Jeffrey M. Gerding, Ph.D.

Xavier University | Hinkle Hall 230 | 3800 Victory Parkway, Cincinnati, OH
gerdingj1@xavier.edu | www.jeffreygerding.org | (513) 745-3492

Academic Positions

Assistant Professor of English, Xavier University, August 2018 – Present
Graduate Teaching Assistant, Purdue University, August 2011 – May 2018

Education

Doctor of Philosophy, Purdue University, West Lafayette, IN (August 2018)

> Dissertation: Advocating for Users, Engaging Citizens: Analyzing the Rhetoric of Civic Engagement in the Digital Services Movement

> Committee: Michael Salvo (Chair), Patricia Sullivan, Bradley Dilger, Harry Denny

Master of Arts in English, Purdue University, West Lafayette, IN (August 2013)

Bachelor of Science in English, Eastern Michigan University, Ypsilanti, MI (April 2010)

Selected Publications

Vealey, K. P., and Gerding, J.M., Eds. (2021). Special Issue on the Work of Storytelling in Professional and Technical Communication. *Technical Communication* (Under Review).

Gerding, J. M. (2021). "Achieving Veteran-Centered Design: Case Study of the Human-Centered Design Process during the Vets.gov Project." In R. Weber and J. Robinson (Eds.), *Collaborations and Partnerships in User Experience.* (Forthcoming).

Gerding, J. M., and Vealey, K. P. (2017). "When is a Solution Not a Solution?: Wicked Problems, Hybrid Solutions, and the Rhetoric of Civic Entrepreneurship." *Journal of Business and Technical Communication* 31(3), Special Issue on the Rhetoric of Entrepreneurship.

Gerding, J. M. (2017). "Examining the Rhetoric of Civic Engagement in Government Digital Service Design: Case Study of the Federal Source Code Policy's Use of GitHub in a Public Comment Period." *Proceedings of the 2017 IEEE International Professional Communication Conference.*

Vealey, K.P., and *Gerding, J. M.* (2016). "Rhetorical Work in Crowd-Based Entrepreneurship: Lessons Learned from Teaching Crowdfunding as an Emerging Site of Professional and Technical Communication." *IEEE Transactions on Professional Communication* 59(4), Special Issue on Entrepreneurship Communication.

Gerding, J. M., and Johnson-Sheehan, R. (2016). "What is Technology?" In R. Malenczyk (Ed.), *A Rhetoric for Writing Program Administrators.* (2nd ed.). Anderson, SC: Parlor Press. ISBN: 978-1602358461.

Vealey, K. P., and Gerding, J. M. (2013). "Designing Accidents: Advocating Aleatory Research Methods in New Media Pedagogy." *Journal of Interactive Technology and Pedagogy*. https://jitp.commons.gc.cuny.edu/designing-accidents-advocating-aleatory-research-methods-in-new-media-pedagogy.

Selected Conference Presentations

"Flexibility and Function: Immersive Learning in Professional Writing. *College English Association of Ohio Spring Virtual Conference*. April 2021. (Upcoming).

"Documenting #Activism: Microethnographies of Hashtag Activism in First Year Composition." *Computers & Writing*. East Carolina University, Greenville, NC. May 2020. (Accepted; Cancelled due to COVID-19).

"Revisiting the Commonplaces of Service Learning Pedagogy in Professional Writing." *Conference on College Composition & Communication*, Milwaukee, WI. March 2020. (Accepted; Cancelled due to COVID-19)

"Examining the Rhetoric of Civic Engagement in Government Digital Service Design: Case Study of the Federal Source Code Policy's Use of GitHub in a Public Comment Period." *IEEE International Professional Communication Conference*, University of Wisconsin, Madison, WI, July 2017.

"When is a Solution Not a Solution?: The Rhetorical Work of Civic Entrepreneurship in Solving Wicked Problems." *Conference on College Composition & Communication*, Portland, OR, March 2017.

"Advocating for Users, Engaging Citizens: Analyzing User Experience Research and the Rhetoric of Civic Engagement in Public Sector Digital Service Design." *Association of Teachers of Technical Writing Conference*, Graduate Research Award Presentation, Portland, OR, March 2017.

"Everyday Activism: Writing Centers as Spaces for Sustained Public Engagement." *Conference on College Composition & Communication*, Houston, TX, April 2016.

"Our Civic Responsibilities: Lessons Learned from Teaching Crowdfunding as a Site of Civic Rhetoric." *Convention of the National Council of Teachers of English*, Minneapolis, MN, November 2015.

"Preparing Business Writing Consultants for Interdisciplinary Contexts." *Council of Programs in Technical and Scientific Communication Conference*, Colorado University – Colorado Springs, CO, September 2014.

"Of Databases and Administrators: Starting a Pedagogical Database in a Composition Program." *Association of Teachers of Technical Writing Conference*, Indianapolis, IN, March 2014.

"Visualizing Dissent: Analyzing the Role of Posters in the Occupy Movement." *Conference on College Composition & Communication*, Las Vegas, NV, March 2013.

Selected Awards, Honors & Grants

Community Engaged Scholars Faculty Research Grant, Center for Engaged Learning, Xavier University (2019)
Excellence in Teaching Award, Purdue University Department of English (2018)
Hayhoe Fellow Award, IEEE Professional Communication Society (2017)
Graduate Research Award, Association of Teachers of Technical Writing (2017)

Professor Patricia Sullivan Scholarship in Rhetoric & Composition, Purdue University (2017)
Janice M. Lauer Award for Dissertation Excellence, Finalist, Purdue University (2017)

Teaching Experience

Xavier University
ENGL 499: Senior Seminar – spring 2021
ENGL 307: Writing Internship — spring 2020
ENGL 339: Digital Writing — fall 2021, fall 2019 (online)
ENGL 312: Technical Writing — spring 2019
ENGL 305: Professional Writing — fall 2018, fall 2020 (online)
ENGL 115: Honors Rhetoric — fall 2018 (x2), spring 2020 (x2), fall 2020 (x2), spring 2021 (x2), fall 2021 (x2)
ENGL 101: English Composition – spring 2019 (x2)

Purdue University
ENGL 422: Writing for the Health and Human Sciences — fall 2017
ENGL 488: Internship in Professional Writing — spring 2017
ENGL 424: Writing for High-Technology Environments — fall 2016
ENGL 421: Technical Writing — fall 2015, spring 2016, fall 2016, summer 2016, spring 2017, spring 2018
ENGL 420: Business Writing — fall 2014, spring 2015
ENGL 106: First Year Composition – fall 2011, spring 2012, fall 2012, spring 2013, fall 2013, spring 2014

Academic Service

Manuscript Reviewer, *Business and Professional Communication Quarterly* (July 2020)
Conference Proposal Reviewer, *Association of Teachers of Technical Writing* (November 2019)
Conference Proposal Reviewer, *IEEE Professional Communication Society* (October 2017)
Conference Proposal Reviewer, *Association of Teachers of Technical Writing* (November 2016)