

# Lori Beth De Hertogh

School of Writing, Rhetoric & Technical Communication  
James Madison University  
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## Expertise

scientific and technical communication; rhetorics of health and medicine; reproductive justice; community engagement; research methodologies

## Education

### Washington State University

Ph.D., English, Specialization in Rhetoric and Composition, 2015

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

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

### Appalachian State University

M.A., English, 2008

Thesis: Female Solidarity Dismantled and Reclaimed

Graduate Certificate, Rhetoric and Composition, 2012

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

### University of Southern Mississippi

B.A., English, 2004

## Academic Appointments

### James Madison University

Assistant Professor, School of Writing, Rhetoric and Technical Communication, August 2016-present

### University of Massachusetts Dartmouth

Lecturer, English, September 2015-May 2016

## Administrative and Programmatic Positions

### Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC)

Founder and Director. Feminist Scholars Digital Workshop, August 2012-June 2018

### Washington State University

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

### Appalachian State University

Assistant Director of Composition. English, May 2011-May 2012

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

## Publications

### Special Journal Issues Edited

- Novotny, M., **De Hertogh, L.B.**, & Frost, E. (forthcoming, September 2020). Rhetorics of reproductive justice in civic and public contexts. *Reflections: A Journal of Community-Engaged Writing and Rhetoric*.
- DiCaglio, S. & **De Hertogh, L.B.** (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*, 21(3).

### Refereed Journal Articles

- **De Hertogh, L.B.**, Novotny, M., & Harper, K. (forthcoming, September 2020) Annotated bibliography on rhetorics of reproductive justice. *Reflections: A Journal of Community-Engaged Writing and Rhetoric*.
- Lane, L., **De Hertogh, L.B.**, Ouellette, J. (2020). Feminist citational mapping as recovery and reconsideration: A methodology for analyzing citational practices. *Peitho: Journal of the Coalition of Feminist Scholars in the History of Rhetoric and Composition*, 22(3).
- McCarthy, S., **De Hertogh, L.B.**, & Rouillon, V. (2020). The role of curation in tenure and promotion documentation. *The Journal of Multimodal Rhetorics*, 4(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.
- **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.
- **De Hertogh, L.B.** (2018). Vanishing acts: Theorizing digital iterations in feminist archives. *Enculturation: A Journal of Rhetoric, Writing, and Culture*, 26.
- **De Hertogh, L.B.** (2015). Reinscribing a new normal: Pregnancy, disability, and health 2.0. *Ada: A Journal of Gender, New Media, & Technology*, 7.
- **De Hertogh, L.B.** (2014). Toward a revised assessment model: Rationales and strategies for assessing students' technological authorship. *Composition Forum*, 30.
- **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.
- **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.

### Refereed Book Chapters

- **De Hertogh, L.B.** (2020). Interrogating race-based health disparities in *Black Women Do Breastfeed*. In Erin Frost & Michelle Eble (Eds.), *Interrogating Gendered Pathologies* (pp. 188-204). Louisville, CO: Utah State University Press.
- 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* (pp. 59-72). Philadelphia, PA: Routledge Press.

### Refereed Conference Proceedings

- **De Hertogh, L.B.** & DeVasto, D. (forthcoming, October 2020) User experience as participatory health communication pedagogy. SIGDOC: Special Interest Group on Design of Communication.

### Book Reviews

- **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*.
- **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*.
- **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*.
- **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

- **De Hertogh, L.B.** (2018). Feminist Scholars Digital Workshop (FSDW) Online Archive. Project link: [feministscholarsdigitalworkshop.org/archive](http://feministscholarsdigitalworkshop.org/archive)
- **De Hertogh, L.B.** (2012). Technological Assessment Timeline (digital timeline that tracks scholarship on assessment and new media) Project link: [loribethdehertogh.com/techassessment](http://loribethdehertogh.com/techassessment)

## Selected In-Progress Projects

### Book

- **De Hertogh, L.B.** *Community engagement and the rhetoric of health and medicine: Interdisciplinary approaches to health advocacy*. [grant-funded research project through a community partnership with Sentara Rockingham Memorial Hospital; phase one and phase two of data collection complete; chapter outline complete; book proposal in-progress]

### Articles

- **De Hertogh, L.B.** Negotiating stigma in an addiction treatment program for pregnant women with opioid use disorder. [data collection complete; chapter in-progress for multi-authored book]
- **De Hertogh, L.B.** & Novotny, M. A dialogue on situating reproductive justice in rhetorics of health & medicine. [data collection complete; in preparation for *Rhetoric of Health & Medicine*]
- **De Hertogh, L.B.** & DeVasto D. User experience as participatory health communication pedagogy in advocacy contexts. [in preparation for *Community Literacy Journal*]

## Grants

### Funded Research Grants

- **De Hertogh, L.B.** (PI), Pierantoni, J., Martin, C., Dixon, D., Salgado, T. M., Sisson, E. 4-VA Grant for Diabetes Health Humanities Symposium. James Madison University, Fall 2019. (\$5,000)
- **De Hertogh, L.B.** College of Arts and Letters Summer Research Grant, James Madison University, Summer 2019. (\$4,500)
- Molloy, C. & **De Hertogh, L.B.** College of Arts and Letters Scholarly Workshop Grant, James Madison University, Summer 2019. (\$1,600)
- Lawrence, H., Hausman, B., Molloy, C., **De Hertogh, L.B.** Pender, K., & Klein, M. 4-VA Grant for Virginia Rhetoric of Health and Medicine Colloquium, George Mason University, Spring 2018. (\$16,500)
- 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)
- **De Hertogh, L.B.** Provost Faculty Development Support Award, James Madison University, Summer 2018. (\$500)

## Professional Development Grants

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

## Awards and Fellowships

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

## Selected Conference Presentations

### National

- Reproductive Justice in Community, Civic, and Public Contexts. Feminisms and Rhetorics Conference, Harrisonburg, VA. November 2019
- Diabetes Research in Community Contexts. Conference on Community Writing, Philadelphia, PA. October 2019
- Digital Resistance to Reproductive Injustice. Computers and Writing Conference, East Lansing, MI. June 2019
- 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
- University-to-Community Partnerships that Support Health Advocacy in the Shenandoah Valley of Virginia. Engagement for the Public Good Conference, Harrisonburg, VA. November 2018
- Ethics, Narrative, and Ethnographic Research Methods in Community-Based, Online Health Research. Conference on Community Writing, Boulder, CO. October 2017
- Feminist Digital Research Methodology for Rhetoricians of Health and Medicine. Feminisms and Rhetorics Conference, Dayton, OH. October 2017

- Reproductive Discourses in Health 2.0. Conference on College Composition and Communication, Portland, OR. March 2017
- Rewriting Race-Based Health Disparities Through Mobile Digital Literacies. Watson Conference, Louisville, KY. October 2016
- Rhetorical Interventions: Changing How Healthcare Systems Mediate Female Bodies. Rhetoric Society of America Conference, Atlanta, GA. May 2016
- Reclaiming Pregnancy Through Digital Storytelling. Conference on College Composition and Communication, Houston, TX. April 2016
- Community-Based Digital Literacies for Civic Action. Conference on Community Writing, Boulder, CO. October 2015
- Understanding and Designing Digital Interfaces for Cultural and Community Change. Conference on College Composition and Communication, Tampa, FL. March 2015
- Cyberliteracy, Pregnancy & Connectivity. Computers and Writing Conference, Pullman, WA. June 2014
- Creating and Sustaining Institutionally Responsive New Media Studios. Computers and Writing Conference, Pullman, WA. June 2014
- A Critical Look at Cyberfeminist Rhetorical Activism and Censorship in the Birth Without Fear Blogging Community. Feminisms and Rhetorics Conference, Stanford, CA. September 2013
- 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
- Assessing Students' Technological Authorship. Conference on College Composition and Communication, Las Vegas, NV. March 2013
- Crowdsourcing Writing Program Administration. Research Network Forum Work-in-Progress Presentation. Conference on College Composition and Communication, Las Vegas, NV. March 2013
- Integrating Technological Writing Tools into an Undergraduate Writing Curriculum. Professional and Organizational Development Network in Higher Education, Seattle, WA. October 2012
- 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

## Regional

- Type 2 Diabetes Stigmatization in the Shenandoah Valley of Virginia. Virginia Colloquium on the Rhetoric of Health and Medicine (VCRHM). Fairfax, VA. June 2018
- Assessing Technological Literacies in Digital Compositions. Conference on College Composition and Communication Regional Conference, Richmond, VA. June 2017
- Strategies for Building Community and Fostering Student Engagement in Synchronous and Asynchronous Online Learning Environments. Assessment, Teaching and Learning Conference, Spokane, WA. May 2015
- Improving Teacher Performance in Online Classrooms. Appalachian Summer e-Learning Conference, Boone, NC. July 2014
- Strategies for Assessing Technical and Textual Aspects of New Media Compositions. Assessment, Teaching and Learning Conference, Spokane, WA. May 2013
- Teaching e-Portfolios: Linking Learning, Technology, and Reflection. Appalachian Summer e-Learning Conference, Boone, NC. July 2012
- Exploring the Wonders of WordPress in e-Learning Classrooms. Appalachian Summer e-Learning Conference, Boone, NC. July 2011
- From Tutoring to Teaching and Back: How the University Writing Center Prepares Expository Writing Teachers. Southeastern Writing Center Association, Nashville, TN. February 2007
- Building Bridges of Understanding: Learning Disabilities in the University Writing Center. Southeastern Writing Center Association, Chapel Hill, NC. February 2006

## Community

- Type 2 Diabetes in the Shenandoah Valley: Understanding How Patients Perceive and Approach Self-Management. Poster Presentation for Nursing Symposium, Sentara Rockingham Memorial Hospital, September 2019
- Type 2 Diabetes in the Shenandoah Valley of Virginia. Sentara Rockingham Memorial Hospital, Diabetes Research Advisory Council. February 2019

## Invited Talks and Workshops

- Social Media for Scholarship. James Madison University, Center for Faculty Innovation's January Symposium. January, 2018

- Creating Content with WordPress. James Madison University, School of Writing, Rhetoric and Technical Communication. November, 2017
- Assessing Digital Projects. James Madison University, School of Writing, Rhetoric and Technical Communication. February, 2017
- Improving Student Learning with Blogs. Appalachian State University, Learning Technology Services. April, 2013
- Assessing Multimodal Compositions. Washington State University, Professional Development in Composition. January, 2013
- Integrating Multimodality into Scientific and Technical Writing. Washington State University, The Writing Program. November, 2012
- Tutoring Technical and Workplace Writers. Appalachian State University, University Writing Center. May, 2012
- Creating Multimodal Assignments. Appalachian State University, Writing Across the Curriculum Program. November, 2011
- Designing Digital Writing Across the Curriculum Courses. Appalachian State University, Composition Program. October, 2011

## Courses Taught

### Scientific, Technical & Professional Communication

- Scientific & Medical Communication, James Madison University (upper-division)
- Discourses of Health & Medicine, James Madison University (graduate)
- Technical & Professional Writing, Washington State University (upper-division; online)
- Professional Writing, Appalachian State University (upper-division; face-to-face & online)
- Scientific & Technical Writing, Summer Ventures in Science and Math, Appalachian State University

### Digital/Multimedia Composing

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

### Writing Studies Theory, Methods, & Methodologies for Majors

- Research Methods, James Madison University (graduate)
- Theory and Methods in Writing, Rhetoric, and Technical Communication, James Madison University



## Feminist Rhetorics

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

## 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 and Graduate Advising (Committees)

### James Madison University

#### MA Committee Service

- Laura Seigel, 2020-present (chair)
- Danielle Brooks, 2019-2020 (chair)
- Philip Meador, 2019-2020
- Tracie Esmaili, 2018-2019
- Katelyn Petty, 2018-2019

#### Undergraduate Honors Committee Service

- Margaret Linscott, 2017

## Selected Advising and Tutoring

### James Madison University

Academic Advisor, School of Writing, Rhetoric and Technical Communication, September 2017-present

### **University of Massachusetts Dartmouth**

Academic Advisor, Department of Psychology, September 2015-May 2016

### **Washington State University**

Graduate Writing Group Tutor, The Writing Program, August 2012-December 2012

### **Appalachian State University**

Graduate Writing Center Consultant, University Writing Center, August 2005-May 2007

## **National and Departmental Service**

### **National**

- Coordinator. Feminisms and Rhetorics Conference Manuscript Mentoring Program, 2019
- Participant. CFSHRC Online Manuscript Mentoring Program, 2019
- Member. CFSHRC Awards Task Force, 2018
- Social Media Co-Director. Medical Rhetoric, 2015-2018
- Assessment Coordinator. Virginia Colloquium for the Rhetoric of Health and Medicine (VCRHM), George Mason University, 2017-2018

### **Departmental**

#### *James Madison University*

- (Chair, spring 2019) Technology Committee, 2017-2020
- Feminisms & Rhetorics Conference Planning Committee, 2018-2019
- Personnel Advisory Committee, 2017-2019
- Graduate Curriculum & Assessment Committee, 2016-2017

#### *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

## Disciplinary Reviews

### *Manuscript Reviewer*

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

### *Conference Reviewer*

- Association for Teachers of Technical Writing, 2020
- Computers and Writing Conference, 2020
- Feminisms and Rhetorics Conference, 2019
- Rhetoric and Social Justice Pre-conference, 2018
- Computers and Writing Conference, 2014

## Web Development and Online Content Strategy 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

## Professional Affiliations

- Association of Teachers of Technical Writing
- Coalition for Community Writing
- College Composition and Communication
- Coalition of Feminist Scholars in the History of Rhetoric and Composition
- National Council of Teachers of English
- Rhetoric Society of America