

**John T. Scenters-Zapico**  
3549 Senasac Ave.  
Long Beach, CA 90808  
Email: John.Scenters-Zapico@csulb.edu

---

## **TEACHING POSITIONS**

---

2014-date **California State University, Long Beach**  
*Director, Writing Across the Curriculum Program*  
*Full Professor, Rhetoric and Writing Studies*

### **SERVICE & TEACHING**

- 2014-date **CSULB Writing Across the Curriculum Director**
- Teach WAC Fellows Year Long Program composed of 8-9 instructors representing 7 colleges (2017- ongoing)
  - Design across campus direct and indirect writing assessments for all GE WI and GVAR portfolio classes (2019 ongoing)
  - Coordinate Teachers Talk (Shh!) Writing Lunchtime Series; meet with across campus faculty to discuss teachers' writings, and their teaching of writing (2017 to date)
  - Consult one-on-one and in small groups with campus instructors
  - Created and maintain WAC website (DRUPAL software)
  - Conducted three IRB approved large-scale studies of writing experiences and perceptions of writing: one is on students, one instructors, one alumni (2017-ongoing)
  - Created Writing Across the Curriculum Writing Modules Working Group of six support service leaders from across campus (pilot funded spring 2018)
    - Co-developed 5 writing modules meeting one hour over five weeks for student certification
    - Coordinated with 18 faculty from across seven colleges and their classes
  - Created and conducted 2-hour GE Writing Intensive Policies and Pedagogies Informational Overview Workshops
  - Created and conducted 10-hour GE Writing Intensive Capstone Creation Series (WICCS) Workshops (include instructor stipends for completion)
  - Created and conducted 5-hour WICCS Workshops (include instructor stipends for completion)
  - Departmental/Program teaching writing consulting and workshops as requested
- 2014-2019 **Coordinator CSULB Graduation Writing Assessment Requirement (GVAR)**
- Resolved student/advisor questions and conflicts relevant to GVAR
  - Met and corresponded by email with chairs/faculty/assoc. deans to clarify GVAR policy questions
  - Met with International Students for GVAR informational overview, once yearly
  - Met with EOP Students for GVAR informational overview, once yearly

- Coordinated all student GVAR Waiver appeal packets
- Designed and piloted GVAR committee approved alternative GVAR pathway based on in-the-discipline course writing (instead of timed GPE placement exam) with the Departments of History, Dance, and Liberal Studies (2017 to 2019)
- Coordinated GVAR requirements with 25+ GVAR instructors, ensuring GVAR instructors had portfolio instructions, rubrics, scoring partners, and other materials
- Resolved GVAR instructor/student conflicts
- Coordinated with Testing, Evaluation, and Assessment GVAR Writing Placement
- Advised faculty on GVAR policy, course requirements, and portfolio requirements
- Served on GVAR Advisory Committee biweekly developing writing prompts for GPE placement test
- Served and reported to the GVAR Committee biweekly on GVAR news, and participated in its duties
- Consulted biweekly to AVP for Undergraduate Studies
- Maintained GVAR website: Consulted and updated GVAR Academic Affairs content (DRUPAL software)
- Coordinated with GVAR advisors
- Conducted 5-hour All-GVAR Workshop Retreats (2016; 2017)
- Conducted GVAR and GE WI Informational Orientations for International Students
- Conducted GVAR and GE WI Informational Orientations for Educational Opportunity Program Summer Bridge for Transfer Students
- Conducted 5-hour GVAR GPE Writing Prompt Creation Workshop

2014-date [CSULB Teaching](#)

- |   |   |
|---|---|
| -- GVAR 301B Portfolio Class                  | --435: Teaching Composition                 |
| --488: Digital Composition & Digital Identity | --410/510: Theories of Writing and Literacy |
| --535: Theories and Practices of Composition  | --683: Writing Across/in the Disciplines    |

2014-date [CSULB Additional Service](#)

- General Education Graduation Requirement Committee (GEGC), *Ex Officio*, Consult on all Writing Intensive Proposals
- M.A. Comprehensive Exam Reader
- M.A. TA interview and selection committee
- M.A. direct student independent studies

2015-date [CSULB M.A. Thesis Committees](#)

- Lucianna Spencer. "Identity and LatinX." (completed 2019). Director
- Katelin Garner. "The Digital Otaku: Anime, Participatory Culture, and Desire." (completed 2019). Second Reader
- Devin Falk. "Psyche and Cupid" (Portfolio of Poems). (Completed 2018). MFA Third Reader

2000-2014

**University of Texas at El Paso, Texas**  
Director, University Writing Center  
Full Professor, Rhetoric and Writing Studies

**SERVICE & TEACHING**

2011-2014

**Director, University Writing Center (UWC)**

- Supervised and trained 60+ tutors from undergraduate to PhD, a fulltime associate director and a fulltime supervisor, and 2 part-time assistant directors
- Assisted (UWC) more than 12,000 students per year

Initiatives:

- Created database assessment from student login and assessment of sessions to faculty evaluation of student performance
- Initiated WAC/WID program with Colleges of Engineering, Business, and Science
- Implemented and coordinated Graduate School PUENTES PhD Dissertation Writing Assistance Program (from grant obtained from University College)
- Implemented face-to-face online writing consulting for undergraduate to PhD students

2012-2014

**Director/Trainer, E-Portfolio, Transformation in Medical Education program (A University of Texas Board of Regents undergraduate initiative to reduce the time to earn MD)**

- Trained and supported students in program to full gamut of e-portfolio construction, including multimedia elements

2011-2014

**UTEP Director, Digital Archive of Literacy Narratives (in collaboration with the Ohio State University)**

- Coordinated UTEP main campus literacy narrative collection and community collection
- Created a professional DALN recording studio and equipment check out in the UWC
- Coordinated with 2 Assistant Directors and 14 volunteers
- Initiated at Ft. Bliss; The German School (at Ft. Bliss); Tigua Native American Reservation

2002-2009

**Co-Director, Bilingual Professional Writing Certificate Program, Spanish-English**

- Initiated and designed first Bilingual (Spanish and English) Workplace Writing 3355
- Initiated and designed first Bilingual (Spanish and English) Technical Writing 3359
- Trained bilingual instructors to teach bilingual Technical Writing and Workplace Writing

2002-2004

**Inaugural Director, PhD Rhetoric and Writing Studies**

- Prepared successful UT Board of Regents' and outside evaluators' site visits
- Collaborated and revised all PhD proposal documents per UT System, UTEP administration and site visitors
- Coordinated unanimous approval for PhD in Rhetoric and Writing Studies by UT Board of Regents
- Coordinated faculty schedules
- Organized meetings for program goals and issues

2002-2003 **Director, M.A., Rhetoric and Writing Studies**

- Coordinated faculty schedules
- Organized meetings for program goals and issues

2000-2014 **UTEP Teaching**

- |   |   |
|---|---|
| --English Composition 1311                        | --Hybrid Classes:1/2 online, 1/2 in classroom |
| --Bilingual Technical Writing 3359                | --Computers and Writing 3357                  |
| --Bilingual Workplace Writing 3355                | --Senior Writing Practicum 4300               |
| --Workplace Writing 3355 in minimesters           | --Persuasion and Argument 5311                |
| --Computers and Writing 5314                      | --Digital/Electronic Literacies 5328          |
| --Rhetorical Theory 5310                          | --Rhetoric and Technology 6321                |
| --Seminar in Rhetoric 6130: Creating e-Portfolios |   |

2000-2014 **Department, College, and University Committees**

- PhD Program Course Revisions/Updates
- Revised the structure of the PhD course requirements and categories
- Faculty Senate Student Grade Appeal Advisory Committee
- Long Range Planning Committee: Chair-appointed
- Rewrote collaboratively all departmental by-laws
- Personnel Committee: Elected
- Evaluated tenure and promotion candidates
- Performed faculty yearly performance evaluations
- Rhetoric and Writing Studies Committee:
  - Involved in all aspects of growth and maintenance of B.A. (minor), M.A. and PhD
- First Year Composition Committee: Elected
  - Evaluated TAs and Adjuncts
  - Served as Holistic Evaluator
  - Taught first hybrid courses
  - Taught multimodal sections
- English Department Graduate Committee
- University College Multimedia Advisory Committee
- English Department Steering Committee
- English Department Web Master

2000-2014 **Thesis and Dissertation Committees in Rhetoric and Composition**

- Directed and served on numerous thesis committees. In 2007 directed Dan Flores, winner Liberal Arts best thesis award
- Guillermo Cervantes, M.A. thesis director
- PhD, Yowei Kang, director, Dodson Dissertation Fellowship Winner

- PhD, Theresa Donovan, director, Dodson Dissertation Fellowship Winner
- PhD, Todd Ruecker, dissertation second reader
- Angel Maldonado, director, M.A. thesis
- Levi Martin, M.A. thesis second reader
- I was directing the following students but moved and was unable to continue with this per UT Regents policy
  - Louis Herman, PhD director
  - P.J. Viera, PhD director
  - Elsa Martin, PhD director
  - Zack Warzeca, M.A. director
  - Craig Wynn, PhD second reader

**Texas A&M University at Corpus Christi, Texas**  
Associate Professor Rhetoric and Writing Studies

1994-2000

**SERVICE & TEACHING**

1994-2000 **TAMUCC Teaching**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>--Freshmen Composition 1311</li> <li>--Writing in the Professions</li> <li>--Desktop Publishing</li> <li>--Native American Literature</li> <li>--Computers and Writing</li> <li>--Composition Theory and Writing (via satellite to San Antonio community college teachers)</li> </ul> | <ul style="list-style-type: none"> <li>--History of Rhetoric</li> <li>--Rhetorical Theories and Writing</li> <li>--Literature of the Southwest</li> <li>--Academic Writing and Publication</li> <li>--History of Rhetoric</li> </ul> |
|--|--|

1994-2000 **TAMUCC Service**

- Created, developed, and piloted Discourse Plazas, an online synchronous and asynchronous writing across the curriculum community; used in TAMUCC's Freshman Triad and Tetrad Across Campus Learning Communities
- Trained TAs strategies for integrating technology into the classroom
- Served three thesis committees
- Haas Writing Awards Chair/Co-chair
- Undergraduate Studies Committee Member 1999-2000
- Texas A&M Distance Education Council
- English Department Search Committees
- Chair, Bell Library Director Search Committee
- Apple Systems Specialist Search Committee
- Freshmen Tetrad Captain: Environmental Science, Sociology, English, and Freshman Seminar
- University Library Director Search Committee, Chair
- English Major Advisor
- Freshman Advisor University for Core Curriculum
- A&H Coordinating Committee Member

- Freshman Writing Board Member
- English Webmaster
- Piloted Multimedia Writing Portfolios for Freshman Writing Program
- Graduate Studies Committee Member
- Co-chaired “Writings by, for, and about Women” for Women’s History Month
- Co-revised and edited TAMUCC policies with Dean of Students

---

1994-1995 **Arizona State University, Tempe, Arizona**  
*One Year Visiting Assistant Professor  
 Rhetoric and Writing Studies*

**SERVICE & TEACHING**

1994-1995 **ASU Teaching**  
 --Undergraduate Business Writing      --PhD Research Methods in Rhetoric and Composition  
 --PhD Making Meaning: The Social and Political Determinants of Knowledge (special topics course)

1994-1995 **ASU Service**  
 • Mentored and evaluated T.A./A.I. instructors, Composition Program

---

1990-1994 **University of Arizona, Tucson, Arizona**  
*Assistant Writing Instructor Rhetoric and Writing Studies  
 (PhD student)*

**SERVICE & TEACHING**

--Freshman Composition      --Technical Communication  
 --Worked with TEAD Team

---

1991 (summer) **Johns Hopkins University**  
**Center for Academically Talented Youth, Redlands, California**  
 Writing Instructor

**SERVICE & TEACHING**

--Freshman Composition, National Top 10% High School Students

---

1986-1990 **University of Wisconsin-Parkside, Kenosha, WI**  
 Associate Writing Instructor (fulltime lecturer)

**SERVICE & TEACHING**

1986-1990

-- Fundamentals of Writing

--First Year Freshman Writing 101-102

-- Scientific and Technical Writing

1986-1990      **UW-P Service**

- Assistant Composition Director (1988-1990)
- Director, College for Kids Writing Camps, summers (1988-1990)

---

1984-1986

**Northern Arizona University, Flagstaff, Arizona**  
*NAU Assistant Writing Instructor*  
*(MA student)*

**SERVICE & TEACHING**

--Freshman Composition

---

1984

**Gateway Technical College, Kenosha, WI**  
Business Writing Instructor, Jobs Training Program Act

**SERVICE & TEACHING**

--Business Writing in Automotive Repair Management

---

1982-1983

**The Little School, Oviedo, Spain**  
English Language Instructor

**SERVICE & TEACHING**

- Taught conversation, reading, and writing to ELL medical and engineering students
- Assessed and placed ELL students

---

***National Professional Service***

---

- 2019- date      Editorial board, WAC Clearinghouse (in partnership with Colorado and Utah State UPs)
- 2019-date      WAC Clearinghouse Writing Fellows Programs webpage (Researcher & Editor)
- 2019-date      External English Department Program Reviewer (CSU)
- 2019- date      Advisory board, International Writing Across the Curriculum 50<sup>th</sup> Anniversary Conference (& proposal reviewer)
- 2015- date      *College Composition and Communication* (Reviewer)
- 2012-2013      Conference on College Composition and Communication proposal reviewer

2015- date	<i>College English</i> (Reviewer)
2014- date	<i>Research in the Teaching of English</i> (Reviewer)
2013- date	<i>National Council of Teachers of English, Studies in Rhetoric and Writing Series</i> (Reviewer)
2012- date	<i>Literacy in Composition Studies</i> (Board & Reviewer)
2002- date	<i>Computers and Composition On-Line</i> (Editorial board & Reviewer)
2011-date	<i>Utah State UP/Computers and Composition Digital Press</i> (Reviewer)
2011-date	<i>Computers and Composition</i> (Reviewer)
1996- date	<i>American Society for the History of Rhetoric</i> (Reviewer)
2002-2004	<i>Rhetoric Society Quarterly</i> (Reviewer)
2000-2007	<i>American Indian Quarterly</i> (Reviewer)
2014- 2015	<i>Advances in the History of Rhetoric</i> (Editorial board)

---

## *EDUCATION*

---

1990-1994	Ph.D., University of Arizona. Rhetoric, Composition, and the Teaching of English. Dissertation Title: <i>The Dialogic Construct of Enthymematic Understanding</i> . Director: Thomas Miller. Committee: Duane Roen, Luis Moll, Suresh Ravel, and Tom Willard
1984-1986	M.A., Northern Arizona University. Rhetoric and Composition. Influential faculty: Greg Larkin, Nevin Laib, and Sharon Crowley
1984-1986	Certified Spanish-English Translator and Interpreter. Northern Arizona University
1982	Universidad de Madrid, Spain. Studied Spanish History, Literature, and Grammar
1978-1981	Double B.A., University of Wisconsin- Parkside. English and Political Science. Influential faculty: Emmett Bedford, Geoffrey Gajewsky, and Ken Hoover
1979	Instituto Allende, San Miguel de Allende, Mexico. Studied Mexican History, Literature, and Grammar



---

## PUBLICATION RECORD

---

### Books

- Scenters-Zapico, John T. *Identity: A Reader for Writers*. New York: Oxford UP, 2013. (Hard and Digital). Adopted at over 80 institutions, community college to R1. OUP editorial board approved a second edition, under contract, underway.
- , *Generaciones' Narratives: Traditional and Electronic Literacy Narratives on the U.S.-Mexico Borderlands*. Colorado State UP/Computers and Composition Digital P, 2010. Received two separate, excellent reviews in *College Composition and Communication*, and one in *Composition Studies*.

### Book Chapters

- Scenters-Zapico, John T. "Small m to Big M-Mobilities: a Model." *Academic Mobility Stories: Transitions, Reinventions, New Understandings*. Ed. Bruce Horner, et al. Forthcoming Utah State UP 2020.
- , "Transnational Translingual Literacy Sponsors and Gateways on the U.S.-Mexico Borderlands." In *Literacy as Translingual Practice: Between Communities and Classrooms*. Ed. Suresh Canagarajah. NY: Routledge: 2013.
- , "Los Puentes Stories: The Rhetorical Realities of Electronic Literacy Sponsors and Gateways on the U.S.-Mexico Border from 1920-2001." In *Rhetoric of the Americas*. Eds. Victor Villanueva and Damian Baca. 2010.
- , "Momaday, N. Scott." *American Indian Religious Traditions: An Encyclopedia*. Vol 2. Eds. Suzanne J. Crawford and Dennis F. Kelley. Santa Barbara, CA: ABC-CLIO P. 2005. pp. 558-63.
- Scenters-Zapico, John T. (75%) and Grant Cos (25%). "A New Canon for a New Rhetoric Education." *Realms of Rhetoric*. Ed. Joseph Petraglia and Deepika Bahri. SUNY P, 2003.

### Journal Articles, Reviews, Etc.

- Scenters-Zapico, John. "The (Dis/Re) Locations of Composing." *College Composition and Communication*. 66:2 (2014): 351-67.
- Scenters-Zapico, John. Lou Herman, Kate Mangelsdorf, and Lindsay Hamilton. "On Creating a Satellite Digital Archive of Literacy Narratives: The Stories We Tell." *Computers and Composition Online*, Spring 2014.
- Chandler, Sally and John Scenters-Zapico, eds. "New Literacy Narratives: Stories about Reading and Writing in a Digital Age." Special Issue of *Computers and Composition* (hardcopy). 29.3 (2012).
- Scenters-Zapico, John. "Traditional and Electronic Literacy Sponsorship Forms." *Computers and Composition On-Line*, Fall 2010-Spring 2011.

- , "Uncommon Commonplaces = Dilatory Enthymematic Understanding in Joyce's 'Aeolus.'" *In-between: Essays & Studies in Literary Criticism*. 12.1-2 (2003): 251-82 (Published 2005).
- , "The Journal and Writing Place." *Computers and Composition On-Line*. Spring 2003. Bowling Green State University. June 16, 2004. <http://www.bgsu.edu/cconline/Scenters-Zapico/index.htm>
- , "A Handy Guide to Computers and Writing." *Computers and Composition*. 19.1 (2002): 3-6.
- , "Cross-Cultural Mediation: Language, Storytelling, History, and Self as Enthymematic Premises in the Novels of N. Scott Momaday." *American Indian Quarterly* 21.3 (1997): 409-514.
- , "The Social Construct of Enthymematic Understanding." *Rhetoric Society Quarterly* 24.3/4 (1994): 71-83.
- , "The Function of Enthymemes in a Print Culture: An Enthymematic Examination of the Discourses of the French Government and the Paris Communards of 1871." *Pre/Text: An Interdisciplinary Journal of Rhetoric* 15.3-4 (1994): 248-262.
- , "The Case for the Sophists." *Rhetoric Review* 11.2 (1993): 352-367.
- , "From Oral Communication Skills to Research Skills." *English Journal* 76.1 (1987): 69-70.
- , "Electronic Writing Workshops: How Many Ways Can They Be Created?" *Exercise Exchange*. 46.1 (2000): 3-7. Lead article.
- , Rev. of Howard Merideth's *Dancing on Common Ground: Tribal Cultures and Alliances on the Southern Plains*. Lawrence, Kansas: UP of Kansas, 1995. *Southwestern American Literature* (1997).
- , Rev. of James Zebroski's *Thinking Through Theory: Vygotskian Perspectives on the Teaching of Writing*. Portsmouth, NH: Boynton/Cook, 1994. *Rhetoric Society Quarterly* 26.1 (1996): 95-97.
- , "Peer Review Workshops on Daedalus: The Logistics of Pedagogy (Or Trying Out a New Terministic Screen)." *Daedalus Wings* 3.1 (1995): 6-7.
- Scenters-Zapico, John T. (90%) and Mark Gooding (10%). "Collaborative Writing: Students' Views and Suggestions." *Exercise Exchange* 40.2 (1995): 23-28.
- , "Inquiry and Exploration: Focused Freewriting Quizzes." *Exercise Exchange* 37 (1991): 19-24.
- , Rev. of James Wertsch's *Voices of the Mind: A Sociocultural Approach to Mediated Action*. Cambridge UP, 1991. *Rhetoric Society Quarterly* 21.3 (1991): 87-89.

- . "An Empirical Investigation of the Effects of Computers in the Process-Oriented Classroom." *Wisconsin English Journal* (Spring 1990): 36-49.
- . "Higher-level Comments or Structured: Which Are More Effective?" *Wisconsin English Journal* (Fall 1989): 70-76.
- . "The Rhetorician's Guide to Correction Symbols." *Exercise Exchange* (Fall 1987): 15-18.

### Writing Software Developer

- . Interactive Online Writing Environment. Scenters-Zapico, John T. (65%), and David Shontz (35%). Thejournalplace.com. Released Aug. 2002. Offline as of 2005. Once had over 2,000 student users.
- . Interactive Online Writing Environment. Scenters-Zapico, John T. with TAMUCC Computer Science Department. Discourse Plazas. 1996-2000.

---

## *WORK IN PROGRESS*

---

### Book

Rewriting contracted second edition of *Identity: A Reader for Writers* (Oxford UP). 2020.

### Online Interactive Website

*Digital Archive of Professional Mobilities Stories*. Contracted with the WAC Clearinghouse (Colorado State University). Co-authors: Mike Palmquist and Lindsey Harding. 2020.

### Book Draft

*Teachers Talk (Shh!) Writing: a Treatise on Writing & the Teaching of Writing*. Drafted, plan to send proposal and samples to publisher in March 2020.

### Ethnographic Surveys and Studies

The following three large-scale research projects each received independent IRB approval on September 8, 2017, and were launched on September 11, 2017:

- Survey One: CSULB Student Survey of Experiences and Perceptions on Writing and the Teaching of Writing.
- Survey Two: CSULB All Faculty and Instructor Survey on Experiences and Perceptions of Writing and the Teaching of Writing.
- Survey Three: CSULB Alumni Survey on Experiences and Perceptions of Writing and the Teaching of Writing at CSULB and the Role Writing Serves in Their Professional Lives.

Phase One ran until June 2018 and involved the launch of these three surveys focusing on writing experiences from three CSULB audiences: students, instructors, and alumni. More than 1,400 people participated. Phase Two, response and data transfer to SPSS for analysis was completed in October 2018, the PI made presentations to two peer reviewed American Association of State Colleges and Universities: Academic Affairs conferences in 2018,, and

two presentations to the CSULB communities (students, instructors, and alumni) in November. For Phase Three I am writing an article on the research findings.

---

## *CONFERENCE RECORD*

---

### **Featured & Keynote Speaker**

- Scenters-Zapico, John T. Keynote Speaker. "Small m to Big M-Mobilities: a Model." Thomas Watson Conference on Rhetoric and Composition. University of Louisville, Louisville, Kentucky. October 19-23, 2018.
- Featured Speaker. "Academic Mobility Stories: Transitions, Reinventions, New Understandings." Thomas Watson Consortium on Rhetoric and Composition. University of Louisville, Louisville, Kentucky. March 4-7, 2017.
- Featured Speaker. "Literacy, Diversity, and Reflection." Wisconsin Council of Teachers of English. Madison, WI. October 12, 2012.
- Featured Speaker. "Navigating Digital Literacies: A Study of Transnational Transliterate Literacy Sponsors and Gateways in the Digital Age." Western States Rhetoric and Literacy Conference. University of Winnipeg, Winnipeg, Canada. October 20, 2102.
- Featured Speaker. "Navigating Digital Literacies: A Study of Transnational Transliterate Literacy Sponsors and Gateways in a Digital Age." "Research Foundations for Understanding Books and Reading in the Digital Age: E/Merging Reading, Writing, and Research Practices," Havana, Cuba. Dec. 12, 2012. (Could not present per no funding)
- Featured Speaker. "Race, Rhetoric, and Technology." Penn State Conference on Rhetoric and Composition: Rhetoric and Writing across Language Boundaries. Penn State University, State College, Pennsylvania. July 10-12, 2011.
- Featured Speaker and Workshop Leader. "Race, Rhetoric, and Technology." National Council of Teachers of English Computers and Writing Winter Workshop. Clearwater, FL. January 2-5, 2001.
- Featured Speaker. "A Tale of Many Enthymemes." Conference on College Composition and Communication. Chicago, IL. Mar. 1998.

### **Conference Presentations**

- Scenters-Zapico, John T., Mike Palmquist, and Lindsey Harding. "Small m- to Big M-Mobilities: A Theory and Model for WAC Professionals." International Writing Across the Curriculum Conference. Fort Collins, Colorado. June 3-6 2020
- "What Do CSULB Alumni, Instructors, and Students Think About the Role of Writing on Campus and in Their Professions?" Senior College and University Commission Academic Resource Conference. Garden Grove, California. April 10-12, 2019.

- . "Measuring & Understanding the Writing Experiences & Perceptions of Students, Alumni, & Instructors." American Association of State Colleges and Universities: Academic Affairs Summer Meeting. Seattle, WA. July 26-28, 2018.
  - . "What Do CSULB Alumni, Instructors, and Students Think About the Role of Writing on Campus and in Their Professions?" Findings from three large-scale surveys. Cal State University, Long Beach. November 6 and 8, 2018.
  - . "Putting Bodies in Their Spaces: Rhetorics of Space, Place, and Identity." Panel Chair. Thomas Watson Conference on Rhetoric and Composition. University of Louisville, Louisville, Kentucky. October 19-23, 2016.
  - . "Vertical and Horizontal Connections: A WAC Program Across Contexts." Panel Chair. Thomas Watson Conference on Rhetoric and Composition. University of Louisville, Louisville, Kentucky. October 19-23, 2016.
- Scenters-Zapico, John T., Kate Mangelsdorf and Lou Herman. Digital Archives of Literacy Narratives on the U.S.-Mexico Borderlands. Conference on College Composition and Communication. St. Louis, MO. 2012.
- Scenters-Zapico, John T. "Integrating Writing into the Sciences." UT Transformation in Medical Education 2-day retreat. South Padre Island, Texas. July 2012.
- Scenters-Zapico, John T., Lucia Dura and Fernie Alañiz. "Generaciones Narratives." Conference on College Composition and Communication. Louisville, KY. March 17- 20, 2010.
- Scenters-Zapico, John T., and Susan Romano. "*Los Puentes* Stories and Statistics: Electronic Literacy Sponsors and Gateways on the U.S.-Mexico Border from 1920-2001." Conference on College Composition and Communication. San Francisco, CA. March 2009.
- Scenters-Zapico, John T. "Initial Bridges to Civic Literacy on the U.S.-Mexico Border: The Roles of Traditional and Electronic Literacy Sponsorship." Civil Rights Symposium: An Interdepartmental and Interdisciplinary Conversation on Civil Rights Reform. University of New Mexico, Albuquerque, NM. Invited Speaker. Sept. 2008.
- Scenters-Zapico, John T., Lucia Dura and Teresa Quezada. "The Lives that Live Here: Borderland Literacies of the Visual, Traditional, and Technological Types." Conference on College Composition and Communication. New York. March 2007.
- Scenters-Zapico, John T. "Sponsors and Gateways in Acquiring Literacies on the U.S.-Mexico Border: 1920-2001." Civil Rights Symposium: An Interdepartmental and Interdisciplinary Conversation on Civil Rights Reform. University of New Mexico, Albuquerque, NM. Invited Speaker. Sept 27-28, 2007.
- . "Tales from the U.S.-Mexico Borderlands: Cultural Ecologies, Technology Gateways, and Sponsors of Literacies." Conference on College Composition and Communication. Chicago. March 2006.

- Villanueva, Victor, Jaime Mejilla, Francisco Noe Tamayo-Rico and John T. Scenters-Zapico. "Enriching Ourselves with Personal, Visual, and Historical Latino/a Rhetorics." Conference on College Composition and Communication. San Francisco. March 2005.
- Scenters-Zapico, John T. "Computers in Writing Intensive Classrooms" (CIWIC). Invited to teach The Journal and Writing Place. Michigan Technological University. Houghton, MI. June 2003.
- "Blogs and The Journal and Writing Place." San Antonio Community College. In the AlaMOO. September 9, 2003.
- "The Journal Place Use in Pharmacy Programs." UTEP/UT Austin Pharmacy Program. Fall 2001; fall 2003.
- Sias, Jeri and John Scenters-Zapico. "On-line Interactive Journaling to Evaluate Service-learning Experiences." American Association of Colleges of Pharmacy Annual Meeting. Kansas City, MO. July 2002.
- Scenters-Zapico, John T. "Electronic Journaling in UT at Austin and UT at El Paso's Collaborative Pharmacy Program." Wichita, KN. June 2002.
- Fredericksen, Elaine and John T. Scenters-Zapico. "Expanding Frontiers in Bilingual Education: A Cross-Disciplinary Approach." NCTE Conference. Portland, OR. March 2002.
- Scenters-Zapico, John T. "The Journal and Writing Place with ZEA Video: Invention, and Aha!" UTEP/UT Austin Pharmacy Program. Spring 2002.
- Villa, Elsa, Gabby Gandara and John T. Scenters-Zapico. "Electronic Journaling in First-Year Engineering." University College Entering Student Program Conference. Loretto Academy, El Paso, TX. May 2002.
- Villa, Elsa, Gabby Gandara, Jeri Sias, and John T. Scenters-Zapico. "Electronic Journaling Across the Disciplines: Engineering, Pharmacy, English." I-net Conference: Exploring the Digital Horizon. UTEP. El Paso, TX. Jan. 2002.
- Scenters-Zapico, John T. and Grant Cos. "A New Canon for a New Rhetoric Education." National Speech Association. Seattle, WA. November 2000.
- Scenters-Zapico, John T. "Discourse Plazas: A Web-based WAC Initiative." Computers and Writing. FT. Worth, TX. March 2000.
- Manges, Chuck D. and John T. Scenters-Zapico. "Integrating Technology: Multimedia Portfolios in Education." Annual SITE meeting of the Association for the Advancement of Computing in Education. San Antonio, TX. 1999.
- Scenters-Zapico, John T. "Enthymemes as Epistemology for Understanding and Interpreting Native American Literature." American Culture Association. San Antonio, TX. Mar. 1999.

- "Perspectives on Student Learning from Teacher Research." Roundtable Discussion Leader. National Council of Teachers of English. Nashville, TN. Nov. 1998.
- "Understanding the Native American Shaman in Literature." American Culture Association. Orlando, FL. Apr. 1998.
- "Enthymemes and Enthymematic Understanding." Corpus Christi Philosophical Society. Corpus Christi, TX. Nov. 6, 1998.
- "The Social Construct of Enthymematic Understanding: Pedagogical, Historical, and Theological Implications." Conference on College Composition and Communication. Phoenix, AZ. Mar. 1997.
- "Personalizing Native American Literature." United States Coast Guard. Corpus Christi, TX. Nov. 1997.
- "What Administrators Need to Know about Using Multimedia Writing Portfolios to Demonstrate Writing Competency." South Texas Community Schools Conference: Implementing the Core Curriculum through Technology. Corpus Christi, TX. Oct. 16, 1997.
- "What Teachers Need to Know about Using Multimedia Writing Portfolios to Demonstrate Writing Competency." South Texas Community Schools Conference: Implementing the Core Curriculum through Technology. Corpus Christi, TX. Oct. 17, 1997.
- "Teaching Native American Literature in Junior High School." St. James Episcopal School. Corpus Christi, TX. Sept. 1997.
- "Multimedia, Writing, and WAC." Texas A&M Corpus Christi, Corpus Christi, TX. Aug. 1997.
- "The Sophistics of Aristotle." Rhetoric Society of America. Tucson, AZ. May 1996.
- "Cross-Cultural Mediation: Language, Storytelling, History, and Self as Enthymematic Premises in the Novels of N. Scott Momaday." Society for the Study of Multi-Ethnic Literature. Providence, RI. 1995.
- "The Function of Enthymemes in a Print Culture: an Enthymematic Examination of the Discourses of the French Government and the Paris Communards of 1871." 20<sup>th</sup> Annual European Studies Conference. Omaha, NB. 1995.
- "Christianity in Momaday, Hillerman, and Erdrich." American Indian Literary Festival and Native American Studies Conference. Commerce, TX. 1995.
- "The Social Construct of Enthymematic Understanding." Rhetoric Society of America. May 1994.
- "The Subjective Zone: an Examination of Holistic Inter-rater Reliability." Conference

on College Composition and Communication. Nashville, TN. Mar. 1994.

- . "Making Meaning: The Social and Political Determinants of Knowledge." *New Directions in Critical Theory*. University of Arizona, Tucson, AZ. Mar. 1994.
- . "Gorgias of Leontini's Epistemology." Penn State Conference on Rhetoric. July 1992.
- . "The Case for the Sophists." Rhetoric Society of America. Minneapolis, MN. May 1992.
- . "Inquiry and Exploration: Focused Freewriting Quizzes." *New Directions in Critical Theory*. University of Arizona. Tucson, AZ. Mar. 1991.
- . "An Empirical Investigation of the Effects of Computers in the Process-Oriented Classroom." Wisconsin Council of Teachers of English Eau Claire, WI. Mar. 1988.
- . "Instructor Comments on Student Writings." Wisconsin Council of Teachers of English. University of Wisconsin. Madison, WI. Apr. 1987.
- . "An Empirical Investigation of the Effects of Computers in the Process-Oriented Classroom." Midwest Modern Language Association. Columbus, OH. Nov. 1987.
- . "From Oral Communication Skills to Research Skills." Rocky Mountain Modern Language Association. Denver, CO. Oct. 1986.

---

### Workshops

- Scenters-Zapico, John T. "Discovering and Understanding Boundaries in Writing Centers." First Annual CSULB Tutoring Conference, Breakout Session. CSULB. September 18, 2015.
- Caron, Tim and John Scenters-Zapico. "From Emotion to Analysis: Using Writing in Service Learning Classes to Foster Reflection, Synthesis, and Critical Thinking." Center for Community Engagement and the Faculty Center for Professional Development. CSULB. Apr. 29, 2015.
- Scenters-Zapico, John T. "E-portfolios for Freshman Composition and GVAR Instructors." CSULB. Invited by CLA Dean David Wallace. July 2014
- . "E-portfolios in the Transformation in Medical Education Initiative (TIME)" (A UT System-wide initiative). Workshop series: September 27 and 28, 2012. UTEP.
  - . "E-portfolios in the Transformation in Medical Education Initiative (TIME)" (A UT System-wide initiative). Workshop series: February 14 and 15, 2013. UTEP.
  - . "Professional E-portfolio Elements and Creation." Designed and taught five e-portfolio workshops for PhD students' professional growth (2010 to 2012). UTEP.



- "Practical, Technical, and Visual Design of Brochures." Hispanic Center of Excellence in Pharmacy. University of Texas at Austin College of Pharmacy. Transmitted to UT Pharmacy Consortium. September 9, 2004.
- Thejournalplace.com. Taught 18 workshops. UTEP.
- Technical Writing and Translation in Pharmacy Program. Summer 2003 to date.
- "Writing with Multimedia in Nursing." TAMUCC--Corpus Christi, TX. Aug. 21, 1999; Nov. 13, 1999.
- "Designing Multimedia Writing Portfolios in the College Composition Classroom." San Antonio Community College. San Antonio, TX. Oct. 12, 1998.
- "HyperStudio Workshop for Faculty: Hands-on Multimedia for Higher Education." TAMUCC. Nov. 6, 1997.
- "Multimedia and Writing Applications for the Disciplines." TAMUCC. Apr. 1997.
- "Another Literacy? Computers, Multimedia, and Writing Instruction." Non-Traditional Pedagogies Conference. Workshop. Jan. 11-12, 1996. TAMUCC.

---

## *AWARDS & GRANTS*

---

- Scenters-Zapico, John T. Thomas Watson Rhetoric and Composition Two Year Fellow. University of Louisville, Louisville, Kentucky. 2017-2018.
- Information Technology Advisory Council Grant. \$18,833.00. UTEP, 2013.
- On-Campus Student Employment Program Grant. \$16,000. UTEP, 2013.
- On-Campus Student Employment Program Grant. \$24,000. UTEP, 2013.
- Consultant. Hispanic Centers of Excellence in Pharmacy Grant. University of Texas at Austin College of Pharmacy. Funding Source: Health Resources and Services Administration (HRSA). 2004-2008.
- W.K. Kellogg Foundation and Community Partnership Council for Community Involvement Institute for Community-Based Teaching and Learning and the Community Award." \$1,000. El Paso, TX 2002.
- W.K. Kellogg Foundation and Community Partnership Council for Community Involvement Community Partnership Award. \$3,000. El Paso, TX. 2001.
- Meccano Building Sets. Received from Erwin Toys, Toronto, Canada 2001. \$1,500.00.
- Meccano Building Sets. Received from Louis Boselli, collector. NY, NY 2001. \$500.00.
- "Interactive Bi-lingual Syllawebs in Technical Writing and Business Communication Courses." Undergraduate Learning Center Summer Institute. \$2,000. University of

Texas at El Paso. El Paso, TX 2000.

- "Discourse Plazas: Uniting the Triad." Technology Research Council. \$11,000. Texas A&M University-Corpus Christi, TX 2000.
- "Discourse Plazas: Uniting the Triad Courses (Environmental Science, Sociology, English, Freshman Seminar) Asynchronous and Synchronous Chat Plazas." Pilot Study. Title III Grant: \$3,000. Texas A&M University-Corpus Christi, TX. 1999. URL: <http://www2.tamucc.edu/~scenters/discourseplaza/index.htm>
- Teaching Fellowship. Texas A&M University-Corpus Christi, TX 1999.
- "Introducing a Geographic Information System Into the School Curriculum." Eisenhower Professional Development Program Grant: \$98,000. CFDA 84.281B. Dr. Joe Loon, Project Director. "Using Multimedia to Present and Write about Satellite Images." John Scenters-Zapico. Texas A&M University-Corpus Christi, TX 1998.
- Outstanding Teacher Nominee for Inaugural Freshman Class. Texas A&M-Corpus Christi. 1998.
- "Visual and Textual Images of Shaman." Faculty Development and Research. \$1,000. 1999.
- "Teaching Graduate Computers and Writing on the Web." Distance Education Grant. Texas A&M-Corpus Christi. \$4,900. 1998.
- "Enthymeme Research Grant." Faculty Development and Research. \$1,200. 1997.
- "Enthymeme Research Grant." Faculty Development and Research. \$2,500. 1997.
- "Integrating Curricula Through Southwestern Studies: A Faculty Institute for College Teachers." National Endowment for the Humanities and National Science Foundation Summer Program. Texas State University. July 15-Aug. 9, 1996.
- "Proxemic Interaction of Holistic Evaluators." Pooley Foundation Research Award: University of Wisconsin Madison School of Education and Wisconsin Council of Teachers of English. \$500.00. 1989-1990.
- Teaching Improvement Summer Retreat. University of Wisconsin System Teaching Improvement Council. 1988.
- "An Empirical Investigation of the Effects of Computers in the Process-Oriented Classroom." Wisconsin Regional Staff Development Center. \$250.00. 1997.