

## VITA

### I. ACADEMIC AND PROFESSIONAL BACKGROUND

Name: Octavio Pimentel                      Title: Professor

#### Educational Background

Degree	Year	University	Major	Thesis/Dissertation
PhD	2006	University of Utah	Social Foundations in Education: Emphasis in Rhetoric and Composition	Unheard Stories: The Interpretation and Production of <i>Historias de Éxito</i> in a Translocale Latino Community (Norma González, PhD, Chair)
MA	1997	California State University, Chico	Interdisciplinary Studies: Composition Studies	Accommodation and Identity: Literacy Practices of a Latino-Interest Fraternity (Tom Fox, PhD, Chair)
BA	1993	California State University, Chico	Majors: English/Spanish Minor: Chicano Studies	

#### University Experience

Position	University	Dates
Professor	Department of English, Texas State University	2016-present
Associate Professor	Department of English, Texas State University	2011-2016
Assistant Professor	Department of English, Texas State University	2005-2011
Lecturer	University Writing Program, University of Utah	2001-2005
Adjunct	Department of Education, Culture, and Society, University of Utah	2004-2005
Teaching Assistant	University Writing Program, University of Utah	1997-2001
Adjunct	Department of Education, Culture, and Society University of Utah	1998-2000
Teaching Associate	Butte Community College, Oroville, California	1997-1997
Teaching Assistant	Department of English, California State University, Chico	1996-1997
Teaching Assistant	Education Opportunity Office, California State University, Chico	1996-1996
Supplemental Instructor	Education Opportunity Office California State University, Chico	1989-1997

## Relevant Professional Experience

Position	Entity	Dates
Interim Masters in Technical Communication Director	Texas State University	Fall 2019
Interim Masters in Rhetoric and Composition Director	Texas State University	Fall 2014
Research Assistant	University of Utah	1997-1998
Research Assistant	University of Utah	1996
Testing Service Administrator	Chico State University	1993-1997

**II. TEACHING****Teaching Honors and Awards**

Presidential Distinction Award for Teaching, Texas State University, 2008

Golden Apple Teaching Award, College of Liberal Arts, 2008

Paws Preview Namesake Recipient, 2008

Teaching Award, Delta Delta Delta Sorority, 2004, 2005

**Courses Taught** (*MA =Masters Level: PhD=Doctoral Level*)***Texas State University-San Marcos***

English 7316: Writing for Social Justice (PhD)

English 5399A: Thesis (MA)

English 5399B: Thesis (MA)

English 5317: Literacy Studies (MA)

English 5317: Critical Media Studies Class (MA)

English 5316: Foundations in Rhetoric and Composition (MA)

English 5316: Foundations in Composition Pedagogy (MA)

English 5316: Writing for Social Justice (MA)

English 5313: Research Methods (MA)

English 5300: Language Problems in a Multicultural Environment (MA)

English 3318: Theory of Writing and Rhetoric

English 3311: Advanced Writing and Reading

English 3311: Hip Hop Literacy

English 3303: Technical Writing

English 3301: Critical Theory

English 1320: College Writing II

English 1310: College Writing I

English 1300: Developmental Writing

***University of Utah***

English 2010: Intermediate Writing: Academic Writing and Research

English 1010: Introduction to College Writing

Education, Culture & Society 7150: Multicultural Education (MA)

Education, Culture & Society 4150: Multicultural Education

***California State University, Chico***

English 130: Academic Writing

## Courses Prepared and Curriculum Development

All courses taught at Texas State University have been new preparations.

### Thesis/Dissertation Committees (*S* = Supervisor)

#### *Master's Thesis Completed*

- Snow, Johnathon (2022), "*Sexual Orientation and U.S. Military Personnel Policy: Options and Assessment*," Department of English, Texas State University.
- Hinojosa, Olivia (2021), "The Rhetoricity of Pain: Magnifying Processes of Communicating Pain in Women's Rhetoric," Department of English, Texas State University. (S)
- Villalpando, Lindsey Danielle (2021), "*Historias de la Frontera: Border Pedagogy and its Ability to Build Writing Communities and Enact Personal Healing*," Department of English, Texas State University. (S)
- Douglas, Victoria (2020), "Mental Health Advocacy through Personal Narrative and Emotions," Department of English, Texas State University.
- Day, Cooper (2018), "Reflection's Role in Transfer: An Analysis of Threshold Concepts in Student Reflections," Department of English, Texas State University.
- Teague, Shane William (2017), "Toward a Translingual Orientation to Writing Instruction at a Hispanic-Serving Institution," Department of English, Texas State University. (S)
- Hickerson, Courtney (2016), "Language of Liberation and Oppression: Sex and Gender in the Nation of Gods and Earths," Department of English, Texas State University. (S)
- Garza, Edward (2016), "The Public Pochx: Rhetorics of American-Born Latinxs," Department of English, Texas State University. (S)
- Scott, Amanda (2016), "Documentation without Representation: Assessing the Rhetorical E(race)ure of Biracial Identity," Department of English, Texas State University.
- Frackowiak, Lisa, (2015), "In What Ways can Technical Communication Help those Suffering from Food Insecurity Access to Nutritious Foods?," Department of English, Texas State University.
- McGee, Alexis (2014), "Hip Hop Pedagogies: An Alternative Praxis," Department of English, Texas State University. (S)
- Cano, Jose, (2014) "Writing Through Colonialism: Rhetorical Situations and Approaches for Ethnic Writers," Department of English, Texas State University. (S)
- Thomas, April "Faith" (2014), "Boobies, Booty Shorts, and Bad Trash: How to Spot a Feminist," Department of English, Texas State University.
- Clemens, Laura, (2014), "Feminism and Composition," Department of English, Texas State University.
- O'Donnell, Kristie, (2013), "CDA of Modern Movies," Department of English, Texas State University. (S)
- Piña, Manuel, (2013), "A (Re)Vision of Critical Pedagogy for Inclusion," Department of English, Texas State University.
- Bovee, Lisa, (2013), "Classroom Differentiation: Implementing Multiple Intelligences in the LD classroom," Department of English, Texas State University. (S)
- Rice, Amanda (2012), "Teaching Assistant Experiences and their Role in the Writing Classroom," Department of English, Texas State University.
- Riggs, Kristin "Cheyenne (2012)," "Tribal Theory and Composition," Department of English, Texas State University. (S)
- Crow, Alyssa (2012), "Student Voices, Students' Right: Language Use in the Composition Classroom and 'Students' Right to Their Own Language'," Department of English, Texas State University. (S)
- Gross, Morgan (2012), "To Meet Students' Feedback Requests or Not: A Writing Center Tutor's Prerogative," Department of English, Texas State University.
- Whitney, Justin (2012), "Multi-Language Students and the Standards of American English: A Critical Study of the Ways Writing Standards Become Known," Department of English, Texas State University. (S)

- Benavides, Andres (2011), "Jar of Lies," Department of English, Texas State University.
- Besa, Andrew (2011), "Faith, Rhetoric, and Dominion: How Shared Literacy Lures Latinos," Department of English, Texas State University. (S)
- Mooreland, Casie (2011), "White or Writing: Application of Whiteness Theory in First-Year Composition Classes," Department of English, Texas State University. (S)
- Tomecek-Bias, Lisa V. (2011), Children of Destiny: Ideograph and Identity in Momotaro: Umi No Shinpei," Department of English, Texas State University.
- Threadgill, Elizabeth (2010), "When the Pigs were Drinking," Department of English, Texas State University.
- Small, Jennifer (2009), "A Discourse Analysis of Political Campaign Websites During the 2008 Presidential Election," Department of English, Texas State University.
- Lazcano, Yazmin (2009), "Historical Memory Negotiated: Latino/a Rhetorical Reception to Ken Burns' *The War*," Department of English, Texas State University.
- Dean, John Ezelle (2008), "No Place to Disappear From," Department of English, Texas State University.
- Roesler, John (2007), "'And They Came Out Hiding': Linguistic Nationalism and the Rhetoric of Intolerance in the Senate," Department of English, Texas State University. (S)

### ***Master's Theses in Progress***

#### ***Dissertations Completed***

- Crow Alyssa (2019), "Being and Becoming: Observation and Teacher Talk with Five Graduate Student Teaching Assistants," Department of Communication, University of Utah.

## **III. SCHOLARLY/CREATIVE**

### **Scholarly Honors and Awards**

- Keynote Speaker, 2018, "Oppressing Latinos through Writing" 2018 Thomas Watson Conference on Rhetoric and Composition. (see details below)
- Keynote Speaker, 2017, "Speaking the Truth: Our Brown History", 30-Year Gala Gamma Zeta Alpha Fraternity Incorporated.
- Award, 2016 Best Original Collection of Essays in Technical or Scientific Communication sponsored by the Conference on College Composition and Communication, *Communicating Race, Ethnicity, and Identity in Technical Communication*. (see details below)
- Award, 2016 Presidential Award for Excellence in Scholarly/Creative Activities, College of Liberal Arts, Texas State University. (see details below)
- Featured Presentation, Conference on College Composition and Communication, 2014. Selected Presentation: "*Luchadores y Taqueros: Racist Discourses in Mainstream Television Commercials.*" (see details below)
- Featured Article, *Reflections: A Journal of Writing, Community Literacy, and Service Learning Website*, 2013 < <http://reflectionsjournal.net/featured/>>. Selected Article: "An Invitation to a Too-Long Postponed: Race and Composition." (see details below)
- Featured Presentation, Conference on College Composition and Communication, 2011. Selected Presentation: "Disrupting Composition Space and Knowledge" (see details below)
- Nominee, National Council of Teachers English, Award for Best Article Reporting Historical Research or Textual Studies in Technical and Scientific Communication, 2009. Nominated Article: "Writing New Mexico White" (see details below)
- Featured Presentation, National Council Teachers of English Conference, 2007. Selected Presentation: "Alternative Pedagogical Styles in Teaching Writing and the Positive Effects on Latino Students" (see details below)

**IN PRINT****Books**

**Pimentel, Octavio** and Miriam Williams. *Cuentos and Testimonies II: Students' Voices, Inclusion, & Anti-Racism*. Texas State University Website, 2021. < <https://www.provost.txstate.edu/cuentos-and-testimonies/cuentos-and-testimonies/II.-student-voices.html>>

**Pimentel, Octavio** and Miriam Williams. *Cuentos & Testimonies: Diversity & Inclusion at Texas State University*. Texas State University Website, 2019. Online.

Medina, Cruz and **Pimentel, Octavio**. *Racial Shorthand: Coded Discrimination Contested in Social Media*. Computers and Composition Digital Press, 2018. Online.

**Pimentel, Octavio**. *Historias de Éxito within Mexican Communities: Silenced Voices*. New York: Palgrave Macmillan Press, 2015. Print.

Williams, Miriam F. and **Octavio Pimentel** Eds. *Communicating Race, Ethnicity, and Identity in Technical Communication*. New York: Baywood Publishing Press, 2014. Print.

**Special Issue Journal**

Williams, Miriam F. and **Octavio Pimentel** Eds. *Race, Ethnicity, and Technical Communication: Examining Multicultural Issues within the United States*. Special issue of *Journal of Business and Technical Communication*. 26.3 (2012). Print.

**Refereed Chapters in Books**

Jesus Jimenez-Lopez and **Octavio Pimentel**. "Conversation Between a Prospective Student and a Texas State Professor: Empowering Students of Color." *Cuentos and Testimonies II: Students' Voices, Inclusion, & Anti-Racism*. Texas State University Website, 2021.

<<https://www.provost.txstate.edu/cuentos-and-testimonies/cuentos-and-testimonies/II.-student-voices/chapter-14.html>>

**Pimentel, Octavio**. "¡No Escondan el Nopal! Tus Raices son Obvias!" *Cuentos & Testimonies: Diversity & Inclusion at Texas State University*. Eds. Octavio Pimentel and Miriam F. Williams. Texas State University Website, 2019. Online.

**Pimentel, Octavio**. "Manifiesto: It's Time to Hear Me! I Mean Really Hear me!" *Making Future Matters*. Eds. Rick Wysocki and Mary P. Sheridan. Computers and Composition Digital Press, 2018. Online.

**Pimentel, Octavio**. "Not the King: *Cantando el Himno Nacional de los Estados Unidos*." *Racial Shorthand: Coded Discrimination Contested in Social Media*. Eds. Cruz Medina and Octavio Pimentel. Computers and Composition Digital Press, 2018. Online.

Medina, Cruz and **Pimentel, Octavio**. "Introduction." *Racial Shorthand: Coded Discrimination Contested in Social Media*. Eds. Cruz Medina and Octavio Pimentel. Computers and Composition Digital Press, 2018. Online.

**Pimentel, Octavio** and Nancy Wilson. "Éxito (Success)". *Decolonizing Rhetoric and Composition Studies: New Latinx Keywords for Theory and Pedagogy*. Palgrave Macmillan Press, 2017. 125-136. Print.

**Pimentel, Octavio**; Pimentel Charise; and Dean, John. "The Myth of the Colorblind Composition Classroom: White Instructors Confront White Privilege in Their Classrooms." *Performing Anti-Racist Pedagogy in Rhetoric, Writing, and Communication*. Eds. Frankie Condon and Vershawn Ashanti Young. The WAC Clearinghouse, 2016.109-122. Print.

**Pimentel, Octavio** and Gutierrez, Katie. "Taqueros, Luchadores, y los Brits: U.S. Racial Rhetoric, and its Global Influence." *Race, Ethnicity, and Technical Communication for the Baywood Technical Communication Series*. Eds. Miriam F. Williams, and Octavio Pimentel. *Race, Ethnicity, and Technical Communication*. New York: Baywood Publishing Press, 2014. 87-99. Print.

**Pimentel, Octavio**. "Mi Pobre Güerito." *Teaching Bilingual/Bicultural Children: Teachers Talk About Language and Learning*. Eds. Lourdes Diaz Soto and Haroon Kharem. New York: Peter Lang, 2010. 73-78. Print.

Pimentel, Charise, and **Pimentel, Octavio**. "Coalition Pedagogy: Building Bonds Between Instructors and Students of Color." *Included in English Studies: Learning Climates That Cultivate Racial and Ethnic Diversity*. Eds. Victor Villanueva & Shelli B. Fowler. Washington DC: American Association of Higher Education, 2002. 115-124. Print.

### **Refereed Journal Articles**

**Pimentel, Octavio**. "The Push for the 1974 Statement...Once again." *WPA Journal Special Issue: Black Lives Matter and Anti-Racist Projects in Writing Program Administration*, 44.3 (2021): 63-67. Online <<http://wpacouncil.org/aws/CWPA/pt/sp/journal-archives>>.

**Pimentel, Octavio**. "Counter Stories: Brotherhood in a Latino Fraternity." *In Open Words Journal: Access and English*, < <https://www.pearsoned.com/counter-stories-brotherhood-latinx-fraternity/>>. August 20, 2018.

**Pimentel, Octavio**. "Learning to Write in Writing Centers: The Racial Experiences of Two Mexican Students." *English in Texas*, 44.2 (2014): 34-39. Print.

**Pimentel, Octavio**. "The Changing Demographics of the United States: Rethinking the Academic Experience of English Language Learners." *The Council Chronicle*. September. 23.1 (2013): 27-28. Print.

**Pimentel, Octavio**. "An Invitation to a Too-Long Postponed: Race and Composition." *Reflections: A Journal of Writing, Community Literacy, and Service Learning* 12.2 (2013): 90-104. Print.

Williams, Miriam F. and **Octavio Pimentel**. "Introduction: Race Ethnicity and Technical Communication." *Race, Ethnicity, and Technical Communication: Examining Multicultural Issues within the United States. Special issue of Journal of Business and Technical Communication*. 26.3 (2012): 271-277. Print.

**Pimentel, Octavio**. "Disrupting Discourse: Introducing Mexicano Immigrant Success Stories." *Reflections: A Journal of Writing, Community Literacy, and Service Learning* 8.2 (2009): 171-196. Print.

**Pimentel, Octavio**, and Velázquez, Paul. "Shrek 2: An Appraisal of Mainstream Animation's Influence on Identity Construction between African American and Latinas/os." *Journal of Latinos in Education*, 8.1 (2009): 5-21. Print.

Pimentel, Charise, Soto, Lourdes Diaz, **Pimentel, Octavio**, and Urrieta, Jr., Luis. "The Dual Language Dualism: ¿Quiénes Ganan?" *Texas Association for Bilingual Education (TABE) Journal* 10.1 (2008): 200-223. Web. 15 July 2010. Print.

Johnson, Jennifer Ramirez, **Pimentel, Octavio**, and Pimentel, Charise. "Writing New Mexico White: A Critical Analysis of Early Representations of New Mexico in Technical Writing." *Journal of Business and Technical Communication*, 22.2 (2008): 211-236. Print.

### **Encyclopedia Entries**

**Pimentel, Octavio**. "El Dia de Los Muertos." *Encyclopedia of Latino Culture: From Calaveras to Quinceañera*: Charles Tatum, ed. Santa Barbara, CA: ABC-CLIO-Greenwood. 2014. Print.

### **Bibliographies**

Howard, Moore Rebecca and **Pimentel, Octavio**. "Latina/o Language, Discourses, and Rhetorics: A Bibliography for Composition and Rhetoric." <<http://wrt-howard.syr.edu/Bibs/Latina.htm>>. December 2010. Online.

**NOT IN PRINT**

**IN PROGRESS**

**Submitted for Publication**

**Articles**

**Pimentel, Octavio.** “Dandole Gas: Un Profe con Sangre del Fil.” *Cross-Talking With An American Academic of Color: Essays in Honor of Victor Villanueva*

**Not-Submitted for Publication****Book Manuscripts**

Pimentel, Octavio. *Literacy and Educación: A Historical View of a Latino Fraternity*. Building on previous research, this study describes the role of literacy in a Latino fraternity, showing how literacy skills transfer into students’ academics. Expected Fall 2021

**Pimentel, Octavio** and Miriam Williams. *Cuentos and Testimonies II: Students' Voices, Inclusion, & Anti-Racism*. Texas State University Website. Expected Fall 2021

**Articles**

Pimentel, Octavio. “Theorizing Freshman Composition: The Need for the Dual Language Classroom.” : This article theorizes the benefits of the United States offering Dual Language Freshman Composition Classes.

**Papers Presented at Professional Conferences****2021**

“Black Lives Matter and Antiracist Projects in Writing Program Administration.” Roundtable, 2021 National Council Teachers of English Annual Convention, Louisville, KY.

**2020**

“Academic Life After Tenure,” Gamma Talks 2020: Motivating Men of Color to Pursue and Succeed at a University Position. Online

“Money is Not Everything: Different Facets of Success,” 2020 Gamma Zeta Alpha: Real Conversations. Online.

“Racist Rhetoric and its Effect on People of Color,” Mosaic 2020: The Unofficial AP English Literature & Language Free Slow Conference. Online.

“Addressing Issues of Racism and/or Racist Rhetoric within Composition Classrooms,” Virginia Tech University, Blacksburg, VA.

“Language Ideologies and Bilingual Education: The Racial Implications on Remedial and Enrichment Bilingual Programs,” National Association for Bilingual Education, Las Vegas, NV.

**2019**

“Inquiry through Identity,” National Council Teachers of English Conference, Baltimore, Maryland.

“Racism against Undocumented Students: Time to Speak Up,” Conference on College Composition and Communication, Pittsburg, PA

“Pinche Racism! Will it Ever be OK to be Brown/Black?,” Southwest Council of Latin American Studies, San Miguel de Allende, Mexico.

**2018**

Keynote Speaker, “Oppressing Latinos through Writing” Thomas Watson Conference on Rhetoric and Composition, Louisville, KY.

“Not Making America Great: Addressing Racist Rhetoric Against Mexicans and African Americans,” Left Forum Conference, New York City, NY.

“Motivating Students of Color: The Constant Struggle,” Conference on College Composition and Communication, Kansas City, Mo.

2017

- “Historical View of Latino Fraternities in the United States,” Gamma Zeta Alpha 30 year Gala, Las Vegas NV.
- “A New Beginning. Recognizing Latino Success Stories: What is the Next Step?,” Gamma Zeta Alpha 30 year Gala, Las Vegas NV.
- “Brown and Black Racist Rhetoric Rising: Why?” 2017 Thomas Watson Pre Conference Symposium, Louisville, KY.
- “Not Making America Great: Racist Rhetoric Against Mexicans and African Americans” Western States Rhetoric and Literacy Conference, Salt Lake City, UT.
- “Changing Discourse: Giving a New Voice to Latinos,” Southwest Council of Latin American Studies, Campeche, Mexico.
- “Latinx Taking Action In and Out of the Academy: The Doing of Social Justice Work in Our Local Communities”, Conference on College Composition and Communication, Portland, OR.
- “Access and Justice for Linguistically Marginalized Communities of Color: Moving Beyond the Rhetoric of Cultivating Capacity,” Conference on College Composition and Communication, Portland, OR.

2016

- “Too Mexican: Facing Racist Rhetoric,” Southwest Council of Latin American Studies, New Orleans, LA.
- “Opening the Gateway: The Power of Dual Language Composition Courses,” Conference on College Composition and Communication, Houston, TX.

2015

- “A Slam Dunk Performance Contested: A Racial Analysis of Sebastián de la Cruz Singing the National Anthem.” American Educational Studies Association, San Antonio, TX.
- “Understanding Racism in the Age of Social Media: A Racial Analysis of Sebastián de la Cruz Singing the National Anthem.” Southwest Council of Latin American Studies, San José, Costa Rica.
- “*Buena Gente, Buen Trabajador, and Bien Educado*: Giving Voice to the Mexican Counter Story.” Conference on College Composition and Communication, Tampa, FL.
- “Dialogue on Languages.” Conference on College Composition and Communication, Tampa, FL.
- “The Push for Greatness: Producing Successful Hispanic Students.” Student Success Symposium: Research to Practice, San Marcos, TX.

2014

- “*Luchadores y Taqueros*: Racist Discourses in Mainstream Television Commercials.” Conference on College Composition and Communication, Indianapolis, IN. (**FEATURED PANEL**)

2013

- “Giving Voice: The Latin@ Voice that is often Ignored at Best” Conference on College Composition and Communication, Las Vegas, NV.
- “Mexican Wrestlers and White Cowboys: Racist Media Spots in Television Commercials” Western States Rhetoric and Literacy Conference, Salt Lake City, UT.

2012

- “Pushing for Change: Racist Portrayals of Mexicans in Television Commercials.” Western States Rhetoric and Literacy Conference, Winnipeg, Canada.
- “Mexican Media Stereotypes: The Reproduction of Racist Discourses.” Education and Community Leadership Conference, San Marcos, TX.
- “Latino Looks: Racist Mexican Representation in Television Commercials.” NACCS-Tejas Regional Conference, San Marcos, TX.
- “Que te llevas de’ First-Year Writing?: Three Latino Students’ First Year Writing Experiences.” Conference on College Composition and Communication, St. Louis, MO.



2011

- “Texas Immigration: Dismantling Cowboy Rhetoric.”<sup>[L]</sup><sub>[SEP]</sub> National Conference of Teachers in English Conference, Chicago, IL.
- “Disrupting Composition Space and Knowledge: Acknowledging the Latino Student.” (FEATURED PANEL) Conference on College Composition and Communication, Atlanta, GA.
- “*Luchadores y Taqueros*: Racist Discourses in Mainstream Television Commercials.” The Southwest Council of Latin American Studies Conference, Puerto Rico.

2010

- “RE-RE-RE-educating the Masses: Using Hip Hop in First Year Composition Courses.” Southwest/ Texas Popular Culture/American Culture Conference, Albuquerque, NM.
- “Building on (Brown) Students' Cultural Capital: Hip Hop and the Writing Classroom.” Conference on College Composition and Communication, Louisville, KY.

2009

- “Redefining Education: Hip Hop and the Writing Classroom.” Western States Rhetoric and Literacy Conference, Salt Lake City, UT.
- “Educating Brown Folks: Coalition Pedagogy and the Composition Classroom.” Conference on College Composition and Communication, San Francisco, CA.

2008

- “Uncovering the White Man's Dominance in Writing Centers: Brown Cuentos from the Frontlines.” National Council Teachers of English, San Antonio, TX.
- “Disempowering Racist Latino Rhetorics.” National Council Teachers of English, San Antonio, TX.
- “Oyendo la voz de Todos (Hearing Everyone's Voice)...Including Those Students Who Are Brown.” Conference on College Composition and Communication, New Orleans, LA.
- “Cultural Rhetorics and Composition Studies.” Conference on College Composition and Communication, New Orleans, LA.

2007

- “Alternative Pedagogical Styles in Teaching Writing and the Positive Effects on Latino Students.” National Council Teachers of English, New York, NY.
- “Mixed Identities and HR 4437 Protests: *Cuentos* from the Battle Lines.” Conference on College Composition and Communication, New York, NY.

2006

- “Documenting Brown Student's Needs: Two Case Studies.” Race, Ethnicity and Place Conference, San Marcos, TX.
- “Latino Stories and Incidents: Learning to use Effective Incidents in Teaching.” National Council Teachers of English, Nashville, TN.
- “Working Within Identity: 'Mexicanismo' as an Informing Concept in Literacy Research.” Conference on College Composition and Communication, Chicago, IL.

2003

- “Fighting Against *el Racismo*: Unheard *Mexicano Historias de Éxito*.” American Educational Studies Association Conference, Mexico City, Mexico.
- “Pinche Gringo: I am Not a Terrorist.” American Educational Studies Association Conference, Mexico City, Mexico.
- “Revolutionary Actions of Mexicanos/as; Success Stories that are Often Ignored.” Conference on College Composition and Communication, New York, New York.

2002

- “A Voice to Be Heard.” Conference on College Composition and Communication, Chicago, IL.  
 “La Voice Mexicana Awakens.” Conference on College Composition and Communication, Chicago, IL.

2001

- “Mexicano Success: Problematizing the Discourse of the Good Old Boys.” Conference on College Composition and Communication, Denver, CO.  
 “Experiences of a Mexicano PhD Student.” Conference on College Composition and Communication, Denver, CO.  
 “Why Do I Want a Mortgage?: Mexicano/a ‘Success’ in a Post Modern Era.” American Educational Research Association Conference, Seattle, WA.

2000

- “Aztecas on One Side, White People on the Other: The Beauty of Segregation.” American Educational Studies Association Conference, Vancouver, BC, Canada.  
 “Buena Genetismo and/or Buen Trabajadorismo: Redefining Success.” National Council Teachers of English, Milwaukee, WI.

1999

- “No Soy Burro ni Americano: Three Case Studies of Latinos Accommodating without Assimilation.” American Educational Studies Association, Detroit, MI.  
 “Aztec Killing: The Destruction of My Culture Within Academics.” Western States Composition Conference, Phoenix, AZ.  
 “Academic Denial: Silencing Scholars of Color.” Northern Rocky Mountain Education Research Association, Jackson Hole, WY.  
 “Taking Charge: Empowerment of Two Latino Writing Students Through Critical Pedagogy.” Conference on College Composition and Communication, Atlanta, GA.  
 “Cultural Sacrifices from the Frontlines: Three Case Studies.” American Educational Research Association Conference, Montreal, QU, Canada

1998

- “The Consequences of Neocolonialism in U.S. Schools: Forcing People of Color to Assume Multiple Identities.” American Educational Studies Association Conference, Philadelphia, PA.  
 “Technology and Poverty: The Multiple Problems within Inner City Schools and Technology.” Western States Composition Conference, Salt Lake City, UT.  
 “Accommodation and Identity: The Literacy Practices of a Latino-Interest Fraternity.” Thomas R. Watson Conference on Rhetoric and Composition: Louisville, KY.  
 “Por qué mi cultura no? (Why Not My Culture?).” Conference on College Composition and Communication, Chicago, IL.

1997

- “Educational Borders.” California Equity Fellowship Conference: Chico, CA.

1996

- “Literacy as Poison.” California Equity Fellowship Conference: Chico, CA.

***Discussant at Professional Conferences***2017

- Cultivating Latinidad as Institutional Invention: Lessons Learned at Hispanic Serving Institutions, Conference on College Composition and Communication, Portland, OR.

2014

\*Terms of Decolonization: Latinidad and the Study of Writing, Rhetoric, and Literacy. Conference on College Composition and Communication, Indianapolis, IN.

2012

\*Digital Intertextuality and Cultural Production: Using Critical Theories to Produce and Question Film and Video in the Composition Classroom. Conference on College Composition and Communication, ST. Louis, MO.

2011

Minority vs Majority Rhetoric: Three Perspectives. Southwest Conference on Latin American Studies, San Juan, Puerto Rico.

2008

Exploring the Latino Educational Experience. National Council of Teachers of English, San Antonio, TX.  
Engaging Education in Mayan Communities: Educational “Cuentos” from Guatemala, Part 1 (panelist). Society for Applied Anthropology, Memphis, TN.  
Engaging Education in Mayan Communities: Educational “Cuentos” from Guatemala, Part 2 (panelist). Society for Applied Anthropology, Memphis, TN.

2007

Film Genres and Huckin’s Critical Discourse. Western States Rhetoric and Literacy Conference, Tempe, AZ.  
Contrasting Currents: Language Situation in Highland Guatemala (panelist and special guest). Research Experience for Undergraduates Conference: Culture and Globalization in Highland Guatemala, Quetzaltenango, Guatemala.

2006

The Racial Dynamics of Bilingual Education. Race, Ethnicity and Place Conference, San Marcos, TX.

***Invited Talks, Lectures, Presentations***

2021

Brown Students and their Academic Experience: The Push to Hear their Voices. Iowa State University, Department of English, Ames, IA.  
Latino Students Need to Academically Excel: The Push for Academic Excellence. Gamma Zeta Alpha, ZOOM Online.

2020

“Racist Rhetoric: The Fear of Brown and Black Folks”, Iowa State University, Department of English, Ames, IA.  
“Latino Success Rhetoric: Common Stories that are Often Ignored or Not Told”, Yuba Community College, Marysville, CA.  
“Addressing Minority Rhetoric in Advertising: The Need to Push Latinos More in Advertising,” Gamma Zeta Alpha Interest Group, Las Vegas, NV.  
“Pushing to Make the AP English Composition Test Much More Culturally Friendly,” Princeton Testing Service, Princeton, NJ.

2019

Guest Lecturer, “Navigating the Academic Job Search at Research, Teaching and Private Institutions,”  
University of Texas at Austin, Austin, TX.  
“Changing the AP Rhetoric: The Need to Make Standardized Testing Culturally Friendly,” Princeton  
Testing Service, Princeton, NJ.

### 2018

Keynote Speaker, “Oppressing Latinos through Writing” Thomas Watson Conference on Rhetoric and  
Composition, Louisville, KY.

### 2017

Keynote Speaker, ““Speaking the Truth: Our Brown History”, 30-Year Gala Gamma Zeta Alpha Fraternity  
Incorporated, Las Vegas, NV.

Guest Lecturer, “Qualitative Research Methods” Dr. Rebecca Jackson’s Research Methods Class,  
Department of English, Texas State University, October 2017.

### 2016

“Racist Production of Mexican Stereotypes,” Center for Human-Computer Interaction, Virginia Tech,  
Blacksburg, VA.  
“Historias de Éxito: A Reading,” Center for the Study of the Southwest, Texas State University, San  
Marcos TX.

### 2015

“Positionality of Latinos and African Americans in the Civil Rights Movement,” Wallace Middle School,  
Kyle, TX.  
“*Conversaciones entre el uso de lenguages* in the Composition Classroom.” Conference on College  
Composition and Communication, Tampa, FL.

### 2014

“Exploring Latinidad in the Mid-West”: A Workshop Sponsored by the NCTE/CCCC Latino/a Caucus,  
Indianapolis, IN.  
“La Vida de Cesar Chavez.” Wallace Middle School, Kyle, TX.

### 2013

“Academic Juegos: The Latino Scholar. Conference on College Composition and Communication, Las  
Vegas, NV.

### 2012

“Exploring Diversity in Writing.” TA Training Workshop. Department of English, Texas State University-  
San Marcos, TX.  
“Racism and Latinos: A Continual Production of Offensive Television Commercials.” Center for the Study  
of Latino Media and Markets. Texas State University-San Marcos, San Marcos, TX.  
“Multicultural Transformation of a Technical Writing Course.” Conference on College Composition and  
Communication, St. Louis, MO.

### 2011

“Excelling in College: Learning the Secrets.” Lehman High School New Arrival Center, Kyle, TX  
“Excelling During the Tenure and Promotion Process.” Academic Affairs (asked by Provost Eugene  
Bourgeois), Texas State University-San Marcos.  
“Diversity and Composition.” TA Training Workshop. Department of English, Texas State University-San  
Marcos.

“Latinos and Writing: Learning to Teach our Students.” Conference on College Composition and Communication, Atlanta, GA.

### 2010

“Multiple Englishes in the Classroom.” TA Training Workshop. Department of English, Texas State University-San Marcos.

“Writing a Conference Proposal.” MARC Brown Bag Workshop (with Rebecca Jackson, Deborah Balzhiser, and Sarah Olivas). Department of English, Texas State University-San Marcos.

“Ethnic Centered Writing” (invited by the Latino Caucus). Conference on College Composition and Communication, Louisville, KY.

### 2009

“Teaching Students of Color.” TA Training Workshop. Department of English, Texas State University-San Marcos.

“Latino Rhetorics” (invited by the Latino Caucus). Conference on College Composition and Communication, San Francisco, CA.

“Latino Success Stories and Writing.” Department of English, Texas A & M University-Corpus Christi.

“Learning to Write with Color.” Multicultural Curriculum Transformation and Research Institute. Texas State University-San Marcos.

“Using Hip Hop Literacy in the Classroom.” Presentation for Dr. Jesse Gainer’s Reading 5380 class. Department of Curriculum and Instruction, Texas State University-San Marcos.

“What is your Teaching Philosophy?” MARC Brown Bag Workshop. Texas State University-San Marcos.

“Using Writing as a Tool to Survive.” Hometown Bobcats Round Table. Texas State University-San Marcos.

### 2008

“What is Cultural Rhetoric?” Conference on College Composition and Communication, New Orleans, LA.

“Critical Race Theory and Composition,” Presentation for Dr. Rebecca Jackson’s English 5316 graduate seminar. Department of English, Texas State University-San Marcos.

“Ethnography and Literacy.” Presented for Dr. Miriam Williams’s English 5313 graduate seminar. Department of English, Texas State University-San Marcos.

“Addressing Issues of Color in the Classroom.” TA Training Workshop. Department of English, Texas State University-San Marcos.

“Infusing Multiculturalism into the Curriculum through Writing.” Multicultural Curriculum Transformation and Research Institute. Texas State University-San Marcos.

“Racism and Movies.” Presented to Dr. Charise Pimentel’s Curriculum and Instruction 5330 class. Department of Curriculum and Instruction, Texas State University-San Marcos.

### 2007

“Latino Academic Success.” 20-Year Formal Keynote Address for meeting of Gamma Zeta Alpha Fraternity. San Diego, CA.

“Addressing the Color Line in Composition.” TA Training Workshop. Department of English, Texas State University-San Marcos.

### 2006

“Conducting Ethnographic Research.” Presented to Dr. Rebecca Jackson’s English 3311 class. Department of English, Texas State University-San Marcos.

“Teaching Students of Color.” TA Training Workshop. Department of English, Texas State University-San Marcos.

“Addressing Racism in Academia.” Presented to Dr. Jesse Gainer’s Reading 5340 class. Department of Curriculum and Instruction. Texas State University-San Marcos.

2005

“Teaching Students of Color.” TA Training Workshop. Department of English, Texas State University-San Marcos.

2003

“*Buena Gente and Buen Trabajados*: Addressing Critical Issues in Mexican Culture.” Distinctive Research Workshops, University of Utah, Salt Lake City, UT.

2001

“Dreams of a Common Language: A Coalition Forum.” Conference on College Composition and Communication, Denver, CO.

2000

“Literacy and Race: Addressing Issues in the Postmodern Era.” Conference on College Composition and Communication Winter Workshop, Clearwater, FL.

2000

“Scholarship Workshop.” Research Opportunity Program. University of Utah, Salt Lake City, UT.

1999

“Academic Funding.” New Teacher Program. Under-represented Teacher Incentive Program. University of Utah, Salt Lake City, UT.

1998

“Success in Education.” Research Opportunity Program. University of Utah, Salt Lake City, UT.

1997

“Writing Workshop.” California Sponsored Latino Youth Conference. Chico, California.

“Aztec Calendar Workshop.” California Sponsored Latino Youth Conference. Chico, California.

“Effective Test Taking Strategies.” Upward Bound Program. California State University, Chico, CA

1995

“Developing Your College Application Statement.” Talent Search Program. California State University, Chico, CA.

1994

“Critical Writing.” Talent Search Program. California State University, Chico, CA.

## **Grants and Contracts**

### ***External Grants and Fellowships***

NCTE/CCCC Travel grant: 2017, 2016, 2015, 2014, and 2013 (\$500 X’s 2)

WW. Norton & Company 2014 (\$500)

Ford Diversity Fellowship (submitted, not funded), 2009

NCTE Grant: Cultivating New Voices Among Scholars of Color, 2001 (\$2,000)

National Latino Caucus Travel Grant, 1999 (\$300)

### ***Funded Grants (Texas State)***

Graduate College, “Recruitment for the MARC Program,” 2014 (\$1,540)

Equity and Access Grant, “Examining and Revising the Writing Center Space, Programs, Website with a Latin@Lens,” 2014 (\$2,100)

***Funded Internal Grants (University of Utah)***

Graduate School Travel Grant, 2003  
Director of Diversity Travel Grant, 2003  
ECS Department Travel Grant, 2003  
Director of Diversity Travel Grant, 2003  
ECS Department Travel Grant, 2003  
Graduate School Travel Grant, 2001  
ECS Department Travel Grant, 2001  
Director of Diversity Travel Grant, 2000  
Graduate School Travel Grant, 1999  
ECS Department Travel Grant, 1999  
Director of Diversity Travel Grant, 1999  
Director of Diversity Travel Grant, 1998

***Unfunded Internal Grants (Texas State University-San Marcos)***

Research Enhancement Grant, 2009  
One-Time Research Support Grant, 2009  
Research Enhancement Grant, 2006

**Fellowships, Awards, Honors**

Bill and Melinda Gates Millennium Scholarship, 2000-2005  
California State University Forgivable Loan Incentive Program, 1997-2005  
J. George Jones Jr. & Velma Rife Jones Memorial Fund Scholarship, 2001-2003  
NCTE Cultivating New Voices Among Scholars of Color Award, 2000-2002  
University of Utah/Community Chicano Scholarship, 2000-2001  
University of Utah Presidential Fellowship, 1999-2002  
University of Utah Research Fellowship, 1997  
Teacher Diversity Program Scholarship, 1996-1997  
Hispanic Association Community and Education Scholarship, 1996-1997  
Patricia Roberts Harris Graduate Equity Fellowship, 1995-1997  
Paid Summer Research Assistant at University of Utah, 1996  
California Pre-Doctoral Program, 1995-1996

**IV. SERVICE**

**Service Honors and Awards**

Guest Women's Volleyball Coach, Texas State University, 2014 and 2015  
Excellence in Diversity Faculty Award, Texas State University, 2014  
Presidential Distinction Award, Texas State University in Service, 2011  
Presidential Distinction Award, Texas State University in Service, 2010  
Presidential Service Award Nominee, College of Liberal Arts, Texas State University, 2011  
Presidential Service Award Nominee, College of Liberal Arts, Texas State University, 2010  
Distinguished Alumni Award Finalist, National Association of Latino Fraternal Organization, 2009  
Paws Preview Namesake, Texas State University, 2009

**Departmental Service**

Interim Director Master of Arts in Technical Communication, Fall 2019  
Hiring Committee, Department of English, 2019-2020  
Hiring Committee, Department of English, 2018-2019

Co-Director Master of Arts in Rhetoric and Composition, Spring 2015  
 Member, MA in Rhetoric and Composition Committee, 2005-present  
 Member, First-Year English Committee, 2005-present  
 Member, Writing and Rhetoric Committee, 2009-present  
 Member, Mentoring Committee, 2011-2019  
 Member, Brown Bag Workshops for the MA in Rhetoric and Composition Program, 2009-present  
 Member, Faculty Hiring Committee, 2011-2014  
 Interim Director MA in Rhetoric and Composition, Fall 2014  
 Ad Hoc Member, Professional Writing Committee, 2008-2011  
 Senior Lecture Hiring Committee, 2008  
 Presentations for Graduate TA Training Workshops, 2005-2009 (see Invited Talks, Lectures, and Presentations)

### **University Service**

Hispanic Policy Network, 2006-present  
 Texas State Allies Committee, 2006-present  
 Excellence in Diversity Award Committee, 2014-2015  
 PhD in Developmental Studies Committee, 2014-2015  
 Preparing Students for Socially Responsible Global Citizenship Workshop, 2013  
 Texas State University Predoctoral Fellowship Program, 2011, 2010 and 2007  
 Central Texas Writing Project, 2008-2010  
 Multicultural Curriculum Transformation and Research Institute, Workshop Presenter, “Infusing Multiculturalism into the Curriculum through Writing,” 2008-2009  
 Guatemala Research Program, 2007  
 PhD in Developmental Studies Committee, 2006-2007  
 Study Abroad Committee, 2006-2007  
 Invited Guest Speakers, 2005-2009 (see Invited Talks, Lectures, and Presentations)

### **Professional Service**

Editorial Board, *Journal of Business and Technical Communication*, 2020-present  
 Editorial Board, *Technical Communication Quarterly*, 2018-present  
 Editorial Board, *College Composition and Communication Journal*, 2015-present  
 Board Member, Advanced Placement English Language and Composition Test Development Committee, 2018-present  
 Board of Reviewers, College Composition and Communication “2020 CCCC Outstanding Book/Article Award Selection Committee for Technical Communication”, 2019-2020  
 Board of Reviewers, College Composition and Communication “2019 CCCC Outstanding Dissertation Award in Technical Communication Committee”, 2018-2019  
 Board of Reviewers, College Composition and Communication “Outstanding Book Award Selection Committee”, 2017-2018  
 Board of Reviewers, State University of New York Press, 2017-Present  
 Member, College Composition and Communication Conference Executive Committee, 2014-2017  
 Board of Reviewers, College Composition and Communication “CCCC Technical and Scientific Communication Awards Selection Committee” Committee, 2015-2016  
 Board of Reviewers, College Composition and Communication Conference 2<sup>nd</sup> Stage Reviewer, 2013-Present  
 Board of Reviewers, *Programmatic Perspectives*, 2013-present  
 Board of Reviewers, *Journal of Business and Technical Communication*, 2013-present  
 Board of Reviewers, *Across the Disciplines: Interdisciplinary Perspective on Language, Learning and Academic Writing Journal*, 2011-present  
 Board of Reviewers, *Oxford University Press*, 2012-present  
 Board of Reviewers, *Reflections: A Journal of Public Rhetoric, Civic Writing, and Service Learning*, 2012-present  
 Board of Reviewers, *Journal of Latinos in Education*, 2007-present



Member, National Latino Caucus, College Composition and Communication, 1993-present  
Board of Reviewers, Bill and Melinda Gates National Scholarship Committee, 2008-2015  
Board of Reviewers, Hispanic Scholarship Fund Committee, 2009-2015  
Member, National Latino/a Education Research Project (NLERAP) Committee, 2009-2013  
Board of Reviewers, College Composition and Communication Conference “Outstanding Dissertation Award in Technical Communication Committee,” 2014  
Board of Reviewers, College Composition and Communication “Scholars for the Dream” Committee, 2015, 2011, 2010 and 2007  
Member, College Composition and Communication “Scholars for the Dream” Committee, 2008 and 2009  
Board of Reviewers, Western State Composition Conference, 1999-2004  
Chair, Western States Rhetoric and Literacy Conference (Panel: Maintaining and Breaking the Color Line), Salt Lake City, UT, 2003  
Chair, Western States Composition Conference (Panel: Pedagogical Investments in Whiteness: What is at Stake for Teacher Change?), Salt Lake City, UT, 1998

### **Community**

Advisor, Gamma Zeta Alpha Fraternity, 1987-present  
Volunteer, Active Donor, Locks of Love, 1997-present  
Member, Hays County School District PTA, 2005-present  
Volunteer, Wallace Middle School, 2013-present  
Volunteer, Blanco Elementary, 2008-present  
Volunteer, Girl Club Basketball Head Coach “Lady Aztecs”, 2015-present  
Volunteer, Hays High School, 2016-present  
Volunteer, Hays Youth Basketball Coach, 2015  
Volunteer, 6<sup>th</sup> grade, Hays Youth Basketball Coach, 2014  
Volunteer, Assistant Coach, 11/12 Kyle Invaders Football, 2013-2014  
Volunteer, Assistant Coach, 11/12 Kyle All Star Football, 2013-2014  
Volunteer, Assistant Coach, 9/10 Kyle Invaders Football, 2011-2012  
Volunteer, Assistant Coach, U 9/10 Jr. NBA Summer Basketball, 2012  
Volunteer, Assistant Coach, U 7/8 Jr. WNBA Summer Basketball, 2012  
Volunteer, Assistant Coach, U 5/6 Jr. WNBA Summer Basketball, 2011  
Volunteer, Assistant Coach, U 9/10 Jr. NBA Summer Basketball, 2011  
Volunteer, Coach, 8-10 Flag Football, 2010  
Volunteer, Coach, U 7/8 Jr. NBA Summer Basketball, 2010  
Volunteer, Coach, U8 Hays County Youth Soccer Coach, Spring 2010  
Volunteer, Coach, U 7/8 Jr. NBA, Spring 2010  
Volunteer, Coach, U7 Hays County Youth Soccer Coach, Spring 2009  
Volunteer, Coach, U6 Basketball Dittmar Recreation Center, Spring 2008  
Volunteer, Hemphill Elementary, 2008  
Volunteer, Tobias Elementary, 2007

### **Professional Organizations**

Conference on College Composition and Communication  
National Council Teachers of English  
American Educational Research Association  
American Educational Studies Association  
Teacher Diversity Program  
Gamma Zeta Alpha, Inc. Alumni Association