

JULIE MARIE GERDES

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EDUCATION

PhD, Technical Communication and Rhetoric, Texas Tech University, 2019

Dissertation— *Constructing Risk in Emergency Health Responses: A Rhetorical Analysis of Transnational Zika Communication in the Caribbean*

Committee: Drs. Greg Wilson (chair), Amy Koerber, Rebecca Rickly

MA, Rhetoric and Composition, University of South Florida, 2014

Thesis— *Risk of Compliance: Tracing Safety and Efficacy in Mef-Lariam's Licensure*

Graduate Certificate in Professional and Technical Communication

BA, English (Writing and Publication Studies) and Spanish, Clemson University, 2009

Honors thesis— *Designing Authority in Technical Documents: NIH Policy Statements and Minority Recruitment*

ACADEMIC APPOINTMENT

Assistant Professor of Technical/Professional Writing and Rhetoric, August 2020-present

Virginia Polytechnic Institute and State University

RESEARCH

Peer-Reviewed Articles and Book Chapters

Gerdes (anticipated 2022). Diagnosing Unsettled Stasis in Transnational Communication Design: An Exploration of Public Health Emergency Communication. *Technical Communication Quarterly*. *Accepted*

Gerdes, J., Ganguly, P; & Shafer, L. (anticipated 2022). "COVID AND Able Bodies: How People with Disabilities in an Appalachian Community Tactically Respond to Normative Vaccine Communication." In Emily, Ally, Jen. *Covid and...How To Do Rhetoric in a Pandemic*. Michigan State University Press. *Accepted*.

Gerdes, J., & Serino, A. (anticipated Q1 of 2022) "The Invisible Threat: Communicating Risk and Engaging Communities to Respond to Zika." In Manoncourt, E. Obregon, R., & Chitnis, K. S. *Social and Behavior Change Communication in Disease Outbreaks: Dealing with Rights, Culture, Complexity, and Context*. Springer. *Accepted*.

McCurdy, N., **Gerdes, J.**, & Meyer, M. (2018). A Framework for Externalizing Implicit Error Using Visualization. *IEEE transactions on visualization and computer graphics*.

Reference Articles

Gerdes, J. (2021). "Workplace Writing Studies" (revised from "Professional and Technical Communication: An Overview"). *Writing Commons*, 4th Edition (Ed. Cassandra Branham). Open-text peer-reviewed resource.

Gerdes, J. & Basu, A. (2014). "Malawi." *SAGE Encyclopedia of Health Communication*. 1st ed. Print and Electronic.

Gerdes, J. & Basu, A. (2014). "South Africa." *SAGE Encyclopedia of Health Communication*. 1st ed. 2014. Print and Electronic.

Textbook Articles

In *Rhetoric Matters*, 3rd Edition (Eds. Jason Carabelli and Brogan Sullivan). New York: Bedford, 2013:

- "Who Has a 'Stake' in the Argument? An Introduction to Primary and Potential Stakeholders" (with A. Watkins)

- “Understanding Claims” and “Visual Rhetoric and Cultural Considerations.”

In *A Rhetorical Approach to Workplace Writing Practices*. (Eds. Cassandra Branham, Meg Mandell, and Rachel Tanski). University of South Florida, 2014: “Professional and Technical Communication: An Overview.”

National Conference Presentations

- “Kairos and chronos as dialectical considerations in infectious disease interventions.” Rhetoric Society of America. Baltimore, MD. Accepted for May 2022.
- “We don’t have the time or money”: Examining inclusion in public health organizations.” Conference for College Composition and Communication. Virtual. Accepted for March 2022.
- “Studying the Production of Health Emergency Communication.” Special Interest Group for the Design of Communication (SIGDOC) Virtual Conference. Remote due to COVID-19. Oct 12-14, 2021.
- “Paradoxes of Prioritization: COVID-19 Vaccine Rhetorics among People with Disabilities in Appalachia.” Rhetoric of Health and Medicine Symposium. Remote due to COVID-19. September 9-10, 2021.
- “Changing Whose Behavior? Drawing on Infectious Disease Responses to Teach Audience” Conference for College Composition and Communication. Remote due to COVID-19. Accepted for April 2021.
- “Accounting for Taxpayers in Transnational Risk Construction.” Association for Teachers of Technical Writing. Pittsburgh, PA. Accepted for 12-13 March 2019.
- “Countering Narratives with Shared Metaphor Systems: An Analysis of the 2016 Zika Outbreak.” Conference for College Composition and Communication. Portland, OR. 15 March, 2017.
- “Strengthening Assemblages through a Rhetoric of Evaluation.” Rhetoric Society of America. Atlanta, GA, 27-29 May, 2016.
- “The Value of Social Justice in Technical Communication Roundtable.” Association for Teachers of Technical Writing. Tampa, FL, 18 March 2015.
- “Composing Certainty: Ethical Advantages of a Nonmodern Approach to Pharmaceutical Communication Design.” Conference for College Composition and Communication. Tampa, FL, 19 March 2015.
- “Using Digital Tools to Facilitate and Assess the Development 21st Century Literacy Competencies in Scientific and Technical Writing Programs.” Council for Programs of Technical and Scientific Communication. Colorado Springs, CO, 26 Sept. 2014
- “Regulating Bodies of (Re)settled Refugees.” Rhetoric Society of America. San Antonio, TX. 26 May 2014.
- “Screening access through data collection: A case study of refugee resettlement health guidelines.” Conference of the Association of Teachers of Technical Writing, Indianapolis, IN, 19 March 2014.

Local Conference Presentations

- “Understanding Vaccine Hesitancy among People with Disabilities” Appalachian Transnational Research Network Health Summit sponsored by Penn State (virtual due to COVID-19), 20 Oct 2021.
- Gerdes, J.,** Stein, J., & Rockwell, M. “The Role of Trust in Readiness to Receive the COVID-19 Vaccine in Appalachia” Virginia Public Health Association Annual Meeting. Virtual due to COVID-19, April 2021.

INVITED TALKS

- “Navigating a Complex Messaging Environment: Public Health Communication Strategies for the COVID-19 Crisis” at the Virginia Public Health Association Annual Conference and Research Day with co-presenters Michelle Rockwell and Jeff Stein and in partnership with ImmunizeVA. Virtual. 9 April 2021.
- “The Multiple Ontologies of International Infectious Disease,” part of the session Intervening and Monitoring: Health Policies and Practices during Infectious Disease Outbreaks of the event “COVID-19 in Context: A Deans’ Forum on Living with a Pandemic.” Remote, hosted by Virginia Tech. 12 November 2020.
- USAID Zika Communication and Community Engagement Workshop; November 2016; Panama City, Panama
Zika Community Engagement Share Fair; April 2018; Antigua, Guatemala
- “Building Consensus, Capturing Lessons: Learning from the Zika Response for Future Success” Share Fair; April 2019; Santo Domingo, Dominican Republic

“Care and Support for Mothers, Infants, and Families Affected by Zika: Sharing Lessons Learned and Recommendations for the Future” Regional Meeting; April 2019; Panama City, Panama
International workshop on “Community mobilization for the response to emergencies and epidemics: learning from the fight against Zika”; June 2019, Quito, Ecuador

GRANTS

\$36,437—Gerdes, J (FY 2022). “Analyzing and Improving Vaccine Uptake among Latinx Populations in SW Virginia.” Virginia Tech Council on Vibrant Virginia (co-funded by VT Institute for Society, Culture, and Environment and Virginia Cooperative Extension).

2% salary—Subject matter expert on \$225,000 CDC-funded Extension Collaborative on Immunization Teaching & Engagement. “VA VT VSU Vaccine Education EXCITE Activity 2 Project” (June 2021-May 2023) under PI Kathy Hosig.

\$5,559—Gerdes, J (FY 2021). College of Liberal Arts and Human Sciences Niles Grant, Virginia Tech, **\$5,559**

\$14,000—Gerdes, J. (PI) and Wenzel, S. (Co-PI). (FY 2020). “COVID19 Vaccine Communication in SW Virginia: Anticipating and Addressing Rhetorical Barriers to Local Vaccination.” College of Liberal Arts and Human Sciences Dean’s Faculty Fellows Research Grant, Virginia Tech, **\$5,000**; Institute for Society, Culture, and Environment Unsolicited Request, Virginia Tech, **\$4,000** granted; Department of English, **\$5,000** granted.

\$29,000—Rockwell, M. (PI); Stein, J; Gerdes, J; Ivory, A; Seref, M.; Brown, J; Seref, O. (Co-PIs). (FY 2020).

“COVID-19 Vaccine: Can a Trusted Healthcare Agent’s Tweets Help Control the Social Media Misinformation Outbreak?” Fralin Life Sciences Institute, Virginia Tech, \$2,000 to PI

\$1,500—Gerdes, J (2020). Office of the Provost Pre-Tenure Faculty Mentoring Grant, Virginia Tech.

NON-TEACHING PROFESSIONAL EXPERIENCE

INTERNATIONAL DEVELOPMENT

Gender and KMC Consultant, Oct-December 2021

Zemitek | Bethesda, MD (remote position)

- Conducted literature reviews on updated policies and best practices
- Developed set of materials to guide strategic direction for integrating gender equity and knowledge management into global pharmaceutical supply chains

Zika Technical Advisor, June 2016-March 2020

U.S. Agency for International Development | Bureau for Latin America and the Caribbean | Health Team
Global Health Fellows Program-II, METI, & CAMRIS | Washington, DC

- Served as LAC Liaison on Agency COVID-19 Task Force (Feb-March 2020)
- Led internal and external knowledge management (KM) efforts for Zika team, championing knowledge sharing and utilization between technical and geographic areas
- Led monitoring, evaluation, and learning initiatives under the \$365.5M Zika response
- Provided strategic direction for and managed budget, progress, and compliance of USAID-funded Zika activities in KM, commodity supply chain and procurement, and maternal/child health research
- Developed external communications, e.g. fact sheets, web content, videos, Congressional reporting

Content Manager for USAID Evaluability Assessment, March-June 2016

Global Health Program Cycle Improvement Project (GHPro), Dexis Consulting Group, remote

- Developed and implemented coding scheme for collaborative systematic realist review
- Designed schematic and overhauled text of a theory of change around supply chain human resources

Global Health Supply Chain Doctoral Intern, February 2015-January 2016

USAID Office of Population and Reproductive Health | Division of Commodity Security & Logistics
Global Health Fellows Program-II, Washington, DC

- **Knowledge Management Team Lead (August 2015-January 2016): 20 hours/week**
 - Developed requirements document to launch new enterprise content management system
 - Conducted user research to recommend communications practices under new \$10.5B awards suite
- **HR For Supply Chain Management Evaluation (February- August 2015): 40 hours/week**
 - Managed evaluation for reproductive health supply chain and organizational development
 - Assessed Nepali public health supply chain plan and drafted scope of work for FY16 investments

Peace Corps Education Volunteer, August 2010-2011

Rupara Combined School, Rupara, Kavango, Namibia

- Taught English as a Second Language and Basic Information Science to over 150 students
- Collaborated with local and regional instructors on curriculum and exam development and on HIV education campaigns

MARKETING AND DESIGN

Marketing Assistant, March-July 2012

Colonial Downs, New Kent, VA

Page Designer for Daily Newspaper, September 2011- March 2012

The Free-Lance Star, Fredericksburg, VA

Editorial Assistant and Marketing Coordinator, 2007-2010

Clemson University Department of Bioengineering, Clemson, SC

- Worked with faculty PIs to develop text and schematics in journal manuscripts and grant proposals
- Led marketing initiatives with quarterly newsletter, design of giveaways, recruitment materials
- Managed website design and content overhaul and migration to new university CMS

Editorial Assistant, 2006

South Carolina Review, Clemson, SC

TEACHING EXPERIENCE

Courses Taught at Virginia Tech

ENGL4804: Grant Proposals and Reports (Fall 2021)

ENGL3834: Intercultural Issues in Professional Writing, undergraduate (Spring 2021)

ENGL3104: Introduction to Professional Writing, undergraduate (Fall 2020, Spring 2021/Fall 2021)

ENGL 5374: Field Methods of Research in Rhetoric and Writing, graduate (Fall 2020)

Courses Taught at Other Institutions

ENGL1301: Composition I (Fall 2014, 3 sections), Texas Tech

ENGL2311: Introduction to Technical Communication (Spring 2016, 2 sections), Texas Tech

ENC2210: Technical Communication for Health Science Majors (spring 2014), Univ. South Florida

ENC1101/2: Composition I/II (Fall 2012-Spring 2014, 3 sections), Univ. South Florida

Writing Program and Tutoring Experience

Texas Tech University Health Science Center Online Writing Center consultant (fall 2015)

INTO USF writing and culture tutor for international students, Univ. South Florida (spring 2014)

University Writing Center Consultant, Univ. South Florida (Fall 2012, 2013, Spring 2013)

Mentoring Coordinator, Univ. South Florida Professional and Technical Writing Program, May-Aug. 2014

Community Manager, Univ. South Florida Composition Program (Fall 2013-Spring 2014)

Student Mentorship at Virginia Tech

Dissertation Committees:

Priyanka Ganguly, English Department, dissertation committee co-chair, 2021-present
Megan Bronson, English Department, dissertation committee member, 2021—present
Amanda Hensley, Translational Biology, Medicine and Health, dissertation committee member, 2021—present
Cassandra Hockman, English Department, dissertation committee member, 2021—present
Julie Mengert, English Department, dissertation committee member, 2021—present
Marti Williams, English Department, dissertation committee member, 2020—present
Luana Shafer, English Department, dissertation committee member, 2020—present

Research Assistant Mentorship

Amilia Evans and Marissa Bucilli, CRS research assistants, Fall 2021
Priyanka Ganguly and Luana Shafer, CRS research assistants, Summer 2021
Jessica Herling, Department of Sociology, CLAHS research assistant, Spring 2021

English as a Second Language Volunteer Teacher, 2009-2019

- Literacy Council of Northern Virginia, Alexandria, VA & Washington, DC (2018-2019)
- Catholic Commonwealth Charities Refugee Resettlement, Richmond, VA (2011-2012)
- Greenville Literacy Association, Greenville, SC (2009-2010)
- Oconee County Literacy Program, Walhalla, SC (2009-2010)

SERVICE

To the department

Member, Undergraduate English Committee, Virginia Tech English Department (Summer 2021-present)
Member, Rhetoric and Writing Committee, Virginia Tech English Department (Fall 2020-present)
Member, Anti-racism in PTW Working Group, Virginia Tech English Department (Summer 2020)

To the field

Scholarship Committee member:

Society for Technical Communication student scholarship committee member (2021-2022);
Ken Rainey Research award (2021-2022)
Evaluation Committee for AS and STX (Fall 2020)

Judge, Special Interest Group on the Design of Communication (SIGDOC) Student Research Competition (2021)

Reviewer:

IEEE Transactions on Profession Communication special issue on Enacting Social Justice in Technical and Professional Communication (2021)

Journal of Technical Writing and Communication (2021)

Edited collection on social justice in technical communication (2019)

Health Communication flagship journal, 2016-2017

Social Media Curator, Association for Teachers of Technical Writing Conference, March 2015, 2017

To the community

Volunteer, Medical Reserve Corps of Virginia; logistics support at local COVID-19 vaccine clinics (2021)
Board member, Casa Latina; support in grant-writing and strategic direction

HONORS AND PROFESSIONAL MEMBERSHIPS

Appalachian Translational Research Network, member 2021-present
ATTW Digital Writing in a Cross-Cultural Framework Workshop Scholarship, 2015
CCCC Outstanding Dissertation Award in Technical Communication, nominated for 2020
Clemson Honors College Graduate, 2009
Helen Locke Carter Memorial Scholarship, 2015-2016
Horne Professors Graduate Achievement Award (university-wide research recognition) 2018 (\$800)
ImmunizeVA Coalition, member 2021-present
Phi Beta Kappa
Phi Kappa Phi
Society For Technical Communication, member (2020-present; student member 2014-2019)

SKILLS AND PROFICIENCIES

Language

- Spanish: Fluent in speaking, reading, writing
- RuKwangali (bantú): Conversational in speaking, basic ability in reading and writing
- Markup Language: basic XML, html

Computer Skills

- Basic Desktop Publishing – MS Office, G Suite
- Graphic Design—Adobe Creative Suites (InDesign, Illustrator, Photoshop)
- Web Development—Cascade, Wordpress, SharePoint, Adobe Dreamweaver