

# JESSICA McCAUGHEY

The George Washington University  
University Writing Program  
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## RESEARCH AREAS

- Digital media, multimodal composition, and teaching technologies
- Professional writing pedagogy and transfer
- Multi-lingual writers in the academe and the workplace
- Social media and its pedagogical implications in first-year writing
- Creative nonfiction

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## TEACHING EXPERIENCE

Assistant Professor of Writing

Fall 2011 Present

THE GEORGE WASHINGTON UNIVERSITY Washington, DC

### Professional Writing Program

Designed and developed GW's Professional Writing Program, which includes workshops, assessment, and additional consulting in business, professional, and technical writing. Clients have included departments and organizations internal and external to the university, including the U.S. Department of Labor, The Danaher Corporation, GW's Academic Technology Department, and GW's Public Relations Team. Workshop topics developed and facilitated include:

- *Professional Writing Basics: Audience, Purpose, and Genre*
- *Gathering Requirements for Writing Projects*
- *Developing and Building Written Arguments*
- *Writing for the Web*
- *Writing for Social Media*
- *Improving E-mail Communication: Clarity, Tone, and Emphasis*
- *Using Templates and Prior Written Communication Effectively*
- *Writing and Editing Professional Reports*
- *Structure, Organization, and Form for Better Business Writing*
- *Strategies for Improved Clarity in Writing*
- *Diplomacy in Business Communication*
- *Comprehensive Editing*
- *Copy Editing*
- *Grammar and Punctuation Refresher*
- *Never Misuse Commas Again*
- *Advanced Grammar Skills*
- *Writing Skills for Technical Professionals*
- *Strategies for Collaborative Writing*
- *Business Communication for Multi-lingual Writers*

### Academic Courses Taught

- *Please Like Us: Selling with Social Media* (Fall 2013 Present)
- *Internship and Workplace Writing* (Summers 2014, 2015, and 2016, online)
- *Telling True Stories: Truth and Memory in Creative Nonfiction* (Fall 2011 Spring 2013)

### Other Teaching

- Serves as consultant to external departments through the Writing in the Disciplines (WID) program to develop writing-intensive courses
- Leads WID workshops for faculty (Sample titles: "Teaching Writing with Technology," "Writing in the School of Engineering and Applied Science")

- Co-teaches writing-focused career development workshops for international students through GWU’s Center for Career Services
- Consults with GW School of Business and University Writing Center on matters related to teaching multi-lingual writers
- Guest Lecturer, GW School of Business, seven sessions (Spring 2014)

**Instructor, ESL Specialist, Outreach Coordinator, and Tutor**      **Spring 2008**   **Summer 2014**  
**THE ENGLISH LANGUAGE INSTITUTE AT GEORGE MASON UNIVERSITY**   Arlington, Prince  
 William, and Fairfax campuses, Virginia

**Courses Taught**

- *High-Advanced Speaking*
  - *High-Advanced Writing*
  - *Summer Bridge Project*
  - *Advanced Grammar*
  - *Idioms*
  - *Pronunciation*
  - *Graduate-level Academic Writing*
  - *Conversation Skills*
- Served as ESL Specialist for the GMU Writing Center, tutoring multi-lingual students, managing the ESL Opt-In program and working to expand services for international students
  - Led workshops for multi-lingual members of the George Mason University community, including faculty, staff, students, visiting scholars, and their families
  - Operated as outreach coordinator, creating and implementing marketing plan for the ELI as we expanded resources to serve the university’s Prince William Campus
  - Provided individual and group tutoring for undergraduate and graduate students in speaking, listening, writing, and study skills, as well as job interview preparation
  - Mentored and educated students in the Summer Bridge Program, which helps prepare incoming first-year students who attended at least one year of high school in the United States to transition to college by teaching them study strategies, academic standards, and how best to utilize university resources

**Adjunct Instructor**      **Summer 2011**  
**NORTHERN VIRGINIA COMMUNITY COLLEGE**   Annandale, Virginia

**Courses Taught**

- *College Composition II*
- *Introduction to American Literature*

**Graduate Instructor & Interim Writing Center Assistant Director**      **Fall 2009**   **Spring 2011**  
**GEORGE MASON UNIVERSITY**   Fairfax, Virginia

**Courses Taught**

- *First-Year Composition*
- *Introduction to Creative Writing*
- *Reading and Writing about Texts*   *“The Literature of Disaster”*

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## WORKS IN PROGRESS

### Archive of Workplace Writing Experiences

**Research Partner:** Brian Fitzpatrick, Assistant Professor, George Mason University

This project is an online audio archive of interviews from working professionals across industries. Grounded in transfer research from writing studies as well as business, the project asks interviewees to discuss how and what they write in their specific workplaces, how they translated college writing skills into that field, what “successful” writing looks like where they are, and what students across disciplines need to develop in their writing as they look towards the future. Interviews also explore new ways of considering central transfer concepts like genre and metacognition. The archive, which will be available to students, professors, and the public, serves as a learning tool and as an ongoing repository, but perhaps most importantly it is as a crucial link between the university and the “working world,” as students hear the voices of those creating real workplace writing, and are then better able to develop their own writing. Having just received IRB approval, we are currently in the early stages of the project, preparing for our first round of interviews and building the infrastructure for the online archive, submitting grant applications, and recruiting participants.

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## PEER-REVIEWED, PEDAGOGY-BASED, AND TEACHING-RELATED PUBLICATIONS

- “Book Clubs as a Tool for Community Building and Language Enhancement” *English Teaching Forum* (forthcoming, 2017)
- "Don't Edit--Teach: Strategies for Mentoring Writers from a Writing Professor," *Intercom* (forthcoming, 2017)
- “Four Primary Considerations for Teaching Non-Native Writers,” *The Writing Campus*, February 2016
- “What I Learned from My International Students: How Teaching English as a Foreign Language Made Me a Better Teacher of Everything,” *The Chronicle of Higher Education*, December 2, 2015
- “That Snow Simply Didn’t Fall: How (and Why) to Frame the Personal Essay as a Critical Inquiry into Memory in the First-Year Writing Classroom,” *Assay: A Journal of Nonfiction Studies*, 1.2, Spring 2015
- “Free Software and Five Minutes: Limitless Possibilities for Improving Student Writing,” *The Writing Campus*, January 2015
- Reprint: "Diplomacy, Tone, and Emphasis in Business Writing" and "Diplomacy and Tone Checklist." Electronic Textbook, *A Rhetorical Approach to Workplace Writing Practices*. Eds. Cassandra Branham, Meg Mandell, and Rachel Tanski, Tampa: University of South Florida, 2014
- “Diplomacy, Tone, and Emphasis in Business Writing,” *Writing Commons*, a “free, global, peer-reviewed, open-education resource for college-level writers, college faculty, and the everyday writer,” October 2013
- “Don’t Hug Them: Dealing with Student Crises,” *The Chronicle of Higher Education*, May 1, 2012
- “Deleting a History: From Resume to CV,” *The Chronicle of Higher Education*, December 1, 2011

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## CREATIVE PUBLICATIONS

- “Imagining My Grandfather Eating Samosas,” *Full Grown People*, June 2016
- “The Details of the Devil,” *Profane*, December 2015
- “How to Eat Cheese,” *Aftertastes*, Spring 2015
- “Bealton,” *Gulf Coast: A Journal of Literature and the Fine Arts*, Winter/Spring 2015 issue
- “Deer,” *Puff Puff Prose Poetry and a Play, Volume III* (poem), 2015
- “What the Websites Tell Me to Do,” *The Rumpus*, April 22, 2014
- “Because it is 1997,” *Toad*, December 2013
- “Sleep in the Week that Follows,” *Ayris*, October 2013 (poem)
- “Teetering,” *The Superstition Review*, October 2013, issue 11
- “I Tell You Something,” *Redux Journal* (reprint)
- “Imaginary Sons,” *The Citron Review*, December 2012
- “Things You Cannot Do with a Baby,” *Boston Globe Sunday Magazine*, September 30, 2012
- “Compulsion without Recourse,” *The South Loop Review*, Fall 2012
- “An Inn on the Coast of Kerry County,” *Composite Arts*, Summer 2012 issue
- “In a Relationship With:” *Forty-Ounce Bachelors: An Electro-Literary Playground*, February, 2012
- “Excuses for Late English 112, Section 004 Papers from a Large, Unnamed Community College in Virginia,” *Defenestration*, August 2011
- “Scramble,” *Silk Road*, Summer 2011
- “I Tell You Something,” *Adanna Literature*, Summer 2011
- “On the Music of Distraction,” *Phoebe*, Spring 2011
- “Aligning the Internal Compass,” *The Colorado Review*, March 2010 (later published in *Best American Travel Writing of 2011*)
- “Sink,” *Hot Metal Bridge*, Fall 2009
- “Reading Shame,” *Alalitcom*, Summer 2009
- “Arlington,” *flashquake*, Summer 2009

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## CONFERENCE PAPER PRESENTATIONS

- “Didn't Get the Memo: Refining Professional Writing Transfer Strategies Through the Study of Authentic Writing Spaces,” Conference on College Composition and Communication (CCCC), forthcoming, Portland, Oregon, March 2017
- “Don't Edit Teach: Strategies for Mentoring Technical Writers,” Society for Technical Communication (STC) Summit, Anaheim, California, May 2016
- “Please Like Us: Using the Kardashians, Role-playing, and Social Media Marketing in the Writing Classroom,” 2016 SW Pedagogy and Popular/American Culture Association Conference (Pedagogy and Popular Culture area), Albuquerque, New Mexico, February 2016

- “Blending the Old School with the New: Reflection in Online Internship-Related Courses,” National Society for Experiential Education Annual Conference, collaboration with Anne Scammon, GW’s Managing Director for Curricular and Strategic Initiatives, St. Petersburg, Florida, October 2015
- “The ‘Official Story’: Using Memory as a Framework to Teach Writing and Critical Thinking Skills,” Memory in Action: Remembering the Past, Negotiating the Present, and Imagining the Future, an International Humanities Conference on Memory, Lincoln University, Oxford, Pennsylvania, March 2015
- “Fostering Transfer in (Almost) Authentic Situations: Professional Writing in the First-Year Composition Classroom,” Conference on College Composition and Communication (CCCC), Tampa, FL, March 2015
- “Writing with Feeling: Emotion Inside and Outside of the Classroom,” NCTE Annual Convention, Washington, DC, November 2014
- “Emotional Truth, New Narratives, and Where We Draw the Accuracy Line: Interdisciplinary Student Work on Truth and Memory,” Story of Memory Conference, University of Roehampton, London, UK, September 2014

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#### AWARDS, RESIDENCIES, AND INVITED TALKS SPEAKING ENGAGEMENTS

- **Invited Talk:** “Career-oriented Professional Writing” International Student Career Ambassador (ISCA) Program (forthcoming November 2016)
- **Invited Talk:** “Mentoring Writers and Editors,” GP Strategies (August 2016)
- **Invited Talk:** “Don’t Edit Teach: Strategies for Mentoring Writers,” Society for Technical Communication (STC) Summit (May 2016)
- **Nominee:** Robert W. Kenny Prize for Innovation in Teaching Introductory Courses (Spring 2016)
- **Speaker:** “Writing and Academic Integrity for English Language Learners,” GW University Teaching and Learning Collaborative Workshop, *Incorporating International Students Better into Classroom Learning: Challenges and Benefits* (May 2015)
- **Invited Talk and Reading:** George Mason University, Nonfiction MFA Course, *Research for Narrative Writing* (Spring 2015)
- **Pushcart Prize Nominee** (2014)
- **Reader:** George Mason University New Leaves Conference (October 2013)
- **Panel Participant:** “Retreats, Residencies, and Other Getaways,” George Mason University, New Leaves Conference (April 2013)
- **Invited Talk:** “Career Change: A Different Kind of Success,” The George Washington University’s Career Development Summer Institute (June 2012)
- **Awardee:** Essay selected for *Best American Travel Writing, 2011*, published by Houghton Mifflin Harcourt as part of the “Best American” series (October 2011)
- **Recipient:** Outstanding Graduate Student Award, George Mason University English Department (2011)
- **Recipient:** Outstanding Mentor Award, George Mason University English Department (2011)
- **Winner:** *Tiny Lights: A Journal of Personal Narrative* Flashpoint Contest (April 2011)

- **Runner-Up:** *Phoebe* Nonfiction Contest (April 2011)
- **Residency:** Vermont Studio Center, partial scholarship, Johnson, Vermont (August 2010)
- **First Prize Winner:** GMU/Mary Roberts Rinehart Award for Nonfiction (May 2010)
- **Nominee:** *Iron Horse Literary Review*, Discovered Voices Award (Spring 2010)
- **First Prize Winner:** Humor Writing, Alabama Writers Conclave Writing Contest (2009)

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## LOCAL, NATIONAL, AND UNIVERSITY SERVICE

- Facilitator, “Designing Your University Writing 1020 Syllabus,” New Faculty Workshop (August 2016)
- Judge, Scholastic Art and Writing Awards, Greater Washington Area (2016)
- Facilitator, GW’s University Teaching and Learning Collaborative (UTLC) Course Development Institute, Spring 2015
- Consultant, GW Career Services, Managing Director of Strategic and Curricular Initiatives, on matters of international students, online learning, and multi-modal composition (2013 present)
- Member/Proposal Writer, GW’s Committee for International Student Success (2014)
- Redesigns WID resources Web site, as well as writing and revising new and existing materials for the site, created for faculty and graduate assistants teaching writing-intensive courses
- Reviews student writing entries as member of Eckles Library Prize Committee (2014- present)
- Writes student recommendation letters
- Observes colleagues and writes peer review teaching letters
- Attends UWP Writing and Research Conference, moderates student panel discussions (2013 present)
- Serves on Curriculum Committee, University Writing Program (2013 present)
  - Reviews syllabi
  - Surveying faculty and participating in discussions regarding revision of UW 1020 course template
  - Researched and set preliminary groundwork towards future UW professional and technical writing minor
- Web Developer for University Writing Program (2016) and two internal program web portals, WID resources and general UWP information sharing (2013 – 2014)
- Oversaw WID Teaching Assistants in Schools of Business and Engineering (2013 – 2015)
- Liaised for editing workshop co-hosted by GW and the American Copyeditor’s Society (2014)
- Mentored Adjunct Instructor (2014 – 2015)
- Participated in Colonial Inauguration at Mount Vernon Campus (Summers 2012, 2013, 2014)
- Reviewed curriculum for Writing in the Disciplines (Finance), GWU School of Business (2014)
- Mentored and supervised undergraduate research assistant from the GW Honors Program (2014)

- Provided guidance to Department of Homeland Security employees and contractors about writing studies pedagogy and professional writing (2014)
- Volunteered for middle school participants of D.C.-based non-profit Higher Achievement during college visits (Summer 2013)
- Served as faculty advisor of the GMU Creative Writing Workshop, an undergraduate campus organization (2010–2011)
- Mentored incoming graduate teaching assistants, GMU (2010–2011)
- Served as Assistant Nonfiction Editor of *So To Speak*, a feminist literary journal (2008–2010)
- Read for *The GMU Review*, an undergraduate writing journal (2009–2011)
- Volunteered for GMU’s annual book festival, Fall for the Book (2008–2011)
- Volunteered to tutor with Northern Virginia Literacy Council (2007–2009)

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## EDUCATION

### **Master of Fine Arts, Creative Writing, Concentration in Creative Nonfiction**

May 2011–George Mason University, Fairfax, Virginia

### **Master of Arts, English, Concentration in Professional Writing and Editing**

May 2005–George Mason University, Fairfax, Virginia

### **Bachelor of Arts, English**

May 2001–Mary Washington College, Fredericksburg, Virginia

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## ADDITIONAL PROFESSIONAL DEVELOPMENT

“Presenting Data and Information,” Edward Tufte one-day seminar (May 2016)

Human Research Certification–Collaborative Institutional Training Initiative (CITI) at the University of Miami online (Spring 2016)

Composing Disability Conference, GWU (Spring 2016)

“From Concept to Book” Pre-Con Workshop (Spring 2016)–Albuquerque, New Mexico

University Writing Program Professional Development Day: CVs and Teaching and Research Statements with Rebecca Dingo (Spring 2016)

*Introduction to Qualitative Research*, EDUC8122 (Fall 2015)–George Washington University Graduate School of Education and Human Development, 3 credit hours

George Washington University Teaching and Learning Days (2013–2016)

**Incorporating International Students Better into Classroom Learning: Challenges and Benefits** (2015)–University Teaching and Learning Center, George Washington

**Digital Media and Composition Institute** (2014)–Ohio State University

**Instructor Training in Teaching Online and Hybrid College-level Courses** (2011)–Northern Virginia Community College

**Master's Certificate in Project Management (2006)** Academic Partnership of ESI  
International and The George Washington University School of Business

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**PROFESSIONAL WRITING, COMMUNICATIONS, EDITING, AND RELATED EXPERIENCE**

**Communications Consultant** 2003 Present  
Creates and edits Web and print content for organizations and individuals on a contract basis. Recent projects have included press releases, bios, annual reports, Web copy, marketing materials, white papers, and corporate style guides. Additionally, consults with organizations on improving print and multimedia communications.

**Private Tutor** 2008 2014  
Provided both individual and group tutoring to multi-lingual clients in writing, speaking, and job interview skills, as well as in preparation for the TOEFL examination.

**Contract Curriculum Developer, Editor, and Instructor** 2012  
CURIE LEARNING Herndon, Virginia  
Developed grammar and writing curricula and taught SAT/PSAT preparation courses.

**Writing Center Interim Assistant Director/Tutor** 2008 2009  
GEORGE MASON UNIVERSITY WRITING CENTER, Fairfax, Virginia  
As Assistant Director (Fall 2009), trained incoming tutors, developed and implemented marketing and branding plans, and created and updated university writing resources. Tutored undergraduate, graduate, and law students, as well as faculty and alumni in George Mason University's nationally recognized Writing Center. Led workshops on the research and writing process. Mentored undergraduate peer tutors.

**Web and Communications Associate** 2007 2008  
THE BUSINESS-HIGHER EDUCATION FORUM, Washington, DC  
Managed communications for this advocacy-based, education non-profit organization. Relayed policy, research, and advocacy information to an 80-member base made up of Fortune 500 CEOs and research university presidents. Ghost wrote op-ed pieces for chairman and vice-chair on national education issues for *The Wall Street Journal* and other publications. Wrote, edited, and designed newsletters and press kits and releases. Managed all Web, grant writing, and fundraising communications.

**Production Manager/Copywriter** 2002 2007  
ESI INTERNATIONAL, Arlington, Virginia  
Managed Web writing, marketing e-mail distribution, branding, and style guides for this international training organization focused on improving competencies in project management, contract management, business analysis, and general business skills. Collaborated with senior management to develop, implement, and communicate global messaging strategy, both internally and externally. Ghost wrote executive articles for a variety of trade publications. Edited internal and external publications, and researched and wrote ESI's white papers. Wrote and edited catalog copy, postcards, letters, flyers, and other publications, and managed a variety of new product marketing.