

# Mary A. McCall

Minard 318 | Dept. 2320 | PO Box 6050 | Fargo, ND 58108-6050  
mary.mccall@ndsu.edu • www.marymccall.org

## ACADEMIC APPOINTMENTS

---

**Assistant Professor of English** Aug. 2017 - Present  
North Dakota State University, Fargo, ND

**Graduate Teaching Assistant** Aug. 2010-May 2017  
Purdue University, West Lafayette, IN

## EDUCATION

---

**Ph.D. in Rhetoric and Composition** Aug. 2017  
Purdue University, West Lafayette, IN  
Secondary areas: Professional writing, writing program administration, public rhetorics  
Minor: Women's, gender, and sexuality studies

**Committee:** Patricia Sullivan (chair), Jennifer Bay, Bradley Dilger, and Alice Pawley  
**Dissertation:** "It Takes a Certain Kind of Girl to be in Engineering": The Rhetorical Construction of Undergraduate Women's Engineering Identities

**M.A. in Rhetoric and Composition** Aug. 2012  
Purdue University, West Lafayette, IN  
Committee: Patricia Sullivan (chair), Jennifer Bay, and Kendall Leon  
Thesis: Discourse Behind Dove's Campaign for Real Beauty: "Making Peace with Our Bodies"

**B.A. in English** May 2009  
Fairfield University, Fairfield, CT  
Concentration in creative writing  
Summa Cum Laude, Honors Program

**International Educational Experience** Jan.-Apr. 2008  
Regent's College, London, England  
Concentration in English

## TEACHING APPOINTMENTS

---

**North Dakota State University** Aug. 2017 - Present

### Undergraduate Level

ENGL 275, Introduction to Writing Studies (2 sections)  
ENGL 321, Writing in the Technical Professions (3 sections, including one online section)  
ENGL 331, Contemporary Women Writers (Fall 2019)  
ENGL 449, Usability and User Experience (2 sections, combined with ENGL 649)

### Graduate Level

ENGL 649, Usability and User Experience (2 sections, combined with ENGL 449)  
ENGL 755, Composition Theory (1 section)  
ENGL 758, Topics in Rhetoric and Writing: Feminisms, Rhetorics, and Embodiment (Fall 2019)  
ENGL 765, Teaching Upper Division Writing (1 section)

Updated 10/2019

Purdue University

Aug. 2010-May 2017

**Undergraduate Level**

ENGL 106, First Year Composition (4 sections)  
 ENGL 106-R, Engineering Projects in Community Service Learning Community (1 section)  
 ENGL 106-R, Global Engineering Cultures and Practice Learning Community (1 section)  
 ENGL 106-RI, Global Engineering Cultures and Practice Learning Community (1 section designated for international students)  
 ENGL 306, Introduction to Professional Writing (1 section)  
 ENGL 421, Technical Writing (3 sections)  
 ENGL 42201, Writing for the Health and Human Sciences (3 sections)

**Graduate Level**

ENGL 502, Practicum in Writing Lab Tutoring (Teaching Assistant for Linda Bergmann, 2 sections)

**PUBLICATIONS**

---

**Under Review**

**McCall, Mary.** "Getting the Story Straight: How Conflicting Narratives about Communication Impact Women in Engineering." 35 pp. Status: Revise and resubmit with minor revisions at peer-reviewed journal

Catherine G.P. Berdanier, **Mary McCall**, and Gracemarie Mike Fillenwarth. "Capturing Emerging Activity: Comparing Web and Traditional Résumés through Genre and Activity Theory." 22 pp. Status: Revise and resubmit at peer-reviewed journal

**Refereed Articles**

Daniel Kenzie and **Mary McCall.** "Teaching Writing for the Health Professions: Disciplinary Intersections and Pedagogical Practice." *Technical Communication Quarterly*, vol. 27, no. 1, 2018, pp. 64-79, <https://doi.org/10.1080/10572252.2017.1402573>

Gracemarie Mike Fillenwarth, **Mary McCall**, and Catherine G.P. Berdanier. "Quantification of Engineering Disciplinary Discourse in Résumés: A Novel Genre Analysis with Teaching Implications." *IEEE Transactions on Professional Communication*, vol. 61, no. 1, 2018, pp. 48-64, 10.1109/TPC.2017.2747338

**McCall, Mary.** "Bridging the Divide: Integrating Composition and Second Language Writing Approaches to Transfer." *Double Helix: A Journal of Critical Thinking and Writing*, vol. 4, 2016, pp. 1-14, <http://www.qdoublehelixjournal.org/index.php/dh/article/view/87/290>

Allen, Matthew, **Mary A. McCall**, and Gracemarie Mike. "First Year Composition through a Global Engineering Perspective." *Connexions: International Professional Communication Journal*, vol. 1, no. 2, 2013, pp. 109-133, [https://connexionsj.files.wordpress.com/2013/09/allen\\_mccall\\_mike.pdf](https://connexionsj.files.wordpress.com/2013/09/allen_mccall_mike.pdf)

Boquet, Elizabeth, Betsy A. Bowen, Catherine Forsa, Devin Hagan, and **Mary A. McCall.** "Record and Reflect: iPod Use in Writing Center Staff Development." *Praxis: A Writing Center Journal*, vol. 6, no. 1, Fall 2008, <https://repositories.lib.utexas.edu/bitstream/handle/2152/31490/6.1TechnologyInTodaysWritingCenter.pdf?sequence=2&isAllowed=y>

## Refereed Book Chapters

**Mary McCall**, Gracemarie Mike Fillenwarth, and Catherine G.P. Berdanier. "Engineering Résumé Writing and Professionalization: A Quantitative Approach to Facilitating Students' Professional Development." *Diverse Approaches to Teaching, Learning, and Writing Across the Curriculum: IWAC at 25*. Boulder, CO: WAC Clearinghouse (Forthcoming Spring 2020)

## Refereed Conference Proceedings

Arno, Elisabet, **Mary McCall**, Daniel Kenzie, Suvi Isohella, and Bruce Maylath. "Integrating International Collaboration into The Curriculum: Preparing Future Graduates for the Global Workplace through Realistic Projects." *Proceedings from the Technological Innovation for Specialized Linguistic Domains Conference (TISLID 18)*, 24-26 May 2018, Ghent, Belgium

Catherine G.P. Berdanier, **Mary McCall**, and Gracemarie Mike. "A Degree is Not Enough: Promoting Engineering Identity Development and Professional Planning through the Teaching of Engineering Résumé Writing." *Proceedings from the Frontiers in Engineering Education Conference*, 12-15 October 2016, Erie, PA, 2016 IEEE, <http://ieeexplore.ieee.org/document/7757711/>

Catherine G.P. Berdanier, **Mary McCall**, and Gracemarie Mike. "Résumés in the Development of Undergraduate Engineering Identity: A Genre Analysis with Teaching Implications." *Proceedings from the IEEE ProComm 2016: Communicating Entrepreneurship and Innovation*, 2-5 October 2016, Austin, TX, 2016 IEEE International Professional Communication Conference (IPCC), <http://ieeexplore.ieee.org/document/7740488/>

## Instructional Web Content

Poblete, Patti, Daniel Kenzie, **Mary McCall**, and Tristan Abbott. "SURF Workshop Resources Introduction." *Purdue OWL*. Purdue U, 3 July 2012, <http://owl.english.purdue.edu/owl/resource/955/01/>

Kenzie, Daniel and **Mary McCall**. "SURF Workshop Resources: Designing Scientific Research Posters." *Purdue OWL*. Purdue U, July 2012, <http://owl.english.purdue.edu/owl/resource/979/01/>

Kenzie, Daniel and **Mary McCall**. "Welcome to the Purdue Writing Lab." *Purdue OWL YouTube Channel*. Purdue U, 27 Apr. 2012, <http://www.youtube.com/watch?v=BTBs-xBbj5Y>

## Poetry

**McCall, Mary**. *Singing with Sirens*. Maverick Duck Press. 2015.

## HONORS & AWARDS

---

### Teaching

**Vogel Teaching Award**, NDSU Department of English, 2019

**Outstanding Graduate Instructor**, Purdue Department of English, 2017

**Global Engineering Cultures and Practice Learning Community Student Support Award**, Student Success at Purdue, 2016

**Excellence in Teaching Award**, Purdue Department of English, 2013, 2015, 2016

**Graduate Teaching Award**, Purdue University Teaching Academy, 2014

**Quintilian Award for Excellence in Teaching**, Introductory Composition at Purdue, 2012, 2015

**Instructor of Dean Award for Student Project**, First Place, Introductory Composition at Purdue, 2011

## Research

**Hayhoe Fellow Award**, IEEE ProComm, 2016

**Kneale Award for Rhetoric and Composition**, Second Place, Purdue Literary Awards, 2016

**Best Poster**, Purdue Rhetoric and Composition Program's Empirical Research in Writing Poster Session, 2014  
**Most Innovative Design**, Purdue Rhetoric and Composition Program's Empirical Research in Writing Poster Session, 2014

**R.W. Babcock Award for essay on Shakespeare**, Second Place, Purdue Literary Awards, 2012

## Honors

**Graduate Tutor of the Year Award**, Purdue Writing Lab, 2013, 2014

**ECWCA Tutor Leadership Award nominee**, Purdue Writing Lab, 2014

**Quintilian Award for Outstanding Continuing Development**, Introductory Composition at Purdue, 2011, 2012

**Award for Distinguished Work in the Humanities for the College of Arts and Sciences**, Fairfield University, 2009

**Mariann S. Regan Award for Outstanding Achievement in English**, Fairfield University, 2009

**Phi Beta Kappa Honor Society**, 2008

**Sigma Tau Delta Honor Society**, 2008

## SCHOLARSHIPS & GRANTS

---

### Scholarships

**Crouse Scholarship for the Emergent Scholar Award in Professional Writing (\$5,000)**, Purdue University, 2016

**Crouse Scholarship for the Promising Scholar Award in Professional Writing (\$5,000)**, Purdue University, 2013

**Presidential Scholarship (\$16,000)**, Fairfield University, 2005-2009

### Grants and Fellowships

**Research Initiative Grant (\$10,000, *unfunded*)**, Conference on College Communication and Composition, "Measuring Gatekeepers' Interpretation of Disciplinary Discourse in Engineering Résumés" with Gracemarie Mike Fillenwarth and Catherine Berdanier, Conference on College Composition and Communication, 2017-2018

**PROMISE Award (\$500, *funded*)**, College of Liberal Arts, 2016

**Purdue Research Foundation Fellowship Year-Long Research Grant finalist**, 2016

**Purdue Research Foundation Fellowship Summer-Long Research Grant (\$3,000, *funded*)**, Summer 2015

**Emerging Scholars Grant (\$100, *funded*)**, Purdue Graduate Student English Association, 2015

**WPA-GO Travel Grant (\$100, *funded*)**, Council of Writing Program Administrators Conference, 2013

**National Conference on Peer Tutoring Travel Grant (\$100, *funded*)**, IWCA-NCPTW, 2010

## CERTIFICATES

---

**Graduate Teacher Certificate**, Purdue Center for Instructional Excellence, 2015

**Graduate Instructional Development Certificate**, Purdue Center for Instructional Excellence, 2015

## INVITED LECTURES AND WORKSHOPS

---

**Writing across the Curriculum Workshop: Animal Sciences**, Animal Sciences, 23 January, 2018

**“The Discourse behind Dove’s Campaign for Real Beauty: “Making Peace with Our Bodies.”** Guest lecture for Dr. Cheryl Cooky’s WGSS 499 Gender, Media & Pop Culture, Women, Gender, and Sexuality Studies Department, 12 February 2015

**Developing Paragraphs**, Engineering Education, Purdue Writing Lab Workshop, 12 February, 2015

**Basics of Argumentation**, Engineering Education, Purdue Writing Lab Workshop, 5 February, 2015

**Writing in the Medical Field and AMA Style**, College of Pharmacy (CLPH 490 Dossier Analysis and Formulary Management), Purdue Writing Lab Workshop, 1 December 2014

**MLA Overview**, Purdue Writing Lab Workshop, 3 workshops between 2011-2014

**APA Overview**, Purdue Writing Lab Workshop, 3 workshops between 2011-2014

**Citing Sources and Avoiding Plagiarism**, Purdue Athletics, Purdue Writing Lab Workshop, 3 workshops between 2011-2014

**Designing Unit Calendars**, Patti Poblete’s 505 Teaching First Year Composition Practicum, Introductory Composition at Purdue (ICaP) Program, 13 March 2014

**Style Strategies for the Composition Classroom**, Patti Poblete’s 505 Teaching First Year Composition Practicum, ICaP Program, 5 November 2013

**Designing Scientific Research Posters**, Summer Undergraduate Research Forum (SURF) program, Purdue Writing Lab Workshop with Daniel Kenzie, 2 July 2012

**Developing Your CV and Resume**, Purdue Writing Lab Workshop with Daniel Kenzie, 13 June 2012

**Drafting and Revising Personal Statements**, Cristy Gosney’s HONR 399 class, Purdue Writing Lab Workshop with Laurie Pinkert, 13 February 2012

**Invention Strategies for Composition Students**, Brown Bag Workshop, Purdue University Writing Lab, 9 February 2012

**Introduction to Primary Research**, Brown Bag Workshop, Purdue University Writing Lab, 29 September 2011

## CONFERENCE PRESENTATIONS

---

### Refereed International Conferences

“Professionalizing Students across a Digitalized World: A How-to Workshop for Linking Classes in Technical Communication, Usability Testing, and Translation.” *IEEE Professional Communication Conference*, Aachen, Germany, 24 July 2019, with Daniel Kenzie, Bruce Maylath, Ann Hill Duin and Guiseppe Palumbo

“Engineering Résumé Writing and Professionalization: A Quantitative Approach to Facilitating Students’ Professional Development.” *International Writing Across the Curriculum Conference*, Auburn, AL, 4 June 2018 with Gracemarie Mike Fillenwarth and Catherine Berdanier

“Integrating International Collaboration into The Curriculum: Preparing Future Graduates for the Global Workplace through Realistic Projects.” *Technological Innovation for Specialized Linguistic Domains Conference* (TISLID 18), Ghent, Belgium, 24 May 2018 with Elisabet Arno, Daniel Kenzie, Suvi Isohella, and Bruce Maylath

“Responding to Change in WAC Partnerships: Assessment, Sustainability, and Writing for Social Leadership.” *International Writing Across the Curriculum Conference*, Ann Arbor, MI, 23 June 2016 with Samuel Dunn and Daniel Kenzie

“Engineering and First-Year Composition: Bringing Engineers into Writing Spaces and Writers to Engineering Conventions.” *International Writing Across the Curriculum Conference*, Minneapolis, MN, 12 June 2014

“Helping Writers with Theses and Longer Texts: Why and How.” *International Writing Centers Association-National Conference on Peer Tutoring in Writing*, Baltimore, MD, 6 November 2011 with Daniel Kenzie

### Refereed National Conferences

“International, Interdisciplinary Connections Bolstering Programs’ Curricula and Students’ Professional Readiness.” *Council for Programs in Technical and Scientific Communication*, West Chester, PA, 11 Oct 2019 with Bruce Maylath and Ashleigh Petts

“Teaching Rhetorical Argumentation in a Post-Truth Climate.” *Conference on College Composition and Communication*, Pittsburgh, PA, 16 March 2019 with Daniel Kenzie

“Gender, Identity, and Intern Positionalities: Mapping the Identity Negotiations of Female Engineering Students across Academic and Professional Communities of Practice.” *Association of Teachers of Technical Writing*, Kansas City, KS, 13 March 2018

“Engineering Communication and the Professional Identities of Women in Engineering.” *Conference on College Composition and Communication*, Portland, OR, 16 March 2017

“A Degree is Not Enough: Promoting Engineering Identity Development and Professional Planning through the Teaching of Engineering Résumé Writing.” *Frontiers in Engineering*, Erie, PA, 15 October 2016 with Catherine Berdanier and Gracemarie Mike

“Résumés in the Development of Undergraduate Engineering Identity: A Genre Analysis with Teaching Implications.” *IEEE ProComm 2016: Communicating Entrepreneurship and Innovation*, Austin, TX, 3 October 2016 with Catherine Berdanier and Gracemarie Mike

“Visualizing the Labor of Writing Center through RAD Research: Toward the Materiality of the Everyday Work of Teaching and Learning for Students, Staff, and Professionals.” *Conference on College Composition and Communication*, Houston, TX, 8 April 2016 with Harry Denny, Patrick Love, and Beth Towle

“Writing about (Engineering) Writing: FYC, Transfer, and Engineering Learning Communities.” *Council of Writing Program Administrators*, Boise, ID, 18 July 2015

“Risky Discourse in the Digital Public Sphere, Embodiment, Audience, and Intersectionality.” *Conference on College Composition and Communication*, Tampa, FL, 19 March 2015 with Carrie Grant and Elizabeth Lane

“Writing about Human Health: Opportunities for Rearticulating Program Identity.” *Council for Programs in Technical and Scientific Communication*, Colorado Springs, CO, 26 September 2014 with Dr. Michael Salvo and Fernando Sánchez

“Weight Stigma and Cultural Images of Control: Dove’s Campaign for Real Beauty and a ‘Whiter’ Definition of Beauty.” *Feminisms and Rhetorics*, Stanford, CA, 28 September 2013

“A Rhetorical Analysis of the Writing Center Report Genre.” *Council of Writing Program Administrators*, Savannah, GA, 19 July 2013

“Beauty is No Longer in the Eye of the Beholder (It’s in the Hands of the Photoshop Expert)”: Dove’s Campaign for Real Beauty and Affective Narratives of Body Anxiety.” *Computers & Writing*, Frostburg, MD, 7 June 2013

“The Discourse behind Dove's Campaign for Real Beauty: Making Peace with Our Bodies.” *Conference on College Composition and Communication*, Las Vegas, NV, 14 March 2013

“Language as an Accessory to Style: Surveying the Body in the Composition Classroom.” *Feminisms & Rhetorics*, Mankato, MN, 12 October 2011

“Techne Tube: Creating a Video Tutorial Collaborative for Composition.” *Computers & Writing*, Ann Arbor, MI, 20 May 2011 with Kathryn Trauth Taylor, Ashley Watson, and Alissa Goudswaard

“iPods in the Writing Center: Using Technology to Encourage Reflection.” *National Conference of Teachers of English*, New York, NY, 16 November 2007 with Elizabeth Boquet, Betsy Bowen, and Catherine Forsa

### **Refereed Regional Conferences**

“The International Writing Centers Association Assessment SIG Surveys: Musing About Results.” *33<sup>rd</sup> East Central Writing Centers Association Conference*, Kalamazoo, MI, 5 March 2011 with Kim Ballard and Hassan Al-Momani

### **DISSERTATION COMMITTEE MEMBERSHIP**

---

#### **Committee Chair**

Ashleigh Petts, Rhetoric, Writing, and Culture Ph.D. (expected graduation Spring 2020)  
Amanda Watts, Rhetoric, Writing, and Culture Ph.D. (expected graduation TBD)

#### **Committee Member**

Ibtissem Belmihoub, Rhetoric, Writing, and Culture Ph.D. (expected graduation Spring 2020)  
Lee Gullickson, English M.A. (expected graduation Fall 2019)

## SERVICE AND OUTREACH

---

### Department Mentorship & Advising

#### Undergraduate English Major Capstone Mentees

Jared Haberman (graduated Fall 2018)  
Raechel Heuer, (graduated Fall 2017)  
David McCoy, (expected graduation TBD)  
MarJenna McWilliam (expected graduation TBD)  
Isaac Sullivan (expected graduation Fall 2019)

#### Honors Capstone Mentee

Isaac Sullivan (expected graduation Fall 2019)

#### Student Organizations

**Faculty advisor**, English Graduate Organization, English Department, North Dakota State University, 2018-present

### Department Committees

**Member**, Upper Division Writing Committee, English Department, North Dakota State University, 2017-present

**Member**, Advanced Associate or Full Professor of Rhetoric Search Committee, English Department, North Dakota State University, 2017-2018

**Graduate student representative**, Purdue Writing Lab Director Search Committee, English Department, Purdue University, 2014-2015

**Graduate Student English Association (GradSEA) representative**, Introductory Writing Committee, English Department, Purdue University, 2014-2015

**Writing Lab/Introductory Composition at Purdue (ICaP) Liaison representative**, Introductory Writing Committee, English Department, Purdue University, 2012-2014

**Member**, Graduate Tutor Hiring Committee, Purdue Writing Lab, English Department, Purdue University, 2014

**Writing about Writing (WaW) syllabus approach leader representative**, Pedagogical Initiatives Committee, English Department, Purdue University, 2012-2013

**WaW syllabus approach leader**, ICaP Program, English Department, Purdue University, 2012-2013

**Program representative for MA students**, GradSEA, English Department, Purdue University, 2010-2011

### University Committees

**Member**, Information Technology Council, North Dakota State University, 2017-present

### National Service

**Member**, The Association for Writing Across the Curriculum, 2018-present

**Member,** Writing and STEM Standing Group, Conference on College Composition and Communication, 2016-present

**Treasurer,** Writing Program Administration Graduate Organization (WPA-GO), 2014-2016

**Chair,** WPA-GO Awards/Grants Committee, WPA-GO, 2015-2016

**Member,** WPA-GO Awards/Grants Committee, WPA-GO, 2014-2016

**Member,** WPA-GO Mentoring Committee, WPA-GO, 2014-2015

### Refereed Journal Reviews

*Double Helix: A Journal of Critical Thinking and Writing*, Spring 2018

*Feminist Media Studies*, Spring 2017

### Refereed Conference Reviews

*Association of Teachers of Technical Writing Conference*, 2017-2018

## ADMINISTRATIVE APPOINTMENTS

---

|   |                    |
|---|--------------------|
| <b>Writing Coordinator,</b> Purdue School of Mechanical Engineering             | Aug. 2016-May 2017 |
| <b>Writing across the Curriculum Coordinator,</b> Purdue College of Agriculture | Jan. 2015-May 2017 |
| <b>Assistant Director,</b> Purdue Writing Lab                                   | Jun.-Aug. 2014     |
| <b>Writing Lab/ICaP Liaison,</b> Purdue Writing Lab                             | Aug. 2012-May 2014 |

## WRITING CENTER EXPERIENCE

---

|   |                     |
|---|---------------------|
| <b>Graduate Tutor,</b> Purdue Writing Lab                       | Aug. 2011-May 2015  |
| <b>Undergraduate Tutor,</b> Fairfield University Writing Center | Sept. 2006-May 2009 |

## TECHNICAL WRITING EXPERIENCE

---

|   |                    |
|---|--------------------|
| <b>Technical Writer,</b> Purdue University, Center for Science of Information | Aug. 2015-May 2017 |
|---|--------------------|

## PUBLISHING EXPERIENCE

---

|  |                    |
|--|--------------------|
| <b>Freelance Writer,</b> Pearson                                       | June-July 2015     |
| <b>Editorial Assistant,</b> Dr. Richard Johnson-Sheehan/Pearson        | May 2013-Apr. 2014 |
| <b>Publicity Intern,</b> Simon & Schuster                              | Jan.-Apr. 2009     |
| <b>Editorial Intern,</b> Greenwood Publishing Group                    | Sept.-Dec. 2008    |
| <b>Editorial Intern,</b> John Wiley & Sons, Inc.                       | May-Aug. 2008      |
| <b>Assistant Editor,</b> <i>Dogwood, a Journal of Poetry and Prose</i> | Sept.-Dec. 2008    |

## COMMUNITY ENGAGEMENT

---

|  |               |
|--|---------------|
| <b>Assessment Report,</b> Tippecanoe County Historical Association | Jan.-May 2013 |
|--|---------------|

## **MEMBERSHIPS**

---

National Council Teachers of English  
Conference on College Composition and Communication  
Council for Programs in Technical and Scientific Communication  
Association of Teachers of Technical Writing  
The Association for Writing across the Curriculum