

Casey R. McArdle

Writing, Rhetoric, & American Cultures
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EDUCATION

Ph.D., English (*Composition and Rhetoric*), Ball State University, Muncie, IN, July 2014

Dissertation: *Seeking Student Voices in Collaborative Spaces: A Case Study of Basic Writers Interacting in Blackboard, Facebook, and the Classroom*
Committee: Dr. Linda Hanson (chair), Dr. Paul Ranieri, Dr. Jackie Grutsch McKinney, and Dr. Melinda Messineo.

M.A. in English, Indiana University, Fort Wayne, Indiana, May 2005

Master's Thesis: *Caspian* (An Exploration of Rhetoric, Language, and Literacy)
Committee: Dr. Michael Kaufmann (chair), Dr. Stuart Blythe, and Dr. Beverly Hume.

B.A. in English, Denison University, Granville, Ohio, May 1997

Emphasis in Creative Writing and Online Composition.

TEACHING EXPERIENCE

MICHIGAN STATE UNIVERSITY, EAST LANSING, MI

Assistant Professor of Writing, Department of Writing, Rhetoric, and American Cultures, August 2012 – Present

- Assistant Professor of Tier One Writing, Professional and Public Writing, and Experience Architecture classes that emphasize writing, rhetoric, inquiry, research, peer review, professional communication, and user experience.
- **Courses Taught**
 - WRA 101: Writing as Inquiry
 - WRA 110: Science and Technology
 - WRA 150: History of American Thought
 - WRA 210: Introduction to Web Authoring
 - WRA 401: Rhetoric, Leadership, and Innovation
 - WRA 482: Information and Interaction Design
 - WRA 491: Fundamentals of Professional Writing
 - AL 242: Introduction to Experience Architecture
 - AL 333: Researching Experience Architecture

BALL STATE UNIVERSITY – MUNCIE, IN

Graduate Teaching Assistant, Department of English, January 2008 – May 2012

- Instructor of composition for the Ball State University Writing Program where I emphasized inquiry and rhetoric while utilizing digital technologies in the classroom such as Blackboard, Google Docs, Google Sites, Weebly, and Twitter, as well as other emerging media that help illuminate multimodal composition.

- **Courses Taught**
ENG 101: Foundations of Rhetoric and Writing
ENG 102: Foundations of Rhetoric and Writing
ENG 103: Rhetoric and Writing
ENG 104: Composing Research
ENG 213: Introduction to Digital Literacies

INDIANA UNIVERSITY PURDUE UNIVERSITY – FORT WAYNE, IN

Lecturer of English, Department of English, August 2005 – May 2007

- Instructor for 3 credit and 2 credit courses to fit the needs of traditional and non-traditional students by implementing digital technologies into the composition classroom. I also worked with the IPFW Library to help design and maintain online tutorials for various document delivery systems.
- **Courses Taught**
P131: Elementary Composition Practicum
W130: Principles of Composition
W131: Elementary Composition

ADMINISTRATIVE EXPERIENCE

MICHIGAN STATE UNIVERSITY, EAST LANSING, MI

Associate Chair for Undergraduate Studies

Director of Professional and Public Writing

Director of Experience Architecture (August 2018 – Present)

- Appointed to Associate Chair position by WRAC Chair Dr. Jackie Rhodes in fall of 2018. I am the administrator who schedules over 50 P2W and XA courses per academic year. I work with over 20 faculty and partners who teach and support both undergraduate programs. I run both the Professional and Public Writing Curriculum Committee and the Experience Architecture Committee. The combined number of students in each program is in excess of 260 students, which requires consistent collaboration with the P2W and XA academic advisors, WRAC and AAHD faculty and staff.

Assistant Associate Chair for Undergraduate Studies and Experience Architecture
Program Coordinator (April 2016 – August 2018)

- Appointed by Dr. Stuart Blythe, the Associate Chair for Undergraduate Studies for the Department of Writing, Rhetoric, & American Cultures, to help coordinate the Experience Architecture major of over 100 students. I also organized and hosted events such as the XA Day of Professionalization, the Senior Portfolio Day, and worked with professionals within the industry to procure jobs, internships, and networking opportunities for XA students. I help mentored and advised students on courses and professional interviews. I worked with various programs across MSU and at other universities to continuously ensure that XA was represented across at diverse academic and professional spaces.

Experience Architecture Program Liaison (April 2017 – August 2018)

- I worked with Dr. Stuart Blythe, the Associate Director of Undergraduate Programs for the Department of Writing, Rhetoric, & American Cultures, as the liaison between the Experience Architecture Program and professionals in the industry. I coordinated and organized events for students to improved their professional skills through networking opportunities with experts in the field of Experience

Architecture. I also organized and scheduled the meetings and guest lectures of professionals for courses in the XA Program.

BALL STATE UNIVERSITY – MUNCIE, IN

Assistant Director of the Writing Program (August 2008 – May 2010)

- I worked with the Director of the Writing Program to create a list of Readers to be used in conjunction with the textbooks the Writing Committee selected for our Program. I also aided in the collection and assessment of other Writing Programs from “sister schools” to help create a more fluent set of course and program goals. With my experience in digital technologies and pedagogy, I also presented and gave several workshops to Writing Program Faculty on how to use such technologies in the classroom.

University Writing Committee (August 2008 – May 2010)

- As the Assistant Director of the Writing Program, I worked with the Writing Committee to assess new textbooks and Readers for the Writing Program. Such assessment was necessary to find proper texts that matched our program and university core curriculum goals.

Indiana Writing Project Assistant (August 2008 – May 2014)

- I have been involved with several IWP projects concerning assessment of local high school writing prompts in an attempt to draw connections between IWP best practices and standardized test/essay results. I coded and conveyed each new study for that year to track the development of students at over four separate high schools located in different parts of Indiana.

ACADEMIC PUBLICATIONS

McArdle, Casey and Jessie Borgman. *Online Writing Instruction with the PARS Approach: Emerging Research and Opportunities*. WAC Clearinghouse, 2019.

---. “Mobile Learning Just Keeps on Running: Renegotiating Online Collaborative Spaces for Writing Students.” *Mobile Technologies and the Writing Classroom*. Ed. Dr. Claire Lutkewitte. Illinois: NCTE Press, 2016. 117-132. Print.

---. “Review of *The Culture of Connectivity: A Critical History of Social Media*.” Rev. of *The Culture of Connectivity: A Critical History of Social Media*, by José van Dijck. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 19.3 (2015): Web.

---. “Finding Shapes in the Clouds: Creating Collaborative Digital Spaces for Student Composition.” *Integration of Cloud Technologies in Digitally Networked Classrooms and Learning Communities*. Under Review – IGI Global.

---. “Distance Education and Finding Students: A Case Study of Online Learning Across Time Zones and Disciplines.” Under Review – *College Composition and Communication*.

---. “Critical Response.” Rev of *English is For Squares: Thomas was Alone as a Classroom Text* by Anne Meuser. *The Journal of Undergraduate Multimedia Projects* 28 May 2014: 5.2. Web.

- . "Using Web 2.0 to Foster Community and Public Writing in Composition Classrooms." *Web 2.0: Applications for Composition Classrooms*. Ed. Dr. Claire Lutkewitte. Southlake: Fountainhead Press, 2012. 67-78. Print.
- . "Critical Response." Rev. of *10 and 2, Are You?* by Tanya Patel. *The Journal of Undergraduate Multimedia Projects* 11 Nov. 2011: 3.1. Web.
- . "Working with Introductions and Conclusions." *Writing Center Tutor Training Guide*. Ed. Dr. Jackie Grutsch-McKinney and Dr. Nicole Caswell. Muncie: Ball State University, 2008. Print.
- . "Working with Citations." *Writing Center Tutor Training Guide*. Ed. Dr. Jackie Grutsch-McKinney and Dr. Nicole Caswell. Muncie: Ball State University, 2008. Print.

CREATIVE PUBLICATIONS

- McArdle, Casey. "Grandma Sweets." *Confluence*. (2007): 119-122. Print.
- . "Saturn." *Cobalt Fuse*. (2006): 3. Print.
- . "Whatever It Takes." *Confluence*. (2006): 28-33. Print.

CONFERENCE PRESENTATIONS

- "Teaching *Phronesis*: Scaffolding Knowledge Application and Ethical Judgment in Digital Spaces." *Computers and Writing Conference*. Fairfax, VA. May, 2018.
- "Feedback and Formative Assessment." *Michigan State University Teaching & Learning Spring Conference*. East Lansing, MI. May, 2018.
- "Creating Conditions for Wonder and Innovation: How Location is Changing the Future of Online Writing Instruction." *Computers and Writing Conference*. Findlay, OH. June, 2017.
- "Cultivating a Feedback-Rich Classroom with Eli Review." *Michigan State University Teaching & Learning Spring Conference*. East Lansing, MI. May, 2017.
- "Peer Review for 30 or 300: Teaching Feedback and Revision at Scale." *Michigan State University Teaching & Learning Spring Conference*. East Lansing, MI. May, 2017.
- "Creating a Transcritical Classroom: Feedback, Accessibility, and Community." *Michigan State University Teaching & Learning Spring Conference*. East Lansing, MI. May, 2017.
- "Cultivating Capacity, Creating Change: Assessing the Future of Online Writing Instruction." *Conference on College Composition and Communication*. Portland, OR. March, 2017.
- "Providing Feedback in a Mobile Learning Community." *Thomas R Watson Conference*. Louisville, KY. October, 2016.

“Building Writing Communities: Crafting Online Spaces for Student Success.” *Wayne State University Composition Program’s Teaching of Writing Conference*. Detroit, MI. September, 2016.

“Accessing Online Writing Spaces: Feedback for Everyone.” *Computers and Writing Conference*. Rochester, NY. May, 2016.

“Crossing the ON-Line: Achieving Online Writing Instruction Goals.” *Computers and Writing Conference*. Half-Day Workshop co-hosted with Jessie Borgman and Elizabeth Monske. Rochester, NY. May, 2016.

“Mobile Learning Just Keeps on Running: Renegotiating Online Writing Spaces for Students Away from Big Brother.” *Conference on College Composition and Communication*. Indianapolis, IN. March, 2014.

“University of iSocrates: Digital Phronesis and Pedagogy.” *Computers and Writing Conference*. Frostburg, MD. June, 2013.

“Digital Interaction: Unraveling Student Voices through Collaborative Technologies.” *Computers and Writing Conference*. Ann Arbor, MI. May, 2011.

“Working Web 2.0: User Generated Content and Global Writing.” *Thomas R. Watson Conference*. Louisville, KY. October, 2010.

“Exploring Interactive Screen Capture Broadcast Systems.” *Conference on College Composition and Communication*. Louisville, KY. March, 2010.

“Greater Expectations: The Layered Meanings of Print and Web Style.” *Indiana College English Association Conference*. Huntington, IN. October 2009.

“Using Web 2.0 and the Public Sphere to Foster Public Writing in Composition Classrooms.” *Conference on the Future of English Studies*. Springfield, IL. October 2009.

“The Digital Emergence of the Public/Private Authority.” *Computers and Writing Conference*. Davis, CA. June 2009.

“Open Source Technology and Online Tutoring.” *Computers and Writing Conference*. Athens, GA. May 2008.

“Online Tutoring: Fixing the ‘Fix-it Shop’ Mentality with Technology.” *East Central Writing Centers Association Conference*. Columbus, OH. April 2008.

“Theory and Practice: Romantic Rhetoric and the Artist.” *Practical Criticism Midwest Conference*. Muncie, IN. February 2008.

AWARDS

Kairos: A Journal of Rhetoric, Technology, and Pedagogy

- Service Award for Graduate Students and Adjuncts – 2017

INVITED SPEAKER

MICHIGAN STATE UNIVERSITY, EAST LANSING, MI

Academic Advancement Network, November 2018

Presented on various technologies and methods to foster collaboration between online participants.

MSU Writing Center, May 2018

Invited to present on Eli Review and various Peer Review technologies employed in distance education and in Face-to-face spaces.

Young Author's Conference, June 2016

Spoke with regional K-12 instructors and parents about how to speak to students and their kids about feedback for writing, math, and a variety of subjects.

Center for Integrative Studies in the Arts & Humanities, March 2016

I presented on how to provide writing feedback to faculty teaching online classes for the summer 2016 semester at MSU.

Department of Human Development and Family Studies, October 2015

I hosted a brown-bag series talk concerning the use of Eli Review and other online spaces that facilitate student collaboration for writing feedback and learning.

Center for Integrative Studies in the Arts & Humanities, September 2015

I coordinated a three-hour workshop that introduced Eli Review to current IAH faculty involving a presentation I gave by myself, the use of a panel of IAH instructors who had used Eli in previous IAH classes, and time set aside for faculty to find ways of using Eli for their classes of over 100 students.

Lyman Briggs College (History, Philosophy, and Sociology of Science), September 2015

I presented Eli Review to various HPS faculty concerning their use of Eli in the classroom and for annual reviews. The rest served as a workshop for faculty to create ways for using Eli in their spring semester.

Department of Writing, Rhetoric, and American Cultures Orientation, August 2015

I presented Eli Review to department faculty and graduate students by exploring its use in improving feedback between students. The presentation also included workshop time that allowed me to help faculty engage and create their accounts to prepare for the fall semester.

Michigan State University Faculty Technology Showcase, April 2015

I was invited to talk about my digital pedagogy presentation entitled "Using Eli Review and Data to Drive Student Feedback in a Writing Class." This campus-wide Showcase was hosted by Michigan State University's College of Education and the IT Services – Technology and Learning department.

Information Technology Services for Teaching and Learning, October 2014

I presented and was a panel member for a university wide teaching academy on Rooms for Engaged and Active Learning (REAL) classrooms at Michigan State University. Our REAL classrooms are based on principles from the Student-Centered Active Learning Environment for Undergraduate Programs (SCALE-UP) project, which originated at North Carolina State University to establish collaborative, hands-on, computer-rich, interactive learning areas.

Department of Writing, Rhetoric, and American Cultures, October 2014

Co-Presented and hosted a workshop on the use of Rooms for Engaged and Active Learning (REAL) classrooms at Michigan State University. REAL classroom spaces are specifically designed to enable lively interaction, enhanced learning, and increased faculty and student engagement. The presentation and workshop was for faculty members of the Department of Writing, Rhetoric, and American Cultures.

Department of Writing, Rhetoric, and American Cultures Orientation, August 2013 & 2014

Presented the intricacies of the third project, Disciplinary Literacies, for the Tier 1 writing classes at Michigan State University to new faculty and teaching assistants. The presentation examined how to teach the project, scheduling, use of digital technologies to facilitate online and in-class discussion, student research, and attaining learning outcomes.

Department of English Online Pedagogy Workshop, March 2013

Presented and hosted a workshop entitled “Using Google Docs in the Humanities” to the English Department and other Michigan State faculty. This presentation and workshop focused on using Google Docs to foster online student collaboration and building online communities.

Department of Writing, Rhetoric, and American Cultures Workshop, March 2013

Presented “Querying the Remix Assignment” to faculty and graduate teaching assistants in the WRAC Program. The presentation focused on how I teach the fourth project in the Tier 1 writing curriculum by having my students turn their first project, a technology literacy autobiography narrative, into a multimedia video.

Department of Writing, Rhetoric, and American Cultures Workshop, October 2012

Presented and hosted a workshop entitled “Teaching with Google Sites” to the WRAC Program and other Michigan State faculty. The presentation and workshop focused on how to use Google Sites as a Course Management alternative to current systems and how to use Google Applications, such as Google Docs, to foster online and face-to-face student collaboration.

BALL STATE UNIVERSITY – MUNCIE, IN

First Friday Presenter, November 2011

Presented my dissertation research to the Writing Program faculty in an effort to show how students are using Web 2.0 to write and how educators can take advantage of such spaces to communicate and collaborate with students.

Technology Workshop Host and Presenter, March 2009 – April 2009

Presented workshops on various topics for the benefit of the Ball State Writing Program faculty and Teaching Assistants.

- Working With Blogs, Wikis, and WYSIWYGs to Manage Course Content and Student Collaboration (April 10)
- Grant Writing and Other Avenues of Procuring Funds for Research (April 3)
- Creating Communities in Online Environments to Facilitate Face-to-Face Collaborative Learning in the Classroom (March 27)

INDIANA UNIVERSITY PURDUE UNIVERSITY – FORT WAYNE, IN

Special Guest Speaker, January 2007

Presented my paper “Irish History, Politics, and Rhetoric” at the *Omicron-Psi Honor Society of IPFW: Irish Immersion Festival*.

NATIONAL SERVICE

Founding Member and Board Member of the Global Society for Online Literacy Educators, March 2016 – Present

The Online Writing Community Website Co-Founder, June 2015 – Present

Editorial Board Member of *The Journal of Global Literacies, Technologies, and Emerging Pedagogies*, August 2013 – Present

Editorial Board Member of *TheJUMP: The Journal of Undergraduate Multimedia Projects*, University of Texas at Austin, August 2011 – Present

Computers and Writing Conference Proposal Reviewer (Feedback Stage) – November 2018

National Writing Project Advanced Institute Leader, July 2009

UNIVERSITY SERVICE

MICHIGAN STATE UNIVERSITY, EAST LANSING, MI

Writing, Rhetoric, & American Cultures NT Pool Hire Search Committee, Michigan State University, August 2018 – Present

Michigan State University Writing Center Assistant Director Search Committee, Michigan State University, October 2018 – Present

College of Arts and Letters Curriculum Committee, Michigan State University, August 2018 – Present

College of Arts and Letters Undergraduate Curriculum Committee, Michigan State University, August 2018 – Present

College of Arts and Letters Faculty Advisory Committee for the *College of Arts and Letters Creative Arts and Research Symposium*, Michigan State University, March 2019 - Present

Faculty Learning Community on Peer Feedback and Formative Assessment, Michigan State University, September 2017 – Present

Professional Writing Committee, Michigan State University, August 2015 – Present

Experience Architecture Committee, Michigan State University, August 2015 – Present

Online Teaching Group Founder, Michigan State University, February 2015 – Present

Eli Review Teaching Group Founder, Michigan State University, August 2014 – Present

First Year Writing Conference Committee, Michigan State University, October 2012 – Present

College of Arts Letters Awards Committee, Michigan State University, September 2017 – Present

#iTEachMSU Advisory Group, Michigan State University, August 2017 – Present

Non-Tenure Merit Review Committee Member for the Department of Writing, Rhetoric, and American Cultures, Michigan State University, January 2018 – May 2018

Grandparents University co-presenter with Dànielle Nicole DeVoss, Michigan State University, June 2018

Leadership Academy for African Development co-presenter with Michael Ristich, Michigan State University, November 2018

Presenter and Discussion Leader for MSU Advisors, Michigan State University, October 2018

Industry Liaison for the Michigan State University Experience Architecture Program, Michigan State University, August 2016 – May 2017

Non-Tenure Merit Review Committee Member for the Department of Writing, Rhetoric, and American Cultures, Michigan State University, January 2015 – May 2015

Department of Writing, Rhetoric, & American Cultures Advisory Council, Michigan State University, September 2015 – May 2016

BALL STATE UNIVERSITY, MUNCIE, IN

Teaching Mentor, Ball State University, August 2011 – May 2012

Academic Assessment/Institutional Research Committee, Ball State University, August 2011 – May 2012

Contract Faculty Committee (as a Graduate Student representative), Ball State University, August 2010 – May 2011

Creative Teaching Committee, Ball State University, August 2009 – May 2010

Writing Committee Member, Ball State University, August 2008 – May 2010

Writing Center Tutor, Ball State University, August 2007 – May 2008

Webmaster, Ball State University Graduate Student Advisory Board, May 2008 – May 2010

Board Member, Ball State University Graduate Student Advisory Board, August 2007 – May 2010

Board Member, Ball State University *Practical Criticism Midwest Conference*, August 2007 – May 2008

INDIANA UNIVERSITY PURDUE UNIVERSITY FORT WAYNE, FORT WAYNE, IN
Member, Indiana Purdue Fort Wayne English & Writing PEER Advisory Group, August 2005 – May 2007

Liaison, Indiana Purdue Fort Wayne Center for the Enhancement of Learning and Teaching, August 2005 – May 2007

AFFILIATIONS

National Council of Teachers of English
Modern Language Association
Global Society for Online Literacy Educators
International Writing Center Association
National Writing Project