



## **REFLECT, REJOICE, & REMIX**

Let's reflect on the obstacles we have overcome, progress we have made with our research, lessons we have learned, and how we have moved forward in order to help others who could learn from our experiences and wisdom. Let's rejoice in the advances we have made and share the joy of learning and experiencing what happens everyday in our centers. Let's rejoice in the growth of our organization while recognizing that there is still a lot of growth for us to aspire to. Lastly, let's remix what we are currently doing in our centers. This year's conference theme seeks to look back, celebrate where we are, and look forward to how we can use all of our experiences to propel our centers forward.

The National Association of Communication Centers  
and The UNCG Multiliteracy Centers present:

**12th Annual Excellence at the Center  
Conference: Reflect, Rejoice, & Remix**

April 19<sup>th</sup> – 20<sup>th</sup>

University of North Carolina at Greensboro

Greensboro, NC



**UNCG**

# FRIDAY

## April 19<sup>th</sup>

### 10:00 Registration opens

Location: 3rd floor MHRA Building - follow signs from parking deck

### 12:00 – 12:15 Welcome

Location: Bryan Building Room 160

### 12:15 – 1:15 Keynote

“Remixing Communication Center Spaces: Pushing the Boundaries of Pedagogy and Practice”

*Rusty Carpenter; East Kentucky University*

### 1:20 – 1:45 Group Online Consultation Demonstration

*Erin Ellis; UNC Greensboro*

1:45 Water and cookies available outside of Bryan 160 in lobby

1:45 – 2:00 Walk over to MHRA Building

### 2:00 – 2:50 Concurrent Sessions

[choose one session to attend during this time]

#### **Multiliteracy Discussion** MHRA 1214

[intended for directors]

This panel will provide an overview of Multiliteracy Centers. Speaker one will present a brief historical context for the term Multiliteracy and its significance for the future of work in the field of communication centers. Speaker two will discuss the three different types of technological literacies as describe by Stuart Selber and how those literacies can impact the work of those directing a communication center. Speaker 3 will illustrate how their new Digital ACT Studio is supporting all three literacies.

*Sara Littlejohn, UNC Greensboro, Multiliteracy Centers*

*Rusty Carpenter, East Kentucky University, Noel Studio*

*Stacy Wilder, UNC Greensboro, D-ACT Studio*

*Chair: Kim Cuny; UNC Greensboro*

#### **Consulting with Women Speakers** MHRA 3208

[intended for student consultants]

What needs do women have as speakers who come to a speaking center for consultation? Find out in this workshop by the co-author of *The Woman’s Public Speaking Handbook*. Dr. Jody Natalle, professor of communication at UNCG, has 35 years experience teaching and training women as public speakers. Find out how style, evidence, persona, and other considerations come into play as you are asked to consult with women. Get ideas for your own workshops. Come prepared to interact and ask questions.

*Jody Natalle (co-author of The Woman’s Public Speaking Handbook);*

*University North Carolina at Greensboro*

### **Speaking Center as Experimental Learning Site** MHRA 3204

(intended for students)

Students will be lead in reflection on their current experiences at various speaking centers and communication labs. Students enrolled in internship classes have unique perspectives due partly to the increased opportunities to do more than "just work" in one semester. This panel will be led by a Communication Consultant who is also a campus student reflection leader (SRL). She will aid internship credit earning peer tutors as they reflect on what the semester has meant to them so far. To get more details on what a SRL does at UNCG visit: <http://olsl.uncg.edu/service-learning/resources-for-developing-a-svl-course/student-reflection-leaders/>

*Frannie Williams; UNC Greensboro*

*Donny Watson; College of Southern Nevada*

*Lori Sommerville; UNC Greensboro*

### **Your Resume and Your Communication Center Work** MHRA 1215

(intended for juniors and seniors)

This program will aid juniors and seniors in getting their resumes ready for the job market.

*Katy Green; UNC Greensboro Career Services*

### **3:00 – 3:50 Concurrent Sessions**

(choose one session to attend during this time)

#### **Director's Dilemma** MHRA 1214

(intended for directors)

The purpose of this panel is to bring to light new and longstanding issues of interest to communication center directors. Director panelists will share situations, ideas, and concerns and time will be allotted to invite comments from the audience

On the Challenges of Being the New Director in an Established Lab

*Kristen Hoerl; Butler University*

Part of the Solution or Part of the Problem?; Considering the Academic Professional Track for Communication Centers' Directors

*Jennifer Whitaker, University of North Carolina at Greensboro*

Securing a Corporate Sponsor to fund a Communication Center

*Pam Hopkins; East Carolina University*

Mouth to Mouth: Resuscitating a Neglected Center

*James Janack; Eckerd College*

Something to Consider

*Karen Sindelar; Coe College*

#### **Communication Center Journal** MHRA 3204

(intended for directors)

Where are we in planning for this new publication? Join the conversation.

*Luke LeFebvre; College of Southern Nevada*

*Ted Sheckels; Randolph-Macon College*

*Jennifer Butler Ellis; Northern Illinois University*

*Rusty Carpenter; Eastern Kentucky University*

#### **Conflict in our Organization** MHRA 3208

(intended for student consultants)

Every communication center experiences conflict. This workshop will explore the role that conflict plays in an organization such as a communication center.

*David Caroline; UNC Greensboro*

**The Talking Dead** MHRA 1215

[intended for student consultants]

Using a multi-faceted marketing effort based primarily on the use of body to make an argument to not only increase awareness and use of the speech lab, but to also encourage women to use the power of their voices for change.

*Presenters: Kyle Love, Rose Cely, Catelyn Curry, Elizabeth Givens, Autumn Weidman; Columbia College*

**Great Ideas for Teaching Speech** MHRA 1213

[intended for student consultants and directors]

Come prepared to sit at small tables as presenters share their great ideas. Every ten minutes participants will move to a different table and presenters will share again and again.

“Seeing is Believing: Using Images to Tutor ESL Students”

*Carl Brown, University of Southern Mississippi*

“Agenda Setting Leads to Rejoicing”

*Elizabeth Wellings; University of Southern Mississippi*

“Symposium on Ancient Rhetoric”

*Daniela Kempf, Barnard College, Columbia Univ.*

“Actions Speak Louder Than Words: Bridging the Gap Between Public Speaking and Nonverbal Communication”

*Breanne Winter; University of Wyoming*

**4:00 – 4:45 Concurrent Sessions**

[choose one session to attend during this time]

**Communication Centers and the Basic Course: An NCA Initiative** MHRA 1214

How do communication centers facilitate the basic course? What should the basic course cover, in what ways? What alternatives do we have for covering the basic concepts in communication? How can we deliver coherent understandings of those basic concepts? This panel focuses on NCA President Steve Beebe’s presidential initiative on the basic course, with specific attention to the role communication centers play. Directors’ responses to a survey as well as the discussion will broaden NCA’s understanding of this important course.

*Kathie Turner, Director of Oral Communication; Davidson College*

**Thinking About Graduate School?** MHRA 1215

[intended for student consultants]

This program will help make the graduate school application process more clear - no matter what school you might want to attend.

*Scott Hodgens, UNCG Graduate School*

**Case Studies in Consulting** MHRA 1213

[intended for student consultants]

Student consultants revisit learning experiences and consultations as they facilitate their individual case studies. Presented at round tables in GIFT format.

*Tynesha McCullers; UNC Greensboro*

*Hannah Kasmala; UNCG Greensboro*

*Lori Sommerville; UNC Greensboro*

*Monica Munoz; College of Southern Nevada*

**Interpersonal Cultural Competency in the Speaking Center** MHRA 3208

(intended for student consultants)

If your communication center supports students from around the world this workshop is for you

*Etsuko Kinefuchi, UNC Greensboro*

**4:45 – 5:00 Tour the UNCG Speaking Center with Kim Cuny**

Location: MHRA 3211

## SATURDAY

April 20<sup>th</sup>

**8:00 – 8:50 Business Meeting**

Location: MHRA 3501

Coffee and hot tea will be available

**9:00 Group Photo & Welcome**

(intended for all attendees)

Location: First Floor Lobby of MHRA

**9:15 – 9:50 Concurrent Sessions**

(choose one session to attend during this time)

Coffee and hot tea will be available in MHRA 3501

**Reflecting on and Remixing what we know about Communication Centers**

MHRA 3208 (intended for student consultants and directors)

The two papers and one presentation in this panel will extend existing research on various aspects of communication centers.

*Presenters: Danielle Deville \*, Russell Michelson, Tom Pacheco \*, Mariah Young \*; University of Mary Washington*  
(\* student paper competition)

**Reflecting, Rejoicing, and Remixing at Butler** MHRA 1214

(intended for student consultants and directors)

In the spring of 2012, Butler University's longtime Speakers Lab Director Paul Sandin passed away unexpectedly. As Sandin was instrumental both in the development of the lab at Butler's campus and in the emergence of the NACC, his sudden departure created a variety of obstacles for Butler faculty and lab tutors. Such obstacles were compounded by other organizational changes at the university including a new College of Communication, a new mandate for all university departments to include public speaking in its curriculum, and the retirement of two long-standing public speaking professors including other NACC participant William Neher. This panel will describe how Speakers Lab tutors and faculty responded to these obstacles in the past year.

*Presenters: Kristen Hoerl, Marci Kolb, Ethan Gregerson, Will Butler, Sophia Valdivia; Butler University*

**Student Paper Competition** MHRA 3204

(intended for student consultants and directors)

"Re-Evaluating Social Media within a Speaking Center Setting"

*Michael Kennedy, Josie Burks,*

*Nicole Magee; University of Southern Mississippi*  
"Then and Now: A Longitudinal Study of Two Communication Center  
Staffs Using Social Identity Theory"  
*Carl Brown; University of Southern Mississippi*  
"What Makes a Communication Center Website  
Rhetorically Compelling"  
*Crystal Thomas, Michelle Nieporte; Randolph  
Macon College*

### **Reflections: The Many Phases of a Communication Center Coach**

MHRA 1213 [intended for student tutors & directors]

CommCenter student coaches are as passionate about learning as they are about helping others. As this diverse panel of undergraduate and graduate student coaches will explain, a student's work in a CommCenter can transition with them as they advance through their academic careers. Although all speech coaches transition from the role of student to peer tutor, for some, their work in the center can lead to graduate teaching positions and other post-graduate opportunities. In this session, the panelists will reflect on their unique journeys as CommCenter coaches and explore the various ways their tutoring experiences have developed as their roles within the center and at the university have changed.

*Presenters: Brandi Quesenberry, Raven Griffin, Adam Hughes, Kendall Livick, Kelly McEvoy; Virginia Tech University*

### **10:00 – 10:50 Concurrent Sessions**

[choose one session to attend during this time]

Coffee and hot tea will be available in MHRA 3501

### **Tasty Tapas: An Array of Delicious Ideas for the Center** MHRA 1215

[intended for student consultants and directors]

Centers often look for ways to expand the reach of their services. The tutors of the Speaking Center at Davidson College discuss a variety of approaches to showcase their resources, from designing a workshop on Communicating in the Sciences for first-year students to offering a session for the students calling for the Annual Fund to creating an advertising campaign based on memes.

*Presenters: Chaney Barnes, Billy Hackenson, Mel Mendez, LaVonia Montoute Chris Ragsdale; Davidson College*

### **Student Paper Competition** MHRA 3204

[intended for student consultants and directors]

"Progress and Empowerment: A Recipe for Change"

*Brandan Bilski, Grand Valley State University*

"Applying Narrative Paradigm Theory to Communication Consultations"

*Bridgett Vanderhoof, Grand Valley State University*

"Marketing Oral Communication Centers to Students"

*Peyton Plummer, Katherine Horner, Dara Gold; University of Maryland*

### **Question and Response Workshop** MHRA 3208

[intended for student consultants and directors]

The Symposium on Ancient Rhetoric activity is designed with the goal of understanding rhetoric on a deeper level by examining its origins in Ancient Greece, and discussing how its history pertains to our understanding of the role and value of rhetoric today.

*Daniela Kempf; Barnard College, Columbia University*

**Non-Competitive Paper Presentations** MHRA 1214

(intended for student consultants and directors)

“Overcoming the Eclipse of Leadership: A graduate student’s experience in the Communication Assessment Learning Lab”

*Catalina Cayetan; Arizona State University*

“The Communication Center for the Two-Year Student: Challenges and Choices”

*Nina LaTassa; University of Maryland*

“Now what do we do? Lessons in Growing a Sustainable Center”

*Bonnie Wentzel, Arizona State University*

**11:00 – 11:50 Concurrent Sessions**

(choose one session to attend during this time)

**Please help me design my new center as we Remix your ideas, Reflect on your experiences, and Rejoice in this opportunity** MHRA 1215

(intended for student tutors, directors, those in the start-up planning stage, or some combination)

This discussion will follow a “flipping the classroom” model where discussion and activity replace the more traditional lecture. Rather than the presenter being the “expert” sharing knowledge and experiences with the audience, the audience is the expert sharing knowledge with the presenter and each other.

*Presenter: Suzy Prentiss, University of Tennessee*

**This I Believe** MHRA 3204

(intended for student consultants and directors)

As we take the time to reflect on the communication centers movement there is reason to be thankful to those who were influential in starting this field of theory and practice. In 2001, Sherry Morreale, then NCA Associate Director, included a strand called Communication Centers at The National Communication Association's Summer Conference: Engaging 21st Century Communication Students. The participants; Linda Hobgood, Paul Sandin, Beth VonTill, Marlene Preston, Tamara Burk, Bill Neher, & Mary Ann Wanca-Thibault set forth the foundation for the work we do today. In 2013 at UNCG, we honor one of the leaders at that meeting, Paul Sandin by showcasing personal statements on ethics in the communication center. While written and audio recorded essays will be archived on the Web, they will be presented live at this session.

*Beau Bingham, Anthony Fleak, Chelsie Pantle, Jackson Fry, Leslea Hunt, Nathaniel Cheshier; University of Wyoming*

**The Dynamics of an External Consultant’s Visit to a Communication Center**

MHRA 1214 (intended for directors and student consultants)

Several communication centers have benefitted from the visit of an external consultant. Sometimes such a visit is mandated by an institution’s assessment procedures; sometimes it is suggested by a high-level administrator; and sometimes it is proposed by a communication center director. Regardless of how a visit is initiated, it has interesting dynamics from the perspectives of the director, the tutors who are involved in the visit, and the consultant. These dynamics relate to (1) the visit’s goals, (2) how those goals are shared, (3) how the communication during the visit is planned, (4) how it proceeds, (5) how the consultant chooses to share his/her comments and the nature of them, and

(6) the benefits different parties will accrue. Much of the discussion will use a January 2013 visit Sheckels made to Coe College as a case study, but comments will radiate out from that case study and become more general.

*Presenters: Karen Sindelar, Kaisi Haarstad, Wanda Rios; Coe College  
Theodore Sheckels; Randolph-Macon College*

**Non-Competitive Paper Presentations** MHRA 3208

(intended for student consultants and directors)

Music as an effective anxiolytic intervention in university speaking centers and labs: Establishing a new practice.

*Kimberly M. Cuny, UNC Greensboro,  
Evan Zakia-O'Donnell, Wake Tech Community College*

"The Communication Center at Two- and Four-Year U.S. Colleges and Universities: Director's Qualitative Commentary"

*Luke LeFebvre; College of South Nevada,  
Leah LeFebvre; University of Texas at Austin*

**11:50 – 12:00 Walk to Jackson Library**

**12:00 – 1:00 Lunch**

Location: Digital Media Commons, Lower Level of Jackson Library

**1:15 – 2:30 Concurrent Sessions**

(choose one session to attend during this time)

**Director Forum Discussion** MHRA 3501

**Start Up Forum Discussion** MHRA 3208

(intended for directors in startup phase of center development)

*Kathie Turner*

**Student Forum Discussion** MHRA 1214

(intended for student consultants)

*Erin Ellis*

**2:30 – 2:45 Snack** MHRA 3501

**2:45 – 3:30 Concurrent Sessions**

(choose one session to attend during this time)

**Behind the Scene: Quality Management at Communication Centers**

MHRA 1215 (intended for directors)

To run an effective support service to the student body, faculty and staff at communication centers engage in various practices to ensure quality while maintaining a smooth operation. As a nature of the service, communication consultations contain intangible aspects that vary in each session. Therefore, it is a challenge to create a standardized process to ensure the implied quality as well as come up with a measurement system to track the effectiveness and the scope of the service. This panel seeks to explore the role of quality management as well as share related problems and practices at various communication centers.

*Presenters: Luke LeFebvre; College of Southern Nevada  
Brandi Quesenberry; Virginia Tech Public Speaking Director  
Truc Trinh; Chair; UNC Greensboro*

### **Reflect, Rejoice, Remix: Workshop on Tutorial Practices** MHRA1213

(intended for student consultants)

Using a GIFTS-style setup, one peer consultant from Columbia and one tutor from Davidson at each table will serve as facilitators for discussion. Each table will have a different scenario: e.g., a student sulks about having to come to the center; a student keeps answering his/her cellphone during the session; a student comes in with a host of personal issues. The facilitators will lead a discussion about the situation and how best to handle it; every 10 minutes or so, the attendees change tables, enabling them to actively participate in analysis of a variety of situations. This highly interactive session will help student tutors reflect on the situations they face, remix ways of approaching them, and rejoice in their thoughtful, creative ways of responding.

*Presenters: Kyle Love (Chair), Rose Cely, Catelyn Curry, Elizabeth Givens, Autumn Weidman, Lashawn Youmans; Columbia College  
Chaney Barnes, Billy Hackenson, Mel Mendez, LaVonnia Montoute, Chris Ragsdale; Davidson College*

### **Joyce Ferguson Paper Competition** MHRA 1214

(intended for student consultants and directors)

"Lurching Toward Digitality: Synchronous Online Chats and the Next Generation of Communication Centers"

*Roy Schwartzman; UNC Greensboro*

"Beyond Information Literacy: How Communication Centers can Build Informed Learners for the Future"

*Danielle Leek; Grand Valley State University*

"Advancing the Online Presence of Speaking Centers"

*Erin Ellis; UNC Greensboro*

"Collaboration, Competence, or Conquering: A Study of the Definition of Empowerment at a Speaking Center"

*Alyssa Davis; Clemson University*

### **3:45 – 4:45 Concurrent Sessions**

(choose one session to attend during this time)

#### **Empowerment Through Vulnerability** MHRA 3204

(intended for student consultants or directors)

It's often tough to connect with students who may be reluctant communicators or who may have no rationale for a meeting other than "It's required for my class." In this workshop we explore ways to use strategically chosen personal stories to model ways we dealt with communication challenges. By encouraging students to risk and take pride in their failures as well as their successes, communication centers can cultivate communicators who recognize their own transformative powers.

*Presenter: Roy Schwartzman; UNC Greensboro*

#### **Bridging the Generation Gap** MHRA 3208

(intended for directors and those in the start-up or planning stages)

When discussing the consultations within communication centers, we normally discuss peer tutoring or mentoring. In some cases, either by design or as a last resort, the center representative in the consultation is not a peer but a graduate student or a faculty member. We seek to discuss in this panel the experiences we have had and the challenges we have encountered as an outsider in a peer-tutoring environment. When working one-on-one with

students, and not being a peer, sometimes there are inherent barriers created by the power differential that exists. This power differential can lead to consultations not being as effective as one based on peer education. We seek to discuss how we can work to overcome these challenges and create a comfortable and effective environment for these sessions.

*Presenters: Alyssa Davis, Katie Schoonover; Clemson University  
Erin Ellis; UNC Greensboro  
Evan Zakia-O'Donnell; Wake Technical Community College*

### **Great Ideas for Teaching Speech** MHRA 1213

(intended for student consultants and directors)

Come prepared to sit at small tables as presenters share their great ideas. Every ten minutes participants will move to a different table as presenters will share again and again.

“Experiential Learning in the Oral Communication Center: “OCC Talks”... Building a Community of Speakers and Listeners”

*Shaunda Durham; Northern Virginia Community College*

“Consulting in Groups: A Tiered Approach”

*Rowie Kirby-Straker; University of Maryland*

“Teaching the Tutor to Reflect Via Three Roles: Client, Participant, and Practitioner”

*Alison Aurelia Bodkin; James Madison University*

### **Joyce Ferguson Paper Competition** MHRA 1214

(intended for student consultants and directors)

“Reflecting on Assessment Results to Inform Communication Center Staff Training and Hiring”

*Esther Yook; University of Mary Washington*

*Minsun Kim; George Washington University*

“Communication Centers and Campus Culture”

*Theodore Sheckels;*

“An Ethnographic Study of Communication Center Pedagogy”

*Alison Bodkin; James Madison University*

### **5:00 Dinner Reception**

Location: School of Education Building Lobby and Plaza

### **5:30 – 6:00 Awards Ceremony** SOEB 120

Speaker: Kiya Ward; High Point University

Ferguson Award presented by Walter Beale

Huddy-Gunn Award presented by Ted Sheckles

Weiss Award presented by Joyce Ferguson

2013 NCA Outstanding Tutor presented by Jennifer Butler Ellis