

# Traci A. Zimmerman Ph.D.

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## Education

Ph.D. English (2004)	Case Western Reserve University, Cleveland, Ohio
M.S.J. (2017)	Seton Hall Law, Newark, New Jersey <i>Master of Science in Jurisprudence, Intellectual Property Concentration</i>
M.A. English (1994)	James Madison University, Harrisonburg, Virginia
B.A. English (1992)	James Madison University, Harrisonburg, Virginia

## Leadership Development

Higher Education Resource Services (HERS). Weekend Leadership Institute. Fall 2023-Spring 2024.  
*Inclusive leadership development institute with a focus on women and people who are gender diverse. Participated in four weekend sessions that were built around topics such as equity minded leadership, budget and fiscal principles, change management, navigating legal issues, and developing a leadership identity.*

American Conference for Academic Deans (ACAD) 12<sup>th</sup> Deans' Institute. October 2022.  
*Virtual institute designed as a space for academic leaders to engage with important issues in academe. Participated in discussions about transformational leadership and new directions in higher education.*

Virginia Network Conference. College of William and Mary. June 2023.  
*Networking conference designed for women who serve in higher education leadership roles in the Commonwealth. Participated in sessions focused on reflective leadership, leading in/through uncertainty, and navigating leadership in an interim role.*

Executive Leadership Academy (ELA). University of California Berkeley. July-August 2023.  
*Virtual fellowship program facilitated by the Goldman School of Public Policy, Center for Studies in Higher Education. Prepared for and participated in sessions focused on higher education leadership, risk management, fundraising, strategic planning, and board relations.*

Critical Perspectives and Pedagogies Institute. James Madison University. Fall 2000.  
*Virtual institute facilitated by the African, African American, and Diaspora Studies (AAAD) program. Designed as an intensive engagement with AAAD histories, theories, innovations, and methodologies for application and implementation within current pedagogical practice.*

Council for Advancement and Support of Education (CASE) Fall 2019.

*Participated in sessions designed to be a comprehensive introduction to development and to prepare academic leaders for the changing landscape of advancement work.*

Council of Colleges of Arts & Sciences (CCAS) Seminar for Department Chairs/Heads Fall 2013.

*Seminar focused on Department Chairs/Heads as Academic Leaders. Participated in sessions focused on resource management; recruitment, retention, and development of faculty; working with the dean; and managing people and conflict.*

## Current Leadership Experience

**Dean. College of Arts and Letters (CAL). James Madison University (JMU). 1/2025-present**

*Responsible for providing academic, intellectual, administrative, and budgetary leadership for the college; facilitating innovation, communication, and coordination of the college's initiatives; championing all of its disciplines; and creating inclusive work and scholarly environments for faculty, staff, and students. The college has approximately 300 full-time faculty and staff in 10 academic units; 14 undergraduate majors, 50+ minors, and 6 graduate programs; approximately 3100 undergraduate majors and 150+ graduate students; and offers substantial contributions to the General Education program, making the college the leader in credit hour production: 183,269 CHP in 2023-2024, representing 28% of total CHP at JMU.*

**Interim Dean. College of Arts and Letters (CAL). James Madison University (JMU). 6/2023-12/2024.**

*Responsible for providing academic, intellectual, administrative, and budgetary leadership for the college; facilitating innovation, communication, and coordination of the college's initiatives; championing all of its disciplines; and creating inclusive work and scholarly environments for faculty, staff, and students.*

### Significant developments and approaches

- completing the CAL Strategic Plan
- coordinating the R2 vision for the college to inform the Academic Affairs R2 vision
- recruiting of new faculty, staff, and students
- developing retention strategies that focus on mentoring, support, and regular communication with new hires
- supporting the development of new minor programs (e.g. Legal Studies, Queer Studies, and Civic Leadership)
- launching the JMU Alumni Law Board
- supporting student career readiness, professional development, and undergraduate research
- improving communication, equity, transparency, and accountability in college governance structures and procedures
- championing innovative, interdisciplinary initiatives
- identifying and elevating fundraising priorities
- supporting faculty teaching; research, scholarship, and creative endeavors; and professional development

**Associate Dean. College of Arts and Letters. James Madison University. 7/2021-6/2023.**

*Responsible for overseeing faculty and staff affairs in the college; assisting with the coordination of tenure and promotion procedures; the faculty promotion incentive program; the compelling case process for promotions; faculty retirements and emeritus processes; faculty and staff complaints and grievances; unit governance audits; college policy and governance; college technology needs; Academic Unit Head (AUH) support; and faculty and staff development.*

Significant developments and approaches

- improving communication in college hiring practices
- streamlining tenure and promotion, retirement, and emeritus processes
- advocating for college staff

**Interim Associate Dean. College of Arts and Letters. James Madison University. 12/2019-6/2021.**

*Responsible for overseeing student relations, curriculum, and communications and marketing; coordinating student recruitment and retention efforts (Open Houses, CHOICES, Summer Orientation programming); assisting with commencement planning; managing student complaints/grievances; supervising the communications and marketing specialist and assisting with all digital and print content; assisting with Giving Day and other fundraising efforts; shepherding the development of curriculum initiatives (new minors and programs); serving as chair of the Media Board; and as liaison to the CAL Alumni Advisory Board.*

Significant developments and approaches

- supporting students at all stages (incoming, current, graduating, alumni) during COVID 19
- working with the communications and marketing specialist to design virtual open house, CHOICES, orientation, and graduation programming
- assisting with the development of new minors (e.g. Linguistics)

**Academic Unit Head. School of Writing, Rhetoric and Technical Communication (WRTC). James Madison University. 2014-2020.**

*Responsible for establishing the vision for the unit; coordinating the academic unit and its programs; assigning faculty and staff responsibilities; managing class schedules; recruiting faculty, staff, and students; stewarding the budget; evaluating the performance of faculty and staff members; making promotion and tenure recommendations; and advocating for resources for the unit. The unit is made up of approximately 30 full-time faculty and staff and approximately 10 part-time faculty. WRTC has an undergraduate major (BA/BS) with 100+ majors; an undergraduate minor with 90+ minors; and a graduate program (MA) with approximately 20 graduate students.*

Significant developments and approaches:

- facilitating a smooth transition in the unit to a new curriculum and new leadership
- redesigning committee structures to address workload issues
- providing annual, midpoint, first-year, and promotion feedback following appropriate processes and timelines
- working with development officers to secure a \$200,000 endowed scholarship for WRTC majors

## Additional Leadership Experience

- Interim Director. School of Writing, Rhetoric and Technical Communication. Summer 2013-August 2014.
- Associate Director. School of Writing, Rhetoric and Technical Communication. Spring 2013.
- Assistant Director of the Central Europe Study Abroad Program (in partnership with Bloomsburg University). Summer 2006 and Summer 2009.
- Faculty Associate. The Center for Faculty Innovation. James Madison University. 2007-2008.
- Faculty Member in Residence (FMIR). Antwerp, Belgium. James Madison University. May-August 2007.

## Professional Experience

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| 2014-present | Full Professor. School of Writing, Rhetoric and Technical Communication. James Madison University.   |
| 2008-2014    | Associate Professor with tenure. School of Writing, Rhetoric and Technical Communication. James Madison University.  |
| 2002-2008    | Assistant Professor. The Writing Program. James Madison University.  |
| 2000-2002    | Visiting Assistant Professor. The Writing Program. James Madison University.   |
| 1999-2000    | Assistant Director of Technical Writing. Case Western Reserve University.  |
| 1997-1999    | Graduate Teaching Assistant. English Department. Case Western Reserve University.  |
| 1999         | Research and Teaching Assistant. English 150: Special Seminar “Construction of Authorship.” Funded by the Nord Foundation. Dr. Martha Woodmansee. Case Western Reserve University. |

## Professional Activities

- Member of the JMU Committee on Academic Programs (2024-2025)
- Member of the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) JMU Working Group (2022-present)
- University representative to *With Good Reason* (2019-present)
- Member of the JMU Academic Affairs Policy Committee (2020-present)
- Member of the JMU Intellectual Property Committee (2019-present)
- Co-Chair of the JMU Academic Admissions Standards Committee (2020-present)

Member of the JMU Faculty Handbook Committee (2019-2022)

Co-chair of the JMU A-Dean Working Group (2022-2023)

Search Committee Chair. JMU School of Media Arts and Design (2022-2023)

Search Committee Chair. JMU CAL Dean Administrative Assistant search (2022-2023)

Search Committee member. Furious Flower Poetry Center Mellon Postdoc (2022-2023)

Member of the Faculty Handbook Audit Workgroup (2021-2023)

Served as the External Academic Program Review (APR) Chair for the JMU Center for Assessment and Research Studies (2022)

Served as the External Academic Program Review (APR) Chair for the JMU Center for Faculty Innovation (2019)

Invited to Serve on JMU College of Arts & Letters Dean Search Committee (2017-2018)

Served on the JMU WRTC Internal Academic Program Review (APR) Committee (2012-2013)

WRTC Curriculum Committee Chair (2012-2013)

College of Arts and Letters Curriculum and Instruction representative to the Committee on Academic Programs (2012)

Elected to serve as the WRTC College Curriculum and Instruction (C&I) Representative (2009-2013)

WRTC Area Coordinator for Writing and Rhetoric (2009-2010)

Member of Search Committee for Director of WRTC (2008-2009)

WRTC Departmental Advisor (2005-2019)

Elected WRTC Academic Unit Personnel Advisory Committee (AUPAC) Chair (2005-2007)

Served on GenEd Student Conference Committee (2005-2008)

Served on the JMU College of Communication Workgroup (2006-2007)

Served as Co-Chair of WRTC Tenure Track Search Committee (2005-2006)

Served on the JMU Liberal Arts Workgroup (2005-2006)

Elected GenEd Council Representative (2003-2005)

Writing Program Internal Program Review Committee (2023)

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)

Chair of the JMU Writing Program Assessment Committee (2002-2004)

## Awards and Honors

- 2024 Recipient of the Admin Awards (Washington, DC & Mid-Atlantic region) Founder's Award  
*This award recognizes organizations that provide an exceptional work environment through the demonstration of specific criteria that brings out the very best in its Administrative Professionals, such as providing positive leadership opportunities, support for career advancement, and ownership of important projects. This award has historically been given to an organization but based on the strength of the nomination (put together by the administrative professionals in the college), the awards committee allowed an individual to win for the first time since its inception.*
- 2014 Recipient of the JMU "Woman of Distinction" Award  
*This award recognizes women "who inspire us through her imagination, innovation and dedication; her exemplary talent and achievements; her strength of character and the sincerity with which she serves...who possesses passion for the people and places making up her everyday life, who breathes life and energy into our community." The nomination came from numerous faculty and staff in the School of Writing, Rhetoric and Technical Communication, in recognition of my stepping in as Academic Unit Head.*

## Additional Awards and Honors

- 2014 Earned certificate from Harvard Law School *CopyrightX* course
- 2011 Recipient of the Inaugural WRTC Award for Teaching Excellence
- 2009 Honorary Member of The National Society for Collegiate Scholars
- 2007 Honorary Member of Phi Beta Delta Honor Society for International Scholars
- 2005 SAGE (Study Abroad General Education) Grant Recipient
- 2000 Graduate Dean's Instructional Excellence Award. Case Western Reserve University
- 2000 Andrew W. Mellon Dissertation Fellowship. Case Western Reserve University
- 1999 R. Maurine Brunner Endowed Scholar. Case Western Reserve University
- 1999 English Department Mentor Teaching Assistant. Case Western Reserve University
- 1998 R. Maurine Brunner Endowed Scholar. Case Western Reserve University
- 1998 University Mentor Teaching Assistant. Case Western Reserve University
- 1998 Pew Younger Scholar Fellowship. University of Notre Dame
- 1999 Graduate Fellowship. Case Western Reserve University
- 1995 Distinguished Teaching Award for English Part-Time Faculty. James Madison University

## Professional Memberships

The Intellectual Property Caucus of CCCC; National Council of Teachers of English; Conference on College Composition and Communication (CCCC); Modern Language Association

## Courses Taught (at James Madison University)

UNST 190	New Dukes 101 (Pilot)
WRTC 664	Critical Perspectives on Digital Culture (graduate course)
WRTC 630	Legal Writing (graduate course)
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

## PROFESSIONAL SERVICE

Co-Chair of the 12<sup>th</sup> Biennial Feminisms and Rhetorics Conference (November 2019). Theme: *DIY Feminist Activism*.

Member of the Senior Editorial Board for the *International Journal on Responsibility (IJR)* 2021-present.

Invited Reviewer for *Rhetoric of Health & Medicine*. Summer/Fall 2019.

Elected as member of the Conference on College Composition and Communication (CCCC) Executive Committee. 2011-2014.

Appointed as member of the CCCC Intellectual Property Committee. 2013-2016.

Appointed as Senior Chair of the CCCC Intellectual Property Caucus. Fall 2010-Spring 2011.

Appointed Junior Chair of the CCCC Intellectual Property Caucus. Fall 2009-Spring 2010.

## Research/Scholarship Interests

Leadership; Scholarship of Teaching and Learning; Authorship; Intellectual Property, Fair Use, Public Domain. and Copyright; Literacy; Law and Language

## Refereed Publications

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.

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.

## Edited Online Collections (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. 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.



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. "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. "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. "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.

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. 24-27.

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. 2-12.

## CONFERENCE PRESENTATIONS

2016 and 2015. Invited Speaker. The Digital Humanities and Social Sciences Institute, JMU. *The Changing Face of Intellectual Property in the Digital Age*.

2015. Invited Moderator. The International Society for the History and Theory of Intellectual Property (ISHTIP). Panel Title: *Openness and Intellectual Property*. University of Pennsylvania Law School. July 22-24.

2014. Invited Speaker. The JMU Cohen Center for the Study of Technological Humanism.  
Paper Presented: "Subject Matters:" The Story of Pragmatism in Richard Rorty's *Texts and Lumps*. May 2.

2012. National Council of Teachers of English (NCTE) Annual Convention. Panel Title: *Writing Connections: Institutional, Programmatic, and Departmental Perspectives*. Paper Presented: “And Two Shall Become One:” Being – and Becoming – The School of Writing, Rhetoric and Technical Communication. Las Vegas. November 15-19.

2011. Conference on College Composition and Communication (CCCC). Panel Title: *Composing Cultures and Copyright*. Paper Presented: (Re)Creating the Commons: The Gateway to an Information Ecology. St. Louis. March 20-24.

2007. Conference on College Composition and Communication (CCCC). Panel Title: *Chasing Identity: Cautionary Engagement 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. 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.

2005. Association for General and Liberal Studies and the Association for Integrative Studies (AGLS/AIS). Presenter on Panel Title: *Models for Study Abroad – General Education Abroad*. Fairfax, Virginia. October 6-9.

2005. Conference on College Composition and Communication (CCCC). Panel Title: *Barbarians at the Gates: Negotiating Student Placement into First-Year Composition*. Paper Presented: The What Behind the How: Understanding the Urge to Assess. San Francisco. March 16-19.

2004. Rhetoric Society of America (RSA). Panel Title: *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.

2002. Interdisciplinary Conference on New Scholarship of Book History and Print Culture. University of Toronto. Paper Presented: *Reading, Writing, and the Problem of Communion in Seventeenth-Century England*.

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.

## ADDITIONAL PRESENTATIONS

JMU Talent Development. *Leader Practices – Creating Urgency*. Fall 2022.

Phi Sigma Epsilon meeting, James Madison University – 100+ in attendance. *Presence, Humility, and the Shared Experience of Absurdity*. Fall 2013.

JMUTeach “Final Fifteen” Lecture – 100+ in attendance. Spring. *The Power of Presence*. Spring 2013. *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 & 2007.

JMU Faculty Welcome. Presented at 1787 First Year Orientation Opening Session. Summer 2006.