

Lori Beth De Hertogh

cyberfeminism / medical rhetorics / public rhetorics

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Education

Ph.D., Rhetoric and Composition, 2015

Washington State University

Dissertation: Community-Based Digital Literacies: A Cyberfeminist Analysis of Literacy Practices in *Birth Without Fear*

Committee: Kristin Arola (chair), Wendy Olson, William Condon

M.A., English, 2008

Appalachian State University

Thesis: Female Solidarity Dismantled and Reclaimed

B.A., English, 2004

University of Southern Mississippi

Certifications

Certification, Excellence in Teaching Online, 2014

Washington State University

Graduate Certificate, Rhetoric and Composition, 2012

Appalachian State University

Capstone: Rewriting WAC: Transitioning to a Digital Writing Across the Curriculum Model

Teaching & Research Areas

- rhetorics of health and medicine
- cyberfeminist rhetorics
- community/public rhetorics

Selected Academic Appointments

Faculty Appointments

Assistant Professor. School of Writing, Rhetoric and Technical Communication, James Madison University, August 2016-present

Lecturer. English, University of Massachusetts Dartmouth, September 2015-May 2016

Assistant Director of Composition. English, Appalachian State University, May 2011-May 2012

Writing Across the Curriculum Digital Media Consultant. Writing Across the Curriculum Program, Appalachian State University, May 2011-May 2012

Graduate Student Appointments

Richard H. Haswell Distinguished Graduate Fellow. The Writing Program, Washington State University, August 2014-May 2015

Teaching Assistant. (Instructor of Record) English, Washington State University, August 2012-August 2015

Assistant Director. Avery Microcomputer Lab. English, Washington State University, May 2013-June 2014

Teaching Assistant. (Instructor of Record) English, Appalachian State University, August 2005-May 2008

Publications

Special Journal Issues Edited

1. DiCaglio, S. & **De Hertogh, L.B.** (forthcoming, August 2019). Rhetorical pasts, rhetorical futures: Reflecting on the legacy of *Our Bodies, Ourselves* and the future of feminist health literacy. *Peitho: Journal of the Coalition of Feminist Scholars in the History of Rhetoric and Composition*.
2. Novotny, M., **De Hertogh, L.B.**, & Frost, E. (forthcoming, fall 2020). Rhetorics of reproductive justice in civic and public contexts. *Reflections: A Journal of Public Rhetoric, Civic Writing, and Service Learning*.

Refereed Journal Articles/Webtexts

1. **De Hertogh, L.B.** Lane, L., & Ouellette, J. (2019). Feminist leanings: Tracing technofeminist and intersectional practices and values in three decades of *Computers and Composition*. *Computers and Composition*, 51, 4-13.
2. **De Hertogh, L.B.** (2018). Feminist digital research methodology for rhetoricians of health and medicine. *Journal of Business and Technical Communication*, 32(4), 480-503.
3. **De Hertogh, L.B.** (2018). Vanishing acts: Theorizing digital iterations in feminist archives. *Enculturation: A Journal of Rhetoric, Writing, and Culture*, 26.

4. **De Hertogh, L.B.** (2015). Reinscribing a new normal: Pregnancy, disability, and health 2.0. *Ada: A Journal of Gender, New Media, & Technology*, 7.
5. **De Hertogh, L.B.** (2014). Toward a revised assessment model: Rationales and strategies for assessing students' technological authorship. *Composition Forum*, 30.
6. **De Hertogh, L.B.** (2012). From birthing to blogging: A feminist rhetorical analysis of *Birth Without Fear*. *MP: An Online Feminist Journal*, 3(6), 92-115.
7. **De Hertogh, L.B.** (2010). Female solidarity dismantled and reclaimed in Mariama Bâ's *Scarlet Song*. *JENDA: A Journal of Culture and African Women Studies*, 16, 103-113.

Book Chapters

1. **De Hertogh, L.B.** (forthcoming, 2020). Interrogating race-based health disparities in *Black Women Do Breastfeed*. In Erin Frost & Michelle Eble (Eds.), *Interrogating Gendered Pathologies*. [edited collection under contract with Utah State University Press]
2. Novotny, M. & **De Hertogh, L.B.** (2019). Rhetorics of self-disclosure: A feminist framework for understanding infertility activism. In Jamie White-Farnham, Bryna Siegel Finer, & Cathryn Molloy (Eds.), *Women's Health Advocacy: Rhetorical Ingenuity for the 21st Century*.

Public Scholarship

1. **De Hertogh, L.B.** (2014). Digital lessons: Remediation for first-year composition. Sweetland Digital Rhetoric Collaborative.
2. **De Hertogh, L.B.** (2014). Crafting autoethnographies. *The Pedagogy Project by HASTAC Scholars*.
3. **De Hertogh, L.B.** (2012). Seeing composition three-dimensionally. *Hybrid Pedagogy: A Digital Journal of Learning, Teaching, and Technology*, 1.

Book Reviews

1. **De Hertogh, L.B.** (2018, October 25). Review of Jenna Vinson's *Embodying the problem: The persuasive power of the teen mother*. *Rhetoric Society Quarterly*.
2. **De Hertogh, L.B.** (2014, September 24). Review of *Women and rhetoric between the wars*. Eds. Ann George, Elizabeth Weiser, and Janet Zepernick. *Enculturation: A Journal of Rhetoric, Writing, and Culture*.

3. **De Hertogh, L.B.** (2014, August 24). Review of *Handbook of automated essay evaluation: Current applications and new directions*. Eds. Mark D. Shermis and Jill Burstein. *The Journal of Writing Assessment*.
4. **De Hertogh, L.B.** (2013, May 1). Review of Wendy Hesford's *Spectacular rhetorics: Human rights visions, recognitions, feminisms. Itineration: Cross-Disciplinary Studies in Rhetoric, Media, and Culture*.

Non-Refereed Digital Projects

1. **De Hertogh, L.B.** (2018). Feminist Scholars Digital Workshop (FSDW) Online Archive. (digital archive of workshop content since 2013) Project link: feministscholarsdigitalworkshop.org/archive
2. **De Hertogh, L.B.** (2012). Technological Assessment Timeline (digital timeline that tracks scholarship on assessment and new media) Project link: loribethdehertogh.com/techassessment

Creative Works

1. **De Hertogh, L.B.** (2012). Silvermine arch. *Appalachian Heritage: A Literary Quarterly of the Appalachian South* 40(2), 117.

Under Review

1. **De Hertogh, L.B.**, Rouillon, V., & McCarthy, S. Community-based curation as creative-critical scholarship: Accounting for curation in tenure and promotion practices. [proposal accepted for special issue of *The Journal of Multimodal Rhetorics*]
2. **De Hertogh, L.B.** & DeVasto, D. User Experience as Participatory Health Communication Pedagogy in Advocacy Contexts. [proposal under review for edited collection *User Experience as Innovative Academic Practice*]

In-Progress

1. **De Hertogh, L.B.**, Pierantoni, J., & Martin, C. Social perceptions of type 2 diabetes in the Shenandoah Valley of Virginia. [grant-funded research project through a community partnership with Sentara Rockingham Memorial Hospital; phase one of data collection complete; phase two in-progress]

Grants

Research Grants

- **De Hertogh, L.B.** College of Arts and Letters Summer Research Grant, James Madison University, Summer 2019. (\$4,500.00)
- Molloy, C. & **De Hertogh, L.B.** College of Arts and Letters Scholarly Workshop Grant, James Madison University, Summer 2019. (\$1,600.00)
- Lawrence, H., Hausman, B., Molloy, C., **De Hertogh, L.B.** Pender, K., & Klein, M. 4VA Grant for Virginia Rhetoric of Health and Medicine Colloquium, George Mason University, Spring 2018. (\$16,500.00)
- Molloy, C., **De Hertogh, L.B.** & Klein, M. 4-VA Complementary Funding Grant for the Virginia Colloquium on the Rhetoric of Health and Medicine, Summer 2018. (\$1,643.00)
- **De Hertogh, L.B.** Provost Faculty Development Support Award, James Madison University, Summer 2018. (\$500.00)

Professional Development Grants

- Innovation Services Seed-Grant, James Madison University, 2016
- Graduate Student Association Travel Grant, Washington State University, 2013
- Graduate Student Association Travel Grant, Washington State University, 2012
- CCCC Professional Equity Project Grant, 2012
- Scholarship of Teaching and Learning Faculty Grant, Appalachian State University, 2012

Awards & Fellowships

Awards

- Excellence in Teaching & Learning with Technology, James Madison University, 2017
- Harriett Rigas Award, Association for Faculty Women, Washington State University, 2016
- Susan McLeod Writing Across the Curriculum Award, Washington State University, 2012

Fellowships & Scholarships

- Madison Fellowship for Digital Teaching and Learning, James Madison University, 2017
- Richard H. Haswell Distinguished Graduate Fellow, Washington State University, 2015
- Avon Murphy Scholarship, Washington State University, 2014

- Humanities, Arts, Science, & Technology Alliance & Collaboratory Scholar, 2012-2014
- Harold and Jeanne Rounds Olsen Graduate Fellowship, Washington State University, 2013

Conference Presentations

National

1. (forthcoming) Past and Future Performances of Intersectionality and Technofeminism Across Three Decades of *Computers and Composition*. Conference on College Composition and Communication, Pittsburgh, PA. March 2019
2. University-to-Community Partnerships that Support Health Advocacy in the Shenandoah Valley of Virginia. Engagement for the Public Good Conference, Harrisonburg, VA. November 2018
3. Ethics, Narrative, and Ethnographic Research Methods in Community-Based, Online Health Research. Conference on Community Writing, Boulder, CO. October 2017
4. Feminist Digital Research Methodology for Rhetoricians of Health and Medicine. Feminisms and Rhetorics Conference, Dayton, OH. October 2017
5. Reproductive Discourses in Health 2.0. Conference on College Composition and Communication, Portland, OR. March 2017
6. Rewriting Race-Based Health Disparities Through Mobile Digital Literacies. Watson Conference, Louisville, KY. October 2016
7. Rhetorical Interventions: Changing How Healthcare Systems Mediate Female Bodies. Rhetoric Society of America Conference, Atlanta, GA. May 2016
8. Reclaiming Pregnancy Through Digital Storytelling. Conference on College Composition and Communication, Houston, TX. April 2016
9. Community-Based Digital Literacies for Civic Action. Conference on Community Writing, Boulder, CO. October 2015
10. Understanding and Designing Digital Interfaces for Cultural and Community Change. Conference on College Composition and Communication, Tampa, FL. March 2015
11. Cyberliteracy, Pregnancy & Connectivity. Computers and Writing Conference, Pullman, WA. June 2014
12. Creating and Sustaining Institutionally Responsive New Media Studios. Computers and Writing Conference, Pullman, WA. June 2014

13. Computers & Writing + The Digital Humanities = Finding Common Ground. University of Idaho Annual Interdisciplinary Conference, Moscow, ID. March 2014
14. A Critical Look at Cyberfeminist Rhetorical Activism and Censorship in the Birth Without Fear Blogging Community. Feminisms and Rhetorics Conference, Stanford, CA. September 2013
15. Toward a Mass Collaboration Model: Strategies for Using Crowdsourcing to Improve the Work of Writing Program Administrators. Council of Writing Program Administrators Conference, Savannah, GA. July 2013
16. Assessing Students' Technological Authorship. Conference on College Composition and Communication, Las Vegas, NV. March 2013
17. Crowdsourcing Writing Program Administration. Research Network Forum Work-in-Progress Presentation. Conference on College Composition and Communication, Las Vegas, NV. March 2013
18. Integrating Technological Writing Tools into an Undergraduate Writing Curriculum. Professional and Organizational Development Network in Higher Education, Seattle, WA. October 2012
19. Creating a Culture of Consistency: Designing Transferable Digital Writing Assignments for WAC and WID Courses. Conference on College Composition and Communication, St. Louis, MO. March 2012
20. Women Against Women: Dismantling Female Solidarity in Mariama Bâ's Scarlet Song. African and African-American Popular Culture Conference, Plymouth, NH. October 2007

Regional

1. Type 2 Diabetes Stigmatization in the Shenandoah Valley of Virginia. Virginia Colloquium on the Rhetoric of Health and Medicine (VCRHM). Fairfax, VA. June 2018
2. Assessing Technological Literacies in Digital Compositions. Conference on College Composition and Communication Regional Conference, Richmond, VA. June 2017
3. Strategies for Building Community and Fostering Student Engagement in Synchronous and Asynchronous Online Learning Environments. Assessment, Teaching and Learning Conference, Spokane, WA. May 2015
4. Strategies for Combining Video Recordings and Self-Assessment Heuristics to Improve Teacher Performance in Online Classrooms. Appalachian Summer e-Learning Conference, Boone, NC. July 2014

5. Strategies for Assessing Technical and Textual Aspects of New Media Compositions. Assessment, Teaching and Learning Conference, Spokane, WA. May 2013
6. Teaching e-Portfolios: Linking Learning, Technology, and Reflection. Appalachian Summer e-Learning Conference, Boone, NC. July 2012
7. Exploring the Wonders of WordPress in e-Learning Classrooms. Appalachian Summer e-Learning Conference, Boone, NC. July 2011
8. From Tutoring to Teaching and Back: How the University Writing Center Prepares Expository Writing Teachers. Southeastern Writing Center Association, Nashville, TN. February 2007
9. Rhetorical and Textual Representations of America's Lynching Culture. Popular and American Culture Associations of the South, Savannah, GA. October 2006
10. Building Bridges of Understanding: Learning Disabilities in the University Writing Center. Southeastern Writing Center Association, Chapel Hill, NC. February 2006

Community

1. Type 2 Diabetes in the Shenandoah Valley of Virginia. Sentara Rockingham Memorial Hospital, Diabetes Research Advisory Council. February 2019

Invited Talks & Workshops

1. Social Media for Scholarship. James Madison University, Center for Faculty Innovation's January Symposium. January, 2018
2. Creating Content with WordPress. James Madison University, School of Writing, Rhetoric and Technical Communication. November, 2017
3. Assessing Digital Projects. James Madison University, School of Writing, Rhetoric and Technical Communication. February, 2017
4. Improving Student Learning with Blogs. Appalachian State University, Learning Technology Services. April, 2013
5. Assessing Multimodal Compositions. Washington State University, Professional Development in Composition. January, 2013
6. Integrating Multimodality into Scientific and Technical Writing. Washington State University, The Writing Program. November, 2012

7. Tutoring Technical and Workplace Writers. Appalachian State University, University Writing Center. May, 2012
8. Creating Multimodal Assignments. Appalachian State University, Writing Across the Curriculum Program. November, 2011
9. Designing Digital Writing Across the Curriculum Courses. Appalachian State University, Composition Program. October, 2011

Courses Taught

Graduate Courses

- Online Content Strategy, James Madison University
- Research Methods, James Madison University

Undergraduate Courses in Rhetorics of Health & Medicine

- Scientific & Medical Communication, James Madison University (upper-division)

Undergraduate Courses in Digital/Multimedia Composing

- Digital Rhetorics, James Madison University (upper-division; online)
- Digital Writing Across the Curriculum, Appalachian State University

Undergraduate Courses in Feminist Rhetorics

- Feminist Rhetorics & Digital Activism, James Madison University (upper-division)

Undergraduate Courses in Technical & Professional Communication

- Technical & Professional Writing, Washington State University (upper-division; online)
- Professional Writing, Appalachian State University (upper-division; face-to-face & online)
- Business Communications, Axia College (upper-division; online)
- Scientific & Technical Writing, Summer Ventures in Science and Math

Undergraduate Courses in Rhetoric & Composition for Majors

- Intermediate Composition, University of Massachusetts Dartmouth

First- & Second-Year Composition

- Critical Reading & Writing, James Madison University
- Critical Reading & Writing I, University of Massachusetts Dartmouth
- Critical Reading & Writing II, University of Massachusetts Dartmouth
- Introductory Writing, Washington State University
- Writing Across the Curriculum, Appalachian State University
- Writing in Service-Learning Communities, Appalachian State University
- Expository Writing, Appalachian State University
- Expository Composition, Caldwell Community College & Technical Institute

Undergraduate Courses in Literature for Non-Majors

- British Literature II, Caldwell Community College & Technical Institute (upper-division)
- American Literature II, Caldwell Community College & Technical Institute (upper-division)
- Introduction to Literature, Appalachian State University
- Literature-Based Research, Caldwell Community College & Technical Institute

Administrative & Programmatic Positions

Founder and Director. Feminist Scholars Digital Workshop. Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC), August 2012-present

- Direct online, interdisciplinary workshop that hosts over 230 participants from 35 countries
- Coordinate sponsorship activities with HASTAC, which supports over 13,000 members from over 400 affiliate organizations
- Recruit and collaborate with nationally-recognized keynote speakers and volunteers
- Produce and manage online content (e.g., promotional materials, professional communications, social media content) across multimedia platforms

Richard H. Haswell Distinguished Graduate Fellow. The Writing Program, Washington State University, August 2014-May 2015

- Assist in programmatic assessment of Junior Writing Portfolio submitted by over 5,500 juniors annually
- Identify strategies for integrating e-portfolios into composition pedagogy and assessment practices for more than 300 writing-intensive courses across the disciplines

Assistant Director. Avery Microcomputer Lab. English, Washington State University, May 2013-June 2014

- Manage high-tech multimedia lab that serves over 5,000 students and faculty annually
- Supervise lab operations, equipment needs, hiring and training of lab consultants
- Develop workshops on computer-mediated teaching and learning for English faculty

Assistant Director of Composition. English, Appalachian State University, May 2011-May 2012

- Assist over 40 faculty in developing content for first- and second-year writing courses
- Spearhead creation of *WriteClick*, an online publication for undergraduate compositions

Writing Across the Curriculum Digital Media Consultant. Writing Across the Curriculum Program, Appalachian State University, May 2011-May 2012

- Integrate digital pedagogies and research into Writing Across the Curriculum initiatives
- Facilitate interdisciplinary, faculty workshops on digital and multimodal composing

Undergraduate & Graduate Advising

MA Committee Service In-Progress

- Danielle Brooks, 2019-present (chair)

MA Research Advising & Committee Service Completed

- Tracie Esmaili, 2018-2019
- Katelyn Petty, 2018-2019
- Emily Diamond, 2016-2017

Undergraduate Honors Committee Service Completed

- Margaret Linscott, 2017

Advising & Tutoring

Academic Advisor. School of Writing, Rhetoric and Technical Communication, James Madison University, September 2017-present

Academic Advisor. Department of Psychology, University of Massachusetts Dartmouth, September 2015-May 2016

Graduate Writing Group Tutor. The Writing Program, Washington State University, August 2012-December 2012

Graduate Writing Center Consultant. University Writing Center, Appalachian State University, August 2005-May 2007

Writing Consultant. Learning Assistance Program, Appalachian State University, Summer 2007

Writing Tutor. Summer Ventures in Science and Math, Appalachian State University, Summers 2006 & 2007

National & Departmental Service

National

Social Media Co-Director. Medical Rhetoric, 2015-present

Director, Feminist Scholars Digital Workshop, 2012-2018

Assessment Coordinator, Virginia Colloquium for the Rhetoric of Health and Medicine (VCRHM), George Mason University, 2017-2018

Assistant Social Media Editor. *Harlot: A Revealing Look at the Arts of Persuasion*, 2013-2014

Departmental

James Madison University

- Personnel Advisory Committee, 2017-present
- Technology Committee, 2017-present
- Feminisms & Rhetorics Conference Planning Committee, 2018-present
- Graduate Curriculum & Assessment Committee, 2016-2017

Washington State University

- Graduate Mentoring Program, English Graduate Organization, 2014-2015
- Assessment Reader, Writing Assessment Program, 2012-2015

Appalachian State University

- (Chair) *WriteClick* Student Publication Committee, 2011-2012
- Scholarship of Teaching and Learning Faculty Learning Community, 2011-2012
- Rhetoric and Composition Program Committee, 2011-2012
- (Chair) Writing Teachers Writing Group, 2011-2012
- Professional Writing Committee, 2010-2012
- Composition Technology Committee, 2010-2011
- Appalachian and The Community Together Program, 2007-2008
- *The Peel* Literary Magazine, 2007-2008

Disciplinary Reviews

Manuscript Reviewer

- Journal of Business and Technical Communication, 2019-present
- Present Tense, 2018-present
- Digital Humanities Quarterly, 2017-present
- Intraspection, 2017-present
- Journal of Technical Writing and Communication, 2016-present
- Ada: A Journal of Gender, New Media, and Technology, 2014-2015

Conference Reviewer

- Feminisms and Rhetorics Conference, 2019
- Rhetoric and Social Justice Pre-conference, 2018
- Computers and Writing Conference, 2014

Textbook Reviewer

- *Network, Collaborate, Compose: College Writing in the Digital Age*. Yale University Press, 2012
- *Portfolio Teaching: A Guide for Instructors*. Bedford/St. Martin's Press, 2012

Web Development & Online Content Management Experience

Founder, Director, & Digital Archivist. Feminist Scholars Digital Workshop, 2013-2018

Content Manager. Avery Microcomputer Lab, Washington State University, 2013-2014

Content Manager. Composition Program website, Appalachian State University, 2011-2012

Founder & Editor. *WriteClick: An Online Student Publication*, Appalachian State University, 2011-2012

Founder & Writer. Hiking the High Country Blog, 2010-2012

Web Design Assistant. The University of Southern Mississippi Gulf Coast Research Laboratory, Summer 2005

Technical Skills

Content Management Systems: WordPress, Joomla, Drupal

Qualitative Data Analysis: NVivo

Transcription: Express Scribe

Video: Windows Movie Maker, iMovie, Jing

Audio: Audacity, VoiceThread

Web Builders/Scripting Languages: HTML, CSS, JavaScript (basic)

Web Design: Dreamweaver, Adobe Photoshop & Illustrator, Affinity Photo & Designer

Archival: Webrecorder

Professional Affiliations

Association of Teachers of Technical Writing

College Composition and Communication

Coalition of Feminist Scholars in the History of Rhetoric and Composition

FemBot Collective

National Council of Teachers of English

Rhetoric Society of America