

# Linn K. Bekins

## Curriculum Vitae

(Updated August 2018)

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5500 Campanile Drive  
Department of Rhetoric and Writing Studies  
San Diego State University  
San Diego, California 92182-4452

[lbekins@sdsu.edu](mailto:lbekins@sdsu.edu)  
office: 1.619.594.2211

### EDUCATION

#### Degree

Ph.D.	<b>University of Utah</b> Educational Studies, Curriculum and Instruction Emphasis in Rhetoric and Composition Dissertation title: “ <i>Collaboration in science: Strategy and the writing of a review chapter</i> ”	2000
M.A.	<b>University of British Columbia</b> English Literature Emphasis in 20th Century Poetics and Composition Studies	1994
B.A.	<b>University of San Diego</b> Major: English Literature; Minors: Spanish and Psychology	1989

### TEACHING POSITIONS AND RANKS HELD

1999 – Present *Associate Professor*, San Diego State University, San Diego, California  
*Director*, Professional Writing Certificate Program  
Department of Rhetoric and Writing Studies

#### *Undergraduate/Graduate Courses Taught:*

RWS 503W	Professional Writing
RWS 504	Advanced Professional Writing
RWS 506	Writing Internship
RWS 508W	Scientific Writing
RWS 509	Teaching Composition in Secondary Schools

#### *Graduate Courses Taught:*

RWS 607	Writing Project Management (formerly 505)
RWS 609	Theory and Practice of Teaching Composition
RWS 610	Disciplinary Rhetoric
RWS 640	Research Methods in Rhetoric and Writing Studies
RWS 796B	Writing Internship
RA 605	Medical/Scientific Writing for Healthcare Professionals (co-teach online for Regulatory Affairs Department)

1997 *Adjunct Professor*, University of Utah, Salt Lake City, Utah, David Eccles School of Business  
Management Communication Center  
*Graduate Course Taught:* Management Writing and Communication

1997 *Teaching Assistant*, University of Utah, Salt Lake City, Utah  
Educational Studies  
*Undergraduate Course Taught:* Literacy and Culture

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- 1997            *Research Assistant*, University of Utah, Salt Lake City, Utah  
University Writing Program and Communications
- 1994 – 1998    *Teaching Fellow*, University of Utah, Salt Lake City, Utah  
University Writing Program  
*Undergraduate Course Taught*: Technical Writing
- 1992 – 1994    *Teaching Assistant*, University of British Columbia, Vancouver, British Columbia  
English Literature  
*Undergraduate Course Taught*: English Literature

### THESIS COMMITTEE WORK

- Chair, Rhetoric and Writing Studies. Hitchens, A. (2018). “Patagonia, environmental responsibility, and anti-consumerism in the postmodern era—it’s all rhetoric.”
- Chair, Rhetoric and Writing Studies. Cohen, T. (2013). “A genre-based analysis of the use of self-congratulatory words in the *Journal of the American Chemical Society*.”
- Chair, Rhetoric and Writing Studies. Stringfield, M. (2013). “Rhetoric of grant writing: An Aristotelian approach to grant making in San Diego.”
- Chair, Rhetoric and Writing Studies. Abueg, M. (2009). “Capturing hearts and minds to invade Iraq: A study of influence and evidence in White House press briefings.”
- Chair, Rhetoric and Writing Studies. Tomlin, R. (2007). “Online FDA regulations: Implications for medical writers.”
- 2<sup>nd</sup> reader, MALAS. Lindem, V. (2014). “Charlatans in lab coats: How scientific communication can unmask pseudoscience.”
- 2<sup>nd</sup> reader, Rhetoric and Writing Studies, Gigoli-Spicer, C. (2005). “Invention, delivery, and ethics online: Medical marketing websites.”
- 3<sup>rd</sup> reader, Biology. Schroeder, A. (2019). “RNA-Seq analysis of the heat stress response in three *Boechera* species.”
- 3<sup>rd</sup> reader, Biology. Wellik, M. (2009). “Population genetics of the endangered Quino checkerspot butterfly, *Euphydryas Editha* Quino.”
- 3<sup>rd</sup> reader, Biology. Deza, A., (2008). “Effects of habitat fragmentation and patch size on recruitment and the abundance of kelp forest fishes.”
- 3<sup>rd</sup> reader, Creative Writing. Andrew, V. (2008). “Hatch.”
- 3<sup>rd</sup> reader, Geology. McClain, S. (2006). “Tunnel inflow in fractured crystalline bedrock”
- 3<sup>rd</sup> reader, Biology. Dane, L. (2005). “Bacterial diversity of cryptobiotic soil crusts: Correlation with primary production.”
- 3<sup>rd</sup> reader, Ecology. Davenport, A. (2005). “Positive indirect effects of reef fishes on kelp performance.”
- 3<sup>rd</sup> reader, Ecology. Sharfi, S. (2005). “A comparison of regional fish production between artificial and natural reefs.”
- 3<sup>rd</sup> reader, Geology. Ramzi, R. (2005). “The estimation of aquitard window size and distribution using geostatistical analysis and aquifer test simulations.”
- 3<sup>rd</sup> reader, Creative Writing. Duke, D. (2005). “Widow.”

### ADMINISTRATIVE EXPERIENCE

- 1999 – Present    *Director*, Professional Writing Certificate Program  
Department of Rhetoric and Writing Studies, SDSU

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### WORKPLACE EXPERIENCE

- 1992 – Present *Communications Consultant*. Provide on-site training and consultations in professional and scientific writing, persuasive messaging, project management, user experience and user design. Clients served include: Alliance Pharmaceuticals Corp., American Specialty Health, ATI Medical, Chugai Pharma USA, Endonetics, Gen-Probe, Genentech, InnerCool Therapeutics, Metabasis, Orthopedics Biomechanics Institute, Research Medical-Baxter Healthcare, U.S. Geological Survey, GRWO, Jordan School District, David Eccles School of Business, Noble Engagements.
- 1998 – 1999 *Project Manager/Senior Consultant*. Franklin Covey, Salt Lake City, Utah  
Professional Services Group  
Clients served include: Zion Bank (formerly First Security Information Technology, Inc.).
- 1996 – 1998 *Scientific Consultant*. McCulleyCuppen (formerly Scientific Services division of Franklin Covey), Salt Lake City, Utah  
Clients served include: U.S. Food and Drug Administration, Hoffman La Roche Pharmaceuticals.

### PROFESSIONAL GROWTH

#### Published Refereed Articles

- Bekins, L.** & Williams, S. (2006). "Positioning Technical Communication for the Creative Economy." Technical Communication, 53(3), 287-295.
- Williams, S. & **Bekins, L.** (2005). "Leaders, managers, and producers: Repositioning technical communication for the creative economy." International Professional Communications Conference Proceedings, 659-670. Piscataway, NJ: IEEE.
- Robinett, J. & **Bekins, L.** (2005). "Medical narratives in empirical frameworks." Academic Exchange Quarterly, 9 (3), 116-120.
- Ornatowski, C. & **Bekins, L.** (2004). "What's civic about technical communication? Technical communication and the rhetoric of 'community.'" Technical Communication Quarterly, 13, 251-269.
- Bekins, L.** & Merriam, S. (2004). "Consulting and collaborative writing connections." Academic Exchange Quarterly, 8 (3), 233-237.
- Bekins, L.**, Huckin, T., & Kijak, L. (2004). "The personal statement in medical school applications: Rhetorical structure in a diverse and unstable context." Issues in Writing, 15 (1), 56-75.
- Faber, B., **Bekins, L.** & Karis, B. (2002). "Using corporate-based methods to assess technical communication programs." Journal of Technical Writing and Communication, 32, 307-336.

#### Published, Refereed Book Chapters

- Mathison, M. and **Bekins, L.** (late 2018). "Professors Designing Assignments as Relational Activity: A Baseline for Connecting Thinking, Learning, and Writing" In M. Mathison (Ed.), Sojourners and Third Cultures: A Case Study of Writing in the Engineering (p. XX). Logan, UT: University of Utah Press.
- Cammack, B., **Bekins, L.** & Krug, A. (2013). "From concept to action: Do environmental regulations promote sustainability." In P. Goggin (Ed.), Environmental Rhetoric and Ecologies of Place (p. 173-185). New York: Routledge.
- Bekins, L.** (2000). "Theorizing the internet for the practice, instruction, and study of disciplinary writing." In P. Mosenthal and A.W. Pailliotet (Eds.), Reconceptualizing literacy in the new age of media, multimedia and hypermedia. Greenwich, CT: JAI.

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### Refereed Essays in Preparation

**Bekins, L.** "What's collaboration got to do with it? Negotiating scientific discourse through interactive problem solving and rhetorical invention." Revising for resubmission.

**Bekins, L.** "Apprenticeship in science: Learning to write laboratory life." Revising for resubmission.

### Conference Presentations

Bekins, L. (October, 2017). "Networking with a purpose: Melting the glass ceiling." Paper presented as part of a panel at Gigamon Headquarters, Santa Clara, California.

Mathison, M. & Bekins, L. (November, 2014). "Crisis in communications: Tenets, conventions, and life after upper-division writing." Western States Rhetoric and Literacy Conference, Reno, Nevada.

Bekins, L. (June, 2007). "Medical/health communication programs." Presented at the Rhetoric Society of America conference workshop, Albany, New York.

Bekins, L. (June, 2006). "Vocational sustainability in the creative economy: Innovating communications programs." Paper presented at the annual International Learning Conference, Montego Bay, Jamaica.

Williams, S. & Bekins, L. (July, 2005). "Leaders, managers and producers: Repositioning technical communication for the creative economy." Paper presented at the annual International Professional Communication Conference, Limrick, Ireland.

Williams, S. & Bekins, L. (March, 2005). "The "Triple Threat" as the future of technical communications." Paper presented at the annual Association for Teachers of Technical Writing, San Francisco, California.

Bekins, L. & Huckin, T. (March, 2005). "The personal statement in medical school applications: Rhetorical structuring of symbolic capital in an instable and diverse context." Paper presented at the annual Conference on College Composition and Communication, San Francisco, California.

Bekins, L. (March, 2004). "Complicating discursive values in cross-disciplinary work." Paper presented at the annual Conference on College Composition and Communication, San Antonio, Texas.

Bekins, L. & Kijak, L. (October, 2003). "Between construction and negotiation: Bringing discursive representations of self and symbolic capital together in the Personal Statement." Paper presented at the annual Western States Rhetoric and Literacy Conference, Salt Lake City, Utah.

Bekins, L. & Sauer, G. (March, 2003). "Negotiating technical collaboration: Case studies of scientific researchers." Paper presented at the annual Association for Teachers of Technical Writing, New York, New York.

Bekins, L. (March, 2003). "Project management strategies for high-performance teams." Workshop presented at the regional American Medical Writers Association conference, Asilomar, California.

Bekins, L. (October, 2002). "Understanding and teaching collaboration in the writing workplace." Paper presented at the annual American Medical Writers Association conference, San Diego, California.

Mathison, M. & Bekins, L. (October, 2001). "Mediating activity, mediating disciplinarity." Paper presented at the annual Western States Rhetoric and Literacy Conference, Seattle, Washington.

Bekins, L. (February, 2001). "Strategic effects of collaboration on scientific communication." Paper presented at American Medical Writers Association, Orange County chapter, San Diego, California.

Bekins, L. (October, 2001). "Directing growth in scientific writing programs with community and corporate partnerships." Paper presented at the annual meeting of the Council for Programs in Technical and Scientific Communication, Pittsburgh, PA.

Bekins, L. (April, 2000). "The manufacture of knowledge: Yours, mine, and ours." Paper presented at the annual Conference for College Composition and Communication, Minneapolis, Minnesota.

Bekins, L. (April, 1999). "Articulating, producing, and negotiating knowledge: Examining the role of collaboration in scientific writing." Paper presented at the annual American Educational Research Association Conference, Montreal, Canada.

Bekins, L. (December, 1998). "Inquiry into sociocultural and political relations through electronic literacy." Paper presented at the annual National Reading Conference, Austin, Texas.

Bekins, L. (December, 1998). "Media literacy agendas: Research." Paper presented at the annual National Reading Conference, Austin, Texas.

Bekins, L. (October, 1998). "Connecting language, literacy, and technology: How user strategies translate into complex literate acts." Paper presented at the annual Western States Composition Conference, Salt Lake City, Utah.

Bekins, L. (December, 1997). "Intermediality in undergraduate education." Paper presented at the annual National Reading Conference, Scottsdale, Arizona.

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Bekins, L. (December, 1997). "Media literacy." Led Birds of a Feather discussion session at the annual National Reading Conference, Scottsdale, Arizona.

Bekins, L. & Mathison, M. (March, 1997). "Text and context: Writing to disciplinary values, expectations, and definitions." Paper presented at the annual Conference for College Composition and Communication.

Bekins, L. (December, 1996). "Text and context: Using sociocultural theory to examine the activity surrounding the use of electronic literacy." Paper presented at the annual National Reading Conference, Charleston, South Carolina.

Bekins, L. (May, 1996). "Communicating through the internet in a technical writing course: A lesson in rhetoric and invention." Paper presented at the annual Computers and Writing Conference, Logan, Utah.

Bekins, L. & Mathison, M. (May, 1996). "Writing technology into the disciplines." Paper presented at the annual Computers and Writing Conference, Logan, Utah.

Bekins, L. & Mathison, M. (April, 1996). "Constructing literacy across the university." Paper presented at the annual American Education Research Association Conference, New York, New York.

Mathison, M. & Bekins, L. (February, 1996). "Learning to really write: The case of the disciplinary centered curriculum." Paper presented at the annual Arizona State University Composition Conference, Phoenix, Arizona.

Bekins, L. & Mathison, M. (February, 1996). "Constructing written communication in engineering." Paper presented at the annual Arizona State University Composition Conference, Phoenix, Arizona.

Bekins, L., Danaher, C., Eng, T., & Woloshyn, T. (January, 1994). "Feminisms and pedagogy: A dialogic panel." Paper presented at the University of British Columbia, Vancouver, B.C.

### SERVICE

#### International

2006	Reviewer, <i>Technical Communication</i>
2006	Reviewer, International Learning Conference
2004	Judge, American Medical Writers Association & Eli Lilly Student Scholarship
2001 – 2002	Section Coordinator, American Medical Writers Association Annual Conference
1999 – 2000	Judge, Society for Technical Communication Annual International Competition

#### National

2004 – 2010	Editorial board, <i>WAC Clearinghouse</i>
2004	Reviewer, <i>Reflections</i>
1999 – 2003	Editorial board, <i>Academic Writing: Interdisciplinary Perspectives on Communication Across the Curriculum</i>
1997 – 2002	Reviewer, National Reading Conference Program Area 3 Committee
1996 – 2000	Reviewer, <i>Research in the Teaching of English</i>
1996 – 1999	Reviewer & Program Steering Committee member, Western States Composition Conference
1996 – 1997	Reviewer, AERA Division C and G Program Committee

#### University

2018	Faculty Advisor, Proposal to Fowler College of Business for a Center for Social Innovation
2014– Present	Invited speaker, College of Sciences. Present to labs and classes upon request. "Persuasion in scientific writing."
2016	Interim Chair, Environment and Safety Committee
2013 – 2014	Member, Environment and Safety Committee
2006 – Present	Faculty Advisor, Regulatory Affairs. Consult on communications for Masters and Certificate Programs.

2010 – 2011	Faculty Advisor, Biology. Developed two 1-unit writing courses to be offered as 496 courses in 2011: “Getting Published” and “Presenting Research.”
2008 – 2009	Faculty Fellow, People, Information & Communication Technologies (pICT) and Course Design Institute (CDI)

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2007 – 2009	Faculty Advisor, Preprofessional Health Advising Office, College of Sciences. Help students prepare Personal Statements for medical school applications and host mock interviews.
2004 – 2009	Faculty Advisor, SDSU Entrepreneurial Management Center, QUALCOMM EMC Social Entrepreneurial Internship Program
2003 – 2006	Member of Program Advisory Board, QUALCOMM Information, Communication, Technology (ICT)
2005	Committee Member, Instructionally-Related Activities Grant, College of Arts and Letters
2005	Speaker, Council of Prehealth Organizations’ conference, “Catch the Wave to Success”

### Department

2018– Present	Member, Course Design Institute (CDI), develop online version of RWS 503W, Professional Writing
2017-2018	Member, Search Committee, Digital Rhetoric and Professional Writing hire
2016 – Present	Member, Curricular updates on CurricuNet to all 500-level courses
2016 – Present	Member, Curricular Assessment Committee for 500-level courses
2016 – 2018	Chair, Departmental Online Newsletter
2014– Present	Member, Departmental Major Development and Promotion
2005 – Present	Member, Retention, Tenure, and Promotion Committee
2005 – Present	Member, Graduate Committee
1999 – Present	Director, Professional Writing Certificate Program
1999 – Present	Student Intern Placement & Supervision, RWS Undergraduates and Masters students
1999 – Present	Member, Periodic Review Committee
2009	Chair, Periodic Review Committee
2007 – 2008	Chair, Search Committee, Professional Writing hire
2003 – 2006	Member, Development Committee
1999 – 2006	Member, Curriculum Committee
2003	Member, Chair Evaluation Committee
1999 – 2003	Member, Upper Division Course Committee
1999 – 2003	Member, Cyber Committee
1999 – 2003	New Course Proposals: RWS 501, Editing; RWS 505, Writing Project Management; RWS 507, Professional Communication in Nonprofit Organizations; RWS 508W, Scientific Writing
1999 – 2000	Member, Search Committee, Technology and Pedagogy hire

### Community

2016– Present	Coordinator, Society for Technical Communications, San Diego chapter, host job fair at SDSU
2016– Present	VP Fundraising, High Tech High International, raise annual school project and college trip funds
2016– Present	Volunteer, San Diego River Park Foundation, collect and test water samples
2016– Present	Volunteer, Point Loma Native Plant Garden, habitat restoration
2016– Present	Volunteer, I Love a Clean San Diego, bay to river clean up
2016– Present	Volunteer, Miracle League, provide help and support at sports events in which athletes with physical or mental challenges participate
2016– 2018	Volunteer, Teen Volunteers in Action (TVIA), training teens to effectively communicate and participate in their communities
2016 – 2017	Advisor, KIPP Adelante (tuition-free middle school for low income students)
2015 – 2017	Volunteer, BurritoBoyz: Teens Taking Action, Feeding the homeless in downtown San Diego
2014	Coordinator, GRWO BETA testing on SDSU campus with student ambassadors
2014	Coordinator, Correia Middle School, hosted 150 students to a tour of SDSU, including arranging faculty presentations

- 2013– Present Advisor, Nativity Prep Academy (tuition-free middle school for low income students). Provide writing workshops on-site and review college application essays
- 2013– Present Coordinator, Sustainable gardening practices for middle school, high school, and college students through direct instruction and connecting students with local nonprofits, such as the Solana Center and Ecolife Conservation. Provide classroom training; supervise hydroponic projects and site research

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- 1999 – Present Coordinator, Student service learning projects for RWS 504 and 607 (~4-6 student group projects annually) with local nonprofits
- 1999 – Present Student job placement, RWS Masters and Certificate Program in Professional Writing
- 1999 – 2013 Volunteer contributor, Society for Technical Communications, San Diego chapter newsletter
- 1999 – 2007 Coordinator of technical and scientific writer guest speakers, Professional Writing Certificate Program (examples include: Drs. Brent Faber, Mike Palmquist, Jeffrey Sauer, Judy Segal)
- 2004 Reviewer, Pearson Longman Publishers, “Resources for Technical Communication”
- 2004 Reviewer, Prentice Hall Publishers, “Technical Writing, Presentation Skills, & Web Writing”
- 2000 – 2004 Volunteer course instructor, Nonprofit Management Solutions, “Persuasive writing: Messages that get results”
- 2001 Invited Speaker, Society for Technical Communication, San Diego chapter, “Current issues in technical communications: A review of the 2001 International STC conference”
- 2001 Reviewer, Oxford University Press, “Reporting Technical Information 10E”
- 2000 Invited Speaker, American Medical Writers Association, Orange County chapter, “Genres of the scientific writing profession”

### **PROFESSIONAL AFFILIATIONS**

Association of Teachers of Technical Writing  
College Composition and Communication  
National Council of Teachers of English

American Medical Writers Association  
Society for Technical Communication