

Anthony Travis Atkins

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Department of English
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Administrative & Academic Experience

Assessment | Professional Development | Community Engagement | Curriculum Development | Certified Leadership Experience | Digital Technologies | Certified Distance Learning & Online Teaching

Academic Appointments

Current Appointment | Associate Professor of English, English Department, UNC Wilmington.

July 2012- present

Committee Member, Professional Writing, English Department, UNC Wilmington

August 2005-present (Committee Chair, 2012-2014)

Committee Chair, Faculty Development and Mentoring, English Department, UNC Wilmington

August 2016-present

Committee Member, Graduate Studies, English Department, UNC Wilmington

August 2011-17

Composition Coordinator (*untenured*), Department of English, UNC Wilmington July 2007-July 2013.

Past Academic Appointments

Assistant Professor of English, English Department, UNC Wilmington. August 2005-2011.

(*Tenured* / 2012)

Assistant Professor of English, Department of Language and Communication, Northwestern State University. August 2004-2005.

- The Writing Center, *Director*
- Developmental Writing Program, *Director*

Education

Ph.D. English, Ball State University, December 2004

Primary Area: Rhetoric and Composition

Secondary Areas: Writing Program Administration | Computers and Composition

Literature Cognate: 18th Century/Restoration British Literature

Dissertation: *Digital Deficit: Literacy, Technology, and Teacher Training in Rhetoric and Composition Graduate Programs*

Director: Kristie S. Fleckenstein

External Examining Committee member: Cynthia L. Selfe

**Nominated for the Hugh Burns Dissertation Award (2005)*

M.A. English, East Carolina University, December 1998

Primary Area: Rhetoric and Composition

Thesis: *Critical Pedagogy and the Politics of Writing Instruction:*

Feminism and Popular Culture in the Composition Classroom

Director: Bruce McComiskey

B.A. English, East Carolina University, December, 1992
 Major: English and American Literature
 Minor: Abnormal and Developmental Psychology

Recognition

- Leadership Award | Carolinas Writing Program Administrators (CWPA) | 2016
- University QEP/ ETEAL Service Excellence Award (Applied Learning). 2013-2014
- Departmental Excellence in Service Award. 2008-2009
- Office of e-Learning. University Certified Online Mentor Award. 2008-2009
- Departmental Excellence in Service Award. 2007-2008
- Departmental Excellence in Teaching Award. 2006-2007

Selected Publications

Atkins, Anthony T., and Colleen A. Reilly. Pedagogical Strategies for Integrating SEO into Technical Communication Curricula. *Communication Design Quarterly* 6.3 (2018): 66–73. Web. <<https://sigdoc.acm.org/publication/>>.

Atkins, Anthony T “Client-Based Projects & Online Courses.” Eds. Salena Rabidoux. *Applied Learning in Higher Education*. UNCW/ALTC. Wilmington, NC. 2017. Online.

Reilly, Colleen A. and Anthony T. Atkins. “Rewarding Risk: Designing Aspirational Assessment Processes for Digital Writing Projects”. Dànielle Nicole DeVoss and Heidi A. McKee (eds.). *Digital Writing Assessment and Evaluation*. Logan, UT: Computers and Composition Digital Press/Utah State UP, 2013. Web. http://ccdigitalpress.org/dwae/04_reilly.html

Atkins, Anthony T. “A Rhetorician’s View: Rhetorical Analysis of Nontraditional Texts.” Sylvan Barnet and Hugo Bedau (eds.). *Critical Thinking, Reading, and Writing: A Brief Guide to Argument*. Fall 2013. Print.

Atkins, Anthony T. “Collaborating Online: Digital Strategies for Group Work.” Charles Lowe and Pavel Zemliansky (eds.). *Writing Spaces: Readings on Writing Vol I*. West Lafayette, IN: Parlor Press, 2010. Web (and available in Print). <http://writingspaces.org/essays/collaborating-with-each-other>.

Atkins, Anthony T. and Colleen A. Reilly. “Stifling Innovation: The Impact of Resource Poor Technologies on Student Motivation and Proficiency” DeVoss, Dànielle N., Heidi A. McKee, and Richard (Dickie) Selfe (eds.). *Technological Ecologies and Sustainability*. Logan, UT: Computers and Composition Digital P/Utah State UP, 2009. Web. http://ccdigitalpress.org/tes/03_atkins_reilly.pdf.

Most Recent Presentations/Workshops

“Innovations in Curriculum Design.” Poster Session. WITX Conference. With Jeremy Tirrell, Anirban Ray, Colleen Reilly, and Lance Cummings Wilmington, NC. 10 April 2018.

“Programmatic and pedagogical innovations in professional writing.” Roundtable. Moderator: Kelli Cargile Cook, Texas Tech University. With Diana Ashe, Lance Cummings, Anirban Ray, Colleen A. Reilly, and Jeremy Tirrell. CPTSC. Savannah, GA. 6 October 2017.

“Innovations in Professional Writing.” 15th Annual WITX Wilmington Information Technology eXchange Conference. Poster Session. With Colleen A. Reilly, Anirban Ray, Jeremy Tirrell, and Kate Maddalena. UNCW. Wilmington, NC. 10 April 2017.

- “Metaphors, analogies, and the digital: Mental Models students use to understand and explain digital tools and environments.” Presentation. Conference College Composition and Communication. With Colleen Reilly. Portland Convention Center. Portland, OR. 17 March 2017.
- “Client-Based Projects, Applied Learning and Online Instruction.” Wildacres Retreat. Carolinas Writing Program Administrators. Little Switzerland, NC. 17-19 September 2016.
- “Understanding SEO and Writing Connections” Wildacres Retreat. Carolinas Writing Program Administrators. Little Switzerland, NC. 21-23 September 2015. (Accepted. Unable to attend due to illness)
- “Metrics in Search Engine Optimization (SEO) Theory: The Intrinsic Value of Understanding How Search Engines Rank your Website.” Association of Teachers of Technical Writing. Tampa, FL. March 21, 2015.
- “The Writing of SEO: Rhetoric and Understanding a Google Search Result” Research Network Forum. Conference on College Composition and Communication. Tampa, FL. 17-21 March 2015.
- “Integrating WI.” South Atlantic Modern language Association. *Carolinas Council of Writing Program Administrators* (Featured Panel on Rhetoric and Composition). Atlanta, GA. 7-9 November 2014.
- “Truth is Dead: A Comparison of Gorgias and Friedrich Nietzsche on Language and Truth.” Wildacres Retreat. Carolinas Writing Program Administrators. Little Switzerland, NC. 15-17 September 2014. (with Undergraduate Department Honors Student: Aaron Weekes)
- Keynote Speaker.* “Get off of Instagram and Twitter: Teaching in Today’s Classroom.” College of Human Health and Sciences. Fall Faculty Retreat. UNC Wilmington. 18 August 2014.
- “Considering the Rhetorical Aspects of Data: Local Writing, Local Research.” Panel Presentation. Association of Teachers of Technical Writing. Indianapolis, IN. 19 March 2014.
- “Rhetoric and Composition: The Sub-Disciplines of the Field” Research Network Forum. Conference on College Composition and Communication. Indianapolis, IN. 19-24 March 2014.
- “Undergraduate Research: Assessment, Mentoring, and Motivation.” Panel Presentation. North Carolina Symposium on Teaching Writing. Raleigh, NC. North Carolina State University. 28 February-March 1 2014. (with Undergraduate Department Honors Student: Aaron Weekes)
- “Undergraduate Research and Individual Student Research Projects” Carolinas Writing Program Administrators: Meeting in the Middle. Charlotte, NC. 14 February 2014 (*Paper accepted. Conference Cancelled due to Ice Storm in Charlotte, NC*).

Editorial Experience

- Guest Editor (with Jeanne Persuit and Jess Boersma). *Journal of Applied Learning in Higher Education*. Vol. 8. Summer 2019. *Forthcoming*.
- Editorial Board Member. *Kairos: Rhetoric Technology and Pedagogy*. 2007-present.
- Communications Co-editor *Kairos: A Journal of Rhetoric Technology and Pedagogy*. 2000-2007. (with Erin Karper)
- Editor. *The Writing Center Update*. Northwestern State University. 2004-2005.
- Editor. *The Writing & Resource Center Policy & Procedure Manual*. Northwestern State University. 2004-2005.
- --*Community Involvement*: “Secretary and Communications Editor,” Homeowners Association. Stonestrow Townhomes. Board of Directors. Wilmington, NC. October 2010-January 2018.

- Work with executive board, attorneys and residents to edit by-laws, provide newsletter, create/ (and maintain) neighborhood website, Facebook Page, and Twitter account.
- Review and evaluate film/video security footage when requested by Wilmington Police Department and/or the Home Owner's Association Board

Grants

- ETEAL Project Extension Grant. "Examining SEO and Evaluating Websites: Applied Learning in Online Courses." Spring 2017. Funded.
- CTE. Special Project Grant. "The UNCW Graduate Teaching and Research Assistant Institute." April 2017. Funded.
- CTE Travel Award. Annual Carolinas WPA Meeting in the Middle. UNCC. Charlotte, NC. 17 February 2017. Funded.
- CAS Summer Curriculum Award. To create the Large Section of ENG 388. November 2016. Funded.
- ETEAL Grant. "Examining SEO and Evaluating Websites: Applied Learning in Online Courses." Fall 2016. Funded.
- *University* | *Critical Thinking Fellow* | Critical Thinking Initiative | "Faculty Fellow Award" | \$5000.00 | Awarded fall 2015.
- *University* | ETEAL (QEP) | "Integrating Applied Learning: ENG 204 Online" | \$3500.00 | Awarded Fall 2014.
- *University* | Office of E-Learning Grant | "UNCW Academic Partnerships Initiative with School of Nursing" | \$3000.00 | Online Course Development: ENG 101 | Awarded: summer & fall 2013.
- *University* | ETEAL (QEP) | "Faculty Fellow Award" | \$4000.00 | Awarded spring 2012.
- *University* | Center for Teaching Excellence | "Honors English 204 Online" | \$1500.00 | spring 2012.
- *University* | Center for Teaching Excellence | "Engaged Teaching Fellow" | \$2000.00 | Awarded: spring 2012.
- *University* | Center for Teaching Excellence | "Summer Pedagogy Development Stipend Award" | \$4000.00 | summer 2011.
- *College of Arts and Sciences* | "Summer Curriculum Grant" | \$3500 | Awarded: summer 2011.
- *University* | "Friends of the University" with Colleen Reilly | \$800.00 | Awarded: spring 2007.
- *University* | "Summer Research Initiative" | \$3500.00. Awarded: summer 2006.
- *National* | Conference on College Composition and Communication "Research Initiative" Grant with Cheryl E. Ball, Daniel Anderson, Krista Homicz, Cynthia L. Selfe, and Richard Selfe. \$5000 | Awarded: spring 2004.
- *Department* | Ball State University | "UniverCity Grant competition" with Amy Branham | \$5000 | Awarded: fall 2000.
- *Department* | "Ball State University Travel Grants." | \$100 | Awarded: 1999, 2000, 2001, 2002, 2003.

Teaching/Professional Experience

* indicates classes taught in technology-rich environments or fully online

University of North Carolina Wilmington, Department of English: 2005-present

Courses Taught

- English 101: Composition I* (also taught and developed online version for Academic Partnerships with School of Nursing)
- English 201: Composition II* (also taught and developed online version for Academic Partnerships with School of Nursing)
- English 204: Introduction to Technical Writing* (also taught and developed online version for PW program)

- English 303: Reading and Writing Arguments* (taught and developed online version for PW program)
- English 314: Digital Composing
- English 314: Writing and Technology* (taught and developed online version for PW program)
- English 319: Document Design*
- English 388: Rhetorical Theory before 1900
- English 389: Rhetorical Theory after 1900
- English 496: Senior Seminar: Social Media and Professional Writing
- English 496: Senior Seminar: The Phenomenon of Social Media in America*
- English 496: Senior Seminar: Digital Rhetoric*
- English 496: Senior Seminar: Branding Yourself and Social Media
- English 496: Senior Seminar: Writing for the Web 2.0*
- English 496: Senior Seminar: Writing with Video*
- English 496: Senior Seminar: Writing, Designing, Editing, and Publishing*
- English 496: Senior Seminar: The Sub-Disciplines of Rhetoric and Composition
- English 503: Graduate Seminar: Composition Theory and Practice*
- English 552: Graduate Seminar: Digital Rhetoric*
- English 552: Graduate Seminar: The History of Rhetoric: Aristotle to Donna Haraway*

Honors Thesis, Directed

Craven, Sarah-Ann. "Kneeling for the Flag, Or Standing for Football: The Politics of Nationalism in Sports and America." *in-progress*. 2019.

Ashley Garcia. "Counter-Cultures and Politics in the Age of Trump" *in-progress*. 2018.

Weekes, Aaron. "The Truth is Dead: Gorgias and Nietzsche's Epistemological comparison of understanding Truth." Fall 2014.

Shiflett, Tabitha. "The Rhetoric of Fashion: An Analysis of Popular Women's Magazines and Blogs." Spring 2014.

Perry, Gillian. "Social Media Technology and the Theory of Student Involvement: Using Facebook and Twitter as an Academic and Extracurricular Resource to Increase Student Engagement." Spring 2013.

Willow, Kaitlin. "Taking Fiction Online: The Making of an Online Writer." Spring 2013.

Papotto, Lauren. "The Impact of Blogs on the Newspaper Industry." Spring 2013.

Abbott, Shelby. "Educating in the Cloud: Considering Communication Technologies' Impact on Written Communication." Fall 2013.

Brooke Britt "The Integration of Technology and Social Media in Post-Secondary Writing Classrooms." Fall 2012.

Johnson, Sasha. "The Rhetoric of Social Media. Spring 2012.

Reed, Melina. "Web 2.0 and Marketing Art: Exposure, Challenges and Rewards" Spring 2012.

Glover, Brittany. "News as Democracy." Spring 2010.

Honeycutt, Stephen. "Web 2.0 and The Entrepreneur: Why Developing a Literacy in Web2.0 is Crucial for Today's Business Venture." Spring 2009.

Mckone, Sarah. "Composition 2.0: Non-traditional Designs of Writing: Multimodality as Composing." Fall 2008.

Honors Thesis, Reader

Files, Greg. "Housing Index Sensitivity to Selected Macroeconomic Variables." Cameron School of Business. Spring 2010.

Coleman, Will. "A Diachronic Analysis of Three Key Scandals of Illegal Betting: 1919 World Series, Pete Rose, and Tim Donaghy." Spring 2007.

Murphy, Ashley. "Giving Readers Control: The Evolution and Importance of Newspapers in Today's Media Market." Spring 2006.

MA Thesis, Directed

- Steven Rhodes. UNCW Graduate Liberal Studies Program. "4 to 1 Basketball – The Mental Side of Coaching." *Defended* 25 April 2016.
- Corbett, Lauren. "Teaching with New Media and Popular Culture: How Students Make Arguments." Masters Thesis. UNC Wilmington. *Defended fall 2015*.
- Cosgrove, Amanda. "Social networking sites and identity: How Popular Web 2.0 Tools become an Extension of the Physical Body through Verbal and Visual Representations." Masters Thesis. UNC Wilmington. Spring 2010.
- Onusko, Jenna. "What am I Supposed to do with This?" The Rhetorical Ineffectiveness of Legal Documents." Masters Thesis. UNC Wilmington. Spring 2010.
- Virtue, Andrew. "Composing in New Environments: Incorporating New Media Writing in the Composition Classroom." Masters Thesis. UNC Wilmington. Spring 2008.

MA Thesis, Reader

- Sherrick, Brett. "Some Disassembly Required: The Player-Character Self in *Call of Duty 4*." Spring 2009.
- Valentine, Lenny. "Amnesiac Avatars-The Role of Memory Loss in Fantasy and Game." Spring 2009.
- Eulie, Evan. "The Role of Environmental Identity in the *Climate Action Report*." Spring 2008.
- Booth, Jackie. "The Art of Teaching: A T.A.'s Journey from the Stage to the Classroom and Back Again." Spring 2008.
- Smyczek, Jeremy. "Enshrined Ignorance: Irreducible Complexity, Intelligent Design, and the Rhetoric of Eternal Mystery." Spring 2008.
- Edmisten, Kelly. "The Cold War and War on Terror Images: A Scholarly Exploration and Analysis." Spring 2007.

Northwestern State University, Department of Language & Communication

* indicates classes taught in technology-rich environments or fully online

Assistant Professor 2004-2005

- Advanced Composition*
- Contemporary Composition Theory (undergraduate/graduate)*
- Computers and Composition (undergraduate/graduate)*
- Technical and Professional Writing*
- Rhetorical Theory (undergraduate/graduate)

Developmental Writing Program, Director 2004-2005

- Hired part-time instructors (interviewing, and organizing committee). Ordering texts, program assessment, conducting workshops (grading, technology, constructing assignments, faculty and professional development), writing teacher evaluations for approximately 20 new teachers and graduate students
- Assessed placement exams, end of course common final exams, assisting the department of athletics, and other offices or departments who have students with "deficient" reading and writing skills
- Organized monthly professional development for writing faculty and staff

The Writing Center Director 2004-2005

- Hired tutors. Researched and proposed a total redesign of the center, ordering furniture, new media equipment (computers, software, cabinets, tables/chairs, texts)
- Provided tutor training workshops (one-on-one student conferencing),
- Developed a policy and procedure manual, newsletter, and The Writing Center Web site
- Provided professional development workshops for faculty in other disciplines

Ball State University, Department of English

Graduate Teaching Assistant (1999-2004)

- First-Year Composition I (2000 and 2003)*

- First-Year Composition II (2000 and 2004)*
- First-Year Composition I, IHETS distance learning course on statewide television (1999-2001)*
- First-Year Composition II, IHETS, distance learning course on statewide television (2000-2002)*
- Assistant to the Chair of the English Department (1999-2002)
- Maintaining course Web sites and participating in the teaching of composition courses

FirstClass Collaborative Software Co-Administrator (2001-2003 with Rich Rice)

- Organized workshops for faculty and graduate students to use the basic features of Microsoft PowerPoint, FrontPage, Word, and Access; FirstClass Collaborative Software; and other course Web design tools
- Served as a technology consultant for the department of English
- Worked with colleagues to develop a new layout and navigational structure for the BSU English Department Web site

Assistant to the Director of Composition (2002-2003)

- Developed and distributed online surveys for WAC and University Writing Center initiatives and assessment
- Created a Faculty Handbook on how to build basic course Web pages using Microsoft FrontPage
- Trained new graduate assistants how to administer FirstClass Collaborative Software to teachers and students
- Worked with colleagues to put the Ball State University Composition Handbook: *Ball Point* online

East Carolina University

Full-Time Lecturer, Department of Communications (1997-1999)

- Public Speaking
- Business and Professional Speaking
- Academic Advisor to Communications majors

Graduate Teaching Assistant, Department of English (1996-1998)

- First-Year Composition I* (1100)
- First-Year Composition II* (1200)

Graduate Research Assistant, Department of English

- Assistant to the North Carolina Folklore Archive (1997-1998)
- Assistant to the Graduate Coordinator (1996-1997)

Pitt Community College, Department of Humanities

Lecturer (1996-1999)

- Expository Writing
- Public Speaking

Consulting

- Editorial Board and Textbook consultant. Cengage Learning and Publishing: 2010-2015.
- Textbook Reviewer. Bedford St. Martin's Press: 2007-2012.

- Textbook Reviewer. McGraw-Hill: 2007-2011.
- Focus Group respondent for Bedford St. Martin's Press. Chicago, IL: CCCC. 2006.
- Focus Group respondent for Houghton Mifflin. Chicago, IL: CCCC. 2002.
- Webmaster for *The Journal of the Assembly for Expanded Perspectives on Learning* (JAPEL). Ed. Kristie S. Fleckenstein and Linda T. Calendrillo <www.bsu.edu/web/aep/jaep/>. (2002-2004)
- Lecture Consultant. NWP/ECU: Coastal Plains Writing Project: 1997.

Professional Service

National/Regional Organizations

- Executive Committee. Discussion Leader Co-Coordinator. *Conference on College Composition and Communication* for the *Research Network Forum*. 2011-Present
- Taskforce member. *The CCCC Committee on Computers in Composition and Communication*. 2000-2015.
- Proposal Reviewer for the *International Computers and Writing Conference*. 2017, 2018, 2019.
- Immediate Past President. *Carolinas Writing Program Administrators* 2015-2017.
- President. *Carolinas Writing Program Administrators* 2011-2015.
- Proposal Reviewer for the *International Computers and Writing Conference*. 2003, 2004, 2006, and 2011, 2012. 2018, 2019
- President-Elect. *Carolinas Writing Program Administrators*. 2009-2011
- Executive Committee. Publicist *Conference on College Composition and Communication* for the *Research Network Forum* 2001-2007.
- Mentoring Committee for the *International Computers and Writing Conference* 2005 and 2006
- Publicist. Executive Committee *Graduate Research Network. International Computers and Writing Conference* 2003-2007.
- Communication co-editor (with Erin Karper). *Kairos: Rhetoric Technology and Pedagogy* (2001-2006).

University of North Carolina Wilmington

- Conference Chair, Conference on Applied Learning in Higher Education, *The Impact of Applied Learning*. UNC Wilmington. 8-10 March 2018.
- Professional Writing Committee (2005-2011; *Chair*, 2012-2013; 2014- (*Current Member*))
- English Department Steering Committee, 2007- 2013, 2018- (*Current Member*)
- *Chair*, Faculty Development and Mentoring Committee. 2016-present
- MA Comprehensive Exam Committee. 2012 and 2017
- Graduate Committee Fall 2007 only; 2012-2013; 2013-2014, 2015
- University Digital E-Portfolio Initiative Committee (2013; 2014)
- University QEP Committee. Applied Learning. (2011-2014)
- Composition Committee, Chair, spring, 2008-July 2012
- Composition Committee, fall 2007-summer 2012
- Explorations Beyond the Classroom Committee (2010-2011) (task: find ways our courses represent Applied Learning)
- University Grade Appeals Committee Member, 2009-2011.
- ITSD Search Committee (Position: Instructional Designer), spring 2010.
- Learning Assessment Council Meeting (NSSE Report), fall 2009. (Present NSSE findings)
- 1st & 2nd Annual English Alumni Symposium Organizer and Speaker, spring 2007; 2008
- ITSD Search Committee (Position: Network Technician), summer/fall 2008.
- MA Comprehensive Exam Committee. 2006-2007
- Departmental Applied Learning Committee. 2006-2007
- ITSD Search Committee (Position: Technology Assistance Center Full-time Staff), summer/fall 2007.
- Career Services Search Committee (Position: Career Counselor), spring/summer 2007.
- Ashley High School. Wilmington, NC. Senior Project Judge. spring/fall 2006

Northwestern State University

- Technical Writing Committee for computerized classrooms, 2004
- National Writing Project Advisory Board, 2004
- Thesis Projects: six as a reader; three as director, 2004-2005
- Graduate Faculty Member, 2004-2005

Ball State University

- Computers and Writing Annual Conference Planning Committee 2000-2001
- Graduate Studies Committee 2000-2001
- Graduate Student Advisory Board 1999
- Faculty Forum Speaker Series Organizer 2000-2002

East Carolina University

- English Graduate Student Organization President 1998
- English Department Executive Committee 1997 (graduate student representative)
- English Department WAC Committee 1997 (graduate student representative)
- Coastal Plains Writing Project 1996
- English Graduate Student Organization 1996-1998
- Literacy Volunteers of America- Pitt County North Carolina 1994-1996

Professional Memberships

- Carolinas Writing Program Administrators 2005- 2018
- Association of Teachers of Technical Writing (ATTW) 2011- 2016
- College Composition and Communication 1996-2018
- South Atlantic Modern Language Association (SAML A) 2012-2014
- Council of Writing Program Administrators 2007-2015
- North Carolina English Teachers Association 1996-1998 and 2009, 2012, 2013
- National Council of Teachers of English 1996-2011
- Phi Kappa Phi Honor Society 1998-2003, 2010
- South Central Writing Center's Association 2005- 2006
- Modern Language Association 1997-2006
- Rhetoric Society of America 1999-2002
- Indiana Teachers of Writing 2000-2003
- Indiana College English Association 2000-2003