



Kathleen M. Coffey

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Education

Miami University, Oxford, OH

Ph.D. in Composition and Rhetoric

Dissertation – *Designing Mobile User Experiences for Community Engagement*,
2014 – 2019

Miami University, Oxford, OH

M.A. in English

Concentration: Composition and Rhetoric

Thesis – *Mobile Technology and Civic Engagement: Heuristics and Practices for Developing Applications for Civic and Social Change*, defense passed and graduated in August 2014
2012 - 2014

University of Dayton, Dayton, OH

B.A. in English, Minor: Biology

Summa Cum Laude and honors degree
2007 - 2011

Research and Teaching Interests

User experience (UX), usability, technical communication, professional writing, and content strategy

Skills

Agile, Iterative User Experience (UX) Design and Usability research methods (User Interviewing, Surveying, Wireframing and Prototyping, Heuristic Evaluation, Usability Testing, etc.), Axure, Keynote, InVision, Moqup, InDesign, Photoshop, Zoom, Microsoft Office, and social platforms (Twitter, Facebook, Instagram, Snapchat)

Publications

Coffey, K. M., Gelms, B., Johnson, C., & McKee, H. (2016) Consulting with Collaborative Writing Teams. *Writing Center Journal*

(Accepted with revisions) Coffey, K. M., Glotfelter, A., & Simmons, M. (N.D.) Dynamically Responsive Programmatic Design: A Framework for Identifying Pressures for Change. Developed in preparation for *Programmatic Perspectives*.

(Working draft) Coffey, K. M. (N.D.) Mobile Mediation and Community Engagement in Application Design. Developed in preparation for the *Journal of Technical Writing and Communication*.

(In progress) Coffey, K. (N.D.) Working Title - Mobile Experience Design Framework Based in Activity and Space. Developed in preparation for *Technical Communication Quarterly*.

Conference Presentations

National and International Conferences and Symposiums

"Analyzing Primary Motivations and Breakdowns: Developing Mobile User Experiences for Community Engagement." *Conference on College Composition and Communication*. Milwaukee, WI. March 2020.

"Strategies for Engaging Mobile Audiences with Community Organizations." Accepted at *Conference on College Composition and Communication*. Portland, OR. March 2017.

"Consulting with Collaborative Writing Teams." *International Writing Centers Association Conference*. Denver, CO. October 2016.

"Building for Action: Designing a Useful Heuristic for Mobile Civic Engagement." *Association of Teachers of Technical Writing Conference*. Houston, TX. March 2016.

"Getting Beyond the Hang of It: Teaching Online Consulting." *International Writing Centers Association Conference*. Pittsburgh, PA. October 2015.

"Developing Mobile Apps for Social Change: Stories of Success and Struggle." *Computers and Writing Conference*. Menomonie, WI. June 2015.

"Mobile Technologies and Civic Engagement: Building A Useful Heuristic for Design and Development." *Conference on College Composition and Communication*. Tampa, FL. March 2015.

"Teaching Wireless: An Ecological Framework for Wireless Technology in FYC." *Cultural Rhetorics Conference*. East Lansing, MI. October 2014.

"From Persuasion to Participation: Interactive Media & Shifting Paradigms for Writing Studies." *Conference on College Composition and Communication*. Indianapolis, IN. March 2014.

"Techne and Multimodal Composing: Teaching Multimodal Composing as Art." *Computers and Writing Conference*. Frostburg, MD. June 2013.

"Hypertext, Tumblr, and Remediation in the Digital Classroom." *Computer Connections at the Conference on College Composition and Communication*. Las Vegas, NV. March 2013.

Local and Institutional Conferences

"Commons: A Round Table on Accumulation." (Roundtable on graduate student self-care, work,

and the ways we can build one another up) *Miami English Graduate and Adjunct Association Symposium*. Oxford, OH. March 2014.

"Science Writing in the Composition Classroom: Exploring the Science behind Science Fiction." *University of Cincinnati's Interdisciplinary Conference*. Cincinnati, OH. April 2013.

"Drowning in Waste: Analyzing and Managing Runoff at the University of Dayton." *University of Dayton Research Symposium*. Dayton, OH. May 2011.

Teaching Experience

ENG313 – New Media Writing – Indiana State University

Spring 2020-Present

I designed this course to prepare students in developing web and mobile content strategy and content creation, while arguing for these strategies in common professional writing genres (i.e. memos, reports, proposals, etc.). Throughout the semester, students explore digital rhetoric, user experience research methods, and secondary research practices to support the development of credible and ethical research and writing skills. Additionally, students engage analytical methods for evaluating digital communication and content across different digital channels (i.e. Twitter, Facebook, Instagram, etc.).

ENG305T – Technical Writing – Indiana State University

Fall 2019-Present

I developed case-based assignments to critically apply concepts of technical communication, professional writing, usability, and collaborative work strategies. This course highlights exploring user advocacy through usability and user experience research and testing methods, technical editing, and professional writing skills. Students prepared professional communication for internal and external audiences through common business and professional genres (memos, proposals, reports, presentations, etc.), while incorporating digital and visual constructions of information.

[Online] ENG305T – Technical Writing – Indiana State University

Fall 2019-Present

I developed case-based assignments to critically apply concepts of technical communication, professional writing, usability, and collaborative work strategies for an online, asynchronous learning environment. Through a combination of accessible and multimodal course content (videos, podcasts, readings, etc.), this course highlights exploring user advocacy through usability and user experience research and testing methods, technical editing, and professional writing skills. Students prepared professional communication for internal and external audiences through common business and professional genres (memos, proposals, reports, presentations, etc.), while incorporating digital and visual constructions of information.

[Online] ENG/IMS 224 – Digital Writing and Rhetoric – Miami University

Winter 2019

I developed a condensed, online version of ENG/IMS 224 for an intensive 3.8 week winter semester. This course focuses on building flexible strategies for content creation through

different digital venues through interactive, online course activities, case-studies, readings, and focused assignments that meet the outcomes of the course as preparing students for participating in and developing networked, adaptive writing in a shortened time frame. Through theories and practices of circulation, participatory design, content strategy, and user experience, this course provides a focus on networked communications: offering opportunities to discuss, observe, analyze, and participate in social platforms that shape many of our interactions.

ENG/IMS 224 – Digital Writing and Rhetoric – Miami University

Spring 2017, Spring 2018, Spring 2019

I focused the course on social media, mobile applications, web design, and usability. Assignments enabled students to learn and use strategic design and flexible communication frameworks to write to a variety of audiences through multiple channels that blended alphabetic, sonic, and visual elements. Assignments also offered opportunities to discuss, observe, analyze, and participate in networked communications that shape our professional and civic interactions. Throughout the course, students engaged with research methods and principles in digital rhetoric, user experience, and user-centered design as frameworks for analyzing and developing digital and mobile content.

IMS 413 – Usability and Digital Media – Miami University

Fall 2016

I developed assignments, class activities, and discussions to teach methods and practices for building strategic, user-centered designs. Through theories and practices of usability, interface design, and user experience, I crafted opportunities to discuss, observe, analyze, and participate in modeling and conceptualizing interfaces grounded in user research. I focused the course on building strategies for design and development of mobile and web content and media, while learning principles of both design, delivery, and circulation of content through user-centered design and research methods (e.g. heuristic evaluation, card sort, content audit, usability testing, user interviews, etc.) and professional writing genres (e.g. proposals, memos, reports, etc.).

ENG 313 – Technical Writing – Miami University

Spring 2016

I developed case-based assignments for predominantly engineering and professional writing majors to critically apply concepts of professional writing, usability, and collaborative work strategies. This course highlights exploring usability and user experience research and testing methods, technical editing, and professional writing skills by preparing professional communication through common business and professional genres (memos, proposals, reports, presentations, etc.), while incorporating digital and visual constructions of information for multiple audiences.

BUS 203 – Business Writing Consulting – Miami University

Fall 2015

I prepared business students to take on the role as specialized business writing center consultants at the Howe Writing Initiative through a course based in discussion, mock-consultations, and role-play assignments, along with readings and discussion centered on writing center theory and business and professional writing genres. I co-developed a curriculum to

prepare students for both face-to-face consultations and online consultations using Google drive and Google hangout's video, chat, and doc features.

ENG 315 – Business Writing – Miami University

Spring 2014, Fall 2017

Through unique case-based assignments I developed, this course allows students to examine business writing from overlapping perspectives: rhetorical, visual, ethical, and digital aspects of communication, which are all integral parts of understanding how to interact with others through writing in business settings. This course explores business communication through common business genres (memos, proposals, reports, presentations, etc.), while incorporating digital and visual constructions of information for business audiences.

ENG 111 – Composition and Rhetoric – Miami University

Fall 2012, 2013

The theme I developed for this course is considering writing as action. With an emphasis on rhetorical concepts, this course examines what audience, context, and purpose mean in academic, public, and digital spaces. Students compose through a variety of different professional genres and media.

ENG 112 – Composition and Literature – Miami University

Spring 2012, 2013

Analyzing Genre, Media, and Technologies in Science Fiction – the theme for this course is questioning the representation of science and technology in popular media (science fiction, speculative fiction, articles, movies, etc.) while developing critical reading and analytical skills.

Administrative and WAC Work

Academic Affairs Chair – Graduate Student Association Executive Board, Miami University

August 2017 – May 2018

Using a data-driven approach, I worked collaboratively to represent graduate students with the help and insight of the Graduate Student Association (GSA). Based on an IRB-approved study, we created both short-term and long-term goals to improve graduate student life broadly on campus. We identified that graduate students struggled to find pertinent information on healthcare resources, insurance resources, or felt excluded by many of the campus resources like career services. Additionally, students noted feeling excluded by the community, especially minority students. Subsequently, we created several programs with administration across campus to build our relationships and outreach of campus resources, supported the Miami Pride association as they restarted in 2018, and more. Along with these endeavors, I co-developed a new digital branding presence for our association and redesigned our main communication channels and set up online streaming of our monthly meetings to increase engagement with our organization of all of our students, including remote members.

Assistant Director – Howe Writing Initiative, Miami University

August 2014 – May 2016

I collaborated with Farmer School of Business faculty to design unique in-class writing workshops, created and engaged faculty partnerships, particularly with faculty in Interactive Media Studies and Marketing, and built faculty relationships with the center. I consulted with individual business students and teams to discuss their writing needs. I taught and mentored undergraduate writing center consultants and developed the larger brand of the writing center by crafting specific branding and promotional materials for the writing center activities and workshops. Also, a major part of my research was building and developing the structure, resources, and logistics of synchronous online consultations using Google drive and Google hangout. Additionally, I worked to develop accessible web versions of all of our resources that we provide for the university and beyond.

Writing Specialist – Miami Professional Institute for Management Education

Summer 2015, Summer 2016

I developed full day workshops on presentation design and effective presenting, business writing conventions, and collaborative writing for classes of non-business majors as a part of an intensive business curriculum. Additionally, I consulted with teams on resumes and drafts of their product strategy reports for Cintas executives. Much of the consultations revolved around collaborative writing strategies, teamwork strategies, and report writing conventions.

Editorial Assistant – Composition Editorial Board, Miami University

Summer 2013

I analyzed and compiled new teaching materials for the teacher's guide at Miami with a primary focus on the required multimodal and digital assignments in the first year composition courses. I constructed a digital site for teaching materials as a space for composition instructors to view materials online and provide feedback and notes upon using the materials.

Technical and Professional Writing Experience

Technical writer – VA-Center for Applied Systems Engineering

Spring 2015

I restructured and formatted complex documents to a standard formatting, style, and tone for web publication. I worked collaboratively with a group of technical writers, engineers, and content experts to develop documents for a manual that would be ultimately available for company users online.

Branding Consultant – Center for Analytics and Data Science

Summer 2015

I crafted an innovative and tailored branding strategy and website design through competitive analysis for the Center for Analytics and Data Science. I conducted interviews with faculty associated with the center to develop content for the site. I worked collaboratively with the Farmer School of Business web developer to create a functional mock up of the Center for Analytics and Data Science site to be used as part of promotional materials for investors and funders in the center.

Writing Center Consultant – University of Dayton

August 2010 – May 2011

I collaboratively worked with students of all majors and years (including graduate students) to improve their individual writing pieces and overall writing processes through 2-3+ drop-in sessions lasting 20-50 minutes daily at the University of Dayton's general writing center.

Curricular Assessment Experience

Assessment Fellow – Indiana State University, Composition Program – Terre Haute, IN

Feb. 2020

As a committee member, I evaluated composition program artifacts--de-identified student portfolios of their body of work over the course of the semester--in ENG 101, 105, and 305 to document key areas of strengths and opportunities for improvement across the program.

Assessment Lead – Miami University, Department of English – Oxford, OH

May 2017

I established guidelines, roles, and the larger organizing structure for an assessment of ENG 313, Technical Writing, an upper level writing class required by most engineering majors at Miami collaboratively with Dr. Heidi McKee. I de-identified artifacts to assess and co-led the assessment day to evaluate the general state of technical writing in ENG 313.

Assessment Fellow – Miami University, Department of English – Oxford, OH

May 2017

I observed and rated course projects as artifacts for assessment of ENG/IMS 224, Digital Rhetoric and Writing. I worked as an evaluator of the major assignments, including the reports, proposals, and essays with the accompanying visual materials to assess the effectiveness of the design and delivery across the ENG/IMS 224 curricula.

Assessment Lead – Miami University, Farmer School of Business – Oxford, OH

May 2015

I established guidelines, roles, and the larger organizing structure for an assessment of BUS 102, Foundations of Business Communication, an introductory business writing class required by all business majors at Miami collaboratively with the director of the Howe Writing Initiative, Dr. Heidi McKee. I de-identified artifacts to assess and co-led the assessment day to evaluate the general state of business writing coming out of BUS 102.

Assessment Fellow – Miami University, Farmer School of Business – Oxford, OH

December 2014, January 2015

I observed and rated business presentations as artifacts for the assessment. I worked as an evaluator of business oral communication of presentations, including the presentation delivery and the accompanying visual materials to assess the effectiveness of the business presentation design and delivery in FSB's curricula.

Related Work History

Consumer Insight Consultant – Launch Force Strategy – Cincinnati, OH

February 2016 – 2019

I craft research studies, which commonly included surveys and focus groups, to study consumer insight for developing new brand approaches or products. I use marketing-based research frameworks to analyze the key motivations, emotional connections, and broader personas that consumers inhabit in relation to products and brands to help companies make more effective choices about their overall brand and product experience.

Market Research Strategist – Wondergroup – Cincinnati, OH

July 2011 – August 2012

I developed, researched, and analyzed consumer insight of brands for primarily product development or new branding strategies. I produced copy for integrated media platforms, reports, proposals, and products and created new marketing strategies for clients to increase promotion to their website through social media sites such as Youtube, Twitter, Facebook, and others blogs/forums.

Institutional Presentations and Workshops

"Researching Beyond Ease of Use: Identifying Breakdowns in Motivation for Mobile Community Engagement," Miami University. Invited Presentation to ENG 413: User Experience and Usability. February 2019.

"Graduate Student Mentoring: Roundtable on Comprehensive Exams," Miami University. Invited Presentation to Miami English Graduate Students and Adjuncts Association (MEGAA). February 2019.

"Usability Report Writing in Teams," Miami University. Presentation IMS/MKT 413/513: Usability and Digital Media. April 2016.

"Designing, Drafting, and Presenting Effective Presentations," Miami University. Presentation to MKT 291: Principles of Marketing. April 2016.

"Designing, Drafting, and Presenting Effective Presentations," Miami University. Presentation to MKT 291: Principles of Marketing. March 2016.

"Mobile Marketing in the Workplace," Miami University. Presentation to Farmer School of Business students. March 2016.

"APA style in business documents," Miami University. Presentation to MKT 461: Principles of Marketing. March 2016.

"Team Writing and Research Workshop," Miami University. Presentation to MKT

291: Principles of Marketing. February 2016.

"Team Writing and Research Workshop," Miami University. Presentation to MKT 291: Principles of Marketing. January 2016.

"Graduate Applications and Personal Statements," Miami University. Presentation to Farmer School of Business students. November 2015.

"Usability Report Writing in Teams," Miami University. Presentation IMS/MKT 413/513: Usability and Digital Media. November 2015.

"Giving Effective and Constructive Feedback," Miami University. Presentation to ECO 315: Intermediate Microeconomic Theory. November 2015.

"Designing and Drafting Effective Presentations," Miami University. Presentation to MKT 291: Principles of Marketing. November 2015.

"Usability Research and Project Management," Miami University. Presentation to IMS/ENG 414/514: Usability and User Experience. October 2015.

"Giving Effective and Constructive Feedback," Miami University. Presentation to ACC 333: Managerial Accounting. October 2015.

"Designing, Drafting, and Presenting Effective Presentations," Miami University. Presentation to MKT 291: Principles of Marketing. October 2015.

"Team Writing and Research Workshop," Miami University. Presentation to MKT 291: Principles of Marketing. September 2015.

"Team Writing and Research Workshop," Miami University. Presentation to MKT 291: Principles of Marketing. August 2015.

"Designing, Drafting, and Presenting Effective Presentations," Miami University. Presentation to MKT 291: Principles of Marketing. April. 2015.

"Designing, Drafting, and Presenting Effective Presentations," Miami University. Presentation to MKT 291: Principles of Marketing. April 2015.

"Usability Report Writing in Teams," Miami University. Presentation IMS/MKT 413/513: Usability and Digital Media. April 2015.

"Giving Effective and Constructive Feedback," Miami University. Presentation to ACC 333: Managerial Accounting. April 2015.

"Team Writing and Research Workshop," Miami University. Presentation to MKT 291: Principles of Marketing. February 2015.

"Giving Effective and Constructive Feedback," Miami University. Presentation to ACC 333: Managerial Accounting. October 2014.

"Usability Report Writing in Teams," Miami University. Presentation IMS/MKT 413/513: Usability and Digital Media. October 2014.

"Data Visualization: Using Tables and Figures Effectively," Miami University. Presentation to Farmer School of Business students. October 2014.

Institutional and Departmental Service

Committee Member, Policy, Indiana State Uni., 2020-Present [Department]

Committee Member, Composition, Indiana State Uni., 2019- Present [Department]

Committee Member, Assessment, Indiana State Uni., 2019- Present [Department]

Committee Member, Undergraduate Curriculum, Indiana State Uni., 2019-Present [Department]

Committee Member, Digital Studies Minor Comm., Indiana State Uni., 2019-Present [College]

Academic Affairs Chair, Graduate Student Association, Miami Uni., 2017-2018

Promotional Materials Assistant, Miami Professional Writing Program, Fall 2014

IT Senate Committee Member, Miami University, 2014 – 2018

Graduate Student Association Member, Miami University, 2012 – Present

Reading Program Facilitator, Miami University Summer Reading Program, 2012; 2013

Graduate Coursework

Ph.D. Coursework

ENG 770 – Contemporary Writing Program Administration with Dr. Heidi McKee

ENG 603 – Theories and their Histories with Dr. Katie Johnson

ENG 720 – Issues in Digital Composition with Dr. Tim Lockridge

ENG 601 – Introduction to Language and Linguistics: Style and Eloquence with Dr. Kate Ronald

IMS 677 – Digital Branding with Dr. Jim Coyle

ENG 677 – Developing Professional Writing Programs: Theories and Practices with Dr. Heidi McKee

ENG 677 – Civic Engagement, Technical Communication, and the Community with Dr. Michele Simmons

ENG 770 – Professional Writing Theory with Dr. Tim Lockridge

ENG 735 – Research Methods and Methodologies with Dr. Michele Simmons

M.A. Coursework

ENG 732 – Histories and Theories of Composition with Dr. Jason Palmeri

ENG 733 – Histories and Theories of Rhetoric with Dr. James E. Porter

ENG 760 – Special Topics in Rhetoric: Public Spheres with Dr. Michele Simmons

ENG 760 – Special Topics in Rhetoric: Comparative Rhetoric with Dr. LuMing Mao

ENG 731 – Theories and Practices of Teaching Composition with Dr. Jason Palmeri

IMS 513 – Usability and Digital Media with Dr. James Coyle

ENG 601 – Introduction to Language and Linguistics: ESL Studies with Dr. Anthony Cimasko

ENG 730 – Histories of Writing Program Administration with Dr. John Heyda

ENG 720 – Issues in Digital Composition with Dr. Linh Dich

ENG 514 – Usability and User Experience with Dr. Michele Simmons

Technology Proficiencies

Design – InDesign, Photoshop, Canva, Keynote, Powerpoint

Usability/UX – Dreamweaver, Axure, InVision, Moqup, Silverback

Sound – Garageband, Audacity

Web – Twitter, Tumblr, Facebook, Instagram, Wix, Weebly, Wordpress

Video/Screencasting – iMovie, Camtasia

Professional Affiliations

- NCTE/CCCC
- ATTW