Keynote Speaker
Dr. Dana Ferris is Professor and Director for Lower-Division Writing in the University Writing Program, University of California, Davis. Professor Ferris directs the first-year composition program and teaches writing courses, pedagogy courses, and Ph.D. seminars on second language writing and response to student writing. She is the author or co-author of eight books and over 40 journal articles and chapters on topics related to second language reading and writing.

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St. Petersburg College
in partnership with
The Poynter Institute
presents
Writing with Integrity
from Noise to Knowledge: Making the Transition across Disciplines

Wednesday and Thursday
May 29-30, 2013
The Poynter Institute
801 3rd St. South, St. Petersburg, FL
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>Wednesday, May 29th</td>
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<tr>
<td>8:00-8:45</td>
<td>Check-in, late registration, coffee and light breakfast (courtesy of PEARSON)</td>
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<tr>
<td>9:00</td>
<td>Welcome: Dr. Rich Mercadante, SPC FGO Senate President</td>
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<tr>
<td>9:15-10:30</td>
<td>Keynote speaker &amp; Interactive Q &amp; A Expectations of/for College Writers, Dr. Dana Ferris, Univ. of CAL—Davis</td>
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<td>10:30-10:45</td>
<td>Morning break</td>
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<td>10:45-12:00</td>
<td>The Art of X-Ray Reading: Identifying the working parts of a text and translating them into your own writing Roy Peter Clark, Poynter Institute</td>
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</tbody>
</table>
| 12:00-12:50 | Lunch                                                                                          
|                                                      | Creative and Critical Thinking Exercises                                                        
|                                                      | Shelby Rosengarten, SPC                                                                        |
| 1:00-2:00 | Read like a Reporter: Teaching students to read far, wide and sometimes fast! Kelly McBride, Poynter Institute |
| 2:00-2:15 | Afternoon break                                                                                
|                                                      | (courtesy of SMARTTHINKING)                                                                    |
| 2:15-3:15 | Reading to Write: Deconstruction, Reconstruction, Self-destruction?  
Rachael Bennett, Li-Lee Tunceren, SPC |
| 3:15-3:45 | Pulling Threads  
Susan Demers, SPC  
—What we’ve learned today  
—What we will learn tomorrow  
—Homework: bring an assignment |
| Thursday, May 30th |
| 8:00-8:45 | Check-in, late registration, coffee and light breakfast (courtesy of TURNITIN)                 |
| 9:00 | Welcome Back: Joe Leopold, SPC Library and Learning Support Director |
| 9:15-10:00 | What’s wrong with Wikipedia?  
Jason Chu, Turnitin |
| 10:00-10:15 | Morning break                                                                                 |
| 10:15-11:50 | What we say; what they hear: Essential Questions  
Gail Lancaster, SPC  
SPC New Initiative Program, Writing Studios, Learning Support Centers:  
Leo Johnson, Patrick McGough, Melanie Paden, Linae Boehme, SPC |
| 11:50-12:40 | Lunch                                                                                          
|                                                      | Student Voices: What’s college writing really like? Matt Bodie, SPC |
| 12:45-1:45 | News to Use: College Reading, Research and Writing, Kathy Bryson, Monica Lara, Cynthia Grey, Ginny Price, SPC |
| 1:45-2:30 | Feedback / Formative Assessment  
Teri Trede, Floyd Butz, Erin Goergen, SPC |
| 2:30-2:45 | Afternoon break                                                                                
|                                                      | (courtesy of BARNES & NOBLE Bookstores)                                                        |
| 2:45-3:30 | Resources and Action Plan  
—Faculty resource guides, Karen Johnson, SPC  
—Faculty professional development, CETL Faculty Lead and Associates |
| 3:30-4:00 | Pulling Threads, Closing Remarks  
Susan Demers, SPC |