



March 21–24, 2012  
St. Louis, MO

“... imagine the many experiences you can have at this year’s conference as part of your own transitions—toward greater knowledge and insight, toward new opportunities for you personally and professionally, and toward your contributions to a profession that continues to advocate for and enact humane, informed, enlightened, and effective practices.”

For more information, visit  
[www.ncte.org/cccc/conv](http://www.ncte.org/cccc/conv)

# Call to Convention

I invite you to St. Louis . . . the gateway to the 63rd Annual Convention of the Conference on College Composition and Communication.

It has been almost 25 years since we last convened in this vibrant and historic city. In those years, both the city and our profession have experienced much change, as our convention will demonstrate.

The opening session is our threshold to this year’s convention as Chair Malea Powell’s address, “Stories Take Place,” will draw our attention to threads of narrative that weave us into being individually and into the tapestry of our collective work. This session is also our opportunity to welcome each other, fête the recipients of several important awards, and thank the many people who have contributed to planning the convention.

We have a dynamic lineup of featured speakers, including *Susan Blum*, an anthropologist whose recently published book examines college plagiarism from a cultural perspective. Award-winning poet and author *Jimmy Santiago Baca* will share how literacy became for him a gateway from prison to a new life; *Deborah Appleman* will provide a response that highlights some of her literacy work in prisons. NCAA president *Mark Emmert* will reflect on the relationship of literacy and college athletics. *Adam Banks*, author of the just-published *Digital Griots: African American Rhetoric in a Multimedia Age*, will give us “Technologizing Funk/Funkin Technology: Stevie Wonder’s Talking Book as a Gateway to a Black Digital Rhetoric.” In an address cosponsored by the CWPA, the august *Richard Lanham* will engage and inform us with “That stuff hasn’t changed much in 2500 years, has it?” Rhetorical Terms in an Attention Economy.” And writer, vocalist, composer, and inspirer *Rachel Bagby*, author of *Divine Daughters: Liberating the Power and Passion of Women’s Voices*, will lead a dynamic session focusing on a new poetic form, the *dekaaz*.



This year you’ll also find some innovations and experiments:

- *Digitally enabled international sessions* featuring (virtually) one or more scholars from Argentina, England, Israel, Colombia, Venezuela, Belgium, and New Zealand who will join members of in-person international panels onscreen.
- *An undergraduate poster session* will showcase the work of more than a dozen students from across the United States who have been engaged in research on writing.
- *QR codes* in some meeting rooms and in program materials. These codes can be read by smart phones, tablets, and certain other mobile devices and will provide instant links to materials (handouts, entire conference papers, and other resources). Scan the code to learn more now!
- Heightened *focus on basic writing* with a session featuring Mike Rose, Lynn Quitman Troyka, and Peter Adams that asks, “Should Basic Writing Be Put on the Endangered Species List?”
- *A composition genealogy* project designed to trace and make public all the ways that we are interconnected through our graduate mentors and others who have influenced us and our work. All registrants can participate.
- An innovative *access happening*, to focus on issues of access in composition.



Our conference theme is about passageways and transitions we experience as a profession and as teachers, writers, administrators, and scholars. So make plans today to join us in this journey in St. Louis. It’s a CCCC that you’ll not want to miss.

Chris Anson  
2012 Program Chair

## Featured Speakers

### Thursday, March 22

#### Susan D. Blum

"Whose Words Are These? Who Cares? Views of College Plagiarism, Authorship, and Learning from Inside and Outside School Gates"

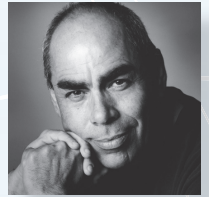
12:15–1:30 p.m.



#### Jimmy Santiago Baca

"Writing as Spiritual Discourse"

3:15–4:30 p.m.



### Friday, March 23

#### Mark Emmert

"Intercollegiate Athletics as a Gateway to Literacy"

9:30–10:45 a.m.



#### Richard Lanham

"'That stuff hasn't changed much in 2500 years, has it?' Rhetorical Terms in an Attention Economy"  
*Cosponsored by the Council of Writing Program Administrators*

12:30–1:45 p.m.



#### Adam Banks

"Technologizing Funk/Funkin Technology: Stevie Wonder's Talking Book as a Gateway to a Black Digital Rhetoric"

9:30–10:45 a.m.



#### Rachel Bagby

"*Dekaaz*: A New Poetic Form: A Wisdom-Capturing Channel: A Play of Honed Words & Evocative Orator: Your New Favorite Tool in the Quest for Expression"

2:00–3:15 p.m.



## When & Where

The 2012 Conference on College Composition and Communication (CCCC) Annual Convention will be held March 21–24, 2012, in St. Louis, Missouri, with sessions held at the Renaissance Hotel and the America's Convention Center (Exhibits and more).

## CCCC Online Program

Create your own convention schedule online ([www.ncte.org/cccc/conv](http://www.ncte.org/cccc/conv)) as you browse and search through the hundreds of sessions, 50+ workshops, and numerous events offered at the 2012 Convention. Exploring the cutting-edge session annotations and workshop descriptions will affirm your decision to attend to learn and interact with more than 3,000 leaders in the field of composition and rhetoric.

## Registration & Housing

Register before February 17 and save! CCCC offers several registration fees to meet the needs of faculty, students, and CCCC/NCTE members. Hotel options and rates include:


Renaissance (Headquarters hotel)	\$164/night
Embassy Suites	\$169/night
Drury Plaza Hotel	\$119/night
Holiday Inn Select	\$126/night

Go online to reserve your room(s) at [www.ncte.org/cccc/conv](http://www.ncte.org/cccc/conv).



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Conference on College Composition  
and Communication  
1111 W. Kenyon Road  
Urbana, Illinois 61801-1096

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## 2012 CCCC Annual Convention

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St. Louis, MO

"... a thousand experiences await you in St. Louis: opportunities to be reunited with friends and colleagues and to work with them on ongoing projects; over 500 concurrent sessions focusing on a rich array of research studies, important issues and problems, curricular and instructional successes, new ventures, and cutting-edge information; an exhibit area featuring the latest books, journals, author signings, and digital innovations; meetings of SIGs, CCCC committees, caucuses, and task forces that make our work visible, useful, and empowering; and, of course, opportunities to mingle at many receptions and other social gatherings and special events."

–Chris Anson,  
Program Chair

# "Writing Gateways"

Learn more and register today! [www.ncte.org/cccc/conv](http://www.ncte.org/cccc/conv)