

FACULTY APPOINTMENTS

- 2014-present Assistant Professor of Rhetoric and Composition, Department of English, Santa Clara University
- 2016-present Summer 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

Latino/a rhetoric, Writing and rhetorical studies, digital and and multimodal writing

PUBLICATIONS

Book

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

Journal Articles

- "Where We Are." *Composition Studies*, vol. 45, no. 2, (forthcoming Fall 2017).
- Abisalih, Claire, Cyrus Dudgeon and **Cruz Medina**. "Santa Fe Spotlight: Multimodal Writing in the Digital Age." *Bread Loaf Teacher Network Journal*, no. 6, 2016.
- "Contexts of Lived Realities in SB 1070 Arizona." *Present Tense: A Journal of Rhetoric in Society*, vol. 4 no. 2, 2015, pp. 1-8 (with Aja Y. Martinez).
- "(Who Discovered) America: Ozomatli and the Mestiz@ Rhetoric of Hip Hop." *Alter/Nativas: Latin American Cultural Studies Journal*, vol. 2, 2014, 1-24.
- "The Family Profession." *College Communication and Composition*, vol. 65, no. 1, 2013, pp. 34-36.

“Nuestros Refranes: Culturally Relevant Writing in Tucson High Schools.” *Reflections: A Journal of Public Rhetoric, Civic Writing, and Service Learning*, vol. 12, no. 3, 2013, pp. 52-79.

Book Chapters

“Day of the Dead: Decolonial Expressions in Pop de los Muertos.” *The Routledge Companion to Latino Pop Culture*. Ed. Aldama, Frederick. Routledge, 2016, pp. 370-380.

“Poch@: Latin@ Blogs in the Decolonial Archives.” *Decolonizing Rhetoric and Composition Studies: Keywords for Theory and Pedagogy*. Eds. Ruiz, Iris and Raúl Sánchez. Palgrave MacMillan, 2016, pp. 93-107.

“Teaching Jimmy Santiago Baca.” *Latino/a Literature in the Classroom: 21st Century Approaches to Teaching*. Ed. Frederick Aldama, Routledge, 2015, pp. 271-274.

“Tweeting Collaborative Identity: Race, ICTs and Performing *Latinidad*.” *Communicating Race, Ethnicity, and Identity in Technical Communication*. Eds. Miriam Williams and Octavio Pimentel, Baywood Publishing, 2014, pp. 63-86. (*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*, vol. 12, no.2, 2013, pp. 105-106. (Response).

“The Writing Program Interrupted: Making Space for Critical Discourse, Eds. Donna Strickland and Jeanne Gunner.” *Composition Studies: Freshman English News*, vol. 39 no. 2, 2011, pp.167-170. (Review).

“Tex[t]-Mex: Seductive Hallucinations of the ‘Mexican’ in America.” *Hispania*, vol. 92 no.1, 2009, pp. 75-76. (Review)

Under Review

Edited Collection

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

Chapters

“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. Utah UP. (w/Kenneth Walker). (under review)

“Digital Testimonio: Latin@ Multimodal Storytelling.” *Racial Shorthand: Coded Discrimination in Social Media*. Eds. Medina, Cruz and Octavio Pimentel. Computers and Composition Digital Press. (under review at press)

“Introduction.” *Racial Shorthand: Coded Discrimination in Social Media*. Eds. Medina, Cruz and Octavio Pimentel. Computers and Composition Digital Press. (under review at press with Octavio Pimentel).

“Chip Away.” *Explanation Points*, Utah UP. (under review)

In Progress

“Translingual First Year Writing.” (revising for submission).

Monograph on Citizen, Race and Language. (in progress)

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

NON-SCHOLARLY PUBLICATIONS

Podcasts

Medina, Cruz. “Social Media and American Identity with Cruz Medina.” *Integral*. Ignation Center, Santa Clara University. 17 Jan 2017.

Medina, Cruz. “Interview with Ana Castillo.” *This Rhetorical Life*. Writing and Cultural Rhetorics, Syracuse University 26 Nov. 2016.

Blogs

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

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

Selected Journalism

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

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

ACADEMIC EMPLOYMENT

Santa Clara University, Santa Clara, CA
Assistant Professor of Rhetoric and Composition

Fall 2014-Present

English Department

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

Bread Loaf University, Santa Fe, NM Summer 2016/Summer 2017
Summer Faculty

Teaching graduate courses in Masters of English program on teaching writing with technology. Courses ask practicing educators to critically investigate their relationships with technology and the teaching of writing, examining the history of writing with technology, contemporary multimodal frameworks, and multicultural digital storytelling.

Santa Clara University, Santa Clara, CA Fall 2013-Spring 2013
Inclusive Excellence Postdoctoral Fellow
English Department

Taught as a part of a collaborative, piloting an iPad program for first generation college students. Courses also include upper-division advanced writing in Social Justice and Literacy.

University of Arizona, Tucson, AZ Fall 2008-Spring 2013
Graduate Teaching Assistant
Writing Program Instructor

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) Fall 2007
Teaching Assistant
Major Authors Seminar

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) Fall 2007
Mentee
Introduction to Creative Writing

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 PROGRAM ADMINISTRATION

Needs Assessment Group for Undergraduate Writers Spring 2017-Present
 Met with writing program stakeholders to evaluate potential needs for multilingual and international writing students by examining retention and graduation rates.

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 2009-2013
 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

- 2018 “Economy of Exclusion and Traditions of Discrimination in the Bay Area.” Rhetoric Society of America, Minneapolis, MN. 31 May. (under review).
- 2018 “Language and Power at a Community-Based Learning Site.” College Composition and Communication Conference, Kansas City, MO. March (under review).
- 2017 “Official English and Other Myths: Applying a Translingual Approach in First Year Composition.” College Composition and Communication, Portland, OR. 17 March.
- 2017 “Racial Shorthand: Coded Discrimination Contested in Social Media.” Computers and Composition, Findley, OH. 2 June.
- 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.

SERVICE

National**Committee**

2017-present Co-Chair NCTE/CCCC Latinx Caucus Co-Chair

Review Board

2016-present *Constellations: A Cultural Rhetorics Publishing Space*

Manuscript Reviewer

2017-present University of Michigan Press

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**

2017 Tenure-track in Rhetoric and Composition, Department of English, Santa Clara

2017 Academic Yearly Appointment Lecturer, Department of English, Santa Clara
University (chair)

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

Committee Member

2017 Peninsula College Fund Scholarship Committee

2015-2017 Executive Committee, English Department, Santa Clara University

- 2015 Canterbury Awards Committee
 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.

MENTORING

- LEAD Scholars—Peer Educator Mentor 2013-current
 Mentored peer educators for first year writing, providing opportunities for teaching experience with formative evaluation, as well as discussion of peer writing feedback
- 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.
- 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 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 Pre-doctoral 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

- 2017 M. Ruth Marino Chair Award for curricular contribution, Bread Loaf School of English.
- 2017 CCCC Best Collection Technical Communication (chapter included in collection).
- 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

- 2017 Commencement Address. The Bread Loaf School of English, Santa Fe, NM. 29 July.
- 2017 “My Favorite Piece of Writing.” Faculty Symposium. The Bread Loaf School of English, Santa Fe, NM, 8 July.
- 2017 “Assessing and Evaluating Multimodal Projects.” Writing Center Workshop. The Bread Loaf School of English, Santa Fe, NM, 23 June.
- 2017 “Decolonizing Digital Platforms.” Frontera Retórica Spring Symposium. University of Texas, El Paso, 21 April. (Keynote).
- 2017 “Is there a Common Good in these Uncommon Times?” Bannan Institute Racial and Ethnic Justice, Santa Clara, CA, 22 Feb.
- 2016 “What is at Stake for Racial Equality.” Bannan Institute Lecture Series. Santa Clara University, 5 Oct.
- 2016 “Dialogue on Research with Rachel Lee.” Faculty Symposium. The Bread Loaf School of English, Santa Fe, NM. 9 July.

- 2016 “Assessing and Evaluating Multimodal Projects.” Writing Center Workshop. The Bread Loaf School of English, Santa Fe, NM. 24 June.
- 2016 “*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 April.
- 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.

PROFESSIONAL MEMBERSHIPS

Conference on College Composition and Communication
National Council of Teachers of English
NCTE Latinx 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 >