

Traci A. Zimmerman

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Professor, School of Writing, Rhetoric and Technical Communication
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EDUCATION

- Ph.D. English Case Western Reserve University -- Cleveland, Ohio January 2004
- M.S.J. IP Law Seton Hall Law -- Newark, New Jersey May 2017
- M.A. English James Madison University -- Harrisonburg, Virginia May 1994
- B.A. English James Madison University -- Harrisonburg, Virginia May 1992

ACADEMIC EMPLOYMENT

James Madison University

- Associate Dean. College of Arts and Letters. July 2020-present
- Interim Associate Dean. College of Arts and Letters. January 2019-June 2020
- Academic Unit Head. School of Writing, Rhetoric and Technical Communication. August 2014-June 2020
- Full Professor. School of Writing, Rhetoric and Technical Communication. Awarded May 2014
- Interim Academic Unit Head. School of Writing, Rhetoric and Technical Communication. Spring 2013-August 2014
- Associate Professor. School of Writing, Rhetoric and Technical Communication. Awarded Tenure May 2008
- Faculty Associate. The Center for Faculty Innovation. James Madison University. 2007-2008
- Faculty Member in Residence. Antwerp, Belgium. James Madison University. May-August 2007
- Assistant Professor. The Writing Program. James Madison University. 2002-2008
- Visiting Assistant Professor. The Writing Program. James Madison University. 2000-2001

ACADEMIC HONORS

- Recipient of the JMU "Woman of Distinction" Award. Spring 2014
- Earned certificate from Harvard Law School *CopyrightX* course. Spring 2014
- Recipient of the Inaugural WRTC Award for Teaching Excellence. Spring 2011

- Graduate Dean’s Instructional Excellence Award. Case Western Reserve University. Spring 2000
- Andrew W. Mellon Dissertation Fellowship. Case Western Reserve University. Summer/Fall 2000
- R. Maurine Brunner Endowed Scholar. Case Western Reserve University. 1998-2000
- Pew Younger Scholar Fellowship. University of Notre Dame. Summer 1998

COURSES TAUGHT (Selected)

James Madison University

WRTC 664	Critical Perspectives on Digital Culture
WRTC 630	Legal Writing
WRTC 460	Legal Writing
WRTC 301	Language, Law, and Ethics
WRTC 201	Theory and Methods in Writing, Rhetoric and Technical Communication
WRTC 200	Introduction to Studies in Writing, Rhetoric and Technical Communication
WRTC 103	Rhetorical Reading and Writing

ACADEMIC SERVICE (Selected)

James Madison University

- Chair of External Review Team (APR), Center for Assessment & Research Studies (CARS) 2022 (fall)
- Invited to serve on SACSOC Working Group 2020-present
- Co-Chair, A-Dean Working Group (ADWG) 2021-present
- Co-Chair, Academic Admissions Standards Committee (AASC) 2021-present
- Member, Faculty Handbook Committee 2019-2022
- Media Board Chair 2020-2022
- Member, JMU Intellectual Property Committee 2018-present
- Chair of External Review Team (APR), Center for Faculty Innovation (CFI) 2019 (fall)
- Departmental and Pre-Law Advisor 2005-present
- Elected Chair of WRTC AUPAC 2005-2007
- Served on GenEd Student Conference Committee 2005- 2008
- Elected GenEd Council Representative 2003-2005
- Elected to serve on the AUPAC for Writing and Rhetoric Studies 2003-2008
- Elected to JMU Faculty Senate as Representative for The Writing Program 2002- 2004

PROFESSIONAL ORGANIZATIONS

The Intellectual Property Caucus of CCCC
National Council of Teachers of English (NCTE)
Conference on College Composition and Communication (CCCC)
Modern Language Association (MLA)
Society for Technical Communication (STC)

PROFESSIONAL SERVICE (selected)

- Invited to serve on senior editorial panel for the *International Journal on Responsibility* Spring 2021-present
- Invited Reviewer for *Rhetoric of Health & Medicine* Fall 2019
- Elected as member of the CCCC Executive Committee 2011-2014
- Appointed as member of the CCCC Intellectual Property Committee 2013-2016
- Elected as Senior Chair of the CCCC Intellectual Property Caucus Fall 2010-Spring 2011
- Elected as Junior Chair of the CCCC Intellectual Property Caucus Fall 2009-Spring 2010

PUBLICATIONS

Peer-Reviewed Book Chapters and Journal Articles

- Almjeld, Jennifer and Zimmerman, Traci. “Invaluable, but Invisible: Conference Hosting as Vital but Undervalued Intellectual Labor.” *The Journal of Multimodal Rhetorics*. Vol. 4; Issue 2. Special Issue: “Invisible Labor in the Academy.” 2021. 31-41.
- Zimmerman, Traci. “And so two shall become one:” Being (and Becoming) The School of Writing, Rhetoric and Technical Communication.” *Weathering the Storm: Independent Writing Programs in the Age of Fiscal Austerity*. Ed. Rich Matzen and Matthew Abraham. Utah State UP, 2019. 60-67.
- Zimmerman, Traci. “‘Not a Category of Constitutional Significance’: *Golan v. Holder* and the Future of the Public Domain.” *Cultures of Copyright*. Eds. Martine Courant Rife and Danielle DeVoss. Peter Lang Publishing. 2014. 75-90.
- Zemliansky, Pavel, and Traci Zimmerman. “Workplace Realities Versus Romantic Views of Authorship: Intellectual Property Issues, Globalization and Technical Communication.” In *Legal Issues in Global Contexts*. Eds. Martine Courant Rife and Kirk St. Amant. Baywood Press. 2014. 147-167.
- Zimmerman, Traci. “Authors, Audiences, and the Gap(s) Between.” *Engaging Audience: Writing in an Age of New Literacies*. Edited by Brian Fehler, Elizabeth Weiser, and Angela Gonzalez. NCTE Press, 2009. 73-88.
- Pipkins, Traci. “Numbed Suburban Lifestyles Versus Gluttonous Self-Love: Woody Allen, Marriage, and Divorce.” *After Intimacy: The Culture of Divorce in the West Since 1789*. Edited by Karl Leydecker and Nicholas White. Bern: Peter Lang International Academic Publishers, 2007. 235-256. Part of the *European Connections* Series, Ed. Peter Collier. Volume 10.

- Pipkins, Traci and Jim Zimmerman. “Walking the Fine Line: Balancing Assessment Politics with Writing Pedagogy.” *Research Writing Revisited: A Sourcebook for Teachers*. Edited by Wendy Bishop and Pavel Zemliansky. Boynton/Cook Heinemann Press, 2004. 215-226.

Public Intellectual Work (edited, but not peer-reviewed)

- Zimmerman, Traci. “Twenty Years of Turnitin: In an Age of Big Data, Even Bigger Questions Remain.” *The CCCC-IP Annual: Top Intellectual Property Developments of 2017*. Ed. Clancy Ratliff. CCCC-IP, May 2018.
- Zimmerman, Traci. “Shades of Things to Come?: Apple Patents Technology to Remotely Disable iPhone Cameras.” *The CCCC-IP Annual: Top Intellectual Property Developments of 2016*. Ed. Clancy Ratliff. CCCC-IP, May 2017.
- Zimmerman, Traci. “Review: *Understanding Open Access: When, Why & How to Make Your Work Openly Accessible*.” *The CCCC-IP Annual: Top Intellectual Property Developments of 2015*. Ed. Clancy Ratliff. CCCC-IP, March 2016.
- Zimmerman, Traci. “Review: ‘The Internet’s Own Boy: The Story of Aaron Swartz (2014).’” *The CCCC-IP Annual: Top Intellectual Property Developments of 2014*. Ed. Clancy Ratliff. CCCC-IP, April 2015.
- Zimmerman, Traci. “The Future of Copyright? A Look at the First Decade of Creative Commons.” *The CCCC-IP Annual: Top Intellectual Property Developments of 2013*. Ed. Clancy Ratliff. CCCC-IP, March 2014.
- Zimmerman, Traci. “One Step Forward, Two Steps Back: What *Golan v. Holder* Means for the Future of the Public Domain.” *The CCCC-IP Annual: Top Intellectual Property Developments of 2011*. Ed. Clancy Ratliff. CCCC-IP, March 2012.
- Zimmerman, Traci. “Directions on the Road to Copyright Reform?: An Overview of the Copyright Principles Project.” *The CCCC-IP Annual: Top Intellectual Property Developments of 2010*. Ed. Clancy Ratliff. CCCC-IP, April 2011.
- Zimmerman, Traci. “‘It’s a Hard Knock Life’: The Plight of Orphan Works and the Possibility of Reform.” *The CCCC-IP Annual: Top Intellectual Property Developments of 2008*. Ed. Clancy Ratliff. CCCC-IP, April 2009.
- Zimmerman, Traci. “McLean Students File Suit Against Turnitin.com: Useful Tool or Instrument of Tyranny?” *The CCCC-IP Annual: Top Intellectual Property Developments of 2007*. Ed. Clancy Ratliff. CCCC-IP, March 2008.
- Zimmerman, Traci. Review -- *The Internet’s Own Boy: The Story of Aaron Swartz*. In *unCommon News – A Crowd-Powered Newsletter for a Writing-Centered Community*. Published by Joe Moxley, Writing Commons. (November 2014 Issue)
- Zimmerman, Traci. “Another (short) tale of Open Access: The HathiTrust Case.” *NCTE Inbox* January 19, 2012.
- Zimmerman, Traci. “‘Hactivist’ or Thief?: What the Aaron Swartz Case Means to the Open Access Movement.” *NCTE Inbox* October 18, 2011.
- Zimmerman, Traci. “Think Locally, Act Globally: Taking US Copyright Reform to a World Stage.” *NCTE Inbox*. December 14, 2010.

- Zimmerman, Traci. “The Times, They Are Remixin’: Indaba Music, Creative Commons, and the Digital Collaboration Frontier. *NCTE Inbox*. March 16, 2010.
- Zimmerman, Traci. “‘What’s Fair is Foul?’: Understanding Fair Use in the Classroom.” *NCTE Inbox*. July 28, 2009.

CONFERENCE PRESENTATIONS (selected)

- 2015. Invited Moderator. The International Society for the History and Theory of Intellectual Property (ISHTIP). Panel: “Openness and Intellectual Property.” July 22-24. University of Pennsylvania Law School.
- 2012 NCTE Annual Convention. Presenter on Panel: “Writing Connections: Institutional, Programmatic, and Departmental Perspectives.” Paper Accepted: “‘And Two Shall Become One’: Being – and Becoming – The School of Writing, Rhetoric and Technical Communication.” Las Vegas. November 15-19, 2012.
- 2011 Conference on College Composition and Communication (CCCC) Presenter on Panel: “Composing Cultures and Copyright.” Paper Presented: “(Re)Creating the Commons: The Gateway to an Information Ecology.” St. Louis. March 20-24, 2011.
- 2007 Conference on College Composition and Communication (CCCC) Presenter on Panel: “Chasing Identity: Cautionary-Encouragement Tales from an Independent Writing Program.” Paper Presented: “Building a Great Writing Minor in the Face of Institutional Factors that Undermine Stand-Alone Minors.” New York. March 21-24, 2007.
- 2007 Conference on College Composition and Communication (CCCC) Presenter at the Intellectual Property Caucus Roundtable “Intellectual Property in Composition Studies.” Research Presented: “Plagiarism in the Real World: Implications for the Classroom.” New York. March 21-24, 2007.
- 2004 Rhetoric Society of America – PANEL: “Histories of Rhetoric in a Post-Foucauldian World: Supporting or Dismantling the Architecture of Power?” Paper Presented: “Destroying the Cathedral: Excavating the ‘Ruins’ (?) of Rhetoric in Seventeenth-Century England.” Austin, TX. May 2004.
- 1999 College English Association of Ohio (CEAO) Spring Conference – “Reader, Writer, Text, and Teacher: 2000 Definitions.” Columbus State Community College. Paper Presented: “The ‘Death’ of the Student Author?: Teaching the Changing Definition of Authorship.”

SELECTED OTHER PRESENTATIONS

- Invited Speaker – Leader Practices Session (“Creating Urgency”) – JMU Talent Development – October 2022
- Invited Speaker – The Digital Humanities and Social Sciences Institute, JMU – September 2015 and 2016. Presentation: “The Changing Face of Intellectual Property in the Digital Age”
- Invited Speaker – The Cohen Center for the Study of Technological Humanism, JMU – May 2, 2014 Paper Presented: “‘Subject Matters’: The Story of Pragmatism in Richard Rorty’s *Texts and Lumps*”
- Invited Speaker – *Phi Sigma Epsilon*, James Madison University – 100+ in attendance – September 19, 2013 Paper Presented: “Presence, Humility and the Shared Experience of Absurdity”

- Invited Speaker – JMUTeach “Final Fifteen” Lecture – 100+ in attendance – April 23, 2013
Paper Presented: “The Power of Presence”
- Invited faculty guest – JMUTeach “Lunch with 12 Strangers” – Topic: *What is Creativity?*
- “Effective Teaching Strategies in Small Classes” – Presented at CFI New GA/TA Workshop – Fall 2008
- “Effective Classroom Discussions” – Presented at New Faculty Orientation – Fall 2006/Fall 2007
- “Effective Writing and Revision Strategies” – Presented at Dingleline Hall – Fall 2006
- “Faculty Welcome” – Presented at 1787 First Year Orientation Opening Session – Summer 2006