



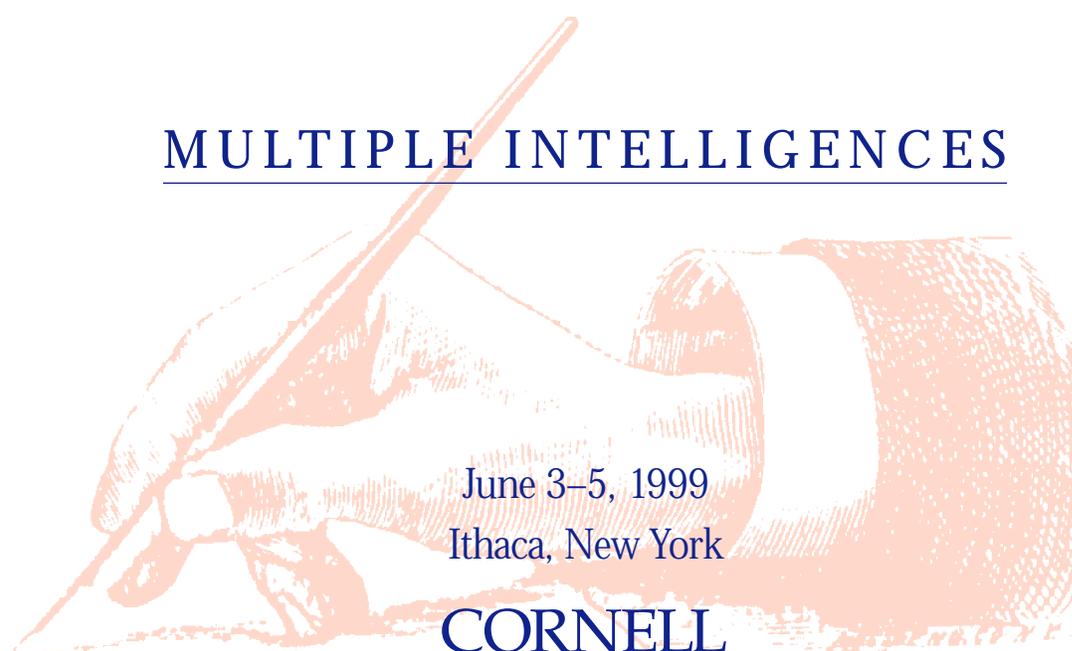
Fourth National



Writing Across the Curriculum Conference



MULTIPLE INTELLIGENCES



June 3–5, 1999
Ithaca, New York

CORNELL
UNIVERSITY

with

College of Charleston • The Citadel • Clemson University

PLENARY SPEAKER

Charles Bazerman is Professor of English and Education at the University of California, Santa Barbara. In the fall of 1999, he will return to Cornell University as the second John S. and James L. Knight Visiting Scholar. Professor Bazerman has made important contributions to composition and genre studies, presenting many talks and workshops and publishing numerous articles and books such as *Constructing Experience and Shaping Written Knowledge: The Genre and Activity of the Experimental Article in Science*, *The Activity of Writing/The Writing of Activity*, and *Landmark Essays in Writing Across the Curriculum*, the latter two with David Russell.

His professional honors have included a year as Thomas R. Watson Distinguished Visiting Professor of Composition at the University of Louisville, as well as numerous awards for his publications. His current work includes collaboration with David R. Russell on a book of research and theory articles, to be titled "Writing: Activity and Interactivity."

Professor Bazerman's keynote address for the conference will be "An Unfinished History of Intelligences, or Just Where Is This Curriculum We're Supposed to Cross?"



Multiple Intelligences

This year's conference will consider relationships between writing "across" the curriculum and writing "in" the disciplines, exploring the range of discursive skills or "multiple intelligences" required to negotiate the demands of writing within and beyond academic disciplines. Presentations in concurrent sessions will come from many fields, including biology, business, chemistry, engineering, health, the humanities, law, mathematics, and the social sciences and will cover topics ranging through administration, assessment, collaboration and communication across the disciplines, curriculum, faculty development, school/college collaboration, and technology.

Conference plenary sessions

Charles Bazerman (English and Education, California at Santa Barbara): "An Unfinished History of Intelligences, or Just Where Is This Curriculum We're Supposed to Cross?"

Andrea Lunsford (English, Ohio State): "Ownership and Student Writing in the Disciplines"

David Russell (English, Iowa State): "Writing 'In' and 'Across' Curriculums and Disciplines: Where Multiple Cultures and Intelligences Meet"

"Disciplinary Cultures"

Thanks to the generosity of the James L. and John S. Knight Foundation, the conference will also offer a special series of presentations on "Disciplinary Cultures," beginning with George Landrow's "Reading and Writing in the Presence of Other Texts: The Student Writer in E-Space."

Michael Denning (American Studies, Yale): "Writing on Work"

Alan Gross (Rhetoric, Minnesota at Twin Cities): "Toward a More Perfect Union: Bridging the Gap Between the Sciences and the Humanities"

Lawrence Grossberg (Communication, North Carolina at Chapel Hill): "Is Interdisciplinarity the Future of Discourse, or Just Another Millennial Hoax?"

Teresa M. Harrison (Language, Literature, and Communication, Rensselaer Polytechnic Institute): "Writing Across the Community: Integrating New Communication Technology and Service Education"

Anne Herrington (English, Massachusetts at Amherst): "Looking for Moorings Within and Across Disciplines"

Roald Hoffmann (Chemistry, Cornell): "Writing (and Drawing) Chemistry"

Klaus Krippendorff (Communication, Pennsylvania): "Monological, Dialogical, and Ecological Narrative"

George P. Landow (English and Art History, Brown): "Reading and Writing in the Presence of Other Texts: The Student Writer in E-Space"

George Marcus (Anthropology, Rice): "Ethnography Through Thick and Thin: The Possibilities and Limits of Anthropological Writing After 'Writing Culture'"

Leigh Star (Communication and Women's Studies, Illinois at Urbana-Champaign): "Got Infrastructure? How Standards and Categories Shape Disciplinary Knowledge"

Other featured contributors to the "Disciplinary Cultures" series:

Dilip Gaonkar (Communications and Transcultural Studies, Northwestern)

Kenneth Gergen (Psychology, Swarthmore)

Charles Moran (English, Massachusetts at Amherst)

Bruce Robbins (English and Comparative Literature, Rutgers)

John Shotter (Communication, New Hampshire)

John Swales (Linguistics and the English Language Institute, Michigan at Ann Arbor)

Paula Treichler (Communications Research, Illinois at Urbana-Champaign)

Stephen A. Tyler (Anthropology, Rice)

OPENING AND CLOSING WORKSHOPS

The conference will include three opening workshops and one closing workshop. If you are interested, please reserve a spot when you send in your registration for the conference (see the registration form for details).

OPENING WORKSHOPS

8:30–11:00 A.M., Thursday, June 3

Assessing Student Writing: Multiple Strategies for Multiple Intelligences

Workshop Leader: Lillian Bridwell-Bowles

Co-Facilitators: Hildy Miller, Nancy Roberts, Sam Racine, Julie Daniels

This workshop will present criteria for assessing writing in a range of disciplines and methods for responding to students. It will begin with descriptions of the frequently mentioned “generic” qualities of good writing such as “organization,” a strong “thesis,” “correctness,” and fluid “style.” The discussion will then turn to discipline-specific criteria for good writing in various genres, focusing on methods of assessing these criteria. Among the topics will be reflective memos, course portfolios, peer editing, collectively established criteria for papers, high and low stakes grading (from Elbow), and contract grades.

Lillian Bridwell-Bowles is Professor of English and Director of the Center for Interdisciplinary Studies of Writing at the University of Minnesota. Past Chair of the CCCC, she has written extensively on writing across the curriculum, assessment, and computers and writing.

Hildy Miller is Associate Director of the Center for Interdisciplinary Studies of Writing; Nancy Roberts is Director of Undergraduate Study, School of Journalism and Mass Communication; Sam Racine is a member of the Rhetoric Department and the Program in Scientific and Technical Communication; Julie Daniels is faculty member of Women’s Studies, the Rhetoric Department, and the Program in Scientific and Technical Communication, all of the University of Minnesota.

The Do’s and Don’ts of Running Writing Workshops for Faculty

Workshop Leaders: Toby Fulwiler and Art Young

This workshop explores three aspects of conducting effective interdisciplinary writing workshops for faculty. (1) Principles of Design: An examination of the assumptions and goals behind conducting successful writing across the curriculum workshops, including such topics as CAC (communication across the curriculum) and ECAC (electronic communication across the curriculum). (2) Principles of Engagement: A look at the most successful exercises for catching and keeping faculty attention at writing workshops, addressing topics such as personal vs. public writing, collaborative learning, and critical thinking. (3) Principles of Continuity: Suggestions for assessing and sustaining interdisciplinary writing and learning programs across the curriculum.

Art Young, Campbell Chair in Technical Communication and Professor of English and Professor of Engineering at Clemson University, coordinates its Communication Across the Curriculum program. He has written most recently on electronic communication across the curriculum.

Toby Fulwiler, who pioneered WAC efforts with colleagues at Michigan Tech, has directed the writing program at the University of Vermont since 1983. He has conducted WAC workshops across the country and has written or coedited many books in the field.

Writing in Professional Fields: Courses and Programs

Workshop Leaders: Robert Jones and Ali Malekzadeh

Designed for faculty both of professional fields and of writing programs, this workshop will explore successful strategies and practices for developing writing assignments and requirements for courses in professional field programs such as business, engineering, biological sciences, and social work. Participants will address the following issues: How to meet challenges (such as student resistance) to the development of writing in professional field courses, how to capitalize on the advantages of writing (such as career-building) in the professional fields, and how to integrate writing into professional field programs.

Robert Jones directs the WAC program at Arizona State University West, an upper-division and graduate level urban campus. He has collaborated extensively with engineering, business, science, and human services faculty.

Ali Malekzadeh is Dean of the School of Business at St. Cloud State University. He has long championed and practiced writing in both undergraduate and graduate business programs.

PLENARY SPEAKER

Andrea Lunsford, Distinguished Professor of English at Ohio State University, has served as Chair of the Conference on College Composition and Communication and as Chair of the MLA Division on Writing. She has written or co-authored thirteen books, including *The Everyday Writer; Essays on Classical Rhetoric and Modern Discourse; Singular Texts/Plural Authors: Perspectives on Collaborative Writing; and Reclaiming Rhetorica: Women in the History of Rhetoric*, as well as numerous chapters and articles. Her most recent books are *The New St. Martin’s Handbook, Easy Writer; and Everything’s an Argument*; two forthcoming books are *Composing Our Lives in Rhetoric and Composition: Stories about the Growth of a Discipline*, edited by Duane Roen, Stuart Brown, and Theresa Enos, and a collection of essays on plagiarism edited by Alice Roy and Lise Buranen. Professor Lunsford’s scholarly interests include contemporary rhetorical theory, women and the history of rhetoric, collaboration and collaborative writing, current cultures of writing, style, and technologies of writing. As the topic for her conference address, Professor Lunsford will consider “Ownership and Student Writing in the Disciplines.”



PLENARY SPEAKER

David R. Russell is Associate Professor of English at Iowa State University, where he teaches in the Ph.D. program in rhetoric and professional communication. His book *Writing in the Academic Disciplines, 1870–1990: A Curricular History* examines the history of American writing instruction other than in composition courses. He has published many articles on WAC and coedited with Charles Bazerman *Landmark Essays in Writing Across the Curriculum*. His editorial collaboration with Bazerman continues with a new volume to be titled “Writing: Activity and Interactivity.” He is currently collaborating on communication across the curriculum programs in agriculture and biology, writing a book on activity theory and genre acquisition, and editing a collection of essays describing the uses of writing in nine national education systems. He will spend the spring semester of 1999 at Cornell University as the Knight Writing Program’s first John S. and James L. Knight Visiting Scholar.

“Writing in and Across Curriculums and Disciplines: Where Multiple Cultures and Intelligences Meet” will be the subject of Professor Russell’s conference address.



CLOSING WORKSHOP

Saturday, June 5, 1:30–4:00 P.M.

WAC Online: Active Learning on the Internet

(<http://www.tc.cc.va.us/faculty/tcreisd/projects/ecac/wac99/>)

Workshop Leaders: Donna Reiss, Joe Essid, Dona Hickey, Nancy Kaplan

In this workshop participants will learn how to use the Internet to enhance WAC learning techniques and to build learning communities, including collaborations among students and student-constructed Web projects. Internet-enhanced learning will address writing and learning with e-mail, newsgroups, and the World Wide Web. We will explore and learn how to locate professional resources on the Internet: WAC programs and partnerships with teaching-learning centers, writing centers, and technology projects; disciplinary syllabi, student-constructed projects, listserves, and professional organizations. Participants should have some experience using e-mail and the World Wide Web.

Donna Reiss teaches writing, literature, and humanities classes on site and on line at Tidewater Community College, Virginia Beach, Virginia, where she conducts workshops on electronic communication across the curriculum, also the topic of her latest coedited volume.

Joe Essid directs the WAC Program and Writing Center at the University of Richmond; he teaches composition, composition theory, and the first-year humanities core course.

Dona Hickey, Associate Professor of English, directs composition at the University of Richmond, where she also developed the WAC program.

Nancy Kaplan is an Associate Professor in the School for Communication Design at the University of Baltimore; she teaches courses on hypermedia and designing interactive environments.

EXCURSIONS SATURDAY AFTERNOON AND EVENING

Gorge Walk

About ten thousand years ago, retreating glaciers gouged out the lakes and deep ravines that make the topography of upstate New York so stunning. Cornell University is situated between two spectacular gorges. A tour led by guides from the Cornell Plantations will begin at the edge of campus and proceed on a path along Cascadilla Creek, with its cascade of waterfalls. The walk will follow a stone path for about one mile from campus (on a hill) to downtown Ithaca. Expect to experience wonderful vistas, the calming sound of rushing water, and fascinating geological formations. Find out why local bumper stickers proclaim that “Ithaca Is Gorges!” At the end of the tour, walkers can choose to take a van back up to campus or to stay in the “flats” and explore downtown Ithaca and the annual summer festival that takes place this weekend.

Fee: \$10 (Includes guide and return ride to campus)

Wear comfortable walking shoes. This tour is limited to groups of twelve.

Cayuga Lake Cruises on the M.V. Manhattan

An afternoon or evening aboard the newly remodeled ship *Manhattan* offers views of Cayuga Lake and the surrounding countryside and a delicious meal during each three-hour cruise.

Fee: \$30 Lunch Cruise; \$45 Dinner Cruise

Wineries Tour

Enjoy a taste of the Finger Lakes region, home of more than forty wineries. New York State wines have received much acclaim in recent years, winning both domestic and international awards; this tour will show you why. Sample local vintages at some of the best wineries on nearby Seneca Lake. You will see how grapes are grown, collected, and pressed, as well as how the juice is fermented, aged, and bottled. At each winery, you will have time to compare varieties in the tasting room and to purchase your favorites (nonalcoholic beverages are also available).

Fee: \$20 (includes box lunch and transportation)

EXPLORING CORNELL/ITHACA

Cornell Plantations, One Plantations Road

Cornell Plantations is a museum of living plants—the arboretum, botanical gardens, and natural areas of Cornell University. In a garden setting, teaching collections include herbs, cut flowers, vegetables, and international crops. Adjacent gardens contain flowering trees, shrubs, perennials, and ground covers. Plants native to New York grow in the wildflower garden and arboretum. A network of trails through campus natural areas affords an opportunity for hiking and nature study. Plantations grounds are open free of charge to individuals and families from sunrise to sunset daily; group tours can be arranged in advance for a fee. Information and gift shop hours are 8–4 weekdays, 11–5 weekends.

Herbert F. Johnson Museum of Art, University Avenue, Cornell University

Designed by world-renowned architect I. M. Pei, the museum houses an impressive collection that spans forty centuries and six continents with particular strengths in prints as well as Asian and contemporary art. Its changing program of special exhibitions attests to its national reputation for diversity and quality. The George and Mary Rockwell Galleries of Asian Art on the fifth floor offer panoramic views of Cornell, Ithaca, and Cayuga Lake. Group tours can be arranged with at least two weeks' notice through the Education Department. The museum is open Tuesday through Sunday 10–5. Admission is free.

Ithaca Commons/Ithaca Festival

The Ithaca Commons is a downtown pedestrian mall with over 100 specialty shops featuring fashion apparel, art, fine crafts, books, music, sporting goods, and contemporary furnishings. Fountains, trees, flowers, and benches enhance the vehicle-free Commons, providing a comfortable and convenient atmosphere in which to stroll, dine, and relax. The Ithaca Festival, an annual "community celebration of the arts," running from June 4 to 6, gathers local Ithacans and visitors to the Commons and to several city parks for music and dance performances. Craft and ethnic food vendors provide an excellent opportunity for browsing, interesting shopping, and good eating.



Ithaca Farmers' Market

Local farmers and crafts people sell fresh produce, plants and flowers, crafts and clothing, fine art, and ethnic foods at an open-air market on the shore of Cayuga Lake Inlet. 9–2 Saturday at Steamboat Landing/Third Street

Sapsucker Woods Sanctuary/Cornell Lab of Ornithology, 159 Sapsucker Woods Road

The Sapsucker Woods Sanctuary, home to the world-famous Cornell Lab of Ornithology, has 4.2 miles of trails winding through woodland and over swamps and ponds. The Lab's Lyman K. Stuart Observatory has large picture windows overlooking a ten-acre pond abounding in waterfowl and other wildlife and a bird-feeding garden. The lab's superb collection of the bird art of Louis Agassiz Fuertes is on display in the hallways, along with other ornithological displays. The shop, Wild Birds Unlimited, carries one of the largest selections of bird-related items available anywhere. Observatory hours are Monday–Thursday 8–5, Weekends 1–4. Trails are always open.

Visit the Web site: <http://www.ithaca.ny.us/Commerce/attract.html>

TENTATIVE CONFERENCE SCHEDULE

Wednesday Evening, June 2 Registration

Thursday, June 3

8:30 A.M.–1:00 P.M.
Registration

8:30–11:00 A.M.
Opening Workshops
(preregistration required)

10:00–11:00 A.M.
Disciplinary Cultures Series:
Opening Speaker

11:30 A.M.–1:00 P.M.
Luncheon (reservation required)

1:15–2:15 P.M.
Session 1. Keynote Address

2:30–3:30 P.M.
Concurrent Session 2

3:45–4:45 P.M.
Concurrent Session 3

5:00–6:00 P.M.
Session 4. Conversations Across the
Curriculum

Friday, June 4

8:30–9:30 A.M.
Concurrent Session 5

9:45–10:45 A.M.
Concurrent Session 6

11:00 A.M.–noon
Concurrent Session 7

2:00–3:00 P.M.
Session 8. Featured Address

3:15–4:30 P.M.
Session 9. Special Interest Group
Meetings

4:30–5:30 P.M.
Conference Reception

Saturday, June 5

9:00–10:00 A.M.
Concurrent Session 10

10:15–11:15 A.M.
Concurrent Session 11

11:30 A.M.–12:30 P.M.
Session 12. Closing Plenary Session

1:30–4:00 P.M.
Closing Workshop
(preregistration required)

1:30–5:00 P.M.
Disciplinary Cultures: Closing Speakers

TRAVEL INFORMATION

Air service to Ithaca is provided by US Airways into Tompkins County Airport. The airport is just a few minutes' drive from Cornell. Most other major airlines fly into Syracuse, which is approximately one hour from Ithaca. Transportation from Syracuse to Ithaca is provided by Airport Limousine (phone 607-273-3030). One way costs \$40, round-trip \$60 (these prices are subject to change), and 24 hours' advance notice is required. There is no charge for normal luggage. Six or seven trips are scheduled daily.

Most of the hotels have airport pick-up. We suggest you request this when making your reservation. There is also the Airport Limousine (phone 607-273-9197 or 273-3030). Fare is \$8.00 (subject to change). There is also taxi service: Cayuga Taxi 607-277-TAXI (8294) or 272-3333 and the Blue Light Cab Company 277-CABS (2227).

Driving times to Ithaca from various East Coast cities are as follows:
New York, 5 hours; Philadelphia, 4.5 hours; Boston, 6 hours;
Washington, D.C., 7 hours.



EXPLORING AREA STATE PARKS

Buttermilk Falls State Park, Route 13 South

Buttermilk Creek descends more than five hundred feet in a series of cascades and rapids. A natural pool at the base of Buttermilk Falls provides swimming with the feel of an old swimming hole. Upstream, a scenic trail circles Lake Treman.

Robert H. Treman State Park, Route 327 (off Route 13 South)

Enfield Glen is the scenic highlight of this park. This is an area of rustic beauty with craggy gorges and winding trails bearing "fire and brimstone" names like Lucifer Falls and Devils Kitchen.

Taughannock Falls State Park, Taughannock Park Road (Route 89)

Taughannock Falls, from which this park takes its name, is one of the outstanding natural attractions of the Northeast. Exciting to view in any season, the 215-foot falls plunges through a rock amphitheater whose walls reach nearly 400 feet.

Visit the Web site: <http://www.ithaca.ny.us/Commerce/parks.html>

LODGING INFORMATION

Reservations are being held for conference participants at the following hotels. Attendees are responsible for making their own reservations. Please indicate that you are with the Writing Across the Curriculum Conference. Deadlines for securing hotel rooms are listed. Please make reservations directly with the hotel. Rates do not include tax.

All events of the WAC conference are scheduled for the Statler Hotel in the center of the Cornell campus. Rooms are available in the Statler Hotel. On-campus housing is in student residence halls located on the edge of campus, a short bus ride or an easy fifteen-minute walk to the Statler Hotel. All other accommodations are located off campus, from two to four miles from Cornell. Bus service to the Statler Hotel will be provided for conference attendees.

Statler Hotel (located on the Cornell campus)
607-257-2500 or 800-541-2501
\$97 single, \$107 double
Cut-off date: May 4, 1999

Holiday Inn Executive Tower (located downtown)
222 South Cayuga Street, Ithaca, N.Y. 14850
607-272-1000
\$82 per room
Cut-off date: May 2, 1999

Best Western University Inn (located 5 minutes from campus)
1020 Ellis Hollow Road, Ithaca, N.Y. 14850
607-272-6100
\$69 single or double, \$5 each additional person
Cut-off date: May 12, 1999

Ramada Inn (located 10 minutes from campus)
2310 N. Triphammer Road, Ithaca, N.Y. 14850
607-257-3100
\$78 per room
Cut-off date: May 7, 1999

Clarion University Hotel (located 10 minutes from campus)
One Sheraton Drive, Ithaca, N.Y. 14850
607-257-2000
\$78 per room
Cut-off date: May 7, 1999

On-Campus Housing is also available.

Townhouses

Single: \$57.25 per night (two or three rooms per townhouse)

Double: \$40.25 per person per night

Air-conditioning; two to three bedrooms per apartment; accommodates two to four guests and has one bathroom, a living area, and a full, nonstocked kitchen. Near bus stop.

Hurlburt House

Single: \$57.25 per night

Double: \$40.25 per person per night

Air-conditioning, private bathrooms. Short walk to bus stop.

Conference Housekeeping Service

Both the Townhouses and Hurlburt House provide daily housekeeping/bedmaking service and fresh towels.

REGISTRATION FORM

Fourth National Writing Across the Curriculum Conference

June 3-5, 1999

Cornell University, Ithaca, New York



Name (Mr./Ms.) _____

Title _____

Social Security Number *(required to process refunds)* _____

Department _____

Institution _____

Address _____

Telephone (Work) _____

(Home) _____

E-mail _____

Fax _____

Emergency contact: _____

Name _____

Daytime telephone _____

Evening telephone _____

Name as you would like it to appear on your name tag: _____

Registration: \$150 **Student Rate:** \$50

Group Rate (6+): \$125 per person *(one check from same institution)*

Must be postmarked by April 20, 1999. A \$50 late fee will be charged after this date. Conference limited to the first 600 to register.

On-Campus Housing: *(\$46 charge for lost room key)*

Townhouse/Hurlburt House: \$57.25 single room occupancy per night

Townhouse/Hurlburt House: \$40.25 per person per night double occupancy

If double occupancy, with whom would you like to room?

Name _____

conference attendee personal guest

Check in (circle date): June 2 3 4

Check out (circle date): June 3 4 5 6

If you are not using campus housing, at which hotel will you be staying? _____

Luncheon, Thursday, June 3: \$15 *Seating limited: reservation required*

Opening Workshops, Thursday, June 3: \$35 each

Assessing Student Writing: Multiple Strategies for Multiple Intelligences

The Do's and Don'ts of Running Writing Workshops for Faculty

Writing in Professional Fields: Courses and Programs

Closing Workshop, Saturday, June 5: \$35

WAC Online

Excursions, Saturday afternoon/evening, June 5

Gorge Walk *(with guide and return transportation)* \$10

Wineries Tour *(with boxed lunch and transportation)* \$20

Lunch Cruise on Cayuga Lake \$30

Dinner Cruise on Cayuga Lake \$45

Registration fee enclosed: _____

Opening/Closing Workshops: _____

Campus housing fee enclosed: *(equals rate per person times number of nights)* _____

Late fee (if applicable): *(add \$50 if postmarked after April 20, 1999)* _____

Total of the above: *(No refunds after May 20, 1999)* _____

Separate check(s) enclosed for each of the following *(please circle and identify on check):*

Thursday: \$15 luncheon

Saturday: \$10 gorge walk, \$20 wineries tour, \$30 lunch cruise, \$45 dinner cruise

Checks returned if demand exceeds availability.

Please return registration form to:

WAC '99

Cornell University

Conference Services

206 RPCC

Ithaca, NY 14853-6001 USA

Phone: 607-255-6290

Postmarked by 4/20/99, to avoid late fee

Full payment must accompany this form. Checks or money orders, in U.S. dollars, should be made payable to Cornell University. There is a \$50.00 fee for any returned check and a \$50.00 cancellation/reprocessing fee (except for overbooked luncheon/excursions).