William I. Wolff

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Education

Ph.D., English (Computers and English Concentration) The University of Texas at Austin	August 2006
M.A., English and Creative Writing University of Cincinnati	August 1997
B.A., English (departmental honors) Union College (New York)	June 1994

Academic Positions

Associate Professor, Writing Arts Rowan University	2011 –
Assistant Professor, Writing Arts Rowan University	2006 – 2011
Lecturer, Science, Technology, and Society Program The University of Texas at Austin	2002 – 2006
Assistant Director, Computer Writing and Research Lab (now DRL) Division of Rhetoric and Writing The University of Texas at Austin	2002 – 2004
Instructor, Division of Rhetoric and Writing The University of Texas at Austin	2000 – 2002
Director of Instructional Technology, Writing Program Rutgers, The State University of New Jersey	1999 – 2000
Instructor, Writing Program Rutgers, The State University of New Jersey	1997 – 1999
Adjunct Professor, English DeVry University	1997
Teaching Assistant, English The University of Cincinnati	1996 – 1997

Books

Wolff, W.I. (in progress). *Writing on the Edge of the World: Springsteen, Writing, and the Promise of Fan Studies.* To be submitted to University of Iowa Press Fan Studies series.

Wolff, W.I., Ed. (under review). *Bruce Springsteen: Essays on Rhetoric, Memorial, and Contemporary Culture.* Routledge Studies in Popular Music series.

Refereed Publications

Wolff, W.I. (forthcoming, 2015). Baby, We Were Born to Tweet: #Springsteen, *In Situ* Tweeting, and the Emergence of a Distributed Composing Ecology. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy.*

Wolff, W.I. (forthcoming, 2015). Springsteen Fans, #bruceleeds, and the Tweeting of Locality. *Transformative Works and Cultures.*

Wolff, W.I. (2014). Springsteen, Tradition, and the Purpose of the Artist. *BOSS: The Biannual Online-Journal of Springsteen Studies.* 1(*1*). pp. 36 – 73.

Wolff, W.I. (2013). Interactivity and the Invisible: What Counts as Writing in the Age of Web 2.0. *Computers & Composition. 30*(3). pp. 211 – 225.

Tweedie, S., Courtney, J., and <u>Wolff, W.I.</u> (2010). What Exactly is this Major?: Creating a Writing Department's Identity Through an Introductory Course. In T. Moriarty & G. Giberson (Eds.), *What We are Becoming: Developments in Undergraduate Writing Majors.* Logan, UT: Utah State University Press.

<u>Wolff, W.I.</u>, Fitzpatrick, K., & Youssef, R. (2009). Rethinking Usability for Web 2.0 and Beyond. *Currents in Electronic Literacy.* http://currents.cwrl.utexas.edu/2009WolffFitzpatrickYoussef.

Wolff, W.I. (2009). Systems of Classification and the Cognitive Properties of Grant Proposal Formal Documents. *Technical Communication Quarterly. 18*(4). pp. 303 - 326.
   Nominated for the 2010 NCTE Best Article Reporting Qualitative or Quantitative Research in Technical or Scientific Communication

Wolff, W.I. (2008). "A Chimera of Sorts": Rethinking Educational Technology Grant Programs, Courseware Innovation, and the Language of Educational Change," *Computers & Education.*

Wolff, W.I. (2003). Reading the Rhetoric of Web Pages: Rethinking the Goals of Student Research in the Computer Classroom." *Currents in Electronic Literacy.* http://currents.dwrl.utexas.edu/fall03/wolff.html.

Technical Writing and Reviews

Meloni, J, & Morrison, M. (2010). *Sams Teach Yourself HTML and CSS in 24 Hours.* <u>W.I. Wolff</u> (Tech Ed.). Indianapolis, IN: Sams.

Wolff, B. (2005). Review of *Reinventing the Research University*, eds. Luc E. Weber and James J. Duderstadt. *Planning for Higher Education* 33.4.

Wolff, B. (2006). Laptop Use in University Common Spaces. *Educause Quarterly* 29.1.

Wolff, B. (2004, June). Re-Designing the CWRL Web Site: A Look to the Future. *CWRL White Papers Series.* No. 040606-1, http://www.cwrl.utexas.edu/files/040606-1.pdf.

Wolff, B. (2004). Review of *Electronic Communication in the Humanities: Issues and Options*, eds. James Inman, Cheryl Reed, and Peter Sands. *Rhetoric Society Quarterly.*

Grants

Funded

   Wolff, W.I. (2014). Editorial Assistant. Writing Arts Department CGCE Grant, Rowan University. ($1000 for an editorial assistant for an edited collection).

   Wolff, W.I. (2010). Three Presentations at the *Computers and Writing Conference.* Assistant

Professor Travel Grant, Rowan University, ($1091.56 for travel and expenses)

Wolff, W.I. (2010). 22 Flip Ultra video cameras for use in Writing, Research, and Technology. College of Communication Technology Grant, Rowan University, $2858.90 for hardware)

Wolff, W. I. (2008). Mapping Relationships among Web 2.0 Applications: A Preliminary Investigation into a New Information Literacy. Non-Salary Financial Support Grants, Rowan University, ($4811.00 for hardware and two undergraduate research assistants)

Wolff, W.I. (2008). Reconceiving Writing, Research, and Technology by Introducing Video Composition, Oral History, and Educational Outreach. Innovations in Teaching with Technology Grant, Rowan University, 2008, for ($2500.00 for hardware)

Wolff, W.I. (2005). ITS Grant, provided by the Vice President for Information Technology, UT-Austin, to analyze data from two dissertation-related research studies.

Not Funded

Wolff, W.I. (2011). Usability Testing of a Video Oral History App. Departments of Writing Arts CGCE Grant ($7401.78 for hardware and a graduate research assistant).

Wolff, W.I. (2008). Web 2.0 and the Emergence of a New Information Literacy. National Endowment of the Humanities (NEH) Summer Stipend Grant ($6,000 for two summer months)

National Conference Presentations

Wolff, B. (2014, June). Writing on the Edge of the World: Springsteen Fans and the Writing Practices of *In Situ* Concert Tweeting. *Computers and Writing Conference*. Pullman, WA.

Wolff, B. (2013, November). "Born in the E.U., I Was Born in the E.U.!": Bruce Springsteen, European Fan Tweets, and the Importance of Locality. *European Fandom and Fan Studies Conference*. Amsterdam, Netherlands.

Wolff, B. (2013, June). Baby, We were Born to Tweet: #Springsteen, Concert Tweets, and an Emergent Transmediated Composing Community. *Computers and Writing Conference*, Frostburg, MD.

Wolff, B. (2012, September). "@AshleyLaur: OMG I GOT AMAZING SEATS!!!! FREAKING OUT!!!!!!!! Bruce Springsteen, here we come!!!!": #Springsteen, Concert Tweets, and the Evolution of Fandom. *Glory Days: A Bruce Springsteen Symposium*. Monmouth, NJ.

Wolff, B. (2012, September). In Defense of Influence: Springsteen's 2012 SXSW Keynote and the Literary Tradition of Poetic Creativity. *Glory Days: A Bruce Springsteen Symposium*. Monmouth, NJ.

Wolff, B. (2010, May). When Understanding Hypertext isn't Enough: Thoughts on Writing in the Age of Web 2.0. *Computers and Writing Conference*. West Lafayette, IN.

Wolff, B. (2010, May). Remixing Composition in the Writing Classroom: An Installation of Student Videos. *Computers and Writing Online Conference*. West Lafayette, IN. Available online at http://j.mp/a9aogN.

Wolff, B. (2010, March). Revealing Meaning, Broadcasting history: Notes on the Composition of Oral History Video. *Conference on College Composition and Communication*. Louisville, KY. Abstract and Prezi available online at http://j.mp/cN3GUd.

Wolff, B. (2009, September). On Queens and Candy Aisles: Desire, Decaying Society, and the Literary Tradition of "Queen of the Supermarket." *Glory Days: A Bruce Springsteen Symposium. West Long Branch, NJ. Abstract and Prezi available online at http://j.mp/boysM4.*

Wolff, B. (2008, April). Integrating Technology, part of the panel "Building and Sustaining an Independent Writing Major: Insights from a Decade of Departmental Experience," *Conference on College Composition and Communication.* New Orleans, LA.

Wolff, B. (2007, March). Welcome to the "Big Apple": Geographical Space, Systems of Classification, and their Affects on Writing Instructor Identity. *Conference on College Composition and Communication.* New York City, NY.

Wolff, B. (2004, June). Surfing: Professional Representation on the Web. *Computers and Writing Conference*, Honolulu, HI.

Wolff, B. (2004, March). From the Classroom to the Curriculum: How Graduate Student Innovation can Inform Departmental Change. *Conference on College Composition and Communication*, San Antonio, TX.

Wolff, B. (2002, May). Assessment, Teaching Practice, and Student Learning: A Composition Course Realizes the Benefits of the Learning Record Online. *Computers and Writing Online Conference.*

Wolff, B. (2001, March). "Do You Yahoo?": Student Research, the Kosovo Crisis, and the World Wide Web." *Computers and Writing Online Conference.*

Wolff, B. (2001, March). "You've Given Us the Money - Now What?": Year One in the Life of a Computer Classroom." *Conference on College Composition and Communication.* Denver, CO.

Regional Conference and Invited Presentations

Wolff, B. (2006, January). Rethinking Learning Environments: An Analysis of Student Laptop and Common Space Use at the University of Texas at Austin. *2006 EDUCAUSE Southwest Regional Conference*, Austin, TX).

Wolff, B. (2004, October). Wireless Networking and Laptop Use at UT-Austin. *UT-Austin ITS Senior Staff Meeting* (Oct 2004).

Wolff, B. (2003, February). From Teacher to Learning Environment Designer: Incorporating Advanced Technology into Your Classroom. *CWRL Spring Colloquium.* Austin, TX.

Wolff, B. (2002, February). Training Students to Read the Rhetoric of Web Pages: An Overview of an In-class Workshop. *CWRL Spring Colloquium.* Austin, TX.

Wolff, B. (2002, April). The Learning Record Online K-12 Version: A Presentation for the Center for Language in Learning Board of Directors. San Diego, CA.

Wolff, B. (2001, March). Teaching with the Learning Record Online: A First Time User's Perspective." *CWRL Spring Colloquium* Austin, TX.

Workshops

Wolff, B. (2010, November). Using Technology to Enhance Literacy Development in Middle Grade Classrooms. Full-day workshop sponsored by Mathematics, Computer, and Science Instructional Improvement Programs (McSiip). Glassboro, NJ.

Wolff, B., Sullivan, R., Meloni, J., & Stolley, K. (2010, May). Twitter from the Ground Up. Half-day workshop presented at the *Computers and Writing Conference*. West Lafayette, IN.

Stolley, K, Meloni, J., Wolff, B., & Sullivan, R. (2010, May). Twitter to Infinity and Beyond. Half-day workshop presented at the *Computers and Writing Conference*. West Lafayette, IN.

Wolff, B. (2008, March). On Blogs, Blogging, and Blogging in/for/about the Classroom. Workshop presented at Penns Grove-Carneys Point High School. Penns Grove, NJ.

Wolff, B. (2008, February). Increasing Language Arts Proficiency by Looking at the Whole Picture. Workshop presented at Penns Grove-Carney's Point High School. Penns Grove, NJ.

Wolff. B. (2004, June). The Learning Record Online: The New Wave of Online Portfolio-based Assessment. Workshop with Peg Syverson. *Computers and Writing Conference*, Honolulu, HI (June 2004).

Honors, Fellowships, and Awards

Wall of Fame, Faculty Center for Excellence in Teaching, Rowan University, 2014

Emerging Artist Fellowship, Delaware Division of the Arts. 2012 – 2013. ($3000).

Junior Faculty Innovative Teaching Award (honorable mention), Rowan University, 2008

Professional Development Award, University of Texas at Austin, 2004

Research Assistant, Computer Writing and Research Lab, UT-Austin, Summers 2001 – 2004

AIR-U Web Accessibility Award for redesign of CWRL web site, 2003

Research Assistant for Professor Clay Spinuzzi, UT-Austin, Summer 2002

Professional Development Award, University of Texas at Austin, 2001

McGraw Hill Technology Design Award, Computers and Writing Conference, for the Learning Record Online, 2001

The Helen Weinberger Playwriting Prize, University of Cincinnati, 1997

The Lanzit, Strauss, and Elliston Poetry Prize, University of Cincinnati, 1997

The Thomas J. Watson Fellowship, awarded by The Thomas J. Watson Foundation, 2004 – 2005. ($15,000).

Teaching

Graduate
Writing for Electronic Communities (Rowan University—all courses at Rowan unless noted)
Visual Rhetoric and Multimodal Composition
Information Architecture
Internet and Writing Studies
Research Methods for Writers
Special Topics: Creative Hypertext
Special Topics: Web Design

Undergraduate
    Writing, Research, and Technology
    Technologies and the Future of Writing (module in team-taught Introduction to Writing Arts)
    College Composition II: Sophomore Engineering Clinic
    College Composition II
    Introduction to Web Development (The University of Texas at Austin)
    Topics in Writing (The University of Texas at Austin)
    Rhetoric and Composition (The University of Texas at Austin)
    Expository Writing II (Rutgers University)
    Expository Writing (Rutgers University)
    Basic Composition (Rutgers University)
    Advanced Composition (DeVry University)
    Freshman English 101, 102, 103 (University of Cincinnati)

M.A. Students Supervised

Wayne Stainrook (Gaming and Institutional Autobiography)
Christen Otter (Visual Ethnography)
Megan McCourt (Memoir)
Meghan O'Donnell (Visual Poetry)
Darlene Antonelli (Autobiographical Hypertext)
Emily Yeungel (Academic)
Zachary Caruso (Memoir)
Lisa Damico (Playwriting)
Joe Sabatino (Gaming)

Curriculum Development

Tweedie, S., Courtney, J. Wolff, W.I. (2007). Intro to Writing Arts Course Proposal, BA in Writing Arts, Rowan University. Approved.

Wolff, W.I. (2009). Visual Rhetoric and Multimodal Composition Course Proposal, MA in Writing, Rowan University. Approved.

Wolff, W.I. (2009). Internet and Writing Studies Course Proposal, MA in Writing, Rowan University. Approved.

Wolff, W.I. (2010). Writing and New Media Certificate of Graduate Study, MA in Writing, Rowan University. Approved.

Teston, C., Wolff, W.I., Courtney, J. (2010). Technical and Professional Writing Certificate of Graduate Study, MA in Writing, Rowan University. Approved.

Creative Activity

Wolff, B. (under consideration). *One Gray Whale*. (children's picture book)

Wolff, B. (in progress). *Shingles: A Play in Three Acts*.

Chocolates. November 1 – November 30, 2013. Solo Photography Exhibition, Mezzanine Gallery, Wilmington, DE.

Chocolates. June 7 - July 26, 2013. Solo Photography Exhibition, Colourworks, Wilmington, DE.

Delaware Division of the Arts Award Recipients Show. August 2 – October 13, 2013, Biggs Museum of American Art, Dover, DE.

Biggs Shot III. November 2, 2012 – February 17, 2013, Biggs Museum of American Art. One photograph selected. Juror: Sarah Stolfa.

The First State. July 20 – August 9, 2012. Gallery 50, Rehoboth, DE. Two invited photographs.

2335 McCoy Road. An Epitaph. A Celebration. October 7 – November 4, 2011. Solo Photography Exhibition, Colourworks, Wilmington, DE.

Shipka, J., and Nichols, N. (2011). *Play! A Collection of Sixty-three Toy Camera Photographs Made by Thirty-six Photographers in Twelve Countries*. Preface by B. Wolff. Composing with Images Press: Bear, DE. http://j.mp/cwip-bstore

Wolff, B. & Hara, B. (Eds.). (2011). *Photos for the Gulf: First Anniversary Edition*. Composing with Images Press: Bear, DE. http://j.mp/cwip-bstore

Wolff, B. & Hara, B. (Eds.). (2010). *Photos for the Gulf*. Composing with Images Press: Bear, DE. http://j.mp/cwip-bstore

Wolff, B. (2010, October 1 – 2011, December 1). *Decompositions & other reflections*. Solo show. Whereabouts Café, Newark, DE.

Wolff, B. (2011, October 7 – 2011, November 4). *2335 McCoy Road. An Epitaph. A Celebration*. Solo photography exhibition, Colourworks, Wilmington, DE.

Wolff, B. (2011, September 1 – 2011, September 30). One photo selected to be included for Photo Month 2011. Jurors, Lee Wayne, Ellen Elms Notar, Ph.D., John Burger, M.D., Dinah Reath, Jay Pastore. Packard Reath Gallery, Lewes, DE, and Gallery 50, Rehoboth, DE.

Wolff, B. (2010, June 18 – August 18). Four photographs selected for *The HOLGA Show 2010*. Four Photographs Showing. Juror, Richard Floyd. Curator, Céline Downen. The Saans Downtown Gallery, Salt Lake City, Selected images available online at http://j.mp/cML8zo.

Wolff, B. (2010, March 3). New developments. *Pictory Magazine*. Available online at http://j.mp/cGJvvm.

Wolff, B. (2008, Nov. – 2009, Jan). Three photographs selected for *The HOLGA Show 2008*. Jurors, Amanda Moore and Steph Parke. Curator, Shalee Cooper. The Saans Downtown, Salt Lake City, UT.

Wolff, B. (2008, 6 April – 25 May). Eight photographs selected for *Is it possible to make a photograph of New Jersey regardless of where you are in the world?* Curator, Laurel Ptak. The Pierro Gallery, South Orange, NJ.

Academic Service

Rowan University
Promotion Committee, 2013 –
Tenure and Recontracting Committee, 2010 –
CGGE Grant Committee (Chair), 2009 –
Hiring Committee, 2008 – 2014; Chair, 2011 – 2012, 2012 – 2013, 2014 – 2015
Undergraduate Major Working Group, 2008 –
Graduate Program Interest Group, 2008 –
College Technology Committee, 2009 –

New Media Concentration Committee, 2009 –
College Advisory Board Committee, 2008 –
Technology Committee, College of Communication and Creative Arts, 2006 –
University Senate Campus Environment and Aesthetics Committee, 2012 - 2013
Art/Communication Task Force, 2010 - 2011
Tenure, Recontracting, and Promotion Documents Rewrite Committee, 2010 - 2011
University Senate Technological Resources Committee, 2010 – 2011
MFA Task Force, 2008 – 2009
Campus Master Plan – Academic Facilities Subcommittee, 2006 – 2008
Laptop Initiative Committee, 2007 – 2008
Student Evaluation Form Committee, Department of Writing Arts, 2007 – 2008
ePortfolio Working Group, 2007 – 2008
Discipline Committee, Department of Writing Arts, 2006 – 2008
Curriculum Committee, Department of Writing Arts, 2006 – 2008
Jack Kent Cooke Fellowship Committee, 2007
Multimedia Technology and Content Casting Committee, 2006 – 2007
Campus Master Plan – Academic Facilities Subcommittee, 2006 – 2007
Classroom Technology Upgrade Working Group, 2006 – 2007

The University of Texas at Austin

Project Director, Learning Record Online, 2000 – 2006
Research Consultant, Writing Across the Curriculum, 2005 – 2006
Liberal Arts Instructional Technology Grants Selection Committee, 2005 – 2006
Steering Committee, Computer Writing and Research Lab, 2000 – 2004
Information Technology Research Internship with Daniel Updegrove, Vice President for Information Technology, Fall 2004
Judge, AIR-Austin, Accessibility Internet Rally, 2001 – 2002

Rutgers, The State University of New Jersey

Expository Writing Pilot Program, Writing Program, Spring 1998

Service to the Field

Editorial Board, *The Journal of Undergraduate Multimedia Projects*, 2009 –
International Association of Online Communicators (IAOC), Board Member, 2007 – 2009
Thomas J. Watson Fellowship Committee, Union College, 2006 – 2009
Session Chair, "Bringing a Broad Base of Users into the Project: Web-based Remote Usability Testing," CCCC Computer Connection 2007, March 2007

Paper Reviewer
Computers and Writing Conference, 2013, 2014
TCEA Educational Technology Research Symposium, Fall 2006
Computers & Education
Journal of Information Architecture
The Journal of Undergraduate Multimedia Projects
Association of Teachers of Technical Writing Conference

Professional Memberships and Affiliations

Association of Internet Researchers
Association of Teachers of Technical Writing
National Council of Teachers of English
Popular Culture Association