

**Lora Arduser**  
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Dept. of English and Comparative Literature  
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## **EDUCATION**

### **Ph.D. in Technical Communication and Rhetoric**

Texas Tech University

Dissertation Title: *Rhetorical Agency and Expertise in Diabetes Collaborative Education*

Dissertation Committee Chair: Dr. Amy Koerber

### **M.A. in English (Professional Writing)**

University of Cincinnati

### **M.A. in Anthropology**

University of Cincinnati

### **B.A. (cum laude) in English Literature**

University of Cincinnati

## **TEACHING EXPERIENCE**

**Assistant Professor.** University of Cincinnati

Undergraduate Courses Taught

- Introduction to Rhetoric and Professional Writing (Engl 3059)
- Discourse Communities (Engl 3060)
- Writing for Business (Engl 4091)
- Technical & Scientific Writing (Engl 4092)

Dual-Level Courses Taught

- Writing Cincinnati (Engl 5080)
- Editing Professional Documents (Engl 6024)
- Publishing and New Media (Engl 6028)

## PEER-REVIEWED PUBLICATIONS

### Published

The Care and Feeding of the D-Beast: Metaphors of the Lived Experience of Diabetes. Chapter for an edited collection entitled: *Rhetorical AccessAbility: At the Intersection of Technical Communication and Disability Studies*. Editor: Lisa Meloncon. 2013.

Communities of Practice Approach: A New Model for Online Course Development and Sustainability. Co-authored chapter for an edited collection entitled *Technical Communication Online: Theory and Practice*. Co-author: Lisa Meloncon. Editors: Kelli Cargile Cook and Keith Grant-Davie. 2013.

Evaluating the Effectiveness of a Network of Communication Channels: Lessons Learned from a Communication Survey. Co-authors: Susan L. Popham, Kelli Cargile Cook, Marjorie Rush Hovde, Amy Koerber, Scott Mogull, and Pavel Zemliansky. Submitted to *Programmatic Perspectives*. 2012, 4(1), 5-41.

An Urban Appalachian Neighborhood's Response to Diabetes. First author: Robert L. Ludke. Co-authors: Jessica M. Valenzuela, Demaree K. Bruck, Phyllis S. Shelton, Shawna M. McCowan, and Donna Jones. *Journal of Appalachian Studies*, 2012.

Warp and Weft: Weaving the Discussion Threads of an Online Community. *Journal of Technical Writing and Communication*, 2011, 41(1), 5-31. **(Nominated for the Best Article Reporting Quantitative or Qualitative Research for NCTE for 2012).**

The Need for Rules: Determining the Usability of Adding Audio to the MOO. Co-authors: C. Hubbell, C. Ryan, E. Evans, D. Mascle, J. Davis, and C. Mullins. *Computers and Composition*, 2011, 28(1), 57-72.

Designing a Successful Group-Report Experience. Co-authors: K. Rentz, L. Meloncon, and M.B. Debs. *Business Communication Quarterly*, 2008, 72(1), 79-84.

### In Progress

Rhetorics of Health and Place in the Making of a President. Co-author: Amy Koerber. Submitting to *Rhetoric Society Quarterly*.

Online Threaded Discussions of a Patient Social Networking Site: An Emerging Genre Ecology. Chapter for an edited collection entitled *Moving Genre Theory Online: The Emergence of Online Health Communication*. Editor: Lisa Meloncon.

On the Road to the Patient-Centered Medical Home: Clinician Stories and Meaningful Use. Submitted to *The Milbank Quarterly*. Co-authors: Ronda Christopher, Daniel P. Schauer, MD, Sara Bolton, Gina Carney, Anthony Leonard, and Mark H. Eckman, MD.

The Potential and Pitfalls of Using Patient Oral Histories as Primary Data in Narrative Health Research, Submitted to: *Qualitative Health Research*.

*Patients, Experts and Biocitizens: The Rhetoric of Agency in Diabetes Care*. Book manuscript.

## **Book Reviews**

*Effective Onscreen Editing* by Geoff Hart (in progress for *Business Communication Quarterly*)

*Communication in Medical Care* by John Heritage and Douglas W. Maynard for *Business Communication Quarterly*, 2008, 71(4), 511-514.

## **Textbooks and Textbook Supplements**

Research chapter (co-author) for *Business Communication: Connecting in a Digital World*, 12th Edition. Authors: Kathryn Rentz, Marie E. Flatley and Paula Lentz. McGraw Hill, 2012

Online materials for *Business Communication: Connecting in a Digital World*, 12th Edition. Authors: Kathryn Rentz, Marie E. Flatley and Paula Lentz. McGraw Hill, 2010

## **GRANT WORK**

Impact of a Quality Improvement and Education Initiative on 'Appropriate' Use of Anticoagulant Therapy in Women with Atrial Fibrillation. A study of the impact of adding a quality-improvement (QI) intervention to an educational package (for practice staff and clinicians) using a computerized decision support tool for individual patient-level decision-making about oral anticoagulant therapy in patients with non-valvular AF. – Grant, Co-Investigator, Active

Foundation for Informed Medical Decision Making. Using Decision Analytic Modeling to Guide the ACCP Guideline Development Process for Antithrombotic Therapy in Atrial Fibrillation To integrate the use of decision analytic models into the ACCP guideline development and dissemination process as a platform for translating evidence into practice through patient-tailored guidelines that support personalized “decision-making” for antithrombotic therapy in atrial fibrillation. - Grant, Consultant, Active

90BC0016/01 Office of the National Coordinator for Health Information Technology. Greater Cincinnati BEACON Collaborative To enhance health technology infrastructure in the Cincinnati metropolitan region and use this infrastructure to implement and evaluate

quality improvement efforts specifically focused on diabetes in adults and asthma in children. - Grant, Co-Investigator, Active.

Breast Cancer and the Environment Program. A multidisciplinary, multisite project funded by NIEHS and the National Cancer Institute to study environmental exposures that occur throughout a woman's life and could predispose her to breast cancer. – Grant, Consultant, Active.

## **PRESENTATIONS**

Patient Genres as Rhetorical Sites of Agency, Resistance, and Expertise. Panel proposal accepted for CCCC, 2012.

Rhetoric of Public Health: Re-framing Disease Identities. Panel proposal accepted for the Rhetoric Society of America's conference, 2012.

The Changing World of Editing and Publishing: Skills Students Need. Online interview for an online undergraduate class in editing at the University of Memphis. July 8, 2011.

Rhetorical Society of America (RSA) Summer Institute: Medicine and Its Publics Workshop. The 2011 Summer Institute included 5 seminars and 20 workshops. I was invited to attend and present my dissertation research at a workshop facilitated by Lisa Keränen and J. Blake Scott. June 24-26, 2011.

Rhetorical Agency and Expertise in Diabetes Collaborative Education. Presentation of doctoral research to a graduate medical rhetoric class at Texas Tech University. April 13, 2011.

Medical Communication and Narrative Analysis: A Case Study of Diabetes Oral History Narratives. Poster presentation at the Association of Teachers of Technical Writing (ATTW) national conference, Atlanta, GA. April 6, 2011.

When the Network Fails: Revitalizing ATTW's Organizational Communication. Panel presentation with Kelli Cargile Cook, Marjorie Rush Hovde, Amy Koerber, Scott Mogull, Susan L. Popham, and Pavel Zemliansky at the Association of Teachers of Technical Writing (ATTW) national conference, Atlanta, GA. April 6, 2011.

ATTW Research Workshop: Texts in Their Social Contexts. Workshop was facilitated by Catherine Schryer and hosted by the Association of Teachers of Technical Writing (ATTW) conference. I was invited to workshop my dissertation research. April 5, 2010.

Revising Genre Theory: Reporting on the Emergence of Online Health Communication Genres. Round Table with Amy Koerber, Scott Mogull, Lisa Meloncon and Mary Beth Debs at CCCC, Louisville, KY. March 18-20, 2010.

It's the Content, Not the Technology: An Online Course Case Study. Paper presented with Lisa Meloncon, and Rob Kilgore at the 74<sup>rd</sup> annual Association for Business Communication national convention, Portsmouth, VA. November 5-7, 2009.

Distance Learning Without a Net. Paper presented at the College English Association conference, Pittsburgh, PA, March 26-29, 2009.

*The Group Report: Variations and Strategies*. Panel with Kathy Rentz, Lisa Meloncon, and Mary Beth Debs at the 73<sup>rd</sup> annual Association for Business Communication national convention, Incline Village, NV. October 30 - November 1, 2008.

Spoiled Identity and the National Diabetes Education Program: A Rhetorical Analysis. Paper presented at the 58th national CCCC, New York, NY. March 22-24, 2007.

## **PROFESSIONAL WRITING/EDITING EXPERIENCE**

**Consultant, Writer and Editor.** Breast Cancer and Environmental Research Program, 2010-present

- Translate scientific findings for the public. Texts created include web site content and newsletters. My position is funded through a grant from the National Institutes of Environmental Health (NIEH) through Cincinnati Children's Medical Center and the University of Cincinnati. PI: Dr. Frank Biro.

**Freelance Writer and Editor.** 2000-present

- Write monthly restaurant reviews and features for CityBeat
- Wrote bimonthly regional pieces for Midwestern Regional Food News
- Wrote foodservice trade books for Atlantic Publishing
- Edited textbooks for Prentice Hall and Lawrence Erlbaum

**Technical Editor.** Convergys, Cincinnati, OH, 2004-2007

- Wrote and edited e-learning training materials
- Tested online documentation

**Production Project Editor.** Thomson Learning, Mason, OH, 2002-2004

- Managed production of 50-60 textbook titles annually
- Wrote and negotiated requests for proposals
- Advised authors on creating and finalizing content

**Editor/Research Coordinator.** Gray & Pape, Inc., Cincinnati, OH, 2001-2002

- Supervised editorial production process and wrote and edited technical reports
- Oversaw the completion of 120 contract-driven publications annually
- Wrote report sections for 10-20 technical reports annually

**Assistant Technical Editor.** Gray & Pape, Inc., Cincinnati, OH, 1995-1999

- Edited archaeological field reports, marketing materials and RFPs

## **SERVICE**

### **National**

- Member of the Publications Policy National Committee, American Diabetes Association (2011-2013)
- Co-Editor of the Association of Teachers of Technical Writing's *Bulletin* (2010-present)
- Intern for *Technical Communication Quarterly* (2009)

### **Local**

- Member of the Urban Appalachian Research Committee (2010-present)
- Secretary for a student chapter of the Society for Technical Communication (2009-2010)

### **University**

- Member of the University's Urban Health interdisciplinary group (2010-present)
- University of Cincinnati committee member for the Higher Learning Commission (HLC) and North Central Association's reaccreditation self-study report (2009)
- UC Graduate Poster Forum judge (2009-2011)

### **Department**

- UC Department of English and Comparative Literature Boyce Awards Committee (2011-2012)
- UC Department of English and Comparative Literature Steering Committee (2009-2011)
- UC Department of English and Comparative Literature Cincinnati scholarship essays evaluator (2009-2011)
- UC Department of English and Comparative Literature professional writing contest judge (2009 and 2010)

## **AWARDS & SCHOLARSHIPS**

- Nominated for CCCC Outstanding Dissertation in Technical Communication
- Nominated for the Best Article Reporting Quantitative or Qualitative Research for NCTE for 2012
- Nominated for Rhetoric Society of America's Dissertation Award
- Honorable Mention for the Kairos Teaching Award for Graduate Students and Adjuncts (2010)
- Helen Locke Carter Memorial Scholarship, Texas Tech University (2010)

- Scholarship for the Association of Teachers of Technical Writing ATTW Research Methods Workshop (2010)
- Carolyn Detjen Rude Scholarship for technical communication major who shows exceptional promise as a member of the profession, Texas Tech University (2009)

### **PROFESSIONAL ORGANZATIONS**

- American Medical Writers Association (AMWA)
- Association of Teachers of Technical Writing (ATTW)
- Rhetoric Society of America (RSA)
- National Council of Teachers of English (NCTE)
- Association for Business Communication (ABC)
- National Communication Association (NCA)
- Society of Technical Communication (STC)