

## Curriculum Vitae: Lynn B. McCool, Ph.D.

Rhetoric, Composition, & Professional Communication

### EDUCATION

2016	Ph.D.	Rhetoric & Professional Communication	Iowa State University
2011	M.A.	Rhetoric, Composition & Professional Communication	Iowa State University
1984	B.A.	English Education	Cedarville University

### TEACHING

2016-present	Assistant Professor of Business Communication	Drake University Des Moines, IA
2012-present	Adjunct Professor of Communication	Faith Baptist Bible College Ankeny, IA
2011-2018	Adjunct Professor of Rhetoric	Patrick Henry College Purcellville, VA
2012-2016	Graduate Teaching Assistant	Iowa State University Ames, IA
2014-2014	English Instructor	Des Moines Area Comm. College West Des Moines, IA
2010-2012	English Educator	Des Moines Christian School Urbandale, IA
2009-2010	Graduate Teaching Assistant	Iowa State University Ames, IA
2000-2009	English Educator	Des Moines Christian School Urbandale, IA
1984-1987	English Educator	Tri-Cities Christian School Blountville, TN

### COURSES TAUGHT

BUS-074	Professional Written Communication ( <i>undergraduate face-to-face, hybrid, &amp; online</i> )	Drake University
BUS-003	Professional Seminar III ( <i>undergraduate-level online</i> )	Drake University
BUS-298	Communication for Business Professionals ( <i>graduate-level online</i> )	Drake University
G-CO 318	Media in Ministry	Faith Baptist Bible College
G-CO 307	Creative Writing	Faith Baptist Bible College
G-CO 306	Advanced Writing	Faith Baptist Bible College
G-CO 304	Writing for Publications	Faith Baptist Bible College

G-CO 206	Public Speaking	Faith Baptist Bible College
G-CO 205	Introduction to Communication	Faith Baptist Bible College
G-CO 102	English Composition II	Faith Baptist Bible College
G-CO 101	English Composition I	Faith Baptist Bible College
CLA 223	Rhetoric ( <i>online &amp; hybrid</i> )	Patrick Henry College
ENGL 314-XW	Technical Communication (online)	Iowa State University
ENGL 314-22	Technical Communication ( <i>A WID course for the Natural Resources Ecology Management Majors</i> )	Iowa State University
ENGL 314	Technical Communication ( <i>face-to-face &amp; online</i> )	Iowa State University
ENGL 250	Written, Oral, Visual, & Electronic Composition II	Iowa State University
ENGL 150	Critical Thinking, Communication, Composition I	Iowa State University
ENGL 105	Composition I	Des Moines Area Community College

## SCHOLARSHIP

### REFEREED SCHOLARSHIP

#### *Journal Articles*

McCool, L. B. (2019). "Next-Gen Resumes: Using Transmedia Storytelling to Create Personal Branding on LinkedIn." *Technical Communication*: Vol. 66(3) 268-281.  
<https://www.ingentaconnect.com/content/stc/tc/2019/00000066/00000003/art00004>

Balzotti, J. M., and L. B. McCool. (2016). "Using Digital Learning Platforms to Extend the Flipped Classroom." *Business and Professional Communication Quarterly*: 1-13. SAGE. Print.  
<https://doi.org/10.1177/2329490615606497>

#### *Book Reviews*

McCool, L. B. (2021). [Review of the book *Translation and Localization: A Guide for Technical and Professional Communicators*, by B. Maylath and K. St. Amant, eds.] *Technical Communication Quarterly*. [doi/full/10.1080/10572252.2021.1915064](https://doi.org/10.1080/10572252.2021.1915064).

#### *Monographs/Book Chapters*

McCool, L.B. (2011). *Teaching with Twitter: A Rhetorical Analysis*. Saarbrücken, Germany: LAP Lambert Academic. Print.

#### *National Conference Proceedings*

McCool, L.B. (2019). "Data Visualization Assignment: Cover Letter & Infographic for Drake University" 379-381 (D.J. Whalen, Ed.) *Selections from the ABC 2018 Annual Conference, Miami, Florida: Bridging Teaching Ideas from the Innovator to the Classroom*. *Business & Professional Communication Quarterly*: Vol. 81(2) 370-393.

### *National Conference Presentations*

McCool, L.B. "Using Collaborative Writing Activities to Create Team Identity" In *My Favorite Assignment*. Detroit, MI: Association of Business Communication 84th Annual International Conference. 25 October **2019. Presentation.**

McCool, L.B. "Examining Web-Based Collaboration Practices" In *Research Roundtable*. Detroit, MI: Association of Business Communication 84th Annual International Conference. 25 October **2019. Presentation.**

McCool, L.B. "Data Visualization Assignment: Cover Letter & Infographic." In *My Favorite Assignment*. Miami, FL: Association of Business Communication 83rd Annual International Conference. 27 October **2018. Presentation.**

McCool, L. B. "The language and laboring of collaborative learning in online writing." In *Languaging, Laboring, and Transforming*. Kansas City, MO: Conference on College Composition & Communication Annual Convention. March 15, **2018. Presentation.**

McCool, L. B. "The Influence of Social Presence on Communication Practices in the Online Technical Writing Course." *ATTW 2016: Citizenship and Advocacy in Technical Communication*, Hilton of the Americas, Houston. 5 April **2016. Presentation.**

McCool, L. B. "The Potential of the Flipped Classroom." *Flipped or Flipped Out? Understanding the Decision-Making behind Pedagogical Integration of Technology and New Media*. Conference on College Composition and Communication, Indianapolis. 20 March **2014. Presentation.**

### *Regional Conference Presentations*

McCool, L.B. "Connectivism: A New Theory for Online Writing Courses." In *Research(ing) Writing Cultures: Classroom, Program, Profession, Public*. Denver, CO: Conference on College Composition & Communication Regional Conference. 21 July **2018. Presentation.**

### *Academic Materials*

McCool, Lynn. (**2021**). "Exploring 21st Century Communication Practices: Twitter." Research Starters: Sustainability, Business and Education, by Salem Press, Ipswich, MA, EBSCO Information Services, Inc., 2021, pp. 1–5 (**accepted/forthcoming**).

McCool, L. B. (**2017**) *Professional & Business Written Communication*. Great River Learning. 1st edition, www.grtep.com.

### *Dissertation & Thesis*

McCool, L.B. (**2016**). "Humanizing advanced communication online writing instruction: developing social presence to communicate, collaborate, and connect." Diss. Iowa State U, 2016. Ames: ProQuest, Print.

McCool, L. B. (**2011**). "The pedagogical use of Twitter in the university classroom." Graduate Theses and Dissertations. 11947. <https://lib.dr.iastate.edu/etd/11947>. Print.

NON-REFEREED SCHOLARSHIP

### *Proceedings/Meetings/Presentations*

McCool, L. B. "Professional Communication for 2020: Ethics, Empathy & Etiquette," *BUS-001 Course*. October 30, 2020

Bishop, D., Clark, A., Kappen, J. **McCool, L.B.**, Meyer, B, Mitchell, M., Park, J., Purvanova, R., Vieregger, C., "New CBPA Student Orientation Breakout Session: Meet Our MOL Faculty" Drake University, Des Moines, IA: *CBPA New Student Orientation*. August **2020**. Virtual Presentation.

Cardini-Trollinger, C., Connolly, D., **McCool, L.B.**, Watson, A "Business Seminars Update" Drake University, Des Moines, IA: *CBPA Faculty Meeting*. 14 February **2020**. Presentation.

McCool, L. B. "Online Writing Instruction and the WPA." English 631. Iowa State University, Ames. 7 Mar. 2019. Lecture.

McCool, L. B. "Online Writing Instruction and the WPA." English 631. Iowa State University, Ames. 7 Apr. 2017. Lecture.

McCool, L. B. "The Art of Storytelling in Data Visualization." Case Studies in Data Analytics Course, 27 Feb. 2017, Des Moines, Drake University. Lecture.

McCool, L. B. "BUS-074 Curriculum Introduction." CBPA Faculty Meeting, 18 Nov. 2016, Des Moines, Drake University.

McCool, L. B. "Humanizing Online Writing Instruction." CBPA Faculty Research Colloquium. CBPA Faculty Research Colloquium, 28 Oct. 2016, Des Moines, Drake University.

McCool, L. B. "BUS-074 Curriculum Overview." CBPA National Advisory Board Annual Meeting, 21 Oct. 2016, Des Moines, Drake University.

McCool, L. B. "Online Writing Instruction and the WPA." English 631. Iowa State University, Ames. 7 Apr. 2015. Lecture.

#### IN-PROCESS SCHOLARSHIP

#### *Publications Under Review*

N/A

#### *Publications Not Under Review*

McCool, L. B. (2019). "Humanizing Online Writing Instruction." *Business & Professional Communication Quarterly*. (in-process).

McCool, L.B. "Connectivism: A New Theory for Online Writing Courses" (in-process).

McCool, L.B. "The Topoi of Slack Collaboration Software: Establishing Commonplaces in Virtual Spaces" (in-process).

#### **SERVICE**

Drake University Service Activities 2016-Present

#### SERVICE TO COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION

- Reported course outcomes to Dave Schulte (primary donor for BUS-074), **2016-Present**
- Served as Publications editor of the Drake Management Review **2020-Present**
- Served as Editor-in-chief of the Drake Management Review **2017-2020**
- Designed graduate curriculum for BUS-298, **2018-2020**
- Served as HRM/Org Faculty Search Committee Secretary, **Fall 2018- Spring 2019**
- Managed and directed BUS-074 Lab Instructors **2016 to Present**
- Collaborated with Management Dept. Chair to create Business Communication Track for the newly revised MOL major. **Fall 2019-Spring 2020**

- Collaborated with Management department members to craft the Management Initiative Proposal for presentation to the Provost, **Fall 2018-Spring 2019**
- Served on Undergraduate Curriculum Committee, **September 2019-Present**
- Designed & revised undergraduate curriculum for BUS-074, BUS-003, BUS-120, & BUS-122, **2016 to Present**

#### SERVICE TO DRAKE UNIVERSITY

- Elected to serve as chairperson of CBPA's Undergraduate Curriculum Committee, **November 2020-present**
- Elected to serve as Senator-at-large for Drake Faculty Senate, **AY 2020-2021**
- Served on LMS Advisory Board, **July 2020 to Present**
- Participated in Faculty Writing Group, **Fall 2018 to Present**
- Served on Learning Management (LMS) Review Task Force Committee, **August 2019-May 2020**
- Participated in Starfish Early Adopter training, **Spring 2018**

#### SERVICE TO THE PROFESSION

##### Scholarly peer-reviewer

- **Peer-reviewed** (as part of a double-blind review protocol) for proposals submitted to the Association for Business Communication International Conference, **June 2020**.
- **Peer-reviewed** journal article "Mastering of business workplace skills in a flipped classroom and reflective practice" for *International Journal of Continuing Engineering Education and Life-Long Learning* (IJCEELL). Inderscience Publishers. **25 July 2019**.
- **Peer-reviewed** journal article "Including student voice: experiences and learning outcomes of a flipped communication course" for *Business & Professional Communication Quarterly*. **July 11, 2018**
- **Peer-reviewed** textbook for McGraw-Hill: *Business Communication: A Problem-solving Approach* textbook by Kathryn Rentz & Paula Lentz, **January 2017**

##### Professional Communication Blog/Screencasts

- Shared screencasts on [Professional Presentations](#), *BUS-001*, **Spring 2021**.
- Created and shared screencasts on Business Writing Style Guide, Visual Design Strategies for Document Design, and Audience Analysis, *BUS-001*, **Spring 2020**.
- Created and maintained Drake Professional Communication WordPress blog, **2018 to Present**.

##### Presenter/Guest Lecturer

- Presented "Online Writing Instruction and the WPA." English 631. Iowa State University, Ames. **12 Mar. 2019**
- Presented "Online Writing Instruction and the WPA." English 631. Iowa State University, Ames. **12 Mar. 2018**
- Presented "The Art of Storytelling in Data Visualization." Case Studies in Data Analytics Course, Drake University, Des Moines 27 Feb. **2017**.

- Presented “Online Writing Instruction and the WPA.” English 631. Iowa State University, Ames. **7 Apr. 2017**

#### SERVICE TO COMMUNITY

- Joined and participated on EL Sevier’s Advisory Committee, **Spring 2020 to present**

#### Additional Service

- Attended Drake Learning Symposium, “Resilience: Shaken (up) but Not Broken (apart),” **17 August 2020**
- Attended Women in Leadership Breakfast, **February 2020**
- Attended Women in STEM: Making Connections at Drake, **18 October 2019**
- Attended Drake Learning Symposium, “Tomorrow: Why We Change, How We Change,” **16 August 2019**
- Attended Women in Leadership Breakfast, **March 2019**
- Attended Women in STEM social, **Fall 2018**
- Attended Drake Learning Symposium, “Building Trust: Leading the Conversation.” **August 2018**
- Attended Commencement, **May 2018**
- Attended Women in Leadership Breakfast, **February 2018**
- Attended Drake Learning Symposium, **August 2017**
- Attended CBPA HR Luncheon, **August 2017**
- Attended Commencement, **May 2017**
- Volunteered in Coaches Hospitality Tent, Drake Relays, **April 2017**
- Attended Women in Leadership Breakfast, **February 2017**
- Presented “BUS-074 Curriculum Overview.” CBPA National Advisory Board Annual Meeting, 21 **October 2016**
- Attended Convocation, **Fall 2016**
- Attended Drake Learning Symposium, **Fall 2016**

#### OUTREACH

##### *Professional Organizations*

Society of Technical Communicators	January 2019—present
Association of Business Communication	January 2018—present
Council of Writing Program Administrators	August 2018--present
Association of Teachers of Technical Writing	December 2015—present
National Council of Teachers of English	March 2014—present

##### *Professional Certification/Licensure*

*The Practice of Classical Pedagogy Certificate*, Memoria College, 21 August 2020.

*Social & Behavior Research – Basic/Refresher Certificate*, CITI Program, 27 May 2020.

*Teaching Online Certificate*, Quality Matters, 3 Jan. 2018.

- “Connecting Learning Theories to Your Teaching Strategies.” Quality Matters, *Teaching Online Course*, 2 Nov. 2017.
- “Exploring Your Institution’s Policies.” Quality Matters, *Teaching Online Course*, 15 Oct. 2017.
- “Assessing Your Learners.” Quality Matters, *Teaching Online Course*, 22 Sept. 2017, [www.qualitymatters.org/professional-development](http://www.qualitymatters.org/professional-development).
- “Creating Presence in Your Online Course.” Quality Matters, *Teaching Online Course*, 1 No8. 2017, [www.qualitymatters.org/professional-development](http://www.qualitymatters.org/professional-development).
- “Evaluating Your Course Design.” Quality Matters, *Teaching Online Course*, 27 July 2017, [www.qualitymatters.org/professional-development](http://www.qualitymatters.org/professional-development).
- “Orienting Your Online Learners.” Quality Matters, *Teaching Online Course*, 13 July 2017, [www.qualitymatters.org/professional-development](http://www.qualitymatters.org/professional-development).
- “Gauging Your Technology Skills.” Quality Matters, *Teaching Online Course*, 5 July 2017, [www.qualitymatters.org/professional-development](http://www.qualitymatters.org/professional-development).

*Master Educator License: 7-12 English/Language Arts*, Iowa Board of Educational Examiners License, 236420. 2012-present.

### *Professional Development*

- Attended Conference on College Composition & Communication: *We are all Writing Teachers: Returning to a Common Place*, **April 7-10, 2021**
- Attended Microsoft Teams Training at Drake University, **February 22 and March 10, 2021.**
- Attended Drake University’s: Blackboard Ultra LMS Seminars, **January 2021**
- Attended Association for Business Communication 85th Annual International Conference: *Strengthening B-Comm in an Era Where Perception is Reality*, **October 18-23, 2020**
- Attended CREWS Scholars Seminar, **May 2020**
- Attended Center for Teaching Excellence Information Session, **8 November 2019**
- Participated in SOTL monthly luncheons and workshops, **2016 to Present**
- Participated in New Faculty Pedagogy Alumni Group Lunch & Learn, **2016 to Present**
- Participated in Faculty Writing Group, **Fall 2018 to Present**
- Participated in FYS/New Student Workshop, **September 2017**
- Attended Summer Writing Across the Curriculum Faculty Development, **May 2017**
- Attended Proactive Advising Workshop, **May 2017**
- Attended Online Learning Workshop, **April 2017**
- Attended Writing Workshop Faculty Development, **Spring 2017**
- Participated in New Faculty Pedagogy Workshop, **Fall 2016 & Spring 2017**
- McGraw-Hill Education Business Communication Faculty Development Workshop, **3-4 November 2016**

- Writing Strategies for Action Conference on College Composition and Communication, **6-9 April 2016**

## **ADVISING/MENTORING**

Drake University Advising/Mentoring Activities

2016-Present

Mentored...

- Two GEAR-UP Academic Mentees, **AY 2020-2021**
- Two CREWS Scholar Mentees, **AY 2020-2021**
- Nineteen CBPA Advisees, **AY 2020-2021**
- Twelve CBPA Advisees, **AY 2019-2020**
- Five CBPA Advisees, **AY 2018-2019**
- Four Proactive Advisee/Mentees, **AY 2017-2018**
- Two CBPA Advisees, **AY 2017-2018**
- Mentored CBPA students by providing tutorials and extra help with writing assignments, **2016-Present**