



## Education

### Ph.D. in English, Purdue University, 2012

Dissertation: *Organizational Structures, Usability Studies, and Story Telling: Rhetorically (Re)Examining the User's Role in Product Development*

Committee: Michael Salvo (chair), Patricia Sullivan, Thomas Rickert, and David Blakesley

Primary Area of Study: Rhetoric and Composition

Secondary Areas: Professional and Technical Writing; Rhetoric, Technology, and Digital Writing

### M.A. in English, Georgia State University, 2007

Thesis: *Establishing Pedagogical Practicality by Reconnecting Composition Studies to the Rhetorical Tradition*

Committee: George Pullman (chair), Mary Hocks, and Marti Singer

Primary Area of Study: Advanced Composition and Rhetoric

### B.A. in English, University of Michigan-Flint, 2000

Primary Area of Study: Specialization in Writing

## Academic Appointments

### Associate Professor, University of Alabama at Birmingham, July 2018 – Present

Primary Area of Instruction: Professional and Technical Communication

### Assistant Professor, University of Alabama at Birmingham, Fall 2012 – June 2018

Primary Area of Instruction: Professional and Technical Communication

### Graduate Instructor of English, Purdue University, Fall 2007 – Spring 2012

Primary Areas of Instruction: First-Year Composition; Professional and Technical Communication

### Graduate Instructor of English, Georgia State University, Fall 2006 – Spring 2007

Primary Area of Instruction: First-Year Composition

## Administrative Appointments

### Director, English Department Internship Program, Fall 2020 – Present

## Publications

### Peer Reviewed Publications

Bacha, Jeffrey A. "Walking Between Modalities." *Computers and Composition Online*. Fall 2021. <http://cconlinejournal.org/bacha-final/index.html>. (9,152 words + code)

Bacha, Jeffrey A. "Mapping Use, Story Telling, and Experience Design: User Network Tracking as a Component of Usability and Sustainability." *Journal of Business and Technical Communication*, vol. 32, no. 2, 2018, pp. 198-228.

Bacha, Jeffrey A. "Technological Familiarity & Multimodality: A Localized and Contextualized Model of Assessment." *Computers and Composition Online*. Spring 2017, <http://cconlinejournal.org/bacha/>. (13,602 words + code)

Bacha, Jeffrey A. "The Physical Mundane as Topos: Walking/Dwelling/Using as Rhetorical Invention." *College Composition and Communication*, vol. 68, no. 2, 2016, pp. 266-291.

Bacha, Jeffrey A. "Taxonomies, Folksonomies, and Semantics: Establishing Functional Meaning in Navigational Structures." *Journal of Technical Writing and Communication*, vol. 42, no. 3, 2012, pp. 249-263.

Bacha, Jeffrey A. "Single Sourcing and the Return to Positivism: The Threat of Plain-Style, Arhetorical Technical Communication Practices" *Content Management: Bridging the Gap Between Theory and Practice*, edited by George Pullman and Baotong Gu, Baywood, 2008, pp. 143-159.

### Self-Published Digital Textbook

Bacha, Jeffrey A. *Digital Publishing for Professional Writers*. Jeffrey A. Bacha, 2016. *Jeffbacha.com*, <http://jeffbacha.com/textbook/>.

### Publications in Progress

Bacha, Jeffrey A. and Wells, Jaclyn M. "Helping Students Compose Documents that Drive and Manage Organizational Change." (10,741 words).

## Honors and Awards

### National Awards

Editor's Nomination, NCTE/CCCC Best Scientific and Technical Communication Article, 2013  
Kairos TA/Adjunct Service Award, 2010

### Grants

Faculty Development Grant, UAB English Department (\$500), 2022  
Dean's Faculty Development Grant, UAB College of Arts and Sciences (\$2,695), 2013  
Faculty Development Grant, UAB English Department (\$500), 2013  
Crouse Emergent Scholar Scholarship (\$5,000), Fall 2011 – Spring 2012  
Departmental Nomination, Purdue Research Foundation Year-long Research Grant, 2011  
Purdue Research Foundation Grant (\$2,500), Summer 2011

### Fellowships

Ross Fellowship, stipend and full tuition, Fall 2007 – Spring 2008

## Conference Presentations

### National Conferences

- "Are our Students Prepared for Multimodal Work or Digital Activism?" Computers and Writing, Greenville, NC, 2020 (Proposal Accepted, Conference Canceled).
- "Mediating the Mundane: An Extended Multimodal Approach to First-Year Composition." Conference on College Composition and Communication. Kansas City, MO, 2018.
- "On-campus Organizations and Student Engagement: Sustainable Service learning Projects and Pre-Internship UX Training." Conference of the Council for Programs in Technical and Scientific Communication. Savannah, GA, 2017.
- "Building a Community of Technical Communicators: On-Campus Student Organizations and Service Learning Partnerships." Association of Teachers of Technical Writing. Portland, OR, 2017.
- "What Fundamental/Practical Skills Should Technical Communication Students Possess When they Graduate?" Conference of the Council for Programs in Technical and Scientific Communication. Logan, UT, 2015.
- "Extending the Collaboration across Courses: An Example of a Client-Based Service Learning Project." Conference of the Council for Programs in Technical and Scientific Communication. Colorado Springs, CO, 2014.

- “The ‘Digital Native’: Multimodal Composer or Sophisticated Tool Specialist.” *Computers and Writing*. Pullman, WA, 2014.
- “‘Usability Testing’ vs. ‘Usability Studies’: From Testing Use to Sustainable Development Practices.” *Association of Teachers of Technical Writing*. Las Vegas, NV, 2013.
- “(Re)Examining the User’s Role in Product Development.” *Association of Teachers of Technical Writing*. St. Louis, MO, 2012. (Proposal accepted, Did not present)
- “Keeping Pace with Multimedia Composition Practices: (Or) Establishing a Participatory Curriculum Design Philosophy for Multimedia Composition Classrooms.” *Computers and Writing*. Ann Arbor, MI, 2011.
- “Mapping Information Exchange Networks: An Argument for Culturally Based Usability Studies.” *Association of Teachers of Technical Writing*. Atlanta, GA, 2011.
- “The Usability of Content Management Systems: Expanding the Concept of Users and Sustainable Knowledge Work.” With Allen Brizee and Elizabeth Angeli, *Computers and Writing*. West Lafayette, IN, 2010.
- “Getting Students Involved: Community Engagement through Usability.” *Conference on College Composition and Communication*. Louisville, KY, 2010.
- “Sustainable and Usable @ School and in Writing Centers: Customized Online Tutoring Systems.” With Tammy Conard-Salvo and Kristen Moore, *Computers and Writing*, Davis, CA, 2009.

### **Regional Conferences**

- “User-Friendly and Mobile-Read Writing Center Websites.” *Southeastern Writing Center Association Conference*, Birmingham, AL, 2020.
- “Creating a Class Homepage for Composition Courses.” *Georgia State University Department of English GTA Conference*. Atlanta, GA, 2007.
- “Teaching the Personal Expository Essay.” *Georgia State University Department of English GTA Conference*, Atlanta, GA, 2006.

## **Webinars, Guest Lectures, and Production Workshops**

### **Webinars**

- “Remote Usability Testing on a Budget.” *Society for Technical Communication*, 26 May 2021.

### **Invited Lectures**

- “Giving Clients Something they can Use.” *The University of Alabama in Huntsville*, Huntsville, AL, 2015.
- “Narrating Use: Storytelling, Usability and In-Context Testing.” *The University of Alabama in Huntsville*, Huntsville, AL, 2012.
- “Developing a Digital Community in Online Teaching Environments.” *Purdue University*, West Lafayette, IN, 2011.
- “Usability Studies and Organizational Cultures.” *Purdue University*, West Lafayette, IN, 2011.
- “Researching and Writing about Professional and Technical Communication: What’s Usable about Usability Studies.” *University of Southern Indiana*, Evansville, IN, 2011.
- “The Rhetoric of Use in 2d Design.” *Blue Ridge Community College*, Asheville, NC, 2010.
- “Writing Center Technologies and Online Writing Instruction.” *Purdue University*, West Lafayette, IN, 2010.

### **Production Workshops**

- “Markdown Basics.” *University of Alabama at Birmingham*, Birmingham, AL, 2021.
- “Building Booklet Style Publications.” *University of Alabama at Birmingham*, Birmingham, AL, 2017.

- “Building Booklet Style Publications.” University of Alabama at Birmingham, Birmingham, AL, 2016.
- “Crafting Rhetorical Résumés and Cover Letters.” University of Alabama at Birmingham, Birmingham, AL, 2015.
- “Developing a Series of How-To Videos.” University of Alabama at Birmingham, Birmingham, AL, 2015.
- “Paginating and Printing Large Scale Productions.” University of Alabama at Birmingham, Birmingham, AL, 2015.
- “Photoshop for Professional Writers: An Introduction.” University of Alabama at Birmingham, Birmingham, AL, 2014.
- “Crafting an Effective Cover Letter.” University of Alabama at Birmingham, Birmingham, AL, 2014.
- “The Rhetoric of Résumés.” University of Alabama at Birmingham, Birmingham, AL, 2014.
- “Teaching Visual Rhetoric in First-Year Composition.” University of Alabama at Birmingham, Birmingham, AL, 2013.
- “The Portable Professional Writer: Portable Open Source Software and ‘on-the-go’ Composition Practices.” University of Alabama at Birmingham, Birmingham, AL, 2013.
- “Setting Up a Screen Capture Usability Study.” Georgia State University, Atlanta, GA, 2007.

## Teaching Experience

### **Courses Developed at The University of Alabama at Birmingham, Fall 2012 – Present**

- Rhetoric and Technology (EH 602: Modern Rhetorical Theory)
- Digital Publishing (EH 455/555)
- Developing Digital Documents (EH 340)
- Introduction to Professional Writing (EH 315)

### **Courses Taught at The University of Alabama at Birmingham, Fall 2012 – Present**

- Capstone Seminar (EH 496)
- Visual Rhetoric (EH 465/556)
- Capstone Internship (EH 411)
- Technical Writing (EH 404/504)
- Business Writing (EH 403/503)
- English Internship (EH 311)
- Intermediate Writing (EH 302)
- Engineering Communication (EH 300)
- English Composition II: Science and Technology Honors (EH 102/202)
- English Composition II (EH 102)
- English Composition I (EH 101)

### **Courses Taught at Purdue University, Fall 2007 – Spring 2012**

- Multimedia Writing (ENGL 419 – 4 Sections)
- Technical Writing and Communication Online (ENGL 421Y)
- Business Writing and Communication (ENGL 420)
- Computer Aided Publishing (ENGL 309)
- Introductory Composition (ENGL 106)
- Computer and Information Technology Learning Community (ENGL 106 R)

## Graduate and Undergraduate Student Committees

### MA Thesis Committees

Chair, Teresa Davis, "Tutoring Video Compositions," Fall 2017 – Spring 2018

Reader, Kathleen Kryger, "Mobile Rhetorics: Laptop Stickers, Emplacement, and Circulation," Fall 2017 – Spring 2018

### MA Exam Committees

Chair, Shelby Morris, Spring 2018

Reader, Joseph Ulmer, Spring 2018

Chair, Olalekan Dada, Summer 2017

Chair, Andrew Faustmann, Summer 2016

### Undergraduate Honors Thesis Committees

Chair, Bonnie Hill, "Author Website," Spring 2020 – Summer 2021

Chair, Hunter Freeman, "Author Website for Tina Brazil," Summer 2018 – Fall 2018

Chair, Anna Sims, "MEMORANDUM: Style Guide," Fall 2017 – Spring 2018

Chair, Em Wiginton, "MEMORANDUM: E-Newsletter User Guide," Fall 2016 – Spring 2017

## Professional Service

### Manuscript Reviewer and Mentor

Member, *Technical Communication Quarterly* Editorial Advisory Board, Fall 2018 – Present.

Member, *Communication Design Quarterly* Editorial Board, Summer 2018 – Present.

Member, *Journal of Business and Technical Communication* Board of Reviewers, Spring 2013 – Present.

Proposal and Conference Proceedings Reviewer, 2021 ACM Special Interest Group on Design of Communication (ACM SIGDOC) Annual Conference, Spring 2021 and Summer 2021.

Manuscript Reviewer, TPC Book Series, Spring 2020.

Manuscript Reviewer, *2018 SIGDOC Proceedings*, Summer 2018.

Faculty Participant, 2017 Association of Teachers of Technical Writing Graduate Student Workshop.

Manuscript Reviewer, *Journal of Business and Technical Communication*, Spring 2012 and Fall 2013.

Manuscript Reviewer, *Journal of Online Learning and Teaching*, Spring 2013.

Proposal Reviewer, 2012 & 2013 Association of Teachers of Technical Writing Annual Conference.

### Print Production

Program Designer/Paginator, UAB English Department Awards Day Celebration, Birmingham, AL, Spring 2022 – Present.

Program Designer and Paginator, Southeastern Writing Center Association Conference, Fall 2019 – Spring 2020

## Institutional and Community Service

### UAB College of Arts and Sciences

Substitute Member, UAB College of Arts and Sciences Curriculum and Educational Policies Committee (CEPC), Spring 2021.

Member, CAS Digital Literacy Across the Curriculum Work Group, Fall 2020 – Spring 2021.

Founding Faculty Advisor, The Professional Writing Club at UAB, Fall 2013 – Present.

Founding Faculty Advisor, *MEMORANDUM: The Professional Writing & Rhetoric and Composition Magazine* (<https://uabmemorandum.wordpress.com/>), Fall 2013 - Present.

## Departmental Service

- Member, Writing and Media B.A. Proposal Committee, University of Alabama at Birmingham, Fall 2021 - Present.
- Member, English Department Graduate Studies Committee, University of Alabama at Birmingham, Fall 2016 - Summer 2021.
- Member, English Department Undergraduate Studies Committee, University of Alabama at Birmingham, Fall 2014 - Spring 2016, Fall 2017 - Spring 2018, and Fall 2020 - Summer 2021.
- Member, English Department Digital Activity and Development Committee, University of Alabama at Birmingham, Fall 2013 - Spring 2014.
- Member, English Department Curriculum Development Committee, University of Alabama at Birmingham, Fall 2012 - Spring 2015.
- Coordinator, Professional Writing at Purdue's Curriculum Continuity Committee, Purdue University, Fall 2009 - Spring 2012.
- Member, Professional Writing at Purdue's Goals, Means, and Outcomes Committee, Purdue University, Fall 2009 and Spring 2010.
- Member, Introductory Composition Textbook Committee, Georgia State University, Spring 2007.

## Community Service

- Document Designer/Paginator, Wordsmiths, Birmingham, AL, Spring 2015 – Present.
- Presenter, Project Syllabus, Homewood High School, Homewood, AL, Fall 2012.

## Professional Writing Experience

### Newspaper

- Staff Writer, *Tri-County Citizen*, Chesaning, MI, February 2004 – September 2004
- Staff Writer, *The Grand Blanc News*, Flint, MI, February 2002 – September 2002

### Magazine

- Freelance Writer (22 Articles), *On The Town Magazine*, McVey Marketing & Advertising, Flint, MI, September 2001 – March 2002

## Technology Related Positions

### Usability and Technical Consultant

- Usability Consultant, UAB University Writing Center, Fall 2012 – Present
- Usability Consultant, Birmingham Education Foundation, Summer 2015
- Usability Consultant, Workshops Inc., Fall 2013
- Usability Consultant, Purdue University Writing Lab, Fall 2010 – Spring 2012
- Technical Coordinator, The Purdue Online Writing Lab, Fall 2008 – Summer 2011

### Web Design and Development

- Webmaster, The Purdue Online Writing Lab, Fall 2008 – Summer 2011
- Web Developer, ECWCA 2009 Conference, West Lafayette, IN, Spring 2009
- Web Developer, The Purdue Online Writing Lab, Summer 2008
- Web Developer, Georgia State University, Atlanta, GA, Spring 2006 – Summer 2007
- Website Designer, South Atlantic Modern Language Association, Atlanta, GA, Spring 2006

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## Production and Programming Proficiencies

### Print Production

MS Office Suite, OpenOffice, Adobe InDesign, QuarkXpress, MS Frontpage, and Several other word-processing and pagination programs

### Multimedia Production

Adobe CC Suite, iMovie, Macromedia Dreamweaver, and several other digital media composition software packages, usability programs, screen capture software packages, and Web page editors

### Programming Languages

Markdown, HTML, XHTML, HTML5, CSS, PHP, XML, XSL, RSS, Java, JavaScript, jQuery, jQuery Mobile, Flash, SQL, and MySQL