

# Linn K. Bekins

## Curriculum Vitae

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5500 Campanile Drive  
Department of Rhetoric and Writing Studies  
San Diego State University  
San Diego, California 92182-4452

[lbekins@sdsu.edu](mailto:lbekins@sdsu.edu)  
office: 619.980.2714

### EDUCATION

#### Degree

Ph.D.	<b>University of Utah</b> Educational Studies, Curriculum and Instruction Emphasis in Rhetoric and Composition Dissertation title: “ <i>Collaboration in science: Strategy and the writing of a review chapter</i> ”	2000
M.A.	<b>University of British Columbia</b> English Literature Emphasis in 20th Century Poetics and Composition Studies	1994
B.A.	<b>University of San Diego</b> Major: English Literature; Minors: Spanish and Psychology	1989

### TEACHING POSITIONS AND RANKS HELD

1999 – Present *Associate Professor*, San Diego State University, San Diego, California  
*Director*, Professional Writing Certificate Program  
Department of Rhetoric and Writing Studies

#### *Undergraduate/Graduate Courses Taught:*

<i>RWS 290</i>	<i>Business Writing</i>
<i>RWS 503W</i>	<i>Professional Writing (online and classroom)</i>
<i>RWS 504</i>	<i>Advanced Professional Writing</i>
<i>RWS 506</i>	<i>Writing Internship</i>
<i>RWS 508W</i>	<i>Scientific Writing (online and classroom)</i>
<i>RWS 509</i>	<i>Teaching Composition in Secondary Schools</i>

#### *Graduate Courses Taught:*

<i>RWS 607</i>	<i>Writing Project Management</i>
<i>RWS 609</i>	<i>Theory and Practice of Teaching Composition</i>
<i>RWS 610</i>	<i>Disciplinary Rhetoric</i>
<i>RWS 640</i>	<i>Research Methods in Rhetoric and Writing Studies</i>
<i>RWS 796B</i>	<i>Writing Internship</i>
<i>RA 605</i>	<i>Effective Regulatory Writing and Communication (co-teach online for Regulatory Affairs Department)</i>

1997 *Adjunct Professor*, University of Utah, Salt Lake City, Utah, David Eccles School of Business  
Management Communication Center  
*Graduate Course Taught:* Management Writing and Communication

1997 *Teaching Assistant*, University of Utah, Salt Lake City, Utah  
Educational Studies  
*Undergraduate Course Taught:* Literacy and Culture

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- 1997            *Research Assistant*, University of Utah, Salt Lake City, Utah  
University Writing Program and Communications
- 1994 – 1998    *Teaching Fellow*, University of Utah, Salt Lake City, Utah  
University Writing Program  
*Undergraduate Course Taught*: Technical Writing
- 1992 – 1994    *Teaching Assistant*, University of British Columbia, Vancouver, British Columbia  
English Literature  
*Undergraduate Course Taught*: English Literature

### THESIS COMMITTEE WORK

- Chair, Rhetoric and Writing Studies. Hitchens, A. (2018). “Patagonia, environmental responsibility, and anti-consumerism in the postmodern era—it’s all rhetoric.”
- Chair, Rhetoric and Writing Studies. Cohen, T. (2013). “A genre-based analysis of the use of self-congratulatory words in the *Journal of the American Chemical Society*.”
- Chair, Rhetoric and Writing Studies. Stringfield, M. (2013). “Rhetoric of grant writing: An Aristotelian approach to grant making in San Diego.”
- Chair, Rhetoric and Writing Studies. Abueg, M. (2009). “Capturing hearts and minds to invade Iraq: A study of influence and evidence in White House press briefings.”
- Chair, Rhetoric and Writing Studies. Tomlin, R. (2007). “Online FDA regulations: Implications for medical writers.”
- 2<sup>nd</sup> reader, MALAS. Lindem, V. (2014). “Charlatans in lab coats: How scientific communication can unmask pseudoscience.”
- 2<sup>nd</sup> reader, Rhetoric and Writing Studies, Gigoli-Spicer, C. (2005). “Invention, delivery, and ethics online: Medical marketing websites.”
- 3<sup>rd</sup> reader, UCSC Biology, Robb, H. (In Progress). “Health and reproductive trends of humpback whales using hormone biomarkers.”
- 3<sup>rd</sup> reader, Biology. Schroeder, A. (2019). “RNA-Seq analysis of the heat stress response in three *Boechera* species.”
- 3<sup>rd</sup> reader, Biology. Wellik, M. (2009). “Population genetics of the endangered Quino checkerspot butterfly, *Euphydryas Editha Quino*.”
- 3<sup>rd</sup> reader, Biology. Deza, A. (2008). “Effects of habitat fragmentation and patch size on recruitment and the abundance of kelp forest fishes.”
- 3<sup>rd</sup> reader, Creative Writing. Andrew, V. (2008). “Hatch.”
- 3<sup>rd</sup> reader, Geology. McClain, S. (2006). “Tunnel inflow in fractured crystalline bedrock”
- 3<sup>rd</sup> reader, Biology. Dane, L. (2005). “Bacterial diversity of cryptobiotic soil crusts: Correlation with primary production.”
- 3<sup>rd</sup> reader, Ecology. Davenport, A. (2005). “Positive indirect effects of reef fishes on kelp performance.”
- 3<sup>rd</sup> reader, Ecology. Sharfi, S. (2005). “A comparison of regional fish production between artificial and natural reefs.”
- 3<sup>rd</sup> reader, Geology. Ramzi, R. (2005). “The estimation of aquitard window size and distribution using geostatistical analysis and aquifer test simulations.”
- 3<sup>rd</sup> reader, Creative Writing. Duke, D. (2005). “Widow.”

### CURRICULUM DEVELOPMENT

#### *New Courses:*

- Editing
- Professional Communication in Nonprofit Organizations
- Tools for Technical Communicators
- Scientific Writing
- Medical Writing
- Writing Project Management

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## *Curriculum Updates:*

- Revised Certificate Program in Professional Writing to align with national and local trends
- Proposed masters to align with national and local trends
- Proposed and major to align with national and local trends
- Proposed and revised minor to align with national and local trends
- Revised of graduate comprehensive exams

## ADMINISTRATIVE EXPERIENCE

1999 – Present *Director*, Professional Writing Certificate Program  
Department of Rhetoric and Writing Studies, SDSU

## WORKPLACE EXPERIENCE

1992 – 2024 *Communications Consultant*. Owner and primary writer of a professional communication consulting firm specializing in documentation for science, internet applications and web strategies, environmental concerns, and medicine. Provide on-site training and consultations in professional and scientific writing, persuasive messaging, project management, user experience and user design. Clients served include: Alliance Pharmaceuticals Corp., American Specialty Health, ATI Medical, Chugai Pharma USA, Endonetics, Facebook, Gen-Probe, Genentech, InnerCool Therapeutics, Metabasis, Orthopedics Biomechanics Institute, Research Medical-Baxter Healthcare, RoundFeather Consulting, UCSD Health (Division of General Internal Medicine), U.S. Geological Survey, Vertex Pharmaceuticals.

1998 – 1999 *Project Manager/Senior Consultant*. Franklin Covey, Salt Lake City, Utah  
Professional Services Group  
Clients served include: Zion Bank (formerly First Security Information Technology, Inc.).

1996 – 1998 *Scientific Consultant*. McCulleyCuppen (formerly Scientific Services division of Franklin Covey), Salt Lake City, Utah  
Clients served include: U.S. Food and Drug Administration, Hoffman La Roche Pharmaceuticals.

## PROFESSIONAL GROWTH

### Published Refereed Articles

- Bekins, L.** & Williams, S. (2006). "Positioning Technical Communication for the Creative Economy." Technical Communication, 53(3), 287-295.
- Williams, S. & **Bekins, L.** (2005). "Leaders, managers, and producers: Repositioning technical communication for the creative economy." International Professional Communications Conference Proceedings, 659-670. Piscataway, NJ: IEEE.
- Robinett, J. & **Bekins, L.** (2005). "Medical narratives in empirical frameworks." Academic Exchange Quarterly, 9 (3), 116-120.
- Ornatowski, C. & **Bekins, L.** (2004). "What's civic about technical communication? Technical communication and the rhetoric of 'community.'" Technical Communication Quarterly, 13, 251-269.
- Bekins, L.** & Merriam, S. (2004). "Consulting and collaborative writing connections." Academic Exchange Quarterly, 8 (3), 233-237.
- Bekins, L.**, Huckin, T., & Kijak, L. (2004). "The personal statement in medical school applications: Rhetorical structure in a diverse and unstable context." Issues in Writing, 15 (1), 56-75.
- Faber, B., **Bekins, L.** & Karis, B. (2002). "Using corporate-based methods to assess technical communication programs." Journal of Technical Writing and Communication, 32, 307-336.

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### Published, Refereed Book Chapters

- Mathison, M. and **Bekins, L.** (2018). "Professors Designing Assignments as Relational Activity: A Baseline for Connecting Thinking, Learning, and Writing" In M. Mathison (Ed.), Sojourners and Third Cultures: A Case Study of Writing in the Engineering (p. XX). Logan, UT: University of Utah Press.
- Cammack, B., **Bekins, L.** & Krug, A. (2013). "From concept to action: Do environmental regulations promote sustainability." In P. Goggin (Ed.), Environmental Rhetoric and Ecologies of Place (p. 173-185). New York: Routledge.
- Bekins, L.** (2000). "Theorizing the internet for the practice, instruction, and study of disciplinary writing." In P. Mosenthal and A.W. Pailliotet (Eds.), Reconceptualizing literacy in the new age of media, multimedia and hypermedia. Greenwich, CT: JAI.

### Refereed Essays in Preparation

- Bekins, L.** & Ogle, A. "The politics of iodine: A rhetorical inquiry." Revising to submit to PloSone.

### Conference Presentations

- Bekins, L. (October, 2017). "Networking with a purpose: Melting the glass ceiling." Paper presented as part of a panel at Gigamon Headquarters, Santa Clara, California.
- Mathison, M. & Bekins, L. (November, 2014). "Crisis in communications: Tenets, conventions, and life after upper-division writing." Western States Rhetoric and Literacy Conference, Reno, Nevada.
- Bekins, L. (June, 2007). "Medical/health communication programs." Presented at the Rhetoric Society of America conference workshop, Albany, New York.
- Bekins, L. (June, 2006). "Vocational sustainability in the creative economy: Innovating communications programs." Paper presented at the annual International Learning Conference, Montego Bay, Jamaica.
- Williams, S. & Bekins, L. (July, 2005). "Leaders, managers and producers: Repositioning technical communication for the creative economy." Paper presented at the annual International Professional Communication Conference, Limrick, Ireland.
- Williams, S. & Bekins, L. (March, 2005). "The "Triple Threat" as the future of technical communications." Paper presented at the annual Association for Teachers of Technical Writing, San Francisco, California.
- Bekins, L. & Huckin, T. (March, 2005). "The personal statement in medical school applications: Rhetorical structuring of symbolic capital in an instable and diverse context." Paper presented at the annual Conference on College Composition and Communication, San Francisco, California.
- Bekins, L. (March, 2004). "Complicating discursive values in cross-disciplinary work." Paper presented at the annual Conference on College Composition and Communication, San Antonio, Texas.
- Bekins, L. & Kijak, L. (October, 2003). "Between construction and negotiation: Bringing discursive representations of self and symbolic capital together in the Personal Statement." Paper presented at the annual Western States Rhetoric and Literacy Conference, Salt Lake City, Utah.
- Bekins, L. & Sauer, G. (March, 2003). "Negotiating technical collaboration: Case studies of scientific researchers." Paper presented at the annual Association for Teachers of Technical Writing, New York, New York.
- Bekins, L. (March, 2003). "Project management strategies for high-performance teams." Workshop presented at the regional American Medical Writers Association conference, Asilomar, California.
- Bekins, L. (October, 2002). "Understanding and teaching collaboration in the writing workplace." Paper presented at the annual American Medical Writers Association conference, San Diego, California.
- Mathison, M. & Bekins, L. (October, 2001). "Mediating activity, mediating disciplinarity." Paper presented at the annual Western States Rhetoric and Literacy Conference, Seattle, Washington.
- Bekins, L. (February, 2001). "Strategic effects of collaboration on scientific communication." Paper presented at American Medical Writers Association, Orange County chapter, San Diego, California.
- Bekins, L. (October, 2001). "Directing growth in scientific writing programs with community and corporate partnerships." Paper presented at the annual meeting of the Council for Programs in Technical and Scientific Communication, Pittsburgh, PA.
- Bekins, L. (April, 2000). "The manufacture of knowledge: Yours, mine, and ours." Paper presented at the annual Conference for College Composition and Communication, Minneapolis, Minnesota.

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- Bekins, L. (April, 1999). "Articulating, producing, and negotiating knowledge: Examining the role of collaboration in scientific writing." Paper presented at the annual American Educational Research Association Conference, Montreal, Canada.
- Bekins, L. (December, 1998). "Inquiry into sociocultural and political relations through electronic literacy." Paper presented at the annual National Reading Conference, Austin, Texas.
- Bekins, L. (December, 1998). "Media literacy agendas: Research." Paper presented at the annual National Reading Conference, Austin, Texas.
- Bekins, L. (October, 1998). "Connecting language, literacy, and technology: How user strategies translate into complex literate acts." Paper presented at the annual Western States Composition Conference, Salt Lake City, Utah.
- Bekins, L. (December, 1997). "Intermediality in undergraduate education." Paper presented at the annual National Reading Conference, Scottsdale, Arizona.
- Bekins, L. (December, 1997). "Media literacy." Led Birds of a Feather discussion session at the annual National Reading Conference, Scottsdale, Arizona.
- Bekins, L. & Mathison, M. (March, 1997). "Text and context: Writing to disciplinary values, expectations, and definitions." Paper presented at the annual Conference for College Composition and Communication.
- Bekins, L. (December, 1996). "Text and context: Using sociocultural theory to examine the activity surrounding the use of electronic literacy." Paper presented at the annual National Reading Conference, Charleston, South Carolina.
- Bekins, L. (May, 1996). "Communicating through the internet in a technical writing course: A lesson in rhetoric and invention." Paper presented at the annual Computers and Writing Conference, Logan, Utah.
- Bekins, L. & Mathison, M. (May, 1996). "Writing technology into the disciplines." Paper presented at the annual Computers and Writing Conference, Logan, Utah.
- Bekins, L. & Mathison, M. (April, 1996). "Constructing literacy across the university." Paper presented at the annual American Education Research Association Conference, New York, New York.
- Mathison, M. & Bekins, L. (February, 1996). "Learning to really write: The case of the disciplinary centered curriculum." Paper presented at the annual Arizona State University Composition Conference, Phoenix, Arizona.
- Bekins, L. & Mathison, M. (February, 1996). "Constructing written communication in engineering." Paper presented at the annual Arizona State University Composition Conference, Phoenix, Arizona.
- Bekins, L., Danaher, C., Eng, T., & Woloshyn, T. (January, 1994). "Feminisms and pedagogy: A dialogic panel." Paper presented at the University of British Columbia, Vancouver, B.C.

### SERVICE

#### International

- |             |                                                                             |
|-------------|-----------------------------------------------------------------------------|
| 2024 – 2025 | Content Developer, <i>Great Leaders Make Courage Contagious</i>             |
| 2020 – 2021 | Content Developer, <i>Embrace Your Edge</i>                                 |
| 2006        | Reviewer, <i>Technical Communication</i>                                    |
| 2006        | Reviewer, International Learning Conference                                 |
| 2004        | Judge, American Medical Writers Association & Eli Lilly Student Scholarship |
| 2001 – 2002 | Section Coordinator, American Medical Writers Association Annual Conference |
| 1999 – 2000 | Judge, Society for Technical Communication Annual International Competition |

#### National

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|-------------|-----------------------------------------------------------------------------------------------------------------|
| 2020 – 2025 | Content Developer, <i>Preconception Education Partnership</i>                                                   |
| 2004 – 2010 | Editorial Board, <i>WAC Clearinghouse</i>                                                                       |
| 2004        | Reviewer, <i>Reflections</i>                                                                                    |
| 1999 – 2003 | Editorial Board, <i>Academic Writing: Interdisciplinary Perspectives on Communication Across the Curriculum</i> |
| 1997 – 2002 | Reviewer, National Reading Conference Program Area 3 Committee                                                  |
| 1996 – 2000 | Reviewer, <i>Research in the Teaching of English</i>                                                            |
| 1996 – 1999 | Reviewer & Program Steering Committee member, Western States Composition Conference                             |
| 1996 – 1997 | Reviewer, AERA Division C and G Program Committee                                                               |

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### University

- 2014 – Present Invited speaker, College of Sciences. Present to labs and classes upon request. “Persuasion in scientific writing.”
- 2006 – Present Faculty Advisor, Regulatory Affairs
- 2023 Invited Speaker, Biology Student Forum
- 2019 – 2021 Invited Speaker, Biology Student Forum
- 2018 Faculty Advisor, Fowler College of Business for a Center for Social Innovation
- 2016 Interim Chair, Environment and Safety Committee
- 2013 – 2014 Member, Environment and Safety Committee
- 2010 – 2011 Faculty Advisor, Biology. Developed two 1-unit writing courses to be offered as 496 courses in 2011: “Getting Published” and “Presenting Research.”
- 2008 – 2009 Faculty Fellow, People, Information & Communication Technologies (pICT) and Course Design Institute (CDI)
- 2007 – 2009 Faculty Advisor, Preprofessional Health Advising Office, College of Sciences. Help students prepare Personal Statements for medical school applications and host mock interviews.
- 2004 – 2009 Faculty Advisor, SDSU Entrepreneurial Management Center, QUALCOMM EMC Social Entrepreneurial Internship Program
- 2003 – 2006 Member of Program Advisory Board, QUALCOMM Information, Communication, Technology (ICT)
- 2005 Committee Member, Instructionally-Related Activities Grant, College of Arts and Letters
- 2005 Speaker, Council of PreHealth Organizations’ conference, “Catch the Wave to Success”

### Department

- 2005 – Present Member, Retention, Tenure, and Promotion Committee
- 2005 – Present Member, Sabbatical Committee
- 1999 – Present Member, Periodic Review Committee
- 1999 – Present Director, Professional Writing Certificate Program
- 1999 – Present Student Intern Placement & Supervision, RWS Undergraduates & Masters students
- 2009, 2019 Chair, Periodic Review Committee
- 2020, 2024 Member, Search Committee
- 2000, 2017 Member, Search Committee
- 2018– 2020 Member, Course Design Institute (CDI), develop online version of RWS 503W, Professional Writing
- 2016 – 2020 Member, Curricular updates on CurricuNet to all 500-level courses
- 2016 – 2020 Member, Curricular Assessment Committee for 500-level courses
- 2016 – 2018 Chair, Departmental Online Newsletter
- 2014– 2020 Member, Departmental Major Development and Promotion
- 2005 – 2021 Member, Graduate Committee
- 2007 – 2008 Chair, Search Committee, Professional Writing hire (cancelled day before offer made)
- 2003 – 2006 Member, Development Committee
- 1999 – 2006 Member, Curriculum Committee
- 2003 Member, Chair Evaluation Committee
- 1999 – 2003 Member, Upper Division Course Committee
- 1999 – 2003 Member, Cyber Committee
- 1999 – 2003 New Course Proposals: RWS 501, Editing; RWS 505, Writing Project Management; RWS 507, Professional Communication in Nonprofit Organizations; RWS, Tools for Technical Communicators; RWS 508W, Scientific Writing

### Community

- 2021– Present Reviewer, High Tech High Charter Schools & Point Loma High, help students with college entrance essays and Personal Statements for graduate school applications

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1999 – Present	Student/alumni job placement, RWS Masters and Certificate Program in Professional Writing
1999 – 2024	Coordinator, Student service learning projects for RWS 504 and 607 (~4-6 student group projects annually) with local nonprofits
2016– 2021	Coordinator, Society for Technical Communications, San Diego chapter, host job fair at SDSU
2016 – 2020	VP Fundraising, High Tech High International, raise annual school project and college trip funds
2016 – 2019	Volunteer, San Diego River Park Foundation, collect and test water samples
2016 – 2019	Volunteer, Point Loma Native Plant Garden, habitat restoration
2016 – 2019	Volunteer, I Love a Clean San Diego, bay to river clean up
2016 – 2019	Volunteer, Miracle League, provide help and support at sports events in which athletes with physical or mental challenges participate
2016– 2018	Volunteer, Teen Volunteers in Action (TVIA), training teens to effectively communicate and participate in their communities
2016 – 2017	Advisor, KIPP Adelante (tuition-free middle school for low income students)
2015 – 2017	Volunteer, BurritoBoyz: Teens Taking Action, Feeding the homeless in downtown San Diego
2014	Coordinator, GRWO BETA testing on SDSU campus with student ambassadors
2014	Coordinator, Correia Middle School, hosted 150 students to a tour of SDSU, including arranging faculty presentations
2013– 2019	Advisor, Nativity Prep Academy (tuition-free middle school for low income students). Provide writing workshops on-site and review college application essays
2013– 2019	Coordinator, Sustainable gardening practices for middle school, high school, and college students through direct instruction and connecting students with local nonprofits, such as the Solana Center and Ecolife Conservation. Provide classroom training; supervise hydroponic projects and site research
2004	Reviewer, Pearson Longman Publishers, “Resources for Technical Communication”
2004	Reviewer, Prentice Hall Publishers, “Technical Writing, Presentation Skills, & Web Writing”
2000 – 2004	Volunteer course instructor, Nonprofit Management Solutions, “Persuasive writing: Messages that get results”
2001	Invited Speaker, Society for Technical Communication, San Diego chapter, “Current issues in technical communications: A review of the 2001 International STC conference”
2001	Reviewer, Oxford University Press, “Reporting Technical Information 10E”
2000	Invited Speaker, American Medical Writers Association, Orange County chapter, “Genres of the scientific writing profession”
1999 – 2013	Volunteer contributor, Society for Technical Communications, San Diego chapter newsletter
1999 – 2007	CAL microgrant writer & coordinator of guest speakers, Professional Writing Certificate Program (speakers included: Drs. Brent Faber, Mike Palmquist, Jeffrey Sauer, Judy Segal)

### PROFESSIONAL AFFILIATIONS

Association of Teachers of Technical Writing  
College Composition and Communication

American Medical Writers Association