

erin brock carlson

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academic appointments

Assistant Professor Department of English West Virginia University, Morgantown, WV	2019-Present
Research Fellow Purdue Research Foundation Purdue University, West Lafayette, IN	2018-2019
Graduate Teaching Assistant Department of English Purdue University, West Lafayette, IN	2014-2018
Graduate Teaching Assistant Department of English Miami University, Oxford, OH	2012-2014

affiliations

Faculty Associate Humanities Center West Virginia University, Morgantown, WV	December 2019-Present
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education

Ph.D. in English Concentration in Rhetoric and Composition Purdue University, West Lafayette, IN	2019
M.A. in English Concentration in Composition and Rhetoric Miami University, Oxford, OH	2014
B.A. in English & Writing, Rhetoric, and Communication Transylvania University, Lexington, KY	2012

publications

peer-reviewed articles and book chapters

Carlson, Erin Brock, & Martina Angela Caretta. (Forthcoming Fall 2021). Legitimizing situated knowledge in rural communities through storytelling around gas pipelines and environmental risk. *Technical Communication* special issue on storytelling.

Carlson, Erin Brock, Michelle McMullin, & Patricia Sullivan. (Forthcoming 2022). Adapting digital and archival practices via platforms for collaboration in technical communication classes. In *Teaching Rhetoric and Composition through the Archives*. Tarez Samra Graban & Wendy Hayden (Eds.). Southern Illinois University Press.

Caretta, Martina Angela, **Erin Brock Carlson**, Rachael Hood, & Bethani Turley. (Forthcoming). From a rural idyll to an industrial site: An analysis of hydraulic fracturing energy sprawl in Central Appalachia. *Journal of Land Use Science*.

Carlson, Erin Brock. (2021). Visual Participatory Action Research methods: Presenting nuanced, co-created accounts of public problems. In *Equipping Technical Communicators for Social Justice Work: Topics, Theories, and Methodologies*. Rebecca Walton & Godwin Agboka (Eds). Utah State University Press.

Carlson, Erin Brock, & Catherine Gouge. (2020). Rural health and contextualizing data. *Journal of Business and Technical Communication* 35(1). <https://doi.org/10.1177/1050651920958502>

Carlson, Erin Brock. (2020). Embracing a metic lens for community-based participatory research in technical communication. *Technical Communication Quarterly* 29(4), 392-410. <https://doi.org/10.1080/10572252.2020.1789745>

Overmyer, Trinity, & **Erin Brock Carlson**. (2019). Unpacking place as a design thinking tool. *Journal of Business and Technical Communication*, 33(4), 431-436. <https://doi-org/10.1177/1050651919854079>

Carlson, Erin Brock. (2019). Please sign here (and share it to your Facebook and Twitter feeds): Online petitions and inventing for circulation. *Computers and Composition* 52, 175-194. <https://doi.org/10.1016/j.compcom.2019.01.003>

Carlson, Erin Brock. (2019). Metis as embodied, techno-feminist intervention: Rhetorically listening to Periods for Pence. *Computers and Composition* 51, 14-30. <https://doi.org/10.1016/j.compcom.2018.11.002>

Carlson, Erin Brock. (2018). Navigating shifting social media networks: An ecological approach to anonymous mobile applications. *Kairos* 22.2. <http://kairos.technorhetoric.net/22.2/praxis/carlson/index.html>

Carlson, Erin Brock, & Trinity Overmyer. (2018). Photovoice methods: Interrogating participant-researcher dynamics through digital, mobile data. In *Research Methods for the Digital Humanities*. Lewis Levenberg, Tai Neilson, & David Rheams (Eds.). Palgrave Macmillan. https://doi.org/10.1007/978-3-319-96713-4_8

other peer-reviewed publications

Carlson, Erin Brock. (2017). Book Review of *Democracy's Education: Public Work, Citizenship, & The Future of Colleges and Universities* by Harry C. Boyte. *Reflections* 17. <https://reflectionsjournal.net/wp-content/uploads/CopyrightUpdates/Vol17No1/17.1-Review-Democracys-Education1.pdf>

public-facing publications

Carlson, Erin Brock, & Martina Angela Caretta. (Feb 3 2021). Living with natural gas pipelines:

Appalachian landowners describe fear, anxiety and loss. *The Conversation*.

<https://theconversation.com/living-with-natural-gas-pipelines-appalachian-landowners-describe-fear-anxiety-and-loss-152586>

grants & funding

awarded

West Virginia Humanities Council Fellowship \$3,000	2021
Eberly College's James and Arthur Gabriel Faculty Award \$2,500	2020
WVU Humanities Center Collaboration Grant \$11,090 (with Martina Caretta, Geography, and Vivian Stockman, Ohio Valley Environmental Coalition)	2020
WVU Faculty Travel Grant \$750	2020
Eberly College Faculty Development Award \$750	2019
Purdue Research Foundation Dissertation Fellowship \$32,255	2018-2019
CCCC Chairs' Memorial Scholarship \$750	2019
ABC Marty Baker Graham Research Award \$500	2018
Crouse Emergent Scholar Scholarship, Purdue \$5,000	2018
Purdue College of Liberal Arts Promise Grant \$750 each time awarded	2018, 2017, 2016
Introductory Composition at Purdue and GradSEA's Travel Grant \$200	2018
Purdue English Department Internal Grant \$250 each time awarded	2017, 2016
Purdue Office of Engagement Community Engagement Grant \$1,490	2015
Computers and Writing Conference Travel Grant \$135	2015
National Conference on Peer Tutoring of Writing Registration Grant \$125	2013
William T. Young Merit Scholarship, Transylvania University	2008-2012

conference presentations

national

(Accepted) Cultivating comradeship: Challenging entrepreneurial and extractive narratives in rural Appalachia. Conference on Community Writing, Washington, D.C. October 2021.

The Underbelly: Confronting extractive practices in "Silicon Hollers." Rhetoric Society of America, Portland, OR. May 2020. [Conference subsequently canceled due to COVID-19 pandemic.]

Dwelling in (dis)comfort. Rhetoric Society of America, Portland, OR. [May 2020. Conference subsequently canceled due to COVID-19 pandemic.]

Facing and embracing the unexpected in community-based research. Conference on Community Writing, Philadelphia, PA. October 2019.

Performing transformation: Metis as a collaborative method for community change. Paper presented at Conference on College Composition and Communication, Pittsburgh, PA. March 2019.

Cunning in “Coal Country”: Cultivating an ecological theory of metis. Rhetoric Society of America Conference, Minneapolis, MN. June 2018.

Adopt-Adapt-Create: Teaching digital archival practice through collaboration in technical communication. Computers and Writing Conference, Fairfax, VA. May 2018.

Towards an ecologically-attuned theory of community engagement. Conference on Community Writing, Boulder, CO. October 2017.

Metis as embodied, feminist intervention: Rhetorically listening to Periods for Pence. Feminisms and Rhetorics Conference, Dayton, OH. October 2017.

Restoring and engaging metis: Feminist frameworks for graduate students. With Beth Towle, Feminisms and Rhetorics Conference, Dayton, OH. October 2017.

Utilizing photovoice on the ground: Relationships between students, instructors, and community partners. Association of Teachers of Technical Writing Conference, Portland, OR. March 2017.

Seeing community writing through their eyes: Interrogating the roles of students, instructors, and community partners via photovoice reflective methods. Conference on College Composition and Communication, Portland, OR. March 2017.

Through the shifting sands of the modern university: Metis as a tool for progress (or survival). Thomas R. Watson Conference, Louisville, KY. October 2016.

Yakkin’ it up, dressin’ it down: A critical social media intervention in the FYC classroom. Computers and Writing Conference, Stout, WI. May 2015.

Global (local) citizens: NNES students and civic engagement. Thomas R. Watson Conference, University of Louisville, Louisville, KY. October 2014.

Civic engagement online, in the classroom: Digital petitions & designing participation. Conference on College Composition and Communication, Indianapolis, IN. March 2014.

Multifaceted and unique writers: How graduate student tutors view tutees in the center. National Conference on Peer Tutoring in Writing, Tampa, FL. November 2013.

Pantsuits and politics: Female dress as rhetorical representation. Feminisms and Rhetorics Conference, Stanford, CA. September 2013.

Please sign here: Encouraging civic engagement through digital petitions. Computer Connection, Conference on College Composition and Communication, Las Vegas, NV. March 2013.

“I’m not strange of exotic, I’m just a neighbor that lives down the street”: A rhetorical analysis of the Islamic Center of Greater Cincinnati’s outreach and education program. Southern States Communication Association Conference, San Antonio, TX. April 2012.

regional & local

Using virality to teach composition. With Jacob Haynes and Isabella Tenant. West Virginia Teachers of English and Language Arts Conference, Morgantown, WV. April 2020. [Conference subsequently canceled due to COVID–19 pandemic.]

Iconographic Tracking as a means for community engagement. Professional Writing Program Showcase IGNITE Competition, West Lafayette, IN. April 2017.

Toward sustainable community engagement: Researching and fostering food security. With Erin Cromer Twal and Jonathan Isaac. Academic Community Engagement Poster Session, West Lafayette, IN. October 2015.

Learning English in your Spanish class. With Justine Furbeck and Samuel Seeds. East Central Writing Center Association Conference, Clarion, PA. April 2013.

Leaps forward or bounds back? The Internet as a vehicle for interaction and activism. Miami University English Graduate and Adjunct Association Symposium, Oxford, OH. March 2013.

“And you should admit me to your program because...”: Reflections on student writing consultations and the personal statement. With Scott Whiddon, Lisa Nicholas, Thomas Hatton, and Lillie Beiting. Southeastern Writing Center Association Conference, Richmond, KY. February 2012.

invited talks, lectures, & workshops

invited talks

The work of engagement: Capturing nuanced accounts of community work with photos. Presented at Spring 2020 Workshop, Trinity College, Hartford, CT. March 2020.

Against extraction: Leveraging the institution to amplify community knowledges via participatory methods. Presented at Composition and TESOL Association Research Workshop, Indiana University of Pennsylvania, Indiana, PA. February 2020.

guest lectures

Scaffolding engagement. Professional Writing Pedagogy Roundtable, Purdue University, West Lafayette, IN. April 2021.

Preparing to publish. Presented at ICaP Professional Development Series, Purdue University, West Lafayette, IN. November 2020.

Conducting participatory action research: Ethics and questions. Presented for ENGL 566: Methods

for Composition and Rhetoric Research, Professor Beth Towle, Salisbury University, Salisbury, MD. October 2020.

Documenting community organizing work via photovoice. Presented for GEOG 603: Qualitative Methods, Professor Martina Caretta, West Virginia University, Morgantown, WV. March 2020.

Publishing and writing groups. Presented at GradSEA Professionalization Forum, Purdue University, West Lafayette, IN. February 2019.

Hillbilly Elegy: A convenient bootstraps narrative. Presented at Nourish and Knowledge Luncheon Series, Food Finders Food Bank, Lafayette, IN. August 2018.

Surviving preliminary exams in rhet/comp. Presented at GradSEA Prelims Forum, Purdue University, West Lafayette, IN. January 2017.

Working with community partners: Some students' views. Presented with Jon Isaac & Trinity Overmyer for EEE 495: Urban Water Projects, Professor Lindsey Payne, Purdue University, West Lafayette, IN. February 2016.

Gendered roles in Academia and the workplace. Presented for WGS 201: Introduction to Women's, Gender, and Sexuality Studies, Professor Nona Landis, Miami University, Oxford, OH. October 2013.

workshops

Incorporating Wikipedia into your curriculum. Presented with Krista Speicher Sarraf to faculty participating in Wikipedia Edit-a-thon, West Virginia University, Morgantown, WV. January 2021.

Designing and building professional websites. Presented at GradSEA Professionalization Workshop, Purdue University, West Lafayette, IN. September 2016, 2017.

Building a website with Wordpress. Presented at Matchbox CoWorking Space, Lafayette, IN. July 2017.

Unit Design. Presented at Purdue University Writing Center Brown Bag Workshop, Purdue University, West Lafayette, IN. October 2015.

Cultivating a killer C.V.: Talking about writing center experiences. Presented at Kentucky Writing Center Association Conference, Eastern Kentucky University, Richmond, KY. September 2013.

teaching experience

*indicates developed curriculum

+indicates taught as service learning course

west virginia university

English 606 | Introduction to the Digital Humanities* (graduate)

English 305 | Technical Writing*

English 304 | Business and Professional Writing*+
English 303 | Multimedia Writing*+
English 301 | Writing Theory and Practice*

purdue university

English 505 A & B | Teaching College Composition, Technology Mentoring* (graduate)
English 490 | Worksite Internship Practicum Online
English 419 | Multimedia Writing*+
English 421 | Technical Writing*
English 420 | Business Writing*+
English 420Y | Business Writing Online*
English 108 | Accelerated Introductory Composition*+
English 106 | Introductory Composition

miami university

ACE 301 | Orientation to American Language and Educational Culture
English 112 | Composition and Literature*
English 111 | Composition and Rhetoric

other teaching experience

Graduate Writing Center Consultant | Howe Center for Writing Excellence, Miami University
Writing Center Tutor | Transylvania University Writing Center
Teaching Assistant for WRC 2012, Writing Center Theory | Transylvania University

pedagogical materials developed

Johnson-Sheehan, Richard, Marino, Nicholas, & **Carlson, Erin Brock**. (2016). Textbook revisions and Instructor's Manual for *Technical Communication Today, 6th Edition*. ISBN: 9780134432342.

Carlson, Erin Brock. (2015). Understanding Writing Assignments for ESL Students.

https://owl.purdue.edu/owl/english_as_a_second_language/esl_students/understanding_writing_assignments/index.html

Carlson, Erin Brock. (2014). Sentence Clarity: Nominalizations and Subject Position.

https://owl.purdue.edu/owl/general_writing/mechanics/sentence_clarity.html

mentoring

Ph.D. committees

Qazi Arka Rahman, Ph.D. in English, WVU 2019-Present

M.A. committees

Rachael Hood, M.A. in Geography, WVU 2019-Present

honors & awards

teaching

Purdue Center for Instructional Excellence Teaching Award (University-Wide)	2018
Purdue's Department of English Excellence in Undergraduate Teaching Award	2018
Purdue's Department of English Excellence in Teaching Award	AY 2017-2018
	AY 2016-2017
	AY 2015-2016
	AY 2014-2015
ICaP Excellence in Teaching Award	AY 2015-2016
ICaP Quintilian Award for Excellence in Teaching	Fall 2015
	Spring 2015
ICaP Quintilian Award for Development as a Teacher-Scholar	Fall 2014

scholarship & research

Purdue Professional Writing Showcase Instructor IGNITE Session First Place	2017
Kneale Award for Rhetoric and Composition First Place	2017
Kneale Award for Rhetoric and Composition Second Place	2017
Kneale Award for Pedagogy First Place	2015

academic service

west virginia university

Center for Writing Excellence Committee Member August 2019-Present	
Development Committee Member September 2019-Present	
WVU Wikipedia Edit-a-thon Planning Committee Lead AY 2020-2021	
Gaziano Endowed Chair Search Committee Member AY 2020-2021	
English Club Co-Advisor with Sarah Morris AY 2019-2020	
Judge, Brawner Graduate Writing Contest March 2020, 2021	
Judge, Professional Writing and Editing Best Paper Contest March 2021	
Judge, Professional Writing and Editing Capstone Showcase April 2020, December 2020, April 2021	

purdue university

Editorial Board Member & Reviewer, Purdue Journal of Service-Learning 2017-2019	
Mentoring Committee Member, ICaP 2016-2018	
Graduate Studies Committee Member 2015-2017	
Visiting Assistant Professor Hiring Committee Member Spring 2017	
First-Year Graduate Student Representative, Graduate Student Association 2014-2015	

profession

Reviewer, <i>Writing Spaces</i> vol. 4 October 2020	
Reviewer, <i>Computers and Composition</i> Special Issue on Data August 2020	
Reviewer, <i>Journal of Business and Technical Communication</i> Special Section June 2020	
Judge, Janice M. Lauer Dissertation Award March 2020	
Facilitator, #womeninTC Summer Writing Group Summer 2019	

Layout and Design Editorial Assistant, *Peitho* | 2015-2016
Reviewer, *The Best of Rhetoric and Composition* | 2014
Proposal Reviewer, Cultural Rhetorics Conference Proposals | 2014
Guest Co-Editor, East Central Writing Center Association Newsletter | Winter 2014

community engagement work

personal engagement work

Appalachian Prison Book Project, Morgantown, WV 2019-Present
— Currently serving as Secretary for APBP, documenting meetings, communications, and facilitating organizational restructuring
— Organize, wrap, and ship books to inmates at prisons across Appalachian region; participate in outreach and recruitment events, as well as training new volunteers

GrowLocal Lafayette, Lafayette, IN 2017-2019
— Assisted in the development of social media and web presence. Maintained digital presence (Facebook, <http://www.growlocallafayette.org>) and served as the Social Media and Marketing Chair.

Tippecanoe County Master Gardener Association, Lafayette, IN 2016-2019
— After completing the mandatory 45-hour education portion of the program offered through the Purdue Agricultural Extension, worked in demonstration gardens and as Master Gardener Mentor for First Baptist Sharing Garden; achieved Advanced Master Gardener Rank.

Food Finders Food Bank, Lafayette, IN Fall 2015
— (With Erin Cromer Twal & Jon Isaac) Developed training materials for the organization's new food pantry, including resources for a two hour-long interactive training workshop for pantry volunteers.

service learning partnerships

West Virginia and Regional History Center, Morgantown, WV Spring 2021
— Students in Multimedia Writing worked with archivists to create [multimedia curations](#) for the 100th Anniversary of The Battle of Blair Mountain.

Girls on the Run, Morgantown, WV Spring 2020
— Students in Business/Professional Writing worked with the local chapter of Girls on the Run to develop promotional and organizational materials for end-of-season 5K.

West Lafayette Department of Development, West Lafayette, IN Spring 2018
— Students in Multimedia Writing worked with the city to develop their social media presence, action plans, and branding.

GrowLocal Lafayette, Lafayette, IN Spring 2017
— Multimedia Writing students assessed the effectiveness of the group's digital profiles and developed Facebook and website.

Dawn or Doom Conference & Pathmakers Internship Program, West Lafayette, IN Spring 2017

— Multimedia Writing students developed a dossier for a promotional event and suggestions for future changes to encourage wider circulation of their materials.

The Anvil Co-Working Space, West Lafayette, IN

Spring 2017

— Students in Multimedia Writing worked with the on-campus, student-led co-working space to develop a more cohesive public presence for the organization, including a website for a yearly entrepreneurship competition.

Center for Advocacy, Response, and Education, West Lafayette, IN

Spring 2016

— Business Writing students partnered with the newly-established rape crisis and victim advocacy center on campus to craft training materials for peer advocacy programs on topics such as digital sexual harassment and bystander intervention.

certifications

Safe Zone Training, West Virginia University LGBTQ Center | October 2019

Advanced Master Gardener, Tippecanoe County Master Gardener Association | March 2018

Safe Zone Training, Purdue University LGBTQ Center | July 2016

Green Zone Training, Purdue University Office of Veteran's Success | July 2016

professional affiliations

Association of Teachers of Technical Writing (ATTW)

Conference on College Composition and Communication (CCCC)

Conference on Community Writing (CCW)

National Council of Teachers of English (NCTE)

Sigma Tau Delta National English Honorary Society