

### FACULTY APPOINTMENTS

- 2014-present Assistant Professor of Rhetoric and Composition, Department of English, Santa Clara University
- 2016 Faculty, Bread Loaf School of English, Santa Fe, New Mexico.
- 2013-2014 Inclusive Excellence Postdoctoral Fellow, Santa Clara University

### EDUCATION CHRONOLOGY

- 2013 Ph.D. University of Arizona, Rhetoric, Composition and Teaching of English, Dissertation: "Poch[@]teca: Rhetorical Strategies of a Chican@ Academic Identity" Adela C. Licóna, Anne-Marie Hall, Damián Baca, chair
- 2008 M.A. Chapman University, English Literature
- 2008 M.F.A. Chapman University, Creative Writing, Fiction
- 2001 B.A. University of California, Santa Barbara, German Literature and Language, English Minor

### RESEARCH AREAS

Writing and rhetorical studies, Latino/a rhetoric, digital composing and popular culture

### PUBLICATIONS

#### Book

Medina, Cruz. *Reclaiming Poch@ Pop: Examining Rhetoric of Cultural Deficiency* (Latino Pop Culture Series). Palgrave MacMillan, 2015. Print.

#### Journal Articles

"Contexts of Lived Realities in SB 1070 Arizona." *Present Tense: A Journal of Rhetoric in Society*. 4.2 (2015): 8 pgs. Web. (with Aja Y. Martinez).

"(Who Discovered) America: Ozomatli and the Mestiz@ Rhetoric of Hip Hop." *Alter/Nativas: Latin American Cultural Studies Journal*. 2 (2014): 1-24. Web.

"The Family Profession." *College Communication and Composition* 65.1 (2013): 34-36. Print.

"Nuestros Refranes: Culturally Relevant Writing in Tucson High Schools." *Reflections: A Journal of Public Rhetoric, Civic Writing, and Service Learning*. 12.3 (2013): 52-79. Print.

### **Book Chapters**

- “Day of the Dead: Decolonial Expressions in Pop de los Muertos.” *The Routledge Companion to Latina/o Popular Culture*. Ed. Aldama, Frederick. Routledge, 2016. 370-380. Print.
- “Poch@: Latin@ Blogs in the Decolonial Archives.” *Decolonizing Rhetoric and Composition: New Latinx Keywords for Theory and Pedagogy*. Eds. Ruiz, Iris and Raúl Sánchez. Palgrave MacMillan, 2016. (forthcoming Sept 2016)
- “Teaching Jimmy Santiago Baca.” *Latino/a Literature in the Classroom: 21<sup>st</sup> Century Approaches to Teaching*. Ed. Frederick Aldama. Oxfordshire: Routledge, 2015. 271-274. Print.
- “Tweeting Collaborative Identity: Race, ICTs and Performing *Latinidad*.” *Communicating Race, Ethnicity, and Identity in Technical Communication*. Eds. Miriam Williams and Octavio Pimentel. Amityville: Baywood Publishing, 2014. 63-86. Print. *Award 2016 CCCC Technical Communication edited collection*.

### **Refereed Book Reviews/Responses**

- “An Invitation to a Too-Long Postponed Conversation: Race and Composition by Octavio Pimentel.” *Reflections: A Journal of Public Rhetoric, Civic Writing and Service Learning*. 12.2 (2013): 105-106. Print. (Response).
- “The Writing Program Interrupted: Making Space for Critical Discourse, Eds. Donna Strickland and Jeanne Gunner.” *Composition Studies: Freshman English News*. 39.2 (2011): 167-170. Print. (Review).
- “Tex[t]-Mex: Seductive Hallucinations of the ‘Mexican’ in America.” *Hispania*. 92.1 (2009): 75-76. Print. (Review)

### **Under Review/In Progress**

#### **Edited Collection**

Medina, Cruz (Ed). *Racial Shorthand: Coded Discrimination Contested in Social Media*. Computers and Composition Digital Press. (accepted by press, with Octavio Pimentel).

#### **Chapters**

- “Introduction.” *Racial Shorthand: Coded Discrimination in Social Media*. Eds. Medina, Cruz and Octavio Pimentel. Computers and Composition Digital Press. (accepted with revisions by press, with Octavio Pimentel).
- “Digital Testimonio: Latin@ Multimodal Storytelling.” *Racial Shorthand: Coded Discrimination in Social Media*. Eds. Medina, Cruz and Octavio Pimentel. Computers and Composition Digital Press. (accepted by press)
- “Validating the Consequences of Social Justice Pedagogy: Explicit Values in Course-Based Grading Contracts.” *Theoretical Interrogations of Social Justice and*

*Technical Communications*. Eds. Haas, Angela and Michelle Eble. Chicago Press. (w/Kenneth Walker). (under review)

“Approaches to Developmental Writing.” *Teaching Developmental Writing*. Ed. Martin Nakell. Fountainhead Press. (under review)

“A Decolonial Literacy Case Study.” (in progress).

## NON-SCHOLARLY PUBLICATIONS

### **Podcasts**

Medina, Cruz. “Interview with Ana Castillo.” *This Rhetorical Life*. (forthcoming 2016).

Medina, Cruz. “Reflections on Latin@ Rhetorics.” *This Rhetorical Life*. 9 May 2014.

### **Blogs**

Medina, Cruz. “Educación contra corriente en Arizona.” *Frontera Adentro*. 12 April 2012. Web.

Medina, Cruz. “Fellow Pocho Academic.” *Pocho in Greater Mexico*. 9 March 2011. Web.

### **Newsletter**

Medina, Cruz. “In the ‘Majority’—Representing at UA New Directions Conference.” *NCTE Latina/o Caucus Newsletter Vol. 14, Issue 2*. National Council of Teachers of English Latino/a Caucus. July 2010. Web.

### **Selected Journalism**

Medina, Cruz. “Apple Knows Who Stole Your iPod.” *San Diego Reader*. 31 August 2006. Web and Print.

Medina, Cruz. “Sweat Tax.” *San Diego Reader*. 28 April 2005. Web and Print.

## ACADEMIC EMPLOYMENT

**Santa Clara University**, Santa Clara, CA  
**Assistant Professor of Rhetoric and Composition**  
*English Department*

Fall 2014-Present

Teaching rhetoric and writing courses in the English Studies department that include upper division courses such as Social Justice and Literacy, Intro to Writing Studies and Digital Publication, Writing about Literature and Culture, Senior Seminar and Critical Thinking and Writing (FYC) for the LEAD Scholars program. Committee work includes Executive Committee of the English Department, hiring committee, LEAD Teaching Collaborative, and Canterbury Scholars mentor.

**Bread Loaf University, Santa Fe, NM**  
**Summer Faculty**

Summer 2016

A graduate course on teaching writing with technology. Course designed for practicing educators to critically investigate their relationship with technology and the teaching of writing, examining the history of writing with technology, contemporary multimodal frameworks, and logics of screen and aurality.

**Santa Clara University, Santa Clara, CA**  
**Inclusive Excellence Postdoctoral Fellow**  
*English Department*

Fall 2013-Spring 2013

Taught as a part of a collaborative, piloting an iPad program for first generation college students. Students focused on issues of identity, education, and used apps such as iMovie, Explain Everything, Google Docs, Twitter, and Notability. Courses also include upper-division advanced writing in Social Justice and Literacy.

**University of Arizona, Tucson, AZ**  
**Graduate Teaching Assistant**  
*Writing Program Instructor*

Fall 2008-Spring 2013

Taught first year courses, including FYC, Rhetorical Analysis, and Basic Writing, and participated in U.S. Dept of Education grant. Responsibilities included committee meetings, curriculum development, and conferencing.

**Chapman University, Orange, CA (one semester)**  
**Teaching Assistantship**  
*Major Authors Seminar*

Fall 2007

Assisted professor in an upper-division undergraduate literature seminar on the major works of the writer John Fowles. Responsibilities included, but were not limited to, leading class discussion, reading of journal assignments, and communicating with students about requirements for the course.

**Mount San Antonio Community College, Walnut, CA (one semester)**  
**Mentee**  
*Introduction to Creative Writing*

Fall 2007

Shadowed and served in a mentee role to a fiction instructor while also providing feedback to students about their writing.

**Chapman University Writing Center**

2007-2008

Tutored college writing at levels ranging from International, English as a Second Language writing to first year composition, and upper-division thesis composition.

**TEACHING EXPERIENCE**

**Santa Clara University:**

*Senior Seminar*—(one course).....Fall 2016

A capstone course for English majors, students read about different genres and purposes of storytelling, including testimonio, to develop a proposal to solve a problem through a project related to storytelling.

- Writing about Literature and Culture*—(one course).....Fall 2015  
This advanced writing course draws on Composition and Rhetorical Theory by scholars of color to discuss the importance of self-representation within a community and rhetorical strategies of re-appropriation to write autoethnographies and digital testimonies based on library research.
- Introduction to Writing Studies and Digital Publication*—(three courses)... Winter '15, Spring '16  
A gateway course to the English major providing an introduction to Writing Studies as an emerging discipline, tracing the growth, voice, process, error and community movements, past and present; using blogs for reflective praxis.
- Social Justice and Literacy* —(one course).....Spring 2014  
An advanced writing course around the theme of social justice and literacy with civic engagement component, students examine privilege in education as well as social injustice that contributes to systemic inequality, notably among people of color, working class, and other minoritized groups.
- Senior Independent Studies*—(two courses).....Spring 2015  
With English majors, met individually with seniors on independent study projects that included Rhetoric of Science and rhetoric of Latin@ writing. Projects included the construction of scientific knowledge and ethnographic based writing.
- Critical Thinking and Writing*-(seven quarters).....Fall 2013-present  
First year writing including Bilingualism, Education and Identity and Borders. This course implemented the use of iPads for collaborative writing, video presentations, and digital writing.

**University of Arizona:**

- Developmental First Year Composition*- (four semesters)                                      Fall 2010, 2012/Spring 2011  
In this course, students write literacy narratives that reflect on experiences that contribute to their identity as a writer. The emphasis moves into textual analysis as well as learning to re-read texts with other texts serving as a analytical lens.
- First Year Composition*-(three semesters)                                                              Fall 2008/Summer 2009/Fall 2011  
First semester of two-course first year composition series, focusing on textual analysis through the lenses of cultural difference and geographic space.
- Rhetorical Analysis* (four semesters)                                                                              Spring 2009-present  
A rhetorical analysis course focusing on issues of technology, race, and ideology. Students use technology including blogs, Twitter, iMovie, Movie Maker, and other online platforms like Prezi and Youtube to create public rhetoric as multimodal texts based on their analysis of a controversy.

**WRITING PROGRAM ADMINISTRATION**

- Teaching Collaborative—Developmental Writing**                                                              Fall 2011/Fall 2012  
Coordinator  
Organized and structured weekly meeting for more than a dozen instructors of developmental writing courses, providing feedback to instructors with a range of experience and disciplines.

**Writing Program Advisory Committee—Diversity and Inequality** Fall 2010--Spring 2011  
Committee Member

Reviewed writing program initiatives and served on committee comprising judging panel for diversity and inequality essay and syllabus contest.

**Gaining Early Awareness Readiness for Undergraduate Programs Grant**

**Literacy Project Coordinator**, Tucson, CA Fall 2009/Spring 2010

A part of a grant funded by the U.S Department of Education, curriculum developed for college outreach in Tucson Unified School District to prepare students for college level material. Trained and coordinated high school sophomores in peer-tutoring writing centers.

**University of Arizona NCAA Writing Center**

Fall 2009-present

Writing Specialist

Scheduled and tutored writing to Division 1 NCAA student-athletes at the CATS writing center, specifically serving the PAC-10 student athlete population. Responsibilities included coordinating outreach and contributing to new tutor training.

## CONFERENCE PRESENTATIONS

- 2017 “Official English and Other Myths: Applying a Translingual Approach in First Year Composition.” College Composition and Communication, Portland, OR. (under review).
- 2016 “Decolonial Rhetoric of Day of the Dead.” Rhetoric Society of America, Atlanta, GA. 28 May.
- 2016 “Strategic Digital Practices and Decolonial Epistemology.” College Composition and Communication Conference, Houston TX. 9 April.
- 2015 “iPads and FYC: Interventions with Underrepresented Student Populations.” Computers and Writing, Stout Wisconsin. 30 May.
- 2015 “Web Design, New Usability Heuristics, and Data Visualization through Infographics.” CCCC, Tampa FL. 20 March. (Chair).
- 2015 “Poch@ Pop Culture: How a ‘Cultural Traitor’ Resists Mainstream Representations.” Conference on College Composition and Communication, Tampa Bay, FL. 19 March.
- 2014 “Who Discovered America”: Ozomatli and the Mestiz@ Rhetoric of Hip Hop.” Rhetoric Society of America, San Antonio, TX. 25 May.
- 2014 “Tweeting Collaborative Identity: Race, ICTs, and Performing Latinidad.” Conference on College Composition and Communication, Indianapolis, IN. 20 March.
- 2014 “Breaking the Cycle of Ineffective Research Instruction.” CCCC, Indianapolis, IN. 21 March. (Chair).
- 2013 “Digital Testimonio: a Pedagogical Response to ‘Minority’ Multi-modal Resistance.” Rocky Mountain Modern Language Association, Vancouver, WA. 12 Oct.
- 2013 “Digital Latin@ Counterstories: Writing the Personal in Public (Cyber) Spaces.” Conference on College Composition and Communication, Las Vegas, NV. 13 March.

- 2012 “Conducting Research Online with Latin@ Writers.” Conference on College Composition and Communication, Research Qualitative Network Forum, St. Louis, MO. 21 March.
- 2012 “Changing Rhetoric of Pocho Identity with Pochteca Memory.” National Association of Chicano and Chicana Studies Tejas Regional Conference, San Marcos, TX. 3 March.
- 2012 “Tweeting Latinidad: Constructing Knowledge with Latin@ Students on Twitter.” 2012 Technology, Knowledge and Society Eighth International Conference, Los Angeles, CA. 17 Jan.
- 2011 “Tweeting Collaborative Epistemology: Beyond the Digital Divide’s Rhetoric of Deficiency.” Conference on College Composition and Communication, Atlanta, GA. 8 April.
- 2010 “Recursive Border Negotiation: Paideia, Conscientização and FYC.” New Directions in Critical Theory, Tucson, AZ. 30 April.
- 2010 “Tucson High School Writing Centers.” New Directions in Critical Theory, Tucson, AZ. 1 May. Chair.
- 2010 “Remixing Brown Pedagogy with New World Rhetoric and Structuralism.” 2010 Conference on College Composition and Communication, Louisville, KY. 18 March.
- 2010 “My Literacy is Culture.” The Ohio State University’s Digital Archives of Literacy Narratives. Louisville, KY. 17 March.
- 2009 “*Mestizo* Hip-Hop Pedagogy.” New Directions Conference, Tucson, AZ. 10 April.
- 2009 “Virtual *Bruja*: The *Mestizo* in On-line Media.” Southwest Popular Culture Conference, Albuquerque, NM, 25 Feb.
- 2008 “Tijuana Dust.” And/Now Experimental Writer’s Conference, Orange, CA. 15 April.

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| <b>SERVICE</b> |
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**National**

**Manuscript Reviewer**

- 2016-present *Reflections: A Journal of Public Rhetoric, Civic Writing and Service Learning*
- 2015-Current *Transnational Digital Journal* (Routledge)
- 2015-Current Palgrave MacMillan
- 2013-Current *Composition Studies Journal*

**Conference Reviewer and Selection Committees**

- 2017 Conference on College Composition and Communication—Portland, OR  
Stage 1 peer-reviewer of submissions
- 2016 Conference on College Composition and Communication—Houston, TX.  
Scholars for the Dream Selection Committee

- 2015 Conference on College Composition and Communication—Tampa, FL.  
Poster Session Evaluation Committee
- 2014 Conference on College Composition and Communication—Tampa, FL.  
Stage 1 peer-reviewer of conference submissions
- 2014 National Council of Teachers of English (NCTE)—Washington, DC  
Stage 1 peer-reviewer submissions for the College Section
- 2013 Conference on College Composition and Communication—Indianapolis, IN  
Stage 1 peer-reviewer of submissions
- 2012 Conference on College Composition and Communication—Las Vegas, NV  
Stage 1 peer-reviewer of submissions
- 2010 Conference on College Composition and Communication—Atlanta, GA  
Stage 1 peer-reviewer of submissions

**Institution**

**Hiring Committee**

- 2015 Lecturer in Rhetoric and Composition, Department of English, Santa Clara University

**Committee Member**

- 2015-16 Executive Committee, English Department, Santa Clara University  
Canterbury Awards Committee
- 2015 Canterbury Scholars Selection Committee, Santa Clara University
- 2014-16 LEAD Scholars program Teaching Collaborative, Santa Clara University
- 2012 New Start Academic Conference, University of Arizona
- 2010 New Start Academic Conference, University of Arizona  
Served on committee that coordinated submissions, room acquisition, chairing and scheduling of undergraduate conference.

**Committee Co-Chair, Member**

- 2009-10 Diversity & Inequality English Graduate Union- University of Arizona Fall
- 2008-09 Coordinated weekly brown bag speaking series with faculty addressing issues of diversity in the university and classroom. Addressed diversity issues related to English Graduate Union.

**Service Learning**

- 2008-09 Wildcat Writers Project Collaborator- University of Arizona  
In partnership with a Latin American Literature teacher in the Tucson Unified School District, students from my rhetoric analysis course exchanged writing with students. Attended class sessions at Cholla, coordinated and led tours of university for high students and gave college talks.

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| <b>MENTORING</b> |
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Rhetoric, Composition and the Teaching of English—Peer Mentor

Fall 2009—Spring 2011



As an experienced student, I served as mentor to first year PhD students in subsequent cohorts, assisting with professional development and related recommendations.

Arizona Assurance—Faculty/Staff Mentor Fall 2009—Spring 2011

As a part of the Arizona Assurance Scholarship program providing tuition for first generation undergraduate students, I served as a mentor for multiple freshmen students, providing advice and insight about the university.

New Start—Tutor Mentor Summer 2009, 2010, 2012

As an instructor in the New Start Summer Bridge Program, I mentored undergraduate students who were interested in pursuing teaching and served as tutors for the first year composition course I taught. I oversaw teaching activities, reflected on practices, and provided feedback.

## HONORS AND AWARDS

### HONORS

- 2016 Bannan Institute Faculty Scholar, \$6,000.
- 2016 Dean’s Grant to support publication, \$8,000.
- 2015 Collaboration for Teaching Innovation Grant (with Trish Serviss and Julia Voss), \$6,000.
- 2015 Dean’s Grant to support publication, \$8,000.
- 2014 Santa Clara University Inclusive Excellence Postdoctoral Fellowship Summer Grant, \$10,000.
- 2011 Texas State University-San Marcos Predoctoral Summer Dissertation Fellowship. \$11,000.
- 2008-09 University of Arizona Diversity Fellowship, 2008-2009. \$10,000.
- 1999-2000 University of California Santa Barbara Education Abroad Program Scholarship. \$1,000.
- 2001 University of California, Santa Barbara German Studies Program Distinction in the Major.

### AWARDS

- 2013 Teaching Collaborative Grant, Santa Clara University. \$1,500.
- 2012 University of Arizona New Start Summer Bridge Program Outstanding Instructor Award.
- 2010 University of Arizona Centennial Achievement Graduate Student Award Nominee.
- 2010 NCTE Conference on College Composition and Communication Scholar for the Dream National Award for Underrepresented Scholars. \$750.

## READINGS AND INVITED SPEAKER

- 2016 “Dialogue on Research with Rachel Lee.” Faculty Symposium. The Bread Loaf School of English, Santa Fe, NM. 9 Jul.
- 2016 “Assessing and Evaluating Multimodal Projects.” Writing Center Workshop. The Bread Loaf School of English, Santa Fe, NM. 24 Jun.

- 2015 “*Poch@ Pop* and Cultural Diversity in the Classroom.” Cultural and Linguistic Diversity Seminar (Dr. Pimentel). Texas State University, San Marcos. 19 Oct.
- 2015 “How Compose? Why Compose?” Multimodal Composing Practices Across Disciplines: A Roundtable Discussion. Bannan Institute Grant. Santa Clara University. 21 Apr.
- 2015 ““Why all the Latin@ stuff?”: Resistance to Racialized Social Justice Coursework.” Exploring Latinidad in the South and Florida: A Workshop Sponsored by the NCTE/CCCC Latina/o Caucus, CCCC, Tampa Bay, FL. 18 March.
- 2015 “Rhetorical Analysis as La Facultad.” Puente Program (Educational Outreach UC Berkeley). 25 Feb. Invited Speaker.
- 2014 “Nuestros Refranes: Culturally Relevant Writing in Tucson.” Cultural Rhetorics Seminar (Dr. Rios). University of Central Florida. 20 Nov.
- 2014 “Writing Workshop: Passing the CBEST/CSET Writing Exams.” Solicited workshop for graduate students in the Department of Education Teacher Preparation Program, Santa Clara University. 18 Oct.
- 2014 “Reflections on Latin@ Rhetoric.” *This Rhetorical Life Podcast*. Syracuse University. 9 May. Invited Speaker.
- 2014 “Developmental Writing Studio Sessions.” Conference on College Composition and Communication, Indianapolis, IN. 18 Mar. Invited Speaker.
- 2013 “Memorable Academic Conference Presentations.” First Year Composition, New Start Summer Bridge Program. University of Arizona. 5 July. Invited Speaker.
- 2013 “Time Management: Six Weeks, Three Hours, Five Days a Week.” New Start Summer Orientation for English Instructors. University of Arizona. 6 June. Invited Speaker.
- 2012 “Sherman Alexie's Lone Ranger and Tonto Fistfight in Heaven.” Mexican American Banned Book Club. Tucson Public Library. 27 June. Facilitator.
- 2012 “A Poch[o]tec@ Summer Fellowship: Lit Review and Pedagogy in San Marcos.” English Department Faculty. Texas State University-San Marcos. 1 March.
- 2011 “Never Be Daunted: My Experience Writing and Blogging.” Tucson High School Writes Night. University of Arizona Poetry Center. 3 May.
- 2011 “Evaluating CCCC Submissions: Advice and Insights.” Texas State University—San Marcos. 13 April.
- 2011 “Picture with César.” KXCI César Chávez Day Programming 2011. 30 March. Contributor.
- 2011 “On Beginning Teaching: Critical Composition Pedagogy.” Composition Pedagogy Graduate Seminar. Texas State University—San Marcos. 23 Feb.

- 2011 “Using Technology in Rhetorical Analysis.” Instructional Meeting for First Year Graduate Associate Teachers. University of Arizona. 18 Jan.
- 2010 “Bodies of Knowledge and Aimee Carrillo-Rowe.” Feminist Action Research in Rhetoric. University of Arizona. 28 April. Speaker Introduction.
- 2010 “Building Classroom Community and Student-Centered Teaching.” Graduate Assistant Teaching Outbreak Session. College of Humanities, University of Arizona. 18 Aug.
- 2009 “Surviving the First Year.” Colloquium of Theresa Enos. University of Arizona. 25 Aug.
- 2008 “Fiction in Progress.” The John Fowles Center Reading Series. 24 March. Featured Reader.
- 2008 “Fiction in Progress.” Chapman University and Cal State Long Beach Reading: Publishing Club Event. 4 Feb. Featured Reader.
- 2008 “Fiction in Progress.” Chapman University Publishing Club Formal Reading, Martinez Bookstore, Santa Ana, CA. 4 April. Featured Reader.
- 2007 “Fiction Work in Progress. Chapman University Publishing Club Formal Reading, Martinez Bookstore, Santa Ana, CA. 14 Dec. Featured Reader.
- 2007 “Submitting and Publishing Fiction.” Mt. San Antonio College, Walnut, CA. 1 Dec.

### PROFESSIONAL MEMBERSHIPS

Conference on College Composition and Communication  
National Council of Teachers of English  
NCTE Latina/o Caucus  
Rhetoric Society of America  
Sigma Tau Delta English Honors Society

### LANGUAGES

Spanish and German—Intermediate speaking and reading abilities

### REFERENCES

**Damían Baca**, Associate Professor, Department of English. Modern Languages, University of Arizona. Tucson, AZ 85721 <damian@email.arizona.edu>

**Adela C. Licona**, Associate Professor, University of Arizona, Department of English. Modern Languages, University of Arizona. Tucson, AZ 85721 <aclicona@email.arizona.edu>

**Octavio Pimentel**, Associate Professor, Department of English. Flowers Hall, Texas State University. San Marcos, TX 78666 <Octavio.Pimentel@txstate.edu >