

# Laura Gonzales, Ph.D.

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## Faculty Appointments

**Assistant Professor of Digital Writing and Cultural Rhetorics**—August 2019—present

Department of English, The University of Florida, Gainesville, FL

**Assistant Professor of English, Rhetoric and Writing Studies**—August 2016—May 2019

Department of English, The University of Texas at 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, Steven Fraiberg, Alexandra Hidalgo

**Dissertation:** *Sites of Translation: What Multilinguals Can Teach us about Writing, Rhetoric, and Technology*—**Honorable Mention, 2017 CCCC**

**Outstanding Dissertation Award in Technical Communication**

**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—Summer 2008

## Teaching Appointments

**The University of Texas at El Paso** | August 2016—May 2019

**Undergraduate Courses:**

RWS 3359, Technical Communication | Fall 2016

**Graduate Seminars:**

RWS 5312, Foundations of User Experience | Fall 2018

RWS 6130, Professional Development in Rhetoric and Writing | Fall 2017,  
Spring 2018

RWS 6321, Rhetoric and Technology | Spring 2017, Spring 2018

RWS 5328, Social Justice and Technical Communication | Summer 2017

RWS 5312, Technical Writing | Fall 2017, Fall, Spring and Summer 2018  
(all online)

**Michigan State University** | Fall 2013—Summer 2016

**Undergraduate Courses**

WRA 320, Technical Communication | Summer 2015 (online), Spring 2016

WRA 110, Writing in Science and Technology | Fall 2015

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

**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 of Western Michigan

**University of Central Florida** | Fall 2011—Spring 2013

**Full-time Instructor:** ENC 1101: Composition I (16 sections), ENC 1102: Composition II (16 sections)

**Graduate Instructor:** ENC 1101 and ENC 1102

Online Composition Teacher Training Moderator

## Research Appointments

Multilingual User-Experience Research Consortium, **Co-Director** | Summer 2017—present

Directing multilingual, community-driven user-experience research projects

<http://www.multilingualux.com>

Commission on Family and Community Literacies, **Co-Chair** | English Language Arts Teacher Educators (ELATE) | Fall 2017—present

La Escuelita After-School Program for Youth and Families, **Co-Coordinator** | Fall 2016—present

Writing, Information, and Digital Experiences Research Center, **Associate Researcher** |

Michigan State University | Summer 2016—present: <http://wide.cal.msu.edu/>

Writing, Information, and Digital Experiences Research Center, **Research Assistant** | Michigan State University | Fall 2014—Spring 2016

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

### Monographs

**Gonzales, Laura.** *Sites of Translation: What Multilinguals Can Teach us about Digital*

*Writing and Rhetoric*. University of Michigan Press, 2018—**Winner of the 2016 Digital Rhetoric Collaborative Book Prize.**

[https://www.press.umich.edu/9952377/sites\\_of\\_translation](https://www.press.umich.edu/9952377/sites_of_translation)

**Reviewed by Steven Alvarez in *Reflections*:** <https://reflectionsjournal.net/wp-content/uploads/2019/18.2/18n2alvarez.pdf>

Shivers-McNair, Ann, and **Laura Gonzales**. *Foundations and Futures of Professional and Technical Communication*. Proposal submitted and manuscript in progress for the WAC Clearinghouse/Parlor Press Reference Guide series.

## **Edited Collections and Special Issues**

Canzonetta, Jordan, Habet, André, **Gonzales, Laura**, Blakesley, David, Pauszek, Jessica, and Steve Parks (eds.). *Best of Rhetoric and Composition Journals 2018*. West Lafayette, IN: Parlor Press, 2019.

**Gonzales, Laura**, and Michelle Hall Kells (eds.). *Latina Leadership: Language and Literacy Education Across Communities*. Under advance contract with Syracuse University Press.

Bawarshi, Anis, Shivers-McNair, Ann, and **Laura Gonzales** (eds.). *Transdisciplinary Connections between Composition Studies and Technical and Professional Communication*. Accepted Special Issue of *College English*, forthcoming 2020.

Baca, Isabel, **Gonzales, Laura**, and Victor Del Hierro, eds. *Community Resistance, Justice, and Sustainability in the Face of Political Adversity*. Special Issue of *Reflections: A Journal of Writing, Service Learning, and Community Literacy*. Winter Issue 2017-2018. Web.

<https://reflectionsjournal.net/purchase-articles/communityresistance/>

## **Articles and Book Chapters**

(\* indicates publication with students)

Turner, Heather Noel, and **Laura Gonzales**. “Visualizing Translation *in Situ*.” Accepted for special issue of *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. Forthcoming 2021.

Teston, Christa, **Gonzales, Laura**, Bivens, Kristin, and Kelly Whitney. “Surveying Precarious Publics.” Accepted with minor revisions, *Rhetorics of Health and Medicine Journal*. Forthcoming Fall 2020.

Del Hierro, Victor, Valente Saenz, Francisco, **Gonzales, Laura**, Durá, Lucía, and William Medina-Jerez. “Nutrition, Health, and Wellness at La Escuelita: A Community-Driven Effort Toward Food and Environmental Justice.” Accepted for special issue of *Community Literacy Journal*. Forthcoming Fall 2020.

- Gonzales, Laura.** “Publishing as a Ph.D. Student by Building Knowledge Across Communities.” Forthcoming in Gallagher, John, and Dànielle Nicole DeVoss (Eds). *Explanation Points: Publishing in Rhetoric and Composition*. In press.
- Gonzales, Laura.** “Linguistic Diversity in Hispanic/Latinx Media: Leveraging Your Skills.” Katie Coronado and Erica Kight (Eds.), *Latinx Voices: Hispanic Media Education in the U.S.* Routledge, 2019. <https://www.routledge.com/LatinX-Voices-Hispanics-in-Media-in-the-US/Coronado-Kight/p/book/9781138240308>
- Gonzales, Laura.** “Multilingualism as Technology: From Linguistic ‘Deficit’ to Rhetorical Strength.” In Cruz Medina and Octavio Pimentel (Eds). *Racial Shorthand: Coded Discrimination Contested in Social Media. Computers and Composition Digital Press*, 2019. [http://ccdigitalpress.org/book/shorthand/chapter\\_gonzales.html](http://ccdigitalpress.org/book/shorthand/chapter_gonzales.html)
- Gonzales, Laura.** “Translating Modalities: An Analysis of the Interactions Between Digital and Alphabetic Modalities in Professional Translation Work.” Accepted for publication in Pegeen Reichert Powell (Ed). *Writing Changes: Alphabetic Text and Multimodal Composition*. Forthcoming with the MLA.
- Potts, Liza, and **Laura Gonzales.** “Teaching Content Strategy in Technical Communication.” Accepted for publication in Tracy Bridgeford (Ed). *Teaching Content Management in Technical and Professional Communication*. under contract with Routledge.
- Gonzales, Laura,** and Ann Shivers-McNair. “Designing Across Difference: Intersectional, Interdependent Approaches to Sustaining Communities.” Proposal solicited and under consideration for *Writing Across Difference: Theory and Intervention*, a proposed collection edited by James Rushing Daniel, Katie Malcolm, and Candice Rai.
- Bloom-Pojar, Rachel and **Gonzales, Laura.** “Medical Interpretation as/is a Rhetorical Approach to Health Care.” Accepted for Publication in *The Rhetoric of Health and Medicine As/Is: Theories and Concepts for an Emerging Field*. Lisa Melonçon, Scott Graham, Jenell Johnson, John Lynch, and Cynthia Ryan (Eds.). Forthcoming by The Ohio State University Press.
- Poudyal, Bibhushana, and **Laura Gonzales.** “So you want to Build a Digital Archive? A Dialogue on Critical Digital Humanities Graduate Pedagogy.” \* *The Journal of Interactive Technology and Pedagogy*, 15 (May 2019): <https://jitp.commons.gc.cuny.edu/so-you-want-to-build-a-digital-archive-a-dialogue-on-critical-digital-humanities-graduate-pedagogy/>
- Sánchez Martin, Cristina, Hirsu, Lavinia, **Gonzales, Laura,** and Sara P. Alvarez. “Pedagogies of Digital Composing Through a Translingual Approach.” *Computers and Composition*, 52 (June 2019): <https://www.sciencedirect.com/science/article/abs/pii/S8755461517300683>

- Shivers-McNair, Ann, **Gonzales, Laura**, and Tetyana Zhyvotovska. "An Intersectional Technofeminist Framework for Community-Driven Technology Design." \* *Computers and Composition*, 51 (March 2019):  
<https://www.sciencedirect.com/science/article/pii/S8755461518300926?via%3Dihub>
- Torrez, J. Estrella, **Gonzales, Laura**, Del Hierro, Victor, Ramos, Santos, and Everardo Cuevas. "Comunidad de Cuentistas: Making Space for Indigenous and Latinx Storytellers." *English Journal*, 108. 3 (January 2019).
- Gonzales, Laura**. "Captioning for Intersectional Accessibility: An Ethnographic Case Study of Multilingual Technical Content Creation." *Communication Design Quarterly*, 6.4 (December 2018):  
[https://www.dropbox.com/s/7dkftzdyz48ukt/CDQ\\_6.4\\_4th\\_Qtr\\_2018.pdf?dl=0](https://www.dropbox.com/s/7dkftzdyz48ukt/CDQ_6.4_4th_Qtr_2018.pdf?dl=0)
- Gonzales, Laura**, and Rachel Bloom-Pojar. "A Dialogue with Medical Interpreters about Rhetoric, Culture, and Language." *Rhetorics of Health and Medicine Journal*, 1.1 (May 2018): <http://journals.upress.ufl.edu/rhm/article/view/225>
- Gonzales, Laura**. "Improving Digital Translation: Research Findings from Multilingual Communicators." *User Experience Magazine*, 17.5 (November 2017). Web.  
<http://uxpamagazine.org/improving-digital-translation/>
- Butler, Janine, Cirio, Joseph, Del Hierro, Victor, **Gonzales, Laura**, Robinson Joy, and Angela Haas. "Caring for the Future: Initiatives for Further Inclusion in Computers and Writing." *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 22.1 (2017). Web.  
<http://kairos.technorhetic.net/22.1/disputatio/butler-et-al/index.html>
- Gonzales, Laura**. "But is this Relevant *Here*? A Pedagogical Model for Embedding Translation in Technical Communication Courses within the U.S." *Connexions International Professional Communication Journal*, 5.1 (2017): 75-108.  
<https://connexionsj.files.wordpress.com/2017/06/gonzales2.pdf>
- Gonzales, Laura**. "Using ELAN Video Coding Software to Visualize the Rhetorics of Translation." *Kairos Praxis Wiki*, 21.2 (January 2017). Web.  
<http://praxis.technorhetic.net/tiki-index.php?page=PraxisWiki: :ELAN>
- Gonzales, Laura**, and Heather Turner. "Converging Fields, Expanding Outcomes: Technical Communication, Translation, and Design at a Non-Profit Organization." *Technical Communication*, 64.2 (2017): 126-140.
- Gonzales, Laura**, and Isabel Baca. "Developing Online Technical Communication Pedagogy in Cross-Cultural, Multilingual Contexts: Emerging Frameworks at the University of Texas at El Paso." *Technical Communication Quarterly*, 26.3 (2017): 273-86.
- Torrez, J. Estrella, Ramos, Santos, **Gonzales, Laura**, Del Hierro, Victor, and Everardo

Cuevas. "Nuestros Cuentos: Fostering a Comunidad de Cuentistas Through Collaborative Storytelling with Latinx and Indigenous Youth." *Bilingual Review/Revista Bilingüe* 33.5 (2017): 91-106.

<http://bilingualreview.utsa.edu/index.php/br/article/view/178>

**\*Winner of the 2018 Virginia Hamilton Essay Award for significant contributions to professional literature concerning multicultural literacy experiences for youth\***

Blythe, Stuart, and **Laura Gonzales**. "Coordination and Adaptation within the Metagenre of Secondary Research." *College Composition and Communication*, 67.4 (June 2016).

**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 (March 2016).

**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*. 20<sup>th</sup> Anniversary Special Issue. (January 2016). Web. [http://technorhetoric.net/20.2/topoi/beck-et-al/gon\\_devo.html](http://technorhetoric.net/20.2/topoi/beck-et-al/gon_devo.html)

**Gonzales, Laura**, and Rebecca Zantjer. "Translation as a User-Localization Practice." *Technical Communication* 62.4 (November 2015). **\*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.

<http://compositionforum.com/issue/31/multimodality.php>

**\*Selected for inclusion in the 2016 *The Best of Independent Rhetoric and Composition Journals Collection*\***

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 Conference Proceedings and Reviews**

Potts, Liza, **Gonzales, Laura**, Turner, Heather, and Lauren Brentnell, with Ladies that UX founders Georgie Bottomley and Lizzie Dyson. "Ladies that UX: Leadership and Organization Report." *Humanities Commons*, (May 2017). Web.

<https://hcommons.org/deposits/item/hc:16851/>

**Gonzales, Laura**. "Language, Literacy, and Community Beyond Boundaries: A Review of *Community Literacy en Confianza* by Steven Alvarez." Solicited by and submitted to *Reflections: A Journal of Public Rhetoric, Civic Writing, and Service Learning*.

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

<http://compositionforum.com/issue/26/martinez-agents-integration-review.php>

Rose, Emma, Edenfield, Avery, Walton, Rebecca, Shivers-McNair, Ann, Zhyvotovska, Tetyana, **Gonzales, Laura**, Garcia de Müller, Genevieve, Jones, Natasha, and Kristen Moore. “Social Justice in UX: Centering Difference Audiences in Design.” *Proceedings of the 2018 ACM International Conference on Design of Communication*. ACM SIGDOC, 2018.

**Gonzales, Laura**, and Sonia Vandepitte. “Connecting Technical Communication and Translation Courses: A Path to Successful Content Strategy.” *Proceedings of the 2017 European Colloquium on Technical Communication*. TecCOM Frame, 2017.

**Gonzales, Laura**, Potts, Liza, Turner, Heather Noel, and Lauren Brentnell. “Working with Ladies that UX: Building Academic/Industry Partnerships for User Research Projects.” *Proceedings of the 2017 ACM International Conference on Design of Communication*. ACM SIGDOC, 2017.

**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.

## **Awards and Fellowships**

Fulbright Specialist Fellowship (\$6500), 2019.

Fulbright Specialist Roster, 2018-2020.

Digital Rhetoric Collaborative Book Prize (\$5000), *Sites of Translation: What Multilinguals Can Teach Us About Digital Writing and Rhetoric*, University of Michigan Press and The Sweetland Center for Writing, 2016.

Virginia Hamilton Essay Award for significant contributions to professional literature concerning multicultural literacy experiences for youth, 2018.

Cultivating New Voices Among Scholars of Color Fellowship, National Council of Teachers of English, 2016-2018.

Pathways to Entrepreneurship Fellowship (\$1500), Michigan State University, 2015.

Microsoft Student Research Competition Award, **1<sup>st</sup> Place** (\$500). ACM International Conference on the Design of Communication, 2015.

Travel Stipend for Research Methods Workshop (\$200), Association of Teachers of Technical Writing Conference, 2015.

Diversity Fellowship (\$1000), Council of Programs in Technical and Scientific Communication, 2014.

Social Media Fellowship (\$200), ACM International Conference on the Design of Communication, 2014.

Graduate Fellowship (\$1000), Sweetland Digital Rhetoric Collaborative, 2013 & 2014.

Technology Innovator's Award (\$750), Pearson, 2014.

University Distinguished Fellowship (\$125,000), Michigan State University, 2013-2018.

Travel Scholarship, (\$500), Computers and Writing Conference, 2014.

Scholars for the Dream Award (\$1500), Conference on College Composition and Communication, 2013.

Hawisher & Selfe Caring for the Future Award, (\$500), Computers and Writing Conference, 2012.

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

## **Grant Activity**

*Funded*, \$20,000 Research Grant, "Building a Collaborative Network to Support Women of Color in User-Experience and Technology Design," *Women of Color in Computing Research Collaborative and the Kapor Center*, November 2018.

*Funded* (with Kendall Leon and Ann Shivers-McNair), \$1,500 Research Grant, "Developing User-Centered Technical and Professional Writing Programs at Hispanic-Serving Institutions," *Council for Programs in Technical and Scientific Communication*, May 2018.

*Funded* (with Lucía Durá) \$10,000 Research Initiative Grant, "Multilingual Technology Design in Community Healthcare Contexts," *Conference on College Composition and Communication*, 2018-2020.

*Unfunded*, (with Liza Potts), \$40,000 Humanities Connection Grant, "Building Humanistic Technology Programs by Expanding Connections among the Humanities, Sciences, and Engineering." *National Endowment for the Humanities*, January 2018.

*Unfunded*, \$6,000 *National Endowment for the Humanities* (NEH) Summer Stipend, "Participatory Translation on the Mexico/US Borderland." University nominee.

*Funded*, \$1,500 Career Advancement Research Grant, "Designing a Multilingual User Experience Research Center to Support Language Accessibility in a Binational Community," *Special Interest Group in the Design of Communication* (SIGDOC), 2017-2018.

*Funded*, \$10,000 College of Arts and Humanities Career Enhancement Grant, "A Symposium for Sites of Translation: A Bilingual User-Experience Research Center at UTEP," The University of Texas at El Paso, 2017.



*Funded*, \$10,000 Community Language Access Initiative and Medical Interpretation Curriculum for the Hispanic Center of Western Michigan. *Spectrum Health Hospital*, December 2015.

*Unfunded*, \$5,000 Jaycees Foundation Grant for Digital Language Accessibility Programs in Grand Rapids. *Hispanic Center of Western Michigan*, December 2015.

## **Industry Experience and Community Collaborations**

Director of Translations and Bilingual Design | Diabetes Prevention Program for Latino Men's Health | El Paso, TX | Spring 2017—present.

Technology Consultant and Workshop Facilitator | Escuelita After School Program | El Paso, TX | Fall 2016-present.

Translator and Community Language Consultant | The Hispanic Center of Western Michigan | Grand Rapids, MI | Summer 2016—present.

Translations Coordinator | The Hispanic Center of Western Michigan | Grand Rapids, MI | Summer 2015—Summer 2016.

Language Consultant | La Escuelita Bilingual Preschool | Grand Rapids, MI | Summer 2015—Summer 2016.

Nuestros Cuentos Community Storytelling Project Assistant | Michigan State University | Spring 2016.

Organizer and Project lead, WIDE Kano Technology Camp for Indigenous Youth | Michigan State University | Summer 2016.

Content Strategist and Research Lead | Ladies that UX | Fall 2014—Summer 2016.

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/>>.

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**

- Garcia, Laurie, Goulette, Aaron, Manlutac, Lionell, Mansfield, Shelly, Mata, Sam, Patino, Sonya J., and Laura Gonzales. "Collaborating on the DRC Wiki: Summer Class on Social Justice through Technical Communication on the Mexico/U.S. Borderland." *Sweetland Digital Rhetoric Collaborative*. Web. 5 September 2017.  
<http://www.digitalrhetoriccollaborative.org/2017/09/05/collaborating-on-the-drc-wiki-summer-class-on-social-justice-through-technical-communication-on-the-mexicou-s-borderland/>
- 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.** "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.

## Invited Lectures and Workshops

- Gonzales, Laura.** Critical Digital Humanities and Participatory Design: A Localized Workshop Series in Kathmandu, Nepal. Kathmandu, Nepal—June 2019.
- Gonzales, Laura.** "Listening to Translation: Asset-Based Frameworks for Teaching Writing in Multilingual Digital Contexts." Keynote Speaker for Harper College's International Education Summit. Palatine, IL—May 2019.
- Gonzales, Laura.** "Sites of Translation: What Multilinguals Can Teach Us About Digital Writing and Rhetoric." Keynote Speaker for NMSU's Writing Program Welcome Back Workshop. Las Cruces, NM—January 2019.
- Gonzales, Laura.** "Cuentos en Vivo: A Digital Storytelling Workshop for Latina youth." 3-hour invited Workshop. Somos Escritoras Writing Workshop for Latina Girls. The University of Texas at Austin and Con Mi Madre, Austin, TX—June 2018.

- Gonzales, Laura**, Shivers-McNair, Ann, Robinson, Joy, and Candice Lanus “Building User-Experience Research Centers.” 3-hour workshop, *Computers and Writing Conference*. Fairfax, VA—May 2018.
- Simmons, Michele, and **Laura Gonzales**. “Civic Engagement and Participatory Research.” Plenary Session, *Association of Teachers of Technical Writing Conference*. Kansas City, KS—March 2018.
- Gonzales, Laura**. “Creating Dialogue Across Generations of Latinx Scholars.” Invited Mentor, National Council of Teachers of English Annual Convention. St. Louis, MO—November 2017.
- Gonzales, Laura**. “Leveraging Institutional Resources to Build Community-Engaged Collaboratives.” Keynote Presentation at the 2017 Latinx Caucus Open Forum, National Council of Teachers of English Annual Convention. St. Louis, MO—November 2017.
- Gonzales, Laura**. “Working with Language Interpreters in Clinical Settings.” 2-hour workshop at Texas Tech Health Science Center. El Paso, TX—January 2018.
- Gonzales, Laura** and Lucía Durá. “Writing in the Health Professions.” 4-hour workshop at Texas Tech Health Science Center. El Paso, TX—February 2018.
- Gonzales, Laura**. “Multilingual/Multimodal Pedagogies.” Guest lecture in Grace Kim’s Teacher Education course. The University of Texas at Austin—April 2018.
- Gonzales, Laura**. “Collaborating on User-Experience Research Projects.” Guest lecture in Ann Shivers-McNair’s Technical Communication and User-Experience Course. University of Arizona—September 2017.
- Gonzales, Laura**. “Working with Language Interpreters in Multilingual Technical Communication Research.” Guest lecture in Rebecca Walton’s Technical Communication Course. Utah State University—May 2017.
- Butler, Janine, Cirio, Joseph, Del Hierro, Victor, **Gonzales, Laura**, Knutson, Anna, Robinson, Joy. “Caring for the Future: Initiatives for Further Inclusion in Computers and Writing.” Town Hall Presentation at the *Computers and Writing Conference*. Findlay, OH—June 2017.
- Gonzales, Laura**. “Technical Communication in Health and Science.” Texas Tech Health Science Center, Obstetrics and Gynecology Residency Program. El Paso, TX—January 2017.
- Gonzales, Laura**. “Leveraging Linguistic Diversity in Technical Communication Programs: An Overview and Invitation.” Invited Ignite Talk presented at the 2016 Special Interest Group in the Design of Communication (SIGDOC) Conference. Silver Spring, VA—September 2016
- Gonzales, Laura**. “Translation, Technical Communication, and User Experience in a Non-Profit Organization.” Guest Lecture in Hailing Ding’s International Technical Communication Seminar—October 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.” Guest lecture in 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.” Guest lecture in Liza Pott’s Digital Rhetoric Class, Michigan State University—September 2013.
- Gonzales, Laura** and Víctor 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.

## Conference Presentations

### Refereed International Conferences:

- Gonzales, Laura.** “Participatory Translation on the Mexico/U.S. Border.” *Colloque International Gloria Anzaldúa. Paris, France*— May 2019.
- Gonzales, Laura,** and Sonia Vandepitte. “Connecting Technical Communication and Translation Courses: A Path to Successful Content Strategy.” *TecCom: European Academic Colloquium on Technical Communication.* Antwerp, Belgium— May 2017.
- Gonzales, Laura.** “Developing Multilingual Technical Communication Curricula: Current Models and Future Goals.” *Writing Research Across Borders.* Bogota, Colombia—February 2017.
- Gonzales, Laura.** “PromptME: Translating Writing Assignment Sheets.” *ACM International Conference on the Design of Communication.* Limerick, Ireland—June 2015.
- Gonzales, Laura.** “An Analysis of Twitter Conversations at Academic Conferences.” *ACM International Conference on the Design of Communication.* Colorado Springs, CO—September 2014.

### Refereed National Conferences:

- Gonzales, Laura,** and Angela Haas. “Building Familia from Scratch in/with TC: Accounting for Indigenous People, Paradigms, and Praxis.” *Association of Teachers of Technical Writing Conference.* Pittsburgh, PA—March 2019.

- Turner, Heather Noel, Gomes, Matt, **Gonzales, Laura**, Nur Cooley, Suban, Green, McKinley, and Ann Shivers-McNair. "When we say "Justice," what do we Mean?" *Council for Programs in Technical and Scientific Communication Conference*. Minneapolis, MN—October 2018.
- Gonzales, Laura**, and Elvira Carrizal-Dukes. "Translation Moments as Phronesis in Classrooms and Communities." *Computers and Writing Conference*. Fairfax, VA—May 2018.
- Gonzales, Laura**, Leon, Kendall, and Ann Shivers-McNair. "Developing TPW Programs at Hispanic-Serving Institutions." *Association of Teachers of Technical Writing Conference*. Kansas City, KS—March 2018.
- Bloom-Pojar, Rachel, and **Laura Gonzales**. "Navigating Language Variation and Medical Translation with Latinx Communities." *Conference on College Composition and Communication*. Kansas City, MO—March 2018.
- Gonzales, Laura**, Shivers-McNair, Ann, Leon, Kendall, Wheeler, Stephanie, and Brigitte Snedeker. "User-Centered TPW Programs and Pedagogies at Hispanic-Serving Institutions." *Council for Programs in Technical and Scientific Communication Conference*, Savannah, GA—November 2017.
- Gonzales, Laura**, Bloom, Rachel, Durá, Lucía, Pihlaja, Beau, and Isabel Baca. "Translation and Technical Communication in Practice: Ethical, Methodological, and Community-Driven Concerns." *Association of Teachers of Technical Writing Conference*. Portland, OR—March 2017.
- Gonzales, Laura**. "Cultivating New Lines of Inquiry: Expanding Research and Advocacy for Multilingual Latinx Writers in the Borderlands and Beyond." *Conference on College Composition and Communication*. Portland, OR—March 2017.
- Gonzales, Laura**. "Cultivating Latinidad as Institutional Invention: Lessons Learned at Hispanic Serving Institutions." *Conference on College Composition and Communication*. Portland, OR—March 2017.
- Gonzales, Laura**, Shivers-McNair, Ann, and Anis Bawarshi. "Emerging Methods for Researching Mobility Across Contexts." *Watson Conference*. Louisville, KY—October 2016.
- Torrez, Estrella, Del Hierro, Victor, Baca, Isabel, and **Laura Gonzales**. "Nuestros Cuentos: Latin@ Indigenous Youth and Collaborative Storytelling." *National Council of Teachers of English Conference*. Atlanta, GA—October 2016.
- 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,** and Danielle Nicole DeVoss. “Remixing the Canon: Rhetorical Tools for 21<sup>st</sup> 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.** “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.
- Refereed 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 and 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 Susan Wilson-Golab. “Rethinking the Writing Process with Peer Review and Revision.” *Michigan Reading Association Conference.* Grand Rapids, MI—March 2014.
- Local/University Conferences:**
- Gonzales, Laura.** “Publishing in Rhetoric and Writing and Technical Communication.” RWS Program Publication Workshop, University of Texas at El Paso—May 2017.
- 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.

## **Certificates and Professional Development**

- Peter Elbow Symposium on Writing: Transnational Perspectives on Language, Literacy, and Activism, Invited Participant | University of Massachusetts, Amherst | June 2018.
- Smitherman/Villanueva Scholarly Writing Retreat, Invited Participant | Stanford University, Stanford, CA | July 2017.
- Theorizing Communication in a Digitally Networked Age Symposium, Invited Participant | The Pennsylvania State University, University Park, PA | June 2017.
- Symposium for the Rhetoric of Health and Medicine, Invited Participant | University of Cincinnati, Cincinnati, OH | September 2017.
- Community Engaged Scholarship Faculty Institute | The University of Texas, El Paso | Fall 2016—Spring 2017.
- 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.

## **Service and Outreach**

### **Departmental Committees:**

Member, Rhetoric and Writing Studies Undergraduate Major Committee | English Department, University of Texas, El Paso | Fall 2017–2019.

Faculty co-advisor, UTEP Society for Technical Communication Student Chapter | English Department, University of Texas, El Paso | Fall 2016–Spring 2017.

Faculty advisor, Rhetoric and Writing Studies Job Market Support Group | English Department, University of Texas, El Paso | Fall 2016–Spring 2018.

Writing, Rhetoric, and American Cultures Department (WRAC), Professional Writing Curriculum Committee | Michigan State University | Fall 2014–Summer 2016.

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 | Fall/Spring 2013.

*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.

### **University Committees and Research Groups:**

University Undergraduate Curriculum Committee | University of Texas at El Paso | Fall 2018-2020

Graduate School Scholarship Committee | University of Texas at El Paso | Spring 2018-2020

Faculty Senate Alternate Member | University of Texas at El Paso | Fall 2018-2020

Bilingualism Research Community of Practice | University of Texas at El Paso | Spring 2018

Teach Tech Research Initiative | University of Texas at El Paso | Fall 2017-Spring 2018

UTEP Aware Program| University of Texas at El Paso | Fall 2017-Spring 2018  
Globalization Research Cluster | Michigan State University | 2013—Summer 2016.  
Writing in Digital Environments Research Group | Michigan State University | 2013-present.

**Local Service:**

The Escuelita After School Program, El Paso, TX | Fall 2016-present.  
Cross-cultural design consultant | HQ Services for Underprivileged Youth, Grand Rapids  
Michigan | Summer 2016.  
La Escuelita Bilingual Pre-School Translation volunteer | Hispanic Center of Western  
Michigan | Summer 2015—2018.  
Creative Writing Instructor | Seminole State College Adult High School | 2010.

**National Service:**

*Association of Teachers of Technical Writing* (ATTW), Elected Executive Board Member  
(Member at Large) | 2018-2020.  
*Studies in Writing and Rhetoric (SWR) Book Series* (NCTE), Invited Board Member | 2018-  
2020.  
*Women in Technical Communication*, Invited Steering Committee Member | Spring 2019-  
present.  
*Kairos PraxisWiki* Review Board, Invited Member | Spring 2019-present.  
*National Council of Teachers of English* (NCTE), *Latinx Caucus* Elected Secretary | 2017-  
2019.  
*National Council of Teachers of English* (NCTE), Elected Member, Nominating  
Committee | 2017-2018.  
*National Council of Teachers of English* (NCTE), Invited Member, Local Engagement  
Committee | 2017-2018.  
*Conference on College Composition and Communication*, Invited Member, Committee  
on Strategic Action | 2017-2018.  
*Conference on College Composition and Communication*, Invited Member, Selection  
Committee, Outstanding Dissertation Award in Technical Communication | 2018.  
*Association of Teachers of Technical Writing* (ATTW), Invited Member, Selection  
Committee, Graduate Research Award | 2019.  
*Conference on English Education*, Invited Co-Chair, Commission on Family and Community  
Literacies | 2018.  
*College English*, Invited Member, *Ohman Award* Committee | 2017.  
*ACM Special Interest Group in the Design of Communication*, Appointed Board Member |  
2015-2016.  
*Council of Programs in Technical and Professional Communication* | Invited Member,  
Diversity Committee | 2014—present.

*Computers and Writing Graduate Research Network*, Discussion Leader | 2016–2017.  
*Writing Lab Newsletter*, Invited Member, Editorial Board | 2014–2015.

**Refereed Journal Reviews:**

*Equity & Excellence in Education* | Spring 2018, Fall 2019

*Present Tense: A Journal of Rhetoric and Society* | Special Issue on Rhetoric and  
the State | Summer 2015.

*Technical Communication Quarterly* | Spring 2017.

*Rhetoric, Professional Communication, and Globalization* | Spring 2017.

*Composition Forum* | Spring 2017.

*Reflections: A Journal of Public Rhetoric, Civic Writing, and Service Learning* | Fall 2017,  
Spring 2018.

*Journal of Global Literacies, Technologies, and Emerging Pedagogies* | Fall 2016, Fall 2018.

*Research in the Teaching of English (RTE)* | 2013–2016.

**Refereed Conference Reviews:**

Association of Teachers of Technical Writing Conference | 2016–2019.

Computers and Writing Conference | 2016–2019.

ACM Special Interest Group in the Design of Communication | 2017-2019.

Microsoft Student Research Competition Reviewer | 2017-2019.

**International Service:**

Centro Profesional Indígena de Asesoría, Defensa, y Traducción (CEPIADET) | Colloquium  
co-organizer, Oaxaca, Mexico, August, 2019

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

## **Student Advising**

**Dissertation Director**

Bibhushana Poudyal, Rhetoric and Writing Studies Ph.D. student

\* Winner of the 2018 Best Rhetoric and Writing Studies Research Award at UTEP

\*Winner of the 2019 Scholars for the Dream Travel Scholarship

Tetyana Zhyvotovska, Rhetoric and Writing Studies Ph.D. candidate

Ashok Bhusal, Rhetoric and Writing Studies Ph.D. candidate

\* Winner of the 2018 Best Rhetoric and Writing Studies Teaching Award at UTEP

\*Winner of the 2019 Scholars for the Dream Travel Scholarship

Suresh Lohani, Rhetoric and Writing Studies Ph.D. candidate

**Dissertation 2<sup>nd</sup> Reader**

Lizbett Tinoco, Rhetoric and Writing Studies Ph.D. (graduated Spring 2018)

Jennifer Falcon, Rhetoric and Writing Studies Ph.D. (graduated Spring 2018)

Chowaing Belekeh, Rhetoric and Writing Studies Ph.D. candidate

**MA Thesis Director**

Lionell Manlutac, Rhetoric and Writing Studies M.A. student

**BA Practicum Director**

Estefania Castillo, Communication and Women and Gender Studies major, Rhetoric and Writing Studies Minor (graduated Spring 2018)

**Affiliations**

Latina/o Caucus, NCTE/CCCC

Cultivating New Voices Among Scholars of Color, NCTE

Association of Teachers of Technical Writing

Council of Writing Program Administrators Race Caucus

Council for Programs in Technical and Scientific Communication

ACM Special Interest Group in the Design of Communication

Women in Technical Communication

Computers and Writing Social Justice Caucus

Conference on College Composition and Communication

International Medical Interpreters Association (IMIA)

American Translators' Association (ATA)

Trans-Atlantic and Pacific Network (TAPP)

Modern Language Association (MLA)

The Association for Computers and the Humanities (ACH)

**Language**

Native proficiency in Spanish