity, the Cold War, and African Americans*

Committee: Kristin Matthews (chair), Trenton Hickman, Phil Snyder

BA, English, Spanish Minor—Brigham Young University, Provo, UT, 2005

Graduated Summa Cum Laude

Research & Teaching Interests

Technical & Professional Communication

Technical Editing

Organizational Rhetoric

Research Methods

Digital Rhetoric

Design of Communication

Public Rhetoric

User Experience (UX)

Social Media Studies

Science Communication

Writing Pedagogy

Classical Rhetoric

Publications

- Albrecht-Crane, C., Comi, D., Flanagan, S., & **Weech, S.** (2024, forthcoming). "Situated AI Usage: A Methodological Approach to Generative AI User Research." In *Proceedings of the 42nd ACM International Conference on Design of Communication*.
- Weech, S.** (2023). "Climate Change, Snowball Sampling, and Discourse-based Interviews: A Mixed Method for Studying Networked Rhetorics." In *Proceedings of the 41st ACM International Conference on Design of Communication*.
- Weech, S.**, Banat, H., McMullin, M., Swatek, A., Gupta, A., and Dilger, B. (2022). "Assessing Equity and Inclusion in Research Teams through Constructive Distributed Work." In *2022 IEEE International Professional Communication Conference (ProComm)*, 65-71.
<https://doi.org/10.1109/ProComm53155.2022.00015>.
- McMullin, M., Banat, H., **Weech, S.**, & Dilger, B. (2022). "Building Ethical Distributed Teams Through Sustained Attention to Infrastructure." *Communication Design Quarterly*, 10(2), 32-43.
<https://doi.org/10.1145/3507857.3507861>.
- Weech, S.** (2022). "Changing Climate, Changing Terrain: The Stasis Metaphor and the Climate Crisis." *Journal of Technical Writing and Communication*, 52(1), 94-109.
<https://doi.org/10.1177/0047281620966988>.
- McMullin, M., **Weech, S.**, Banat, H., & Dilger, B. (2021). "Using Iterative Persona Development to Support Inclusive Research and Assessment." In *Proceedings of the 39th ACM International Conference on Design of Communication*. <https://doi.org/10.1145/3472714.3473643>.
- Weech, S.** (2020). "Analyzing Organizational Values Over Time: A Methodological Case Study." In *Proceedings of the 38th ACM International Conference on Design of Communication* (pp. 1-6).
<https://doi.org/10.1145/3380851.3416760>.
- Baniya, S., & **Weech, S.** (2019). "Data and Experience Design: Negotiating Community-Oriented Digital Research with Service-Learning." *Purdue Journal of Service-Learning and International Engagement*, 6(1), 11-16. <https://doi.org/10.5703/1288284316979>.

Conference Presentations

- Albrecht-Crane, C., Comi, D., Flanagan, S., & **Weech, S.** (2024, accepted). "Situated AI Usage: A Methodological Approach to Generative AI User Research." SIGDOC. Arlington, VA, 2024.
- McMullin, M. **Weech, S.**, Avci, D., Banat, H., & Xu, W. (2024, accepted) "Are We Doing what We Say We're Doing? Assessing the Constructive Distributed Work Model for Sustainable Research Teams." SIGDOC. Arlington, VA, 2024.
- Weech, S.** (2023). *Climate Change, Snowball Sampling, and Discourse-based Interviews: A Mixed Method for Studying Networked Rhetorics*. SIGDOC. Orlando, FL, 2023.
- Weech, S.** *Assembling Networks of Climate Science*. (2022). Association for the Rhetoric of Science, Technology, and Medicine Preconference, National Communication Association. New Orleans, LA, 2022.

- Banat, H., Gupta, A., McMullin, M., Swatek, A., **Weech, S.**, and Dilger, B. (2022). *Grant Writing: A Heuristic for Ethical Collaboration*. Workshop presented at SIGDOC. Boston, MA, 2022.
- Weech, S.**, Banat, H., McMullin, M., Swatek, A., Gupta, A., and Dilger, B. (2022). *Assessing Equity and Inclusion in Research Teams through Constructive Distributed Work*. IEEE International Professional Communication Conference. Limerick, Ireland, 2022.
- Weech, S.** (2022). *The Affective Click: Affect, Emotion, and Movement in Online Interactions*. Rhetoric Society of America, Biennial Conference. Baltimore, MD, 2022.
- Weech, S.** (2022). *Snowballs and Interviews: A Mixed Methods Approach for Online Research*. Conference on College Composition and Communication, Virtual Conference, 2022.
- Weech, S.** (2021). *Inherently Organizational: Speech Acts, Organizations, and Mission Statements*. Association for Business Communication, Virtual Conference, 2021.
- McMullin, M., **Weech, S.**, Banat, H., & Dilger, B. (2021). *Using Iterative Persona Development to Support Inclusive Research and Assessment*. SIGDOC, Virtual Conference, 2021.
- Weech, S.** (2021). *The Rhetorics and Networks of Climatology: A Preliminary Study*. ATTW, Virtual Conference, 2021.
- Weech, S.** (2021). *Network Sense Through Network Analysis: Twitter and Disciplinography in Composition Studies*. Conference on College Composition and Communication, Virtual Conference, 2021.
- Weech, S.** (2020). *Analyzing Organizational Values Over Time: A Methodological Case Study*. SIGDOC, Denton, TX, 2020.
- Weech, S.** (2020). *Archival Communion: Memory, Delivery, and Family Archives*. Rhetoric Society of America, Biennial Conference. Portland, OR, 2020. Conference canceled due to COVID-19 pandemic.
- Forte, J., McMorris, K., Milliren, K., Pellegrini, M., Sirohi, P., & **Weech, S.** (2020). *The Case of the Purdue OWL: Accessibility and Online Content Development*. Panel accepted by Computers and Writing, Greenville, NC, 2020. Conference canceled due to COVID-19 pandemic.
- Bruton, M., Pandey, S., Murphy, R., Pellegrini, M., Salvo, M., & **Weech, S.** (2020). *Open Access: From the Classroom to the Globe*. Panel accepted by Conference on College Composition and Communication, Milwaukee, WI, 2020. Conference canceled due to COVID-19 pandemic.
- Atherton, R., Baniya, S., Bay, J., Murphy, R., & **Weech, S.** (2019). *Reconsidering the Digital in Community Engagement Projects: Producing Knowledge Ethically with Big Data*. Computers & Writing, East Lansing, MI, 2019.
- Weech, S.** (2007). *The Hybrid Superhero: Stan Lee and Jack Kirby's Black Panther*. Pop Culture Association/American Culture Association National Conference, Boston, MA, 2007.

Invited Presentations

“Data: Rhetoric and Stories” (2022) and **“Data Visualizations,”** (no longer published). Video series written and produced by invitation for Mitch E. Daniels School of Business, Purdue University. “Rhetoric and Stories” video available at <https://youtu.be/V8KvZ8FJuF8>
Topics covered: rhetoric of data, data storytelling, data visualizations

“Writing and Presenting with Data,” (2021). Invited speaker at Krannert School of Management, Purdue University.
Topics covered: rhetoric of data, data storytelling, data visualizations

“Creating User Personas as Audience Analysis,” (2021). Pedagogical workshop. Presentation at Purdue Professional Writing workshop on classroom activities, Purdue University.
Topics covered: usability, user-centered design, persona research

“Collaborating Online: Lessons from a Successful Team,” (2021). Presentation with Michelle McMullin and Bradley Dilger presented at University of Arizona Women’s Hackathon.
Topics covered: collaboration, infrastructure, rhetorical listening

“What to Teach Next,” (2021). Presentation with Jennifer Bay, Purdue University.
Topics covered: Pitched Purdue’s Professional Writing program to graduate students

“Teaching with Data in Professional Writing,” (2020). Pedagogical workshop. Panel with Rachel Atherton and Jenny Bay, Purdue University.
Topics covered: data literacy, data visualizations, pedagogical strategies for teaching data

Grants and Awards

Grants, Fellowships, and Scholarships

Faculty Travel Grant, Office of Teaching and Learning, Utah Valley University, 2023 (\$600)
Ross-Lynn Research Scholar Fund, Purdue University, 2022–2023 (\$35,000)
Crouse Emergent Scholar Award, Purdue University, 2022 (\$5,000)
PROMISE Award, Purdue University College of Liberal Arts, 2019 (\$750)
Crouse Promising Scholar Award, Purdue University, 2019 (\$5,000)
English Department Rider Grant, Purdue University, 2019 and 2020 (\$250 each year)
ICaP Travel Grant, Purdue University, 2019, 2020, and 2022 (\$200 each year)
Christianson Award, Graduate Student Award, Brigham Young University, 2005 (\$15,000)

Teaching Awards

Quintilian Award, Graduate Teaching, Purdue University, 2019
Ed M. and Minnie Berry Rowe Award, Graduate Teaching, BYU, 2007

Teaching Experience

Courses Taught at Utah Valley University (2023–present)

ENGL 1010	Introduction to Academic Writing (Fall 2023, Spring 2024)
ENGL 2010	Intermediate Academic Writing (Fall 2024)
ENGL 2050	Editing (Fall 2024)
ENGL 2100x	Technical Communication (online) (Fall 2023, Summer 2024)
ENGL 2100	Technical Communication (face-to-face) (Spring 2024)
ENGL 2800	Introduction to the English Major (Spring 2024)
ENGL 3090	Academic Writing for English Majors (Fall 2023)
ENGL 3300	Collaborative Communication in Technology Professions (Fall 2024)
ENGL 481R	Internship (Summer 2024)

Courses Taught at Purdue University (2018–2022)

ENGL 106	Introductory Composition (Fall 2018, Spring 2019)
ENGL 203	Research in Professional Writing (Fall 2022)
ENGL 419	Multimedia Writing (Fall 2021)
ENGL 420	Business Writing (Fall 2019)
ENGL 420-DIST	Business Writing (online) (Spring 2020, Summer 2020)
ENGL 421	Technical Writing (in-person/online hybrid, Fall 2020)
ENGL 421-DIST	Technical Writing (online) (Summer 2022)
ENGL 505	Business Writing Teaching Practicum (synchronous online, Fall 2020)

Courses Taught at Brigham Young University (2005–2007)

ENGL 150	College Writing & Reading (Fall 2005, Winter 2006)
ENGL 150 – Tech	College Writing & Reading, Technology-focused (Fall 2006, Winter 2007)

Course Taught at LDS Employment Services: Rosario, Argentina; Asunción, Paraguay (2004, 2007)

Career Workshop: Job search workshop taught to South American communities

Academic Service & Experience

Course Learning Outcomes Committee Member, Utah Valley University, Orem, UT, 2024–present

- Participated in college-level committee focused on improving student understanding of CLOs
- Led data-driven study to determine current state of student knowledge of CLOs

Writing Studies Committee Member, Utah Valley University, Orem, UT, 2023–present

- Strategized growth of Writing Studies program within English department
- Developed poster and flyer templates for other department members to promote courses
- Served as co-chair of Technical Communication subcommittee

Reviewer, ACM Special Interest Group, Design of Communication (SIGDOC), 2024–present

- Reviewed and rated conference proposals
- Reviewed submissions to conference proceedings, offering substantive and developmental feedback

Reviewer, Marilyn Brown Writing Scholarship, Utah Valley University, Orem, UT, 2024

- Reviewed and rated creative and academic writing by undergraduates

Reviewer, National Communication Association, 2024

- Reviewed and rated conference proposals

Corpus and Repository of Writing (Crow) Research Team Member, Utah Valley University, Orem, UT, 2019–present

- Part of interinstitutional team within Crow researching collaboration, project management, and mentorship
- Participated on grant-writing project for interdisciplinary, interinstitutional research team
- Created index of Crow presentations and workshops for project review and assessment
- Researched and planned updates to Crow website (www.writecrow.org)

Professional Writing Assistant Director, Purdue University, West Lafayette, IN, 2021–2022

- Planned, organized, and executed a series of Professional Writing Workshops
- Instituted a series of instructional and professionalization awards for instructors of Professional Writing at Purdue
- Created and ran Purdue Professional Writing social media
- Assisted in running Purdue’s Professional Writing program

Rater, ETS, Tampa, FL, 2019, 2022

- Scored AP English Language exams

Professional Writing Mentor, Purdue University, West Lafayette, IN, 2020–2021

- Mentored and trained first-time instructors of business writing
- Co-taught business writing practicum course
- Presented at What to Teach Next showcase, 2021
- Built course shells in Brightspace Learning Management System for Engl 419: Multimedia Writing and Engl 420: Business Writing

Content Developer, Purdue Online Writing Lab (OWL), West Lafayette, IN, 2018–2020

- Developed scripts for lab-produced vidcasts on writing rules and strategies

Program Assistant, Brigham Young University, Provo, UT, 2006–2007

- Mentored and trained First-Year Composition instructors
- Planned and facilitated pre-semester training
- Planned and facilitated weekly training meetings

Intern, LDS Employment Resource Services, Rosario, Argentina (2004) and Asunción, Paraguay (2007)

- Taught LDS Career Workshop (job skills, professional document design)
- Total of ~200 participants each summer
- Included public presentations in communities around Argentina and Paraguay
- Assisted with management and administration of employment centers

Research Assistant, Brigham Young University, Provo, UT, 2005–2006

- Subject: 19th-Century Transatlantic Literature

Relevant Professional Experience

Supervisor, Arvato Digital Services, Valencia, CA, 2013–2018

- Managed Microsoft customer service team of 12–25 customer service agents
- Transformed team from service/support function to sales/support function
- Trained new employees, teams in US and in other regions worldwide
- Maintained quality control of team communications

- Participated in content development for training materials, tracking processes, website content, and project proposals

Account Specialist, Arvato Digital Services, Valencia, CA 2012–2013

- Managed portfolio of 100 business across United States
- Met regularly to help businesses develop relationship with Microsoft
- Trained new account specialists

Publications in Other Media

“Dilated” (2021). Short story published and produced by *The No-Sleep Podcast*.

<https://www.thenosleepodcast.com/episodes/s16/16x07>

“Dangling Modifiers” and “Etiquette: Writing a Superior” (2020). Scripts for Purdue Online Writing Lab,

West Lafayette, IN. <https://www.youtube.com/watch?v=ID8lJyM18AM&t> and <https://www.youtube.com/watch?v=rSaNPK5vvo0&t>.

“Archival Communion: Memory, Delivery, and Family Archives.” (2019, webtext available at

<https://archivalcommunion.weebly.com>)

The Orchestra at Temple Square Concert Series. (2004) (5 radio programs). Writ. and Prod. Shelton Weech. Classical 89 KBYU-FM. Provo, UT.

Relevant Coursework

Composition Theory	Semantics
Professional Writing Theory	Classical Rhetoric
Public Rhetoric	Modern Rhetoric
Rhetoric and Civic Engagement	Postmodern Theory
Computers and Writing	Affect and the Body (Theory)
Empirical Research Methods	Transdisciplinary Rhetoric
Institutional/Organizational Communication	Postcolonial Theory

Professional Affiliations

ACM Special Interest Group for Design of Communication (SIGDOC)

National Communication Association (NCA)

Association of Teachers of Technical Writing (ATTW)

National Council of Teachers of English (NCTE)

Rhetoric Society of America (RSA)

Association of Business Communication (ABC)

Skills and Qualifications

Microsoft Office	Adobe Suite
Microsoft Customer Relationship Management	Brightspace
Tableau	Blackboard
OpenShot Video Editor	HTML (some)
Audacity	Fluent in Spanish