

# Kefaya Diab

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## EDUCATION

**Ph.D.** in Rhetoric and Professional Communication

New Mexico State University (NMSU), Las Cruces, NM, U.S.A

Dissertation “From the Street to the Screen and Back: Toward a Theory of the *Sense of Agency* in Hybrid Activism.”

**M.A.** in Communication Studies

New Mexico State University (NMSU), Las Cruces, NM, U.S.A

**B.C.S.** in Computer Science

Al Al-Bait University, Mafraq, Jordan

**Diploma** in Presenting NEWS & T.V. Programs

Al Jazeera T.V., Doha, Qatar

**Certificate** in Radio Reporting

United Nations Educational Scientific & Cultural Organization (UNESCO), Amman, Jordan

**Diab, Kefaya.** “Theorizing the Rise of the Arab Spring through a *Sense of Agency*.” *Rhetoric Society Quarterly* (Forthcoming 51.4).

**Diab, Kefaya.** “Disabling the Reader: Readability and Accessibility of Documents for Equity and Social Justice.” *Writing Spaces: Readings on Writing*. Eds. Dana Driscoll, Megan Heise, Mary Stewart, and Matthew Vetter. (Under review)

**Diab, Kefaya.** “Between the Hammer and Anvil: Anti-Racist Writing and Labor-Based Contract Implementation amid Political Tensions.” *Students in Writing Assessment: Opportunities for Antiracism, Equity, and Agency*. Eds. Asao Inoue and Kristin D. Bailey. (Under review)

**Diab, Kefaya;** Barlow, Aaron; Bowden, Darci; Macklin,; Duffy, Will; Ericsson, Patricia F.; Macklin, Talitha; Meyer, Craig A.; Myer, Whitney; Shealy, Mark; Winslow, Diana; Yancey, Kathi B. [\*Baking It In: Sexual Harassment and Cultural Change in Writing Studies\*](#). W.A.C. Clearinghouse. (2020).

**Diab, Kefaya;** Hendrickson, Brian; Grayson, Mara Lee; Holly, Hassel; Messina, Cara Marta; Ruiz, Iris. [\*“Where We Are: A Dialogue and Disciplinary Space.”\*](#) *Composition Studies*. (Fall 2019 issue)

**Diab, Kefaya.** [\*“Delivery & Multimedia Composition: Re-claiming Agency in Digital Media for Advocacy and Social Change.”\*](#) *Paideia16*. Eds. Mais Al-Kateeb et al. Plymouth, MI: Hayden-McNeil. Print, 2016, (pp. 115-140).

**Diab, Kefaya.** “Unleashing Creativity: Filmmaking as a Tool to Teach Culture, Critique, and Almost Anything.” *The Fourth Annual Don & Sarrah Kidd Literacy Conference Proceeding*, 2013 (pp. 24-28)

## DIGITAL RHETORICS AND MEDIA PORTFOLIO

**Diab, Kefaya.** [\*“CCC Podcasts.”\*](#) *College Composition and Communication*, 2020

- Diab, Kefaya.** [\*Institutional Perspectives on Writing across the Curriculum\*](#). Video 15:54, 2017
- Diab, Kefaya.** [\*Snapshots from The Field: Teachers Write, Inspire, and Empower\*](#). Video 9:22, 2016
- Diab, Kefaya.** [\*When NMSU Faculty Write\*](#). Video 13:26, 2016
- Diab, Kefaya.** [\*Welcome, International Students\*](#). Video 8:04, 2014
- Diab, Kefaya.** *Laila & the Garbage Man*. A long screenplay, 2011
- Diab, Kefaya.** *Why Does Omar Smoke?* Documentary, 2009
- Diab, Kefaya.** *Welcome to Al Karak*. Documentary, 2009.
- Diab, Kefaya.** [\*Laila & the Garbage Man\*](#). Video 6:53, 2009
- Screened at Abu Dhabi Film Festival in March 2012.
  - Screened at Women’s Voices Now Festival in March 2011.
  - Screened at The Jordanian Royal Film Commission in October 2011.

## ACADEMIC APPOINTMENTS

- Postdoctoral Fellow/** Writing Department, Loyola University Maryland, 2021-present
- Culbertson Postdoctoral Teaching Fellow/** English Department, Indiana University in Bloomington (I.U.), 2018-2021
- Instructor of Record** (Rhetoric and Composition)/ English Department, New Mexico State University, 2013-2018
- Assistant Director/** Creative Research Center (Design Center), English Department, New Mexico State University, 2016- 2018
- Writing Program Coordinator/** English Department, New Mexico State University, 2014-2016
- Writing Center Consultant/** English Department, New Mexico State University, 2013-2014
- Instructor of Record** (Arabic as Second Language)/ Language and Linguistics Department, New Mexico State University 2010- 2013

## CERTIFICATES

- Certificate** of Quality Matters (Q.M.) Online Course Design Master Reviewer  
Q.M. Organization, Annapolis, MD
- Certificate** of Quality Matters (Q.M.) Online Course Design Peer Reviewer  
Q.M. Organization, Annapolis, MD

## COURSES TAUGHT (INSTRUCTOR OF RECORD)

### **Writing Department/ Loyola University Maryland**

Effective Writing (2 courses) 2021

### **English Department/ Indiana University/**

Advanced Expository Writing for Mainstream and Multi-lingual Students (4, 2 courses), 2019-21

Writing, Reading, and Research for Mainstream and Multi-Lingual Students (1, 2 courses), 2019-21

Professional Writing Skills (3 courses), 2018-20

## **English Department/ NMSU**

Technical and Scientific Communication (3 courses, one fully online), 2015-17

Advanced Composition: Filmmaking as Composition (1 course), 2016

Writing in the Humanities and Social Sciences (2 courses, one fully online), 2015-16

Rhetoric and Composition for Engineers (1 hybrid course), 2014

Rhetoric & Composition (2 hybrid courses), 2013-14

## **Center for English Language Programs/ NMSU**

Academic Writing for Multi-Lingual Students (1 semester), 2014

Advanced Listening and Speaking for Multi-Lingual Students (1 semester), 2014

## **Languages and Linguistics Department/ NMSU**

Arabic as Second Language –Intermediate (6 courses), 2010-13

## **Chaparral Elementary After School Program/ Curriculum and Instruction/ NMSU**

Introduction to Filmmaking (2 courses), 2009-10

## **English Language Institute/The University of Texas in El Paso (UTEP)**

Extensive English as Second Language (1 course), 2015

## **CONFERENCES AND ACADEMIC TALKS**

### **Papers Presented**

“Imagining a Collective Path Forward: Negotiating Solidarity, Activism, and Networks of Care in Academia.” *Conference on College Composition and Communication* (2021). The paper wasn’t presented due to intellectual property concerns

“Not In My Backyard: Rhetorics of Host/Hostility.” *Rhetoric Society of America Conference* (2020). The paper wasn’t presented due to the conference cancellation.

“Digital Tremors: Circulating Social Movements & Affects Online.” *Computers and Writing Conference* (2020). The paper wasn’t presented due to the conference cancellation.

“Telling a Counter Feminist Activist Story: On What the East Could Give to the West.” *Feminisms and Rhetorics Conference* (2020). The paper wasn’t presented.

“Before I am Tenured: On Leveraging Affects in Academia in Order to Act Here and Now.” *Conference on Community Writing* (2019)

“Different but Equal: What Makes A Labor-based Learning Approach Inclusive?” *Corridors: The Great Lakes Writing and Rhetoric Conference* (2019)

“Theorizing the Writer’s Sense of Agency to Alter Our Understanding of the Writing Ecologies: A Mixed Methods Study of Rhetorical Theory and Autoethnography.” *Conference on College Composition and Communication* (2019)

“When affects Lead a Revolution: Mohamed Bouazizi’s Self-Immolation as a Starting Point to Construct a Theory of the Sense of Agency.” *The Western States Rhetoric and Literacy Conference* (2017)

“The Sense of Agency as a Scene of Rhetorical Investigation: Toward a Rhetorical Theory of the Sense of Agency.” *Conference on College Composition and Communication* (2017)

“From Being Reviewed to Reviewing: How My Peer and Master Reviewing Processes Impacted My Course Design and Vice Versa.” *Quality in Online Education Conference* (2017)

How to Document and Circulate Institutional Efforts: Video Making as a Strategy to Engage Students and Faculty in Improving Writing Across the Curriculum.” *New Mexico Higher Education Assessment and Retention Conference* (2017)

“A Qualitative Study on the Relation between Identity Empowerment and Filmmaking.” *Conference on College Composition and Communication* (2016)

“Toward Global Usability and Accessibility: Students as Web Developers to Serve Diverse Users through Technical Writing Courses.” *Association of Teachers of Technical Writing* (2015)

“When Students Teach Their Teachers: Filmmaking as a Collaborative Tool Across the Curriculum.” *International Sun Conference* (2015)

“Filmmaking to Promote Personal Responsibility & Group Work Among Students.” *International Forum of Women in E-learning (IFWE)/ United States Distance Learning Association (USDLA)* (2014)

“Contested Representations of Reality in *Waltz with Bashir* & *Children of Shatila*: The Agenda Setting Theory as Analytical Framework for Looking at Documentaries.” *NMSU Graduate Research & Arts Symposium* (2014)

“Understanding Rhetoric through Filmmaking.” *Popular Culture Association (P.C.A.) Conference* (2014)

“Unleashing Creativity: Filmmaking as a Tool to Teach Culture, Critique, and Almost Anything,” *Kidd Literacy Conference: Reframing Literacy as a Socially Responsive Practice* (2013)

“The Pragmatic Function of the Hidden Question: An Ethnographic Study on the Effect of Prosody in everyday Communication.” *Languages and Linguistics Symposium at NMSU* (2012)

### **Invited Talks**

“Writers at Work,” *The Writing Department of Loyola University Maryland, U.S.A, 9/21/2021*

“The Implementation of Labor-Based Learning Amid Political Tensions,” *The Graduate Student Organization of Indiana University’s English Department, U.S.A, 4/20/2021*

“Different But Equal: A Perspective on Labor-Based Learning Contracts,” *University of Alabama’s Writing Program, U.S.A, 1/18/2021*

“[Creative Activism](#),” *Create1World, Aotearoa New Zealand, 1/1/2021*

“[When All You See is White](#),” *Global Rhetorics Podcast, U.S.A, 8/24/2020.*

“Re-claiming Agency in Digital Media for Advocacy and Social Change,” *Bate College, U.S.A, 5/8/2019.*

“Perspectives on Publishing as a Graduate Student,” *Indiana University’s English Department, U.S.A, 3/22/2019.*

“Navigating the Job Market,” *Indiana University’s English Department, U.S.A, 9/21/2018.*

## **Workshops Conducted**

“The Almanac of Garden-Based Writing: Using Seasonal, Local, Public Writing to Promote Social Justice.” *Conference on College Composition and Communication* (2020). The workshop wasn’t conducted due to the conference cancelation.

“Cultivating Capacities, Creating Change: Teachers as Activists and Video Makers.” *Conference on College Composition and Communication* (2017)

“Filmmaking as Critical Pedagogy.” *Conference on College Composition and Communication* (2016)

## **Posters Presented**

“Cultivating Resources, Organizing the Clutter: A 4 Year Story of Improving Student Writing.” *New Mexico Higher Education Assessment and Retention Conference* (2017)

“Toss the Ball & Let Them Figure Out How to Play: Filmmaking in Blended Courses for Engagement.” *Sloan Consortium* (2014)

## **Panels Organized**

“Possibilities and Realities of Digital Humanities Across Disciplines: What can other disciplines learn from D.H. and what can D.H. learn from other disciplines?” *Humanities, Arts, Science, and Technology Alliance and Collaboratory* (2017)

“Teaching Language: Hard Challenges and Best Practices.” *Languages and Linguistics Symposium at NMSU* (2012)

“How I Contribute to Diversity: Students’ Personal Stories.” *International Education Week at NMSU* (2012)

## **DIGITAL RHETORIC AND MEDIA EXPERIENCE**

### **Professional Experience (National)**

**Assistant Director:** Creative Research Center (2016-18)

**Media Assistant:** Office of Accreditation (2016-18)

**Online Course Design Master Reviewer:** Ashford University/ NMSU/ QM Organization (2017)

**Online Course Design Mentor:** English Department (2016)

**Media Assistant:** College of Engineering (2015)

**Online Course Design Peer Reviewer:** NMSU/ Kansas State University/Q.M. Organization (2015-16)

**Media Assistant:** Office of International & Border Programs, NMSU (2013)

**Social Media Analyst:** NMSU Foundation (2010-12)

**Media Developer and Programmer:** Forensic Intervention Consortium of Doña Ana County, Las Cruces, NM (2011-12)

### **Professional Experience (International)**

**Online Course Design Reviewer:** King Khalid University/Q.M. Organization, 2015

**Filmmaker and Community Radio Project Coordinator:** Zein Al-Sharaf Institute for Human Development (N.G.O.), Amman, Jordan, 2007-2009

**Programmer and E-Banking Analyst:** The Arab Bank Headquarters, Amman, Jordan, 2000-2005

**Online Radio Reporter:** Ammannet Community Radio, Amman, Jordan (2000-2000)

### **RESEARCH AND TEACHING AWARDS AND HONORS**

Creative Research Award (**\$500**)/ English Department (2017)

Graduate Student Travel Grant (**\$500**)/ College of Arts and Sciences (2017)

Merit-based Enhancement Award (**\$4000**)/ Graduate School (2017)

3 Minute Theses Competition (**\$250**)/ College of Arts & Sciences (2017)

Research Fellowship Award (**\$1500**)/ English Department (2016)

Creative Research Award (**\$500**)/ English Department (2016)

Graduate Student Travel Award (**\$250**)/ English Department (2016)

Graduate Student Travel Award (**\$400**)/ English Department (2016)

Outstanding Graduate Assistant Award (**\$2000**)/ Graduate School (2015)

Online Course Design Fellowship (**\$1500**)/ Online Course Improvement Program (2015)

The Truly Innovative Teaching Award (**\$1000**)/ Teaching Academy (2015)

The Most Distinguished Graduate Member Award/ Teaching Academy (2015)

Graduate Student Travel Award (**\$250**)/ English Department (2015)

Graduate Student Travel Award (**\$250**)/ English Department (2014)

Research Award (**\$250**)/ English Department (2014)

Merit-based Enhancement Award (**\$4000**)/ Graduate School (2014)

Conference Scholarship (**\$900**)/ Online Course Improvement Program (2014)

Distinguished Member / Teaching Academy (2014)

New2Online Fellowship (**\$1000**) / Online Course Improvement Program (2013)

### **SERVICE**

#### **Service to the Field**

**Co-Editor:** Coda (2021-2023)

**Assistant Editor:** Best of the Journals in Rhetoric and Composition (2020-21)

**Reviewer:** Writing Spaces Open-Source Writing Textbook (2020)

**Member:** The Conference on College Composition and Communication Outstanding Teaching Award Selection Committee (2020)

**Member:** The Conference on College Composition and Communication Taskforce on Cs Teaching as Scholarship Award, (2019-20)

**Member:** The WPA-L Working Group, (2019-present)

**Mentor:** Center of Excellence for Women & Technology at Indiana University, (2019-present)

**Editor Fellow:** College Composition and Communication Journal, (2019- 20)

**Mentor:** nextGEN Advocacy Group (2019-present)

**Co-Founder:** Coalition for Leading Anti-Racist Action (CLARA), (2018)

**Member:** Quality Initiative “Writing Within the Discipline” Committee at NMSU, (2017-2018)

**Technical Editor:** Enculturation Journal (2016-present)

**Media and Technology Officer:** RSA@NMSU (2015-18)

**Fellow:** Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC) (2015-18)

**Institutional Service/ New Mexico State University (NMSU)**

**Committee Member:** NMSU Writing Quality Initiative Committee/ Office of Accreditation. (2016-18)

**Assistant Director:** Writing Across the Curriculum, Workshop/ English Department. (2017)

**Speaker:** Online Course Design, Summer Camp/ Online Course Improvement Program. (2017)

**Speaker:** Introduction to Qualitative Research/ Social Work Department. (2016)

**Speaker:** Let’s Talk Online Teaching / Teaching Academy (2015)

**Facilitator:** Basics of Filmmaking for Faculty Across the Curriculum: 10 Hour Blended Workshop/ Teaching Academy (2015)

**Co-Facilitator:** Incoming T.A.s Orientation/ Graduate School. (2015)

**Facilitator:** Using Filmmaking as a Tool of Composition across the Curriculum Workshop/ Teaching Academy (2013-14)

**Mentor:** The NMSU International Students Club (2013-14)

**Coordinator:** International Student Services / Office of International and Border Programs (2013-14)

**Departmental Service/ English @NMSU**

**Media and Technology Officer:** The R.S.A. Chapter at NMSU (2016-18)

**Trainer:** Filmmaking as Pedagogy for K-12 Teachers, Workshop (2016-17)

**Co-Facilitator:** Coming together: Toward Community Solidarity, Workshop (2017)

**Facilitator:** Multimedia Composition Strategies to Motivate Students’ *Sense of Agency*, Workshop (2017)

**Facilitator:** Storyboarding for Teachers, Workshop (2017)

**Facilitator:** Girls Technology Summer Camp (2015-17)

**Mentor:** Online Writing Instruction Design for a New to Online Teacher (2016)

**Facilitator:** Usable and Accessible Document Design Workshop for Teachers, Workshop (2015)

**Co-Facilitator-Mentor:** Online Writing Instruction for New to Online Teachers, Workshop (2015)

**Facilitator:** Course, Teacher, and Student Assessment in the Writing Classroom, Workshop (2015)

**Facilitator:** Genres of Writing in the Humanities, Workshop (2014)

**Facilitator:** Using Filmmaking in Writing Courses, Workshop (2014)

**Facilitator:** Balancing the Theme with Writing in Courses of Writing in the Humanities and Social Sciences, Workshop (2014)

**Facilitator:** Introduction to Filmmaking as Pedagogy, Workshop (2013)

### **PROFESSIONAL MEMBERSHIPS/ AFFILIATIONS**

Rhetorical Society of America (R.S.A.)

International Quality Matters Organization (iQM)

Quality Matters Organization (Q.M.)

National Council of Teachers of English (NCTE)

Association of Teachers of Technical Writing (ATTW)

United States Distance Learning Association (USDLA)

Follow the Women International Organization (F.T.W.)

### **TECHNOLOGY PROFICIENCIES**

Adobe Creative Cloud Suite (video and audio editing, and photoshop)

Filmmaking

Programming: HTML, C++, JavaScript, Python

### **LANGUAGES**

**Arabic:** Native

**English:** Fluent

**Spanish:** Beginner