Dr. Julie Ford is Professor of Technical Communication (housed in the Mechanical Engineering department) at New Mexico Tech where she teaches in the junior/senior design clinic as well as teaches graduate-level engineering communication courses. Her research involves engineering communication, technical communication pedagogy, and knowledge transfer. She has published and presented widely including work in the Journal of Engineering Education, the Journal of STEM Education: Innovations and Research, IEEE Transactions on Professional Communication, the Journal of Technical Writing and Communication, Technical Communication and Technical Communication Quarterly. Julie has a PhD in Rhetoric and Professional Communication from New Mexico State University, an MA in English with Technical Writing Emphasis from the University of North Carolina at Charlotte, and a BA in English from Elon University.

Thursday, April 7, 2016

4:00 pm — 103 EERC

The Road to Clear and Engaging Engineering Presentations

Communicating engineering work to multiple audiences ranging from subject matter experts to managers to lay persons requires logical and clear organization and delivery of content as well as effectively using tools to complement one’s message. This presentation is designed to overview the essential components to achieving clear and engaging presentations. The audience will learn about effective and ineffective practices and leave the presentation with strategies they can implement immediately to planning and delivering future presentations.

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