

NAME

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EDUCATION

- 1977 Ph.D. Mass Communications, University of Wisconsin-Madison. Dissertation: *A Multivariate Role Theory Study of Information Seeking* (Committee: Claron Burnett, Bry Kearl, Steve Chaffee, Richard Powers, Clay Schoenfeld).
- 1970 Additional Journalism Courses--Kansas State University.
- 1968 M.S. Technical Journalism--Kansas State University. Thesis: *Sources of Conservation Information and Characteristics of Selected Kansas Sportsmen* (Committee: Del Brinkman, Lowell Brandner, Ralph Lashbrook).
- 1966 B.S. Biological Sciences/ Wildlife Biology--Kansas State University. (Adviser, R.J. Robel).

ACADEMIC POSITIONS

- July 1987- Present. Professor, Department of Journalism & Technical Communication, Colorado State University.
- July 1993-June 1994. Acting Chair, Department of Technical Journalism, Colorado State University.
- Aug. 1982-1987. Associate Professor, tenured, Department of Technical Journalism, Colorado State University.
- Aug. 1976-1982. Assistant Professor, Department of Technical Journalism, Colorado State University.
- Sept. 1975-May 1976. Teaching Assistant, Agricultural Journalism, University of Wisconsin-Madison.

SABBATICALS

- Spring, 1992 CSU: Wrote a series of proposals seeking outside funding.

OTHER POSITIONS

- 1968- Present. Consultant, evaluation, research, evaluations, writing, editing, training, and photography.
- Jan. 1975-Aug. 1975. Still Photographer, Agricultural Journalism, University of Wisconsin-Madison.
- Aug. 1973-Dec. 1974. Project Coordinator, Agricultural Journalism, University of Wisconsin-Madison, Prepared news releases, slide sets and news clips for the United States Department of Agriculture.
- Jan. 1971- June 1973. Wildlife Education Specialist, I & E Division, Pennsylvania Game Commission, Writer, editor, producer: Magazine articles, PSAs, exhibits, brochures, slide sets, speeches, and public relations campaigns.
- June-Aug. 1968. Reporter-Editor-Photographer, *Manhattan Mercury*, Manhattan, KS, Daily newspaper, reporting, editing & photography.
- Sept. 1968-Aug. 1970. Signal Officer, U.S. Army, Brigade Signal Officer, Ft. Sill, OK; Battalion Signal Officer, Korea.
- Acad. yrs 1964-1968. Assistant Director, Staff Assistant, Resident Assistant, Residence Halls, Kansas State University, Manhattan, KS.
- 1958-1961, 1964. Summers, apprentice, construction industry, floor covering trade, Kansas City, KS.

CURRENT JOB DESCRIPTION

50% Teaching 35% Research/Creative Activity 15% Service.

TEACHING

Year	Semester*	Course No./Title	Cr. Hrs	Enrollment
2006*	Fall	JT560 Communication Mgmt	3	16
2006*	Spring	JT661 Information Design	3	8
2005*	Fall	JT560 Communication Mgmt	3	11
2005	Spring	JT661 Information Design	3	8
2004	Fall*	JT560 Communication Mgmt	3	13
2004	Spring	JT661 Information Design	3	11
	“	JT465 Technical Editing	3	17
2003	Fall	JT560 Communication Mgmt	3	19
	“	JT464 Technical Writing	3	16
2003	Spring	JT661 Information Design (CSU)	3	10
	“	JT661 Information Design (Denver)	3	19

2002	Fall*	JT560	Communication Mgmt	3	19
2002	Spring*	JT661	Information Design	3	11
2001	Fall*	JT560	Communication Mgmt	3	15
2001	Spring*	JT661	Information Design	3	11
2000	Fall	JT560	Communication Mgmt	3	9
	“	JT464	Technical Writing	3	11
2000	Spring*	JT661	Information Design	3	13

* The normal teaching load is four courses per year. Under extramural funded research, I have bought out of one or two courses during the 9-month academic year.

Colorado State University: JT300, technical communication; technical writing, JT464; technical editing, JT465; technical editing and writing, JT465; communication management, JT560; communication theory, JT501; information design, JT660; effects of mass communication, JT471; communication in technology transfer, JT660; news writing, JT210; reporting, JT320; still photography, JT235; and pictorial communication, JT435. **University of Madison-Wisconsin:** Agricultural news writing.

PUBLISHED WORKS

Books:

Palmquist, M., & Zimmerman, D. E. (1999). *Writing with a computer*. Boston, MA: Allyn & Bacon. 269 pp.

Zimmerman, D. E., & Muraski, M. L. (1995). *The elements of information gathering*. Phoenix, AZ: Oryx Press. 242 pp.

Shaner, W., Schmehl, W., & Philipp, P. (1982). *Farming systems research and development: Guidelines for developing countries*. 1982. Boulder, CO: Westview Press and Agency for International Development. (Editor & Contributor). 414 pp.

Refereed Journal Articles:

Buller D.B., Woodall W.G., Zimmerman D., Slater M.D., Heimendinger J., Rogers, E.M., Waters E., Hines J.M., Starling R., Hau B., Burris-Woodall P., Davis G.S., Saba L., Cutter G.R. (in press, 2008) Randomized trial on the 5 a Day, the Rio Grande Way website, a web-based program to improve fruit and vegetable consumption in rural communities. *Journal of Health Communication*.

Zimmerman, D.E, Akerelrea, C., Smith, J.K., & O'Keefe, G. (2006). Communicating forest management science and practices through visualized and animated media approaches to community presentations. *Science Communication* 27(4): 514-539.

Yohon, T., & Zimmerman, D.E. (2006). An exploratory study of adoption of software and hardware by faculty in liberal arts and sciences. *Technical Writing and Communication* 36 (1):9-27.

- Yohon, T., & Zimmerman, D.E. (2004). An exploratory study of adoption of course management software and accompanying instructional changes by faculty in the liberal arts and sciences, *Electronic Journal of e-Learning* 2 (2 December 2004): 313-320. <http://www.ejel.org/volume-2/vol2-issue2/v2-i2-art8.htm> (Accessed 28 Dec 2004.)
- Slater, M.D., & Zimmerman, D.E., (2004). Response to Melnick, *American Journal of Public Health*, 93(12), 1985.
- Yohon, T., & Zimmerman, D.E. (2004). Strategies for Online Critiquing of Student Assignments, Theses, and Dissertations. *Journal of Business & Technical Communication*, 18(2), 220-232.
- Zimmerman, D.E., Akerele, C. A., Buller, D.B, Hau, B., & LeBlanc, M. (2003). Integrating usability testing into the development of a 5 a Day nutrition Web site for at-risk populations in the American Southwest. *Journal of Health Psychology*, 8(1), 119-134.
- Slater, M.D., & Zimmerman, D.E. (2003). Description of Web site search listing: A potential obstacle to informed choice of health information. *American Journal of Public Health*, 93(8), 1281-1282.
- Slater, M.D., & Zimmerman, D.E. (2002). Web site types identified in response to inquiries about heart disease, cancer, and weight loss on the five most commonly used search engines. *Journal of the American Medical Association*, 288(3), 1 (Available via JAMA online).
- Buller, D.B., Woodall, W.G., Zimmerman, D.E., Deimendinger, J., Rogers, E., Slater, M.D., Hau, B.A., Pepper, J.I., Bartlett-Horch, Burris-Woodall, P.A., Dignam, M.B., Hines, J., & LeBlanc, M. (2001). Formative research activities to provide Web-based nutrition education to adults in the upper Rio Grande Valley. *Family & Community Health*, 24(3), 1-12.
- Zimmerman, D.E., Muraski, M., & Slater, M.(1999). Taking usability testing to the field. *Technical Communication*, 46(4), 495-500.
- Siller, T., Palmquist, M., & Zimmerman, D.E. (1999). Technology as a vehicle for integrating communication and team working skills in engineering curricula. *Computer Applications in Engineering Education*, 6(4), 245-254.
- Boiarsky, G., Long, M., & Zimmerman, D.E. (1999). Pollution prevention information campaigns for small businesses: An audience analysis. *The Journal of Environmental Education*, 30(3), 29-36.
- Grove, L., & Zimmerman, D.E. (Eds). (1997). Bringing communication science to technical communication research. Special Issue. *IEEE Transactions on Professional Communication*, 40(3), 157-234.
- Grove, L., & Zimmerman, D.E. (1997). Introduction: Bringing communication science to technical communication research. Special Issue, *IEEE Transactions on Professional Communication*, 40(3), 157-167.

- Zimmerman, D.E., Muraski, M., Palmquist, M., Estes, E., McClintoch, K., & Bilsing, L. (1996). Exploring World Wide Web Designs--Lessons from pilot studies, Second International Empirical Web Conference. Redmond, Washington. Refereed, Published on web Site: www.microsoft.com/usability.
- Zimmerman, D.E. ,& Muraski, M.L. (1995). Reflecting on the technical communicator's image. *Technical Communication*, 42(4), 621-623.
- Vest, D., Palmquist, M. & Zimmerman, D.E. (1995). Enhancing engineering students' communication skills through multimedia instruction. *Journal of Engineering Education*, 84 (4), 383-387.
- Palmquist, M., Rodrigues, D., Kiefer, K., & Zimmerman, D.E. (1995). Network support for writing across the curriculum: Developing an online writing center. *Computers and Composition*, 12, 335-353.
- Slater, M., Zimmerman, D.E., Tipton, M., Halvorson, H., Kean, T., & Rost, J.D. (1994). Delivering health information to the disadvantaged: Assessing a hypertext approach. *Hypermedia*, 6 (2), 67-86.
- Zimmerman, D.E., & Long, M. (1993). Exploring technical communicator's roles--Toward a model curriculum. *Technical Communication Quarterly*, 2, 301-307.
- Zimmerman, D.E. (1993). Reading, readability, and legibility research--The implications for notification letters. *American Journal of Industrial Medicine*, 23, 61-69.
- Tharp, M., & Zimmerman, D.E. (1992). Initial lessons learned and students' assessment of using a desktop publishing in an editing class. *Technical Communication Quarterly*, 1, 77-92.
- Zimmerman, D.E. (1988). Copyediting versus grading--An alternative approach for critiquing students' work. *IEEE Transactions on Professional Communication*, 31, 163-168.
- Zimmerman, D.E., & Eynon, D. (1982). Colorado State University update, 1982. *Journal of Technical Writing and Communication*, 12, 359-361.
- Zimmerman, D.E., Scherer, C., & Larson, M. (1982). Communication behavior by environmental activists compared to non-active persons. *Journal of Environmental Education*, 14, 28-36.
- Zimmerman, D.E. (1978/79). The use of conservation and environmental mass media by Pennsylvania educators. *Journal of Environmental Education*, 10, 43-38.
- Zimmerman, D.E., & Scherer, C. (1977). How to get colored slides of student work for 2 cents. *Journalism Educator*, 32, 63-65.
- Zimmerman, D.E. (1972). Sources of conservation information. *Journal of Environmental Education*, 4, 62-64.

Non-Refereed Journal Articles:

None

Textbooks:

Zimmerman, D. E., & Rodrigues, D. (1992). *Research and writing in the disciplines*. Fort Worth, TX: Harcourt Brace Jovanovich, 369 pp.

Zimmerman, D. E., & Clark, D. G. (1987). *The Random House guide to technical and scientific Communication*. New York: Random House, 451 pp.

Zimmerman, D. E., & Clark, D.G., (1987). *Instructor's manual* (To accompany *The Random House guide to technical and scientific communication*). New York: Random House, 129 pp.

Refereed Chapters in Books:

Zimmerman, D.E., & Akerelrea, C.A. (2003). Usability testing: An evaluation process for Internet communications. In H. Bidgoli (Ed.), *Internet Encyclopedia* (Vol 3. pp. 512-524). New York: John Wiley.

Palmquist, M., Kiefer, K., & Zimmerman, D.E. (1998). Communication across the curriculum. In D. Reiss, C. Selfe, & A. Young (Eds.), *Electronic communication across the curriculum* (pp. 57-72). Urbana, IL: National Council of Teachers of English.

Zimmerman, D.E., (1987). Presentation of results--Written. In A. Y. Cooperrider, (Ed.). *Guidelines for inventory and monitoring of wildlife habitats* (pp. 805-825). Denver, CO: U.S. Bureau of Land Management, United States Department of the Interior.

Zimmerman, D.E., (1985). Teaching content editing in a technical editing course. In Rude, C. (Ed.). *Technical editing anthology* (pp. 21-26). Lubbock, TX: Assoc. of Teachers of Technical Writing.

Zimmerman, D.E., (1973). Sources of conservation information. In C. Schoenfeld (Ed.). *Interpreting environmental issues* (pp. 158-159). Madison, WI, Dembar.

Non-Refereed Chapters in Books:

Zimmerman, D.E. (1979). A look at Middle Creek. In B. Bell (Ed.). *Pennsylvania Game News treasury* (pp. 414-419). Harrisburg, PA: Pennsylvania Game Commission.

Refereed Proceedings/Transactions:

Zimmerman, D.E., & Stapel, L.S. (2006) Strategies for integrating research and evaluation into Web site development. *Proceedings International Professional Communication Conference*. (4 pp CD-ROM). IEEE Professional Communication Society. 23-25 October. Saratoga Springs, NY.

- Zimmerman, D.E., & Stapel, L.S. (2006). Communication Science—the alternative paradigm for technical communication. *Proceedings International Professional Communication Conference*. (4 pp CD-ROM). IEEE Professional Communication Society. 23-25 October. Saratoga Springs, NY.
- Zimmerman, D.E. & Stapel, L. (2006). Using focus groups to design user-based Web sites. Usability Professionals Association. June 14, 2006. Broomfield, CO.
- Zimmerman, D.E., & Stapel, L. (2006). Avoiding the pitfalls of questionnaire development and surveys. Poster Session. Usability Professionals Conference. 6:30-9:30 pm. Monday, June 12, 2006. Broomfield, CO.
- Zimmerman, D.E. & Stapel, L.S. (2006). Web Site Prevention of College Binge Drinking: Building a Research-Driven Interactive Web Site for College Freshman. Poster Session. Colorado State University Health Promotion & Disease Prevention Colloquium. VPRIT Research Colloquium. April 13, 2006.
- Zimmerman, D.E., Slater, M., Kendall, P. Keefe, T.J. & McDonald, S. (2006). Investigating Risk Communication Strategies to Reduce Dietary Exposure to Chemical Residues-- Highlights of a Risk Communication Research Study of Grocery Shoppers. Poster Session. Colorado State University Health Promotion & Disease Prevention Colloquium. VPRIT Research Colloquium. April 13, 2006.
- Buller, D., Woodall, W. G., Zimmerman, D.E., et al. (2005). Effects of e-mail notification on return use of a nutrition education Web site and subsequent change in dietary behaviors. National Cancer Institute Conference on E-health Applications. June 2005. Bethesda, MD.
- Zimmerman, D.E. (2005). A brief review of selected interdisciplinary computer mediated communication research. Information Science and Technology Conference. 2005 VPRIT Research Colloquium. Fort Collins, CO. April 14, 2005.
- Zimmerman, D.E., & Yohon, T. (2005). Adoption of information technology by faculty for teaching in the liberal arts and sciences. Poster Session. Information Science and Technology Conference. 2005 VPRIT Research Colloquium. Fort Collins, CO. April 14, 2005.
- Zimmerman, D. E., & Harper, R. (2004). Health communications; Diverse opportunities for technical communicators. *Proceedings of the International Professional Communication Conference 2004* (4 pp. CD-ROM). Minneapolis, MN. IEEE Professional Communication Society.
- Zimmerman, D. E., & Yohon, T. (2004). Rethinking information technology transfer in higher education. *Proceedings of the International Professional Communication Conference 2004* (4 pp. CD-ROM). Minneapolis, MN: IEEE Professional Communication Society.
- Zimmerman, D. E., Yohon, T., & Warcup, S. (2004). Improving Web site navigation: Creating high-scent links. *Proceedings of the International Professional Communication Conference 2004* (4 pp CD-ROM). Minneapolis, MN: IEEE Professional Communication Society.

- Zimmerman, D.E., Akerelrea, C.A., & Buller, D.B. (May 2003). Lessons Learned from Building a Health Web Site: Implications for Technical Communicators. *Proceedings of the 2003 Society for Technical Communication Annual Conference* (6 pp. CD-ROM). Washington, DC: Society for Technical Communication.
- Zimmerman, D.E., Akerelrea, C.A., Smith, J.K., & O'Keefe, G. (May 2003). Assessing visualizations in public science presentations. *Proceedings of the 2003 Society for Technical Communication Annual Conference* (6 pp. D-ROM). Washington, DC: Society for Technical Communication.
- Zimmerman, D.E., & Akerelrea, C.A. (2002) a group card sorting methodology for developing informational Web site. *Proceedings of the International Professional Communication Conference, 2003* (pp.437-445). Portland, OR: IEEE Professional Communication Society.
- Zimmerman, D. E., & Yohon, T. (2002) An assessment of using online editing of students assignments in an advanced technical writing class. *Proceedings of the International Professional Communication Conference, 2002* (pp. 295-270). Portland, OR: IEEE Professional Communication Society.
- Zimmerman, D. E. (2001). Risk Communication—Lessons from communication science. *Proceedings of the 48th Annual Conference of the Society for Technical Communication* (6 pp CD-ROM.). Chicago: Society for Technical Communication.
- Zimmerman, D.E., Slater, M., Kendall, P. (2001). Risk communication and a usability case study: Implications for Web site design. *Proceedings of the International Professional Communication Conference, 2001* (pp.445-452). Santa Fe, NM: IEEE Professional Communication Society.
- Zimmerman, D. E., Roll, M., & Yohon, T. (2001). Making Web sites and Technology accessible. *Proceedings of the International Professional Communication Conference. 200* (pp.87-93). Santa Fe, NM: IEEE Professional Communication Society.
- Zimmerman, D.E., & Prickett, T. (2000) A usability case study: prospective students use of a university web page. *Proceedings of the Society for Technical Communication Annual Conference* (6 pp.CD-ROM & Hardcopy). Orlando, FL: Society for Technical Communication.
- Zimmerman, D.E., & Walls, P. (2000). Exploring navigational patterns on the Web. *Proceedings International Professional Communication Conference 2000* (pp. 581-591). Cambridge, MA: IEEE Professional Communication Society.
- Kolus, C., Zimmerman, D.,E., & Ebert, V. (1999). Broadening the constituencies of state fish and wildlife agencies: Some successful strategies. *Transactions of The Sixty-Fourth North American Wildlife And Natural Resources Conference* (pp. 522-537). Washington, DC: The Wildlife Management Institute.
- Zimmerman, D. E., & Taylor, C. (1999). Technical editors: Are we are own worst enemies? Strategies for working with authors *Proceedings of Society for Technical Communication Annual Conference* (6pp.CD-ROM). Cincinnati, OH: Society for Technical Communication.

- Zimmerman, D.E., Palmquist, M., & Muraski, M. (1998). Students as WWW surfers--A brief look at students and the WWW. *Proceedings of the International Professional Communication Conference '98* (pp. 285-291). Quebec City, Quebec: IEEE Professional Communication Society.
- Zimmerman, D.E., & Muraski, M. (1998). Only a click away--Copyright infringement on the WWW (Senior author with Michel Muraski as co-author) *Proceedings of the International Professional Communication Conference '98* (pp. 251-258). Quebec City, Quebec: IEEE Professional Communication Society.
- Zimmerman, D. E., Muraski, M. L., & Palmquist, M. (1996). A comparative analysis of HTML and Windows-based multimedia software--An Exploratory Study. *International Professional Communication Conference '96 Proceedings* (pp. 173-184). New York: IEEE Professional Communication Society.
- Grove, L., Zimmerman, D.E., & Long, M. (1996). Bring communication science to technical communication--The importance of theory and research methods. *International Professional Communication Conference '96 Proceedings* (pp. 223-230). New York: IEEE Professional Communication Society.
- Zimmerman, D.E., Palmquist, M., Vest, D. Boirasky, G., Long, M., Tjachman, R., Anderson, T., Criswell, K., & Crim, C. (1995). Developing online writing aids for electrical engineering majors--a progress report. *International Professional Communication Conference Proceedings '95* (pp. 412-417). New York: IEEE Professional Communication Society.
- Zimmerman, D. E., Palmquist, M., Kiefer, K., Vest, D., Long, M., Tipton, M., & Thomas, L. (1994). Enhancing electrical engineering students' communication skills--baseline findings *Proceedings of the International Professional Communication Conference 94*. New York: IEEE Professional Communication Society.
- Zimmerman, D. E., Tipton, M., Bilsing, L., & Green, D. (1993). Hype, Hypertext, and Reality: What the research tells us about hypertext. *Proceedings of the International Professional Communication Conference 93* (pp. 81-85). New York: IEEE Professional Communication Society.
- Zimmerman, D.E., & Palmquist, M. (1993). Enhancing electrical engineering students' communication skills using online and hypertext aids. *Proceedings of the International Professional Communication Conference 93* (pp. 428-431). New York: IEEE Professional Communication Society.
- Zimmerman, D. E. (1992). Assessing professionals' writing problems--A proposed strategy for advancing writing research. *Proceedings of the International Professional Communication Conference 92* (RT5.1/99-103). New York: IEEE Professional Communication Society.
- Zimmerman, D. E., & Day, A., Tipton, M., & Willging, E. (1992). Using the signal stopping technique as a measurement of editing skills. *Proceedings of the International Professional Communication Conference 92* (DS4.20/793-796). New York: IEEE Professional Communication Society.

- Zimmerman, D. E., Tipton, M., & Day, A. (1992). Usability and hypertext: Lessons learned in developing a hypertext application. *Proceedings of the STC Region 7 Conference* (pp. 82-86). Denver, CO: Rocky Mountain Chapter, Society for Technical Communication.
- Zimmerman, D. E., Slater, M., & Tipton, M. (1992). Strategies for evaluating CD-ROM multimedia: Considerations for advancing communication effectiveness. *Proceedings of the STC Region 7 Conference* (pp. 74-78). Denver, CO: Rocky Mountain Chapter, Society for Technical Communication.
- Zimmerman, D. E., & Muraski, M. (1992). Technical communicators--Are you the buggy whip makers of the information age? *Proceedings of the Society for Technical Communication Annual Conference* (pp. 644-647). Arlington, VA: Society for Technical Communication.
- Zimmerman, D. E., Walters, G., & Besse, N. (1990). Explorations of the signal stopping technique: An alternative to usability testing. *Proceedings of the 37th International Technical Communication Conference* (pp. RT-146-RT148). Arlington, VA: Society for Technical Communication.
- Zimmerman, D. E., & Zito, J. (1990). Marketing graduate programs in technical communication. *Proceedings of the 37th International Technical Communication Conference* (pp. ET-118-121). Arlington, VA: Society for Technical Communication.
- Zimmerman, D.E. (1988). Colorado State University's master of science in technical communication. *Proceedings of the 35th International Technical Communication Conference*. (pp. RET-100-RET-103). Arlington, VA: Society for Technical Communication.
- Zimmerman, D.E. (1982). Identifying students' writing problems from their perspective--An exploratory study. *Proceedings of the 30th International Technical Communications Conference* (pp. E-127-130). Arlington, VA: Society for Technical Communication.

Non-Refereed Proceedings/Transactions:

None

Presentations and Panels (*Referred and Invited Presentations*)

- Zimmerman, D.E. (2006). (Invited presentation). *Researching Internet-based health communication, health promotion, disease and injury prevention*. Colorado State University Health Promotion & Disease Prevention Colloquium. April 13, 2006.
- Buller, D., Woodall, G., Zimmerman, D. E., Slater, M., et al. (2006). Influencing knowledge, self-efficacy, and readiness to improve dietary behavior in a rural, tri-ethnic adult population with a nutritional Web site. *11th World Congress on Internet medicine*. The Society for Internet Medicine. October 14-19, 2006.
- Buller, D., Woodall, G., Zimmerman, D. E., Slater, M., et al. (2006). 5 a Day, the Rio Grande Way dietary Web sites. *9th International Congress of Behavioral Medicine*. Bangkok, Thailand. November 2006.

- Zimmerman, D.E. (2006). *Human computer interaction* (chaired session). Information Science and Technology Retreat 2006. May 10, 2006.
- Zimmerman, D. E. (2004). (Invited presentation). *Communicating risks of pesticide exposures*. St. Louis, MO: American Association of Pesticide Safety Educators. June 10.
- Zimmerman, D.E., O'Keefe, G., Akerekrea, C., & Smith, J.K. (2004). *Strategies for evaluating natural resource presentations*. 10th International Symposium on Society and Natural Resources. Keystone, CO. June 2-6, 2004.
- Zimmerman, D. E. (2004). (Invited presentation). *Lessons from Communication Science-- Guidelines for popularizing and presenting agricultural research*. Colorado State University Annual Agricultural Research Conference, Fort Collins, CO. January 13, 2004
- Zimmerman, D. E., & Slater, M. (2003). (Invited presentation). *Lessons learned from communication science: Strategies for improving communication with Extension audiences*. Colorado State University Fall Extension Conference. October 16, 2003.
- Zimmerman, D. E. (2003). *Exploring empirically based Web design*. Denver, CO: Rocky Mountain Chapter of the Society for Technical Communication. January 16, 2003: Fort Collins, CO: Northern Colorado Chapter, Society for Technical Communication, January 28, 2003.
- Zimmerman, D.E. (10 October 2002). (Invited presentation). *Directions in Research- Based Web Design*. Symposium presentation to the MS in technical graduate program, University of Colorado-Denver.
- Buller, D., Slater, M., Zimmerman, D.E., Hau, B., & Hartlett-Horsch, K. (2002). *Web-based rural health promotion in the United States: The Northern Rio Grande Internet Project Experience*. Seoul, Korea: 2002 International Communication Association Conference.
- Slater, M., & Zimmerman, D.E. (2002). *Web site types listed by the five most commonly-used search engines in response to queries about heart disease, cancer, and weight loss*. 2002: Trends and issues in cancer communication. Kentucky Conference on Cancer Communication.
- Zimmerman, D. E., & Yohon, T. (6 August 2001). *Editing assignments online*. Exploring and showcasing innovative uses of technology in Colorado higher Education. Boulder, CO: University of Colorado, Teaching with Technology.
- Zimmerman, D.E., Slater, M., & Kendall, P. (May 2001). *Foods, pesticide residues, consumers: Extending the applications of the EPPM*. Washington, DC: International Communication Conference.
- Zimmerman, D.E., & Keefe, T. (May 2001). *Web research & convention—Enhancing your Web sites*. 48th Annual Convention of the Society for Technical Communication. Chicago, IL: Society for Technical Communication.
- Zimmerman, D.E. (May 2001). *Risk communication: Lessons from communication science*. 48th Annual Convention of the Society for Technical Communication. Chicago, IL: Society for Technical Communication.

- Zimmerman, D.E. (12 & 13 February 2001). (Invited Presentation) *Paper vs. Web: Principles of effective design.* and *Typographical conventions of paper vs. Web: Research-based specifications.* San Francisco, CA: National R&D Communicators Meeting, USDA Forest Service.
- Zimmerman, D.E. (14 March 2001). *Conducting empirical research--Bridging the boundary between academia and the technical communication profession.* Denver, CO: Association of Technical Writing Teachers Annual Conference.
- Zimmerman, D. E. (2000). *Using bibliographic databases--A step toward increased productivity.* Progression Presentation. Orlando, FL: Society for Technical Communication.
- Zimmerman, D. (2000). (Invited presentation.) *Risk communication, labels, and cognition.* Colorado Springs, CO: Western Regional Conference, Pesticide Educators Association. May 17, 2000.
- Zimmerman, D. (2000). *Toward usable technology in the new millennium.* Mid Year Conference, Technology Division. Denver, CO: Association for Education in Journalism and Mass Communication. Feb. 26, 2000.
- Zimmerman, D. (1999). *Usability: An evaluation methodology.* Teaching with Technology' 99. July 14, 1999. Golden, CO: Colorado School of Mines.
- Zimmerman, D. (1999). *Writing for the web.* Western ACE Regional Conference. September 17, 1999. Fort Collins, CO: Agricultural College Editors Association.
- Kendall, P., Zimmerman, D., Slater, M., & Coughlon, K. (1999). *Consumer concerns about pesticide residues.* Creating healthy communities: Nutrition Education at the local level. Society for Nutrition Education Proceedings. July 24-28, 1999. Baltimore, MD: Society for Nutrition Education.
- Zimmerman, D. E., Muraski, M., Slater, M., Kendall, P, Williams, J. (1998). *Usability issues in kiosk design—Emerging issues.* Poster Session. Washington, D.C: Usability Professional Association Conference.
- Boiarsky, G., Long, M., & Zimmerman, D. (1995). *A study of pollution prevention attitudes and behaviors of small- and medium-sized businesses.* Science Communication Division. Associated for Education in Journalism and Mass Communication Conference 1995.
- Halvorson, H.W., Kean, T.J., Gosselink, C.A., Slater, M.D., & Zimmerman, D.E. (1993). *Lessons learned in computerized interactive education program for under served audiences using private and public institutions.* Grand Rapids, MI: Society of Public Health Educators Scientific Conference.
- Halvorson, H.W., Kean, T.J., Gosselink, C.A., Slater, M.D., & Zimmerman, D.E. (1993). *Delivering health information to the disadvantaged: Assessing a hypertext approach.* Annual conference. Washington, DC: International Communication Association. Health Communication Division.

- Zimmerman, D.E., Roberts, E., & Walters, G. (1992). *Signal stopping technique: Strategies for an alternative usability technique*. Rocky Mountain Regional STC Conference. March 27, 1992. Denver, CO: Rocky Mountain Chapter, Society for Technical Communication.
- Zimmerman, D.E., & Muraski, M. (1991). *A brief look at technical communicator's roles, boundary spanning & professionalism*. Rocky Mountain Conference. Society for Technical Communication. March 15, 1991. Denver, CO: Denver, CO: Rocky Mountain Chapter, Society for Technical Communication.
- Zimmerman, D. E. (1990). *Foundations of scripting*. FutureCom90. Regional Seminar co-hosted Denver, CO: Rocky Mountain Chapter of The Society for Technical Communication & Front Range Community College. September 1990.
- Zimmerman, D.E., & Shimoda, T. (1990). *A seminar presentation :Usability assessments of the documentation and online instructions for the H-P System 10*. Loveland, CO: A Technical Presentation for Hewlett Packard Instruments Division. April 1990.
- Zimmerman, D.E. (1989). *Changing titles and roles--Challenging tomorrow's technical communicators*. FutureCom89. Regional Seminar. Denver, CO: Rocky Mountain Chapter of The Society for Technical Communication & Front Range Community College. September 1989.
- Zimmerman, D.E. (1988). *Colorado State University's technical journalism programs and degrees*. Regional Seminar. Denver, CO: Rocky Mountain Chapter of The Society for Technical Communication. March 18, 1988.
- Zimmerman, D. E. (1988). *Using communication theory to enhance technical communication: Let's stop re-inventing the wheel*. Denver, CO: Rocky Mountain Chapter of The Society for Technical Communication. March 18, 1988.
- Zimmerman, D.E. (1987). *Colorado State University's technical/specialized journalism concentration*. Denver, CO: Rocky Mountain Chapter of The Society for Technical Communication. April 25, 1987.
- Zimmerman, D.E. (1986). *What is quality in a service program?* Panel member, 13th annual meeting of The Council for Programs in Technical, and Scientific Communication. Portland, OR: Council for Programs in Technical and Scientific Communication. April 17-18, 1986.
- Zimmerman, D.E. (1982). *Using role theory to explain information seeking*. Western Social Science meeting. Denver, CO. May 1982.
- Zimmerman, D.E. (1981). *The Sagebrush Rebellion--What can we expect? Some lessons from communication research* Annual meeting. Fort Collins, CO: The Colorado Chapter of the Wildlife Society.
- Zimmerman, D.E., Larson, M., & Scherer, C. (1982). *Media use by activist and non-activist publics*. Boston, MA: The Public Relations Division. Association for Education in Journalism.

Zimmerman, D.E., Nayman, O., & Lattimore, D. (1979). *Special interest groups and information campaigns: An exploratory analysis*. Houston, TX: Public Relations Division, Association for Education in Journalism.

Zimmerman, D.E., Larson, M., & Scherer, C. (1979). *Information seeking by environmental activists*. Lake Tahoe, NV: Western Social Science Association meeting.

Zimmerman, D.E. (1979). *Some comparisons of non-game stamp purchasers and the general public: A look at communication behaviors, activism and information levels*. Annual meeting. Denver, CO: The Colorado Chapter of the Wildlife Society.

Zimmerman, D.E., Scherer, C., & Larson, M. (1978). *Information seeking and media habits: Some comparisons*. Denver, CO: The Western Social Science Association meeting.

Zimmerman, D.E. (1978). *Communication patterns of extension information requesters*. Fort Collins, CO: Colorado State University Research Conference.

Zimmerman, D.E. (1973). *Information and education developments on the Middle Creek Wildlife Management Area*. Mt. Snow, VT: Northeast Wildlife Conference,

Zimmerman, D.E. (1971). *The need for public relations research: Understanding your audiences*. Montpelier, VT: Northeast Deer Study Group Meeting.

Other (e.g. lab texts, book reviews, technical reports, in-house reports):

Technical Reports

Zimmerman, D. E., & Palmquist, M. (2006). *Biennial CISOU Report, Center for Research on Communication and Technologies*, February 15, 2006. Fort Collins, CO: Center for Research on Communication & Technologies. Colorado State University. 21pp.

Zimmerman, D.E. (2006). *Summary card sorting for US Potato Board Web site*. April 4, 2006. Fort Collins, CO: Center for Research on Communication & Technologies. Colorado State University.

Zimmerman, D.E., Akerelrea, C.A., Smith, J. K., & O'Keefe, G. (2002). *Assessing the effectiveness of a visualized and animated presentation of a mathematical model of forest management* (53 pp). Fort Collins, CO: Technical Report. Center for Research on Writing & Communication Technology, Colorado State University.

Zimmerman, D. E. (2002). *External review report: Journalism program* (7 pp). Cookeville, TN: Tennessee Technology University.

Zimmerman, D. E. (2002). *External review report: Technical Communication program* (7 pp). Cookeville, TN: Tennessee Technology University.

Zimmerman, D. E. (2002). *Usability evaluation of the home page, learning center and build a coalition modules of the tobacco control partners of Colorado web site* (15 pp). Golden, CO: Cooper Institute.

- Zimmerman, D.E., Slater, M., & Kendall, P. (2001). *Communicating strategies for grocery consumers to reduce their dietary exposure to chemical residues while maintaining a health diet*, Final Report for EPA grant GAD #R825819. For Collins, CO: Center for Research on Writing & Communication Technology, Department of Technical Communication. Colorado State University
- Zimmerman, D.E., & Akerelrea, C. (2001). *Report on findings for Web-based support for local anti-tobacco coalition site structure and titles* (38 pp). For Collins, CO: Center for Research on Writing & Communication Technology, Department of Technical Communication. Colorado State University.
- Zimmerman, D.E., & Akerelrea, C. (2001). *Park Science, Web site heuristics, Report of findings and recommendations*, Center for Research on Writing & Communication Technology, (64 pp.). Fort Collins, CO: Department of Technical Communication. Colorado State University.
- Zimmerman, D.E., & Akerelrea, C. (2001). *Initial usability testing of a nutrition Web site prototype for multicultural adults*. (10 pp.) Fort Collins, CO: Center for Research on Writing & Communication Technology. Department of Technical Communication. Colorado State University.
- Buller, D.B., et al., (2000). *Formative research activities to provide Web-based nutrition education to Adults in Upper Rio Grande Valley*, Denver, CO: AMC Cancer Research.
- Zimmerman, D.E., & Murphy, S. (2000). *Explorations of faculty use of Sponsored Programs' web site and proposal writing practices*.(20 pp.). Fort Collins, CO: Technical Report, Center for Research on Writing & Communication Technology. Colorado State University.
- Kolus, C., Zimmerman, D., Ebert, V., & Guynn D.(1999). *Broadening the constituencies of state fish and wildlife agencies: Some successful strategies* (115 pp.).Technical Report, U.S. Fish and Wildlife Service, Division of Federal Aid. Management Assistance Team, 1201 Oakridge Drive. Suite 300. Fort Collins, CO 80525.
- Kolus, C., Zimmerman, D., Ebert, V., & Guynn D. (1999). *A how-to guide on broadening agency constituencies* (29 pp.).Technical Report, U.S. Fish and Wildlife Service, Division of Federal Aid. Management Assistance Team, 1201 Oakridge Drive. Suite 300. Fort Collins, CO 80525.
- Zimmerman, D., & Heiderscheidt, J. (1995). *A survey of pollution prevention practices of Larimer County business*, (10 pp.). Technical Report. Fort Collins, CO: Center for Research on Writing and Communication Technology.
- Long, M., Zimmerman, D., & Boiarsky, G. (1994). *A survey of the pollution prevention habits and needs of Colorado's small- and medium-sized businesses* (78 pp.). Fort Collins, CO: Center for Research on Writing and Communication Technology. Colorado State University. For the Colorado Pollution Prevention Partnership, Denver, CO
- Zimmerman, D.E., Palmquist, M., & Walden, E. (1992). *Usability assessments of site visits for softcopy users* (37 pp.). Fort Collins, CO: Center for Research on Writing and Communication Technology. Colorado State University. For IBM, Boulder, CO.

- Zimmerman, D.E., Palmquist, M., & Walden, E. (1992). *Usability testing of Book Manager: Laboratory tests*, (102 pp.). Boulder, CO: Fort Collins, CO: Center for Research on Writing and Communication Technology. Colorado State University. For IBM, Boulder, CO.
- Palmquist, M., Zimmerman, D.E, Kiefer, K., Long, M., Rodrigues, D. (1992). *An annotated bibliography of trade and academic literature on softcopy*, (172 pp.).Fort Collins, CO: Center for Research on Writing and Communication Technology. Colorado State University. For IBM, Boulder, CO.
- Palmquist, M., & Zimmerman, D.E. (1992). *A review of softcopy features, design, and packaging*, (63 pp.). Fort Collins, CO: Center for Research on Writing and Communication Technology, Colorado State University, For IBM, Boulder, CO.
- Slater, M.S. Zimmerman, D.E., & Tipton, M. (1992). *Use of the interactive cancer information guide by ethnically diverse, low income women*, (63 pp.). Fort Collins, CO: Center for Research on Writing and Communication Technology, Colorado State University. For AMC Cancer Research, Lakewood, CO.
- Lloyd-Davies, P., & Zimmerman, D. (1992). *Students' experiences using Colorado State's general catalog--Toward improving the general catalog* (54 pp.). Fort Collins, CO: Center for Research on Writing and Communication Technology, Colorado State University. For Colorado State University Provost
- Zimmerman, D.E., Peterson, J., & Muraski, M. (1992). *Who are we? A look at the technical communicator's role*, (35 pp.). Fort Collins, CO: Center for Research on Writing and Communication Technology, Colorado State University. For Society for Technical Communication Research Committee.
- Zimmerman, D.E. (1991). *External reviewer's report: Metropolitan State College of Denver's communications multi-major: Technical communications program* (19 pp.). Fort Collins, CO: Department of Technical Journalism, Colorado State University. For Metropolitan State College of Denver.
- Zimmerman, D.E. (1990). *Survey results of the editorial services of the Office of Information Transfer, U.S. Fish and Wildlife Service* (20 pp.). Fort Collins, CO: Department of Technical Journalism, Colorado State University. For U.S. Department of the Interior.
- Zimmerman, D.E. (1990). *Communications plan for the Documentation and Dissemination Section, For The drainage and reclamation institute of Pakistan* (10 pp.). Fort Collins, CO: Department of Technical Journalism, Colorado State University, For Reclamation Institute of Pakistan.
- Zimmerman, D.E., & Tharp, M. (1990). *Lessons learned during the first year of using a personal publishing system* (20 pp.). A Technical Report, Fort Collins, CO: Department of Technical Journalism, Colorado State University. For Business Publishing Unit, IBM, Boulder, CO.

- Zimmerman, D.E., & Shimoda, T. (1990). *A usability assessment of the documentation and online instructions for the H-P System 10* (142 pp.). Fort Collins, CO: Department of Technical Journalism, Colorado State University, A Technical Report for Hewlett Packard Instruments Division, Loveland, CO.
- Zimmerman, D.E., Simmons, M., & Chase, R. (1977). *Alternative energy workshop participants-Who are they?* (10 pp.). Fort Collins, CO: Department of Technical Journalism, Colorado State University. For Jefferson County Extension Service.
- Zimmerman, D.E., & Simmons, M. (1979). *Media habits of individuals requesting information from a county extension office*, (10 pp.). Fort Collins, CO: Department of Technical Journalism, Colorado State University. For Jefferson County Extension Service.

Selected Professional Publications and Creative Activities

- Zimmerman, D. E. (2002/3) Book review Don Dillman (2000). *Mail and Internet Surveys*. John Wiley. *Technical Communication*, 50(2):275-276.
- Zimmerman, D. E. (2000) Book reviewer for *Technical Communication*: Ekman, R. and Quandt, R.E. (Eds.) (1999). *Technology and scholarly communication*. Berkeley, University of California Press in association with The Andrew W. Mellon Foundation; Perkins, J.M., & Blyler, N. (Eds.) (1999). *Narrative and professional communication*. Volume 10. ATTW Contemporary Series in Technical Communication; de Jong, M. (1998). *Reader feedback in text design: Validity of the plus-minus method for pretesting of public information brochures*. Amsterdam, Netherlands: Utrecht Studies in language and communication Vol.
- Zimmerman, D. E. (Ed.) (1996). *Research at Colorado State University*. Fort Collins, CO: Vice-President Office for Sponsored Programs. Colorado State University. (Supervised eight students writing stories for this annual publication popularizing CSU research.).
- Needleman, C. (1991). High risk worker notification: A literature review. *Journal of Industrial Medicine* 23, 11-23. (Edited the 160 page technical report into journal article for the National Institute of Occupational Health & Safety. Cincinnati, OH.).
- Zimmerman, D.E. (1990). Changing titles & roles: Challenging tomorrow's technical communicators. *Direct Line*, January/February, 4-5. (Front Range Community College Newsletter).
- Zimmerman, D.E. (1987). Overhead transparencies and transparency script for the *Random House Guide to Technical and Scientific Communication*. New York: Random House.
- Zimmerman, D.E. (Ed) (1985). *Environmental impact statement: James Creek Coal Preference Right Application*. Craig, CO: U.S. Department of the Interior. Bureau of Land Management. (Editor and printing coordinator).
- Zimmerman, D.E., & Monaghan, D. (1985). *Marketing survey for Metcalf, Ltd.* (Researcher).
- Zimmerman, D.E., & Monaghan, D. (1984). *Wildlife and fish habitat relationships system*. (35mm slide script). Washington Office : WFHR Program. Wildlife and Fish Ecology Unit. USDA Forest Service. (Writer).

- Zimmerman, D.E., & Monaghan, D. (1984). Training package for *Silviculture of mixed conifer forests*. Fort Collins, CO: Rocky Mountain Forest and Range Experiment Station. USDA Forest Service. (Writer and producer).
- Zimmerman, D.E., & Monaghan, D. (1984). *Silviculture of mixed conifer forests*. (35mm slide script). Fort Collins, CO: Rocky Mountain Forest and Range Experiment Station. USDA Forest Service. (Writer).
- Zimmerman, D.E., & Petzel, M. (1981). *The Colorado State Science Fair*. Produced 10-minute slide-tape presentation. Fort Collins, CO: Dept. of Journalism & Technical Communication. Colorado State University.
- Zimmerman, D.E. (Ed.) (1980-81). *Technicalities*. Fort Collins, CO: Newsletter for the Rocky Mountain Chapter of The Society for Technical Communication.
- Laudermilk, M. (1980). *Involving farmers in irrigation projects*. Washington, DC: Agency for International Development. Edited manual.
- Zimmerman, D. E., (1980). *Making fuel management decisions*. 23-minute, 35-mm slide-tape presentation Fort Collins, CO: National Fuel Inventory and Appraisal Project. USDA Forest Service.
- Zimmerman, D. E., (1980). *Small wind energy conversion systems*. Coordinator and writer, six slide scripts on siting systems Boulder, CO: RDD Consultants. Golden, CO: Solar Research Institute.
- Zimmerman, D. E. (1978-80). Book reviews 1978-1980. *The Technical Writing Teacher* and the *Journal of Technical Communication*.
- Zimmerman, D. E. (Ed.) (1979). *Archeological procedures*. (Technical Manual for US Army). Fort Collins, CO: Laboratory of Public Archaeology, Colorado State University.
- Zimmerman, D. E. (Ed.) (1979). *Habitat assessment handbook, Edwards Plateau, Texas*. Fort Collins CO: Project Impact Evaluation Group. US. Fish & Wildlife Service, Dept of the Interior.
- Zimmerman, D. E. (1977). *Water research--Solving Colorado's water problems*. (36 pp.) Fort Collins, CO: Environmental Resources Center, Colorado State University. (Writer, editor, & photographer).
- Zimmerman, D.E. (Ed.) (1977). *An approach to home heating. environmental monitoring system study* (70 pp.). IES Report 61, Institute for Environmental Studies, University of Wisconsin-Madison.
- Zimmerman, D. E., & Mincher, M. (Ed.) (1973) Electronic media--A committee report. *Transactions of the 1973 Northeast Deer Study Group*. Conn. Dept. of Environmental Protection.

Zimmerman, D. E., Forbes, S., & Free, S. (1972). Public relations and deer management in the Northeast--A committee report. *Transactions of the 1972 Northeast Deer Study Group*. New Jersey Division of Fish, Game and Shell Fisheries.

Liscinsky, S. (1972). *The Pennsylvania woodcock study*. Research Bulletin No. 171. Harrisburg, PA: Pennsylvania Game Commission. (Assisted Bob Bell with editing and production.)

Manuscripts Accepted for Publication:

Two under review at the moment.

PERFORMANCE, EXHIBITS, PRODUCTIONS

1971-1973. Wildlife and waterfowl management exhibits. Pennsylvania Game Commission's Middle Creek Wildlife Management. Project manager, writer, photographer. Contract \$100,000 to build exhibits.

CONTRACTS & GRANTS

Funded Projects as PI

- | | |
|------------|---|
| 2007-2008 | Development of research-based guidelines for improving the National Park Service Natural Resource Program Center's Intranet. USDI. NPS. \$32,195 |
| 2007-2008. | An evaluation of Colorado State University's College of Veterinary Medicine and Biomedical Sciences Web site. CVMBS. \$25,728 |
| 2004-2008. | Renewal Center for Research on Communication and Technologies. 2004-2008. A CSU Programs of Research and Scholarly Excellence. \$28,800 annually, \$115,200 total. |
| 2001-2002 | Fire Sciences Laboratory, US Forest Service Rocky Mountain Forest and Range Experiment Station, Effectiveness of visualization in improving ability of public to interpret output from forest vegetation simulator with fuels and fire extension, \$30,000. |
| 2000-2001 | National Park Service, Technical review of <i>Park Science</i> Web page and its communication effectiveness, \$2,700. |
| 1997-2000 | Communicating strategies to grocery consumers to reduce their dietary exposure to chemical pesticide residues, (Co-PIs Slater, M., and Kendall, P.). Environmental Protection Agency, Funded for \$840,000. December 1997 through September 30, 2000. |
| 1998 | University Communications Office, \$4,500 assistantships for Terry Prickett, for spring semester 1998, Evaluated CSU new home page. |
| 1997 | Enrollment services, \$7,500 to support a graduate student and research associate to evaluate brochures and publications. |

- 1996 Vice-President for Research and Technology, Jud Harper, provided a \$14,500 grant to evaluate CSU's home page and develop research-based guidelines.
1996. Contract for data analysis on customer survey, Hewlett Packard, \$5,000.
- 1995 A grant from Graduate School to fund running usability assessments of the Graduate School's home page on the World Wide Web and develop help screens, Catherine McClintock, \$2,800.
- 1994 Quark donated 36 copies of Quark Express to the Department of Technical Journalism, Colorado State University. (CO-PIs: Morrissey, D., & VanLeuven,J.) \$32,000.
- 1992 Provost & College of Liberal Arts awarded funding for Ellen Willging, Spring Semester College, tuition, Provost, assistantships \$3,500, Tuition College \$750.
- 1992 IBM Donated 25 copies of HyperWIN (hypertext software) to English, \$7,500.
1992. Sabbatical Funded Spring Semester 1993, 4.5 months of full salary.
- 1991 Donation, IBM, Boulder, CO, 22 licenses of HyperWIN, an IBM hypertext program, \$6,000.
- 1991 Library donation from Ms. Albert A. Cox on her donated of 13 volumes of the International Technical Communication Conference Proceedings to Colorado State University's Morgan Library, Value \$250+.

Funded Projects as Co PI

- 2006-2007 Web-based 5-A-Day for college campus. Resubmitted to National Cancer Institute, \$144,000. Subcontract from Klein Buedel, Golden, CO. (Mary Buller, PI.)
- 2005-2007 Randomized trial on a Web-based quit smoking program. \$172,356. Subcontract from Klein Buendel, Golden, CO. NCI. (Dave Buller, PI.).
- 2004-2008 Website prevention of college binge drinking, Gill Woodall, NIAAA, \$640,000. Subcontract from University of New Mexico (Gill Woodall, PI.).
- 2004-2008 Center for Research on Communication and Information Technology, Vice-President for Research on Communication and Technology, Estimated \$28,800/year, \$115,200. (With Mike Palmquist).
- 2000-2004 An multimedia change agent for rural multicultural adults. Subcontract from AMC Cancer Research & Cooper Institute, Denver. Usability and message design component of AMC Cancer Contract with NIH, 1 May 2000-30 April 2005. \$233,000. (With Mike Slater).
- 1998-2001 Communication component core to the Colorado Injury Control Research Center, Center Funded for \$36,247 annually. (With Mike Slater)

- 1999-2000 Center for Research on Writing & Communication Technology, Renewed for four years, Annual budget, \$28,800. (With Mike Palmquist)
- 1999-2000 Supplemental grant for Todd Shimoda, Journalism & Technical Communication, and Sara Rilling, English for \$18,000. Provided mini-grants to Pete Seel, Sarah Rilling, Tom Sillers. (With Mike Palmquist)
- 1998-1999 Broadening the constituencies of natural resource agencies. Cheryl Kolus, US Fish and Wildlife Service Management Assistance Team, Fort Collins, Colorado, \$27,764. Funding for Cheryl Kolus. (With Cheryl Kolus).
- 1994-2000 Center for Research on Writing and Communication Technology. \$28,800 annually. (With Palmquist. M.)
- 1992-1997 CCHE Funded the Online-Writing Center. A collaborative proposal with Palmquist M., & Kiefer, K. (English), Zimmerman, D. & Long, M. (Technical Journalism), \$250,000; \$50,000 annually, CSU Provided another \$100,000 in support during the project.
- 1995 Communication component core to the Colorado Injury Control Research Center, Funded for \$19,525 annually. (With Mike Slater).
- 1995 Developing a research-based model for designing safety messages for farmers, ranchers and farm workers and rural populations, Funded by the high Plains Intermountain Center for Agricultural Health and Safety, \$7,546. (With Mike Slater).
- 1995 Larimer County Pollution Prevention Coordinator, proposal to State Department of Health & Environment to fund newsletter to support pollution prevention program aimed at Larimer County cabinet & furniture manufacturers, Proposal submitted to the Colorado Department of Health & Environment, Funded at \$10,000, Department of Journalism & Technical Communication received a \$5,100 grant to fund Glenda Lesondak, a graduate student, to publish the six newsletters. (With Judy Heiderscheidt).
- 1995 Enhancement funds for the Center for Research on Writing and Communication Technology, Office of the Vice President for Research, Requested \$54,444, Funded at \$25,000. (With Mike Palmquist.).
- 1994 University of Denver/ Colorado Center for Environmental Management; Evaluation of the Technology/ Regulatory Integration Project Stakeholder Decision-Making Model Process for Technology Demonstrations and Environmental Cleanups, Denver University \$99,000, Colorado State University subcontract \$12,000. (With Laura Belsten).
- 1993 Pollution Prevention Partnership Survey, Survey of small- and medium- sized Colorado businesses on pollution prevention activities. \$19,000. (With Marilee Long).
- 1993 University catalog project grant to evaluate & redesigning Colorado State University *General Catalog* and propose alternative designs.\$13,000. (With Mike Palmquist).

- 1992 AMC Cancer Research--A usability assessment of the information guide. \$17,000. (With Mike Slater).
- 1992 The Center for Research on Writing & Communication Technology was awarded a Colorado State University operating grant for the 1992-1993 academic year. \$20,000. (With Mike Palmquist).
- 1991 Colorado State University Center for Research on Writing and Communication Technology, A collaborative proposal between the Departments of Technical Journalism and English, The Center was recognized as one of Colorado State University's emerging centers of excellence, Release time & equipment provided by AH&SS College & Office of Sponsored Research. \$27,000. (With Mike Palmquist).
- 1991 Softcopy: Its Features, Uses, and Future Trends, A research project designed to assess the reactions to alternative softcopy interfaces, October 1990, IBM Boulder, Colorado. \$100,000. (With Mike Palmquist).
- 1991 Egyptian Training Proposal for a training program for Dr. Abdel-Hamid Ahmed, Evaluation Specialist, Research Division, Egyptian Department of Agriculture, Proposal submitted through Colorado State University's ICARD, \$9,990.
- 1990 & Earlier: 1990: Graduate School to fund Pat Mulcahy, Guest Scholar in Residence for the Department. \$300; 1990: Hewlett Packard Equipment Grant for Technical Journalism Communications Laboratory. Assisted with the development of proposal. (With Slater, M., & Clark, D.G.). \$50,000; 1989: Explorations of Roles, Boundary Spanning of Technical Communicators. Society for Technical Communication Washington, D.C. \$4,000; 1989: Hewlett Packard Funded Research Project Contract. Usability Assessment of the Documentation and Online Instructions for the H-P System 10. \$13,000; 1989: Pakistan Participant Program. Technical writing & Editing training program for Rashid Ahmad, Director, Documentation & Dissemination Division of Drainage & Reclamation Institute of Pakistan. \$7,000; 1988: Contacts with IBM over the last decade play a key role in building a foundation that resulted in IBM equipment grant to the Department to equip its writing and editing laboratory. Assisted with the proposal develop and set-up of the laboratory. (With Clark, D.G.) \$250,000; 1988: Contacts with former department graduate resulted in a grant of Hewlett Packard Scanners and software of HP Scanners. \$7,000; 1987: Marketing grants for M.S. in Technical Communication from the Graduate School, College of Arts, Humanities & Social Sciences. \$1,700, \$1,000, \$1,000. 1977: Research Grant Graduate School. Colorado State University. Survey of non-game stamp purchasers and media habits. \$500; 1972: Communication package for Middle Creek Waterfowl Management Area. Exhibits, slide set, brochures & audio-visual equipment. Pennsylvania Game Commission. \$100,000+. Summer 1965: National Science Foundation Undergraduate Research Grant. Under Dr. Robert J. Robel and Mr. Donald Dick. Kansas State University. Manhattan, KS. Census techniques for bobwhite quail and phenology study. \$500; 1989-2000: Professional Development Grants for travel to national and international conferences, College of Liberal Arts. \$8,500+.

Pending Projects as PI

None

Pending Projects as CoPI

Small Screen Supplement to Randomized trial on a Web-based quit smoking program. \$70,000
Subcontract from Klein Buendel, Golden, CO. NCI. (Dave Buller, PI).

To be resubmitted March 2007

Website Prevention of college substance abuse. Submitted to NIH-National Institute of Drug Abuse Prevention University of New Mexico.). CSU portion of proposal \$740,000. To be resubmitted January 2007. (Gill Woodall, PI).

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Memberships: Society for Technical Communication, Rocky Mountain Chapter of the Society for Technical Communication; IEEE Professional Communication Society, Council of Programs on Technical and Scientific Communication; and Usability Professionals' Association.

Specific Activities: Society of Technical Communication, Rocky Mountain Chapter: 1979-80, secretary; awards contest judge, 1979; coordinated Colorado State University's hosting of the September 1980, 1981, 1988 meetings. Northern Colorado Branch 1987-1988, 1995 assisted with programs and hosting presentations; 1999-2000, various presentations, open houses. 2004 National Fellows Committee, selected STC members and proposed to be Fellows based on their service to the Society for Technical Communication. 2007. Jay R. Gould Award for excellence in teaching.

Grant Review Panels:

- 2004 National Cancer Institute. Reviewer in response to Chewing Tobacco NCI-NIDCR RFA entitled, "State Models for Oral Cancer Prevention and Early Detection-Phase II"
- 2002-2003 National Cancer Institute. Web Standards Committee. Reviewed research based standards for Web guidelines at www.usability.gov. Washington, D.C.
- 2000 Review panel National Institutes of Mental Health. Reviewed 25 proposals on communicating safe sex through the Internet. Washington, D.C.

Journal Manuscript Referring

IEEE Professional Communication (2000 to present).
Technical Communication (2002 to present).

Conference Proposal Referring

International Communication Association (2004, 2003).
Usability Professional Association (2002, 2004, 2005, 2006).
Association for Education in Journalism and Mass Communication (1999, SCIGROUP).
6th Human Factors and the Web (2000).

Book Proposal and Manuscript Reviewing

1990- Present Allyn & Bacon/Simon Schuster, Harper Collins, Richard Irwin, Lawrence Erlbaum, Macmillan, Prentice Hall; St. Martin's Press, Oxford Press, Oryx.

Accreditation/ Department Program Review Teams

- 2002 Served as lead on review of the journalism and technical communication programs at Tennessee Technological University, Cookeville, TN.
- 1998 Agricultural Journalism. USDA Review Team. Dept. of Agricultural Journalism. University of Wisconsin.
- 1991 Department of Technical Communication, Metropolitan State College. Reviewed program.
- 1990 Editorial Office, Office of Information Transfer, US Fish and Wildlife Service, US Department of Interior.

Tenure & Promotion Package Reviews

- 2007 West Virginia Tech, technical communication professor for tenure.
- 2005 University of Washington, technical communication professor for tenure.
- 2000 Brigham Young University, technical communication professor for tenure.
- 2000 University of New Mexico, technical communication professor for tenure .

HONORS AND AWARDS

- 2007 Jay R. Gould Award for Excellence in Teaching, Society for Technical Communication. (34 awards have been presented since 1994 for this national/international award.)
- 2006 CSU 30-Year Service Award
- 2006 Outstanding Teacher Award by CSU Alumni Foundation
- 1999 Fellow, Society for Technical Communication, Arlington, VA.
- 1993 Associate Fellow, Society for Technical Communication, Arlington, VA.
- 1987 Distinguished Technical Communication Award, Rocky Mountain Chapter. Technical Publication/Art, Books: *The Random House Guide to Technical and Scientific Communication.*
- 1974 Gordon MacQuarrie Scholarship, Wisconsin Natural Resources Foundation. Madison, WI.
- 1967 National Wildlife Federation Scholarship. Washington, DC.

**PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL
MEETINGS/WORKSHOPS**

Professional Workshops

- 2006 Advancing card sorting for Web site Development. A workshop. Usability Professionals Conference. 6:30-9:30 pm. Monday, June 12, 2006. Broomfield, CO. Zimmerman, D.E., & Stapel, L.S.
- 2004 Grant Writing Workshop. Discussant and facilitator. College of Liberal Arts, Colorado State University. Fort Collins, CO. May.
- 2000 Full Day Workshop. Conducting mail, electronic & World Wide Web surveys. Society for Technical Communication Annual Conference. Orlando, FL.
- 1999 Full Day Workshop. Conducting mail, electronic & World Wide Web surveys. Society for Technical Communication Conference. Cincinnati, OH.
- 1999 Full day Workshop. Conducting mail, electronic & World Wide Web surveys. Usability Professionals International Conference, Scottsdale, AZ.
- 1998 Half Day Workshop. Conducting mail, electronic & World Wide Web surveys. Usability Professionals International Conference. Washington, DC.
- 1998 Full Day Workshop. Conducting mail, electronic & World Wide Web surveys. Society for Technical Communication, Los Angeles, CA.
- September
1995, 1996 Conducting Mail & Telephone Surveys. International Professional Communication Conference Savannah, GA (repeated at IPCC96 conference, Saratoga Springs, NY).
- May 1995 Director, Colorado State University. Spring Forward Seminar for the Rocky Mountain Chapter of the Society for Technical Communication. Two-day seminar consisting of half-day workshops presented by various faculty & professionals.
- March 1993 Conducted a two-day writing & editing workshop on editing for Group Publishing in Loveland, CO.
- Sept. 1992 Using group interviewing techniques to analyze audiences: Strategies for gaining user input for enhancing online, hypertext, and softcopy documentation, International Professional Communication Conference 92, Santa Fe, NM.
- April-Oct.
1992 Individualized workshop and coaching on writing for Dr. Scott Hurd, D.V.M., PhD. US Dept. of Agriculture. Fort Collins, CO.
- June 1992 Using overheads effectively and media selection process on visual communication, ICARD. Pakistan Training Short Course. Colorado State University. Fort Collins, CO.

- May 1992 Foundations of Scripting. Annual National Conference. The Society for Technical Communication, Atlanta, GA.
- May 1992 Conducting Mail & Telephone Surveys, 39th International Technical Communication Conference. Atlanta, GA.
- Jan. 1992 Exploring writing across the curriculum at Colorado State University. Colorado State University Professional Development Institute. (With Kate Kiefer, Marilee Long, Michael Palmquist, Dawn Rodrigues).
- Jan.-June
1991 Post-Doctorate training and workshop for Dr. Hamid Ahmed. Agricultural Extension & Rural Development Institute. Egyptian Agricultural Department, Cairo, Colorado State University.

Seminar Manuals Produced

- Zimmerman, D. E. (2000). *Conducting mail, telephone, and online surveys--a short course* (118 pp.) Fort Collins, CO: Department of Journalism & Technical Communication. Colorado State University
- Zimmerman, D. E. (1989). *Technical writing for the 1990s-a seminar handbook* (35 pp). Department of Technical Journalism. Fort Collins, CO: Dept. of Technical Journalism, Colorado State University.
- Zimmerman, D. E. (1978-1990). *JT300 Technical communication handbook and workbook* (74 pp). Fort Collins, CO: Department of Technical Journalism. Colorado State University. (Revised editions, various co-authors.)

COMMITTEES

University Committees:

- CSU Home Page Development Committee: 1995-1997; 1998-1999.
- Task Force Library 2020. Appointed November 2006.
- Director/Co-Director: Center for Research on Communication and Technology (Program of Research and Scholarly Excellence): 1992 to 2008
- Information Science & Technology Center Research Committee.2005-Present.

College Committees:

- See Center for Research on Communication and Technology, above.

Department Committees:

- Academic Standards (Periodically prior to 1995).
- Accreditation Preparation Committee (every 6 years prior to 2004).
- Tenure & Promotion Committee (1982 to present; chair 2003-2004).

Equipment & Technology (1988-1995—selected years; 2000 to present).
 Search Committees: (Various years prior to 1995; 2000, 2001, 2002, 2004 2005-2006, 2006-2007).
 Simms Award Committee (2000 to present).
 Department Home Page (1997, provided lead in developing the initial page).

Graduate Committee: M.S. Graduate Program Coordinator. January 1988-May 1990; July 15, 1995- August 15, 1996; August 2003- June 2006.: Technical Journalism's Graduate Program and Committee. Duties: Marketing, recruitment, curricular development, adviser, funding recruitment. Program began August 1988 with 20 students. Department limits enrollment. Program continues to generate strong interest year-round. Graduate Committee member; 1984-May 1990: Chair, graduate committee, wrote proposal for M.S. in technical communication, October 1984. 100+ pp. Prepared proposal addendum, Fall 1986. Duties: Correspondence and interviews, briefing potential students; worked with Associate Academic Vice President to gain university and state approval of degree. Colorado Commission on Higher Education approved proposal, June 15, 1987; PhD proposal 2003-2004, Assisted with drafting and rewriting.

Community Committees' Service

Larimer County Pollution Prevention Technical Advisory Board 1995-1997.

Judge, Technical Writing Competition, Colorado State High School Science Fair 1988-Present (selected years).

US Potato Board—Industry Outreach Committee. The USPB is the marketing organization for the potato growers in the United States. Attend three meetings annual and provide guidance technology transfer within the industry. 2005-2008.

STUDENT ADVISING/GRADUATE SUPERVISION

Graduate Committee Service Inside the Department:

30 Current undergraduate students, 2006
 30 Current undergraduate students, 2005
 30 Current undergraduate students, 2005
 30 Current undergraduate students, 2004
 25 Previous undergraduate students 2003
 30 Previous undergraduate students 2002

GRADUATE STUDENTS

Current Graduate Advisees

Anne Waite	MS	Technical Communication
Maureen Rakel	MS	Technical Communication
Jackie Synder	MS	Technical Communication
Pat Walls	MS	Technical Communication
Tiffany Deking	MS	Technical Communication (Inactive)
Susan Hall	MS	Technical Communication (Inactive)

Current Graduate Committee Memberships (Excluding those chaired.)

1 MS/MA

Graduate Committee Service Outside the Department Since 1976:

Since 1976, I have served on more than 125 MS, MA, and Ph.D. committees across campus in diverse departments: agronomy, biomedical sciences, botany, business, computer science, education, English, environmental health, fisheries and wildlife, food science & human nutrition; information systems, forestry and natural resources, home economics, horticulture, industrial construction management, marketing, professional studies, outdoor recreation/ recreation resources, professional studies, psychology, and physiology.

Graduate Degrees Completed Under Your Supervision Last 5 Years

Morgan Valley	2006	MS Technical Communication
Paula Schneider	2006	Co-chair, MS Technical Communication
Darcie Frantila	2006	MS Technical Communication
Laurie Paulik	2005	MS Technical Communication
Raquel Harper	2005	MS Technical Communication
Jaye Powers	2004,	MS Technical Communication
Kathleen Reid	2004	MS Technical Communication
Bridget Julian	2004	MS Technical Communication
Kathleen Dean	2003	Co-chair, MS Technical Communication
Sue Warcup	2002	MS Technical Communication

OTHER ACTIVITIES/ACCOMPLISHMENTS**SHORT COURSES/SEMINARS****Guest Lecturer on Communication**

Agricultural & Chemical Engineering, Computer Science, Fisheries & Wildlife, Electrical Engineering, Environmental Health, Forestry--1986-1996; Invited speaker, professional development presentations of area corporations: Woodward Governor & Hewlett Packard. 1988.

Professional Development Seminars Attended

Calvin Productions Movie Workshop, Feb. 1972; Nikon 35mm short course, April 1972; Penn. Game Commission, Law Enforcement Short Course, Feb. 1972. Aldus PageMaker Seminar, January 1989; Colorado State's faculty computer seminars (SAS, Macintosh, WordPerfect, Lotus, Freelance Plus, Information Retrieval, DrawPerfect, UNIX, Paradox Quattro Pro, WWW, Acrobat, HTML, & others): 1984-2001; Colorado State's Professional Development Institute: 1981, 1984, 1985, 1987, 1988, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1999, 2001. Dreamweaver January 2001, Human Factors International/Bob Bailey's Usability Interface Annual Update, June 2002.

Computer Experience: Operating System: MS-DOS, UNIX, & Windows 3.1 Windows 98, Windows NT, Windows 2000, Windows XP. **Current Software:** MS Office Suite, WordPerfect Office Suite, Acrobat distiller, Camtasia, Corel Draw, Dreamweaver, FTP, Full Shot, FrameMaker, Homesite, HTML Pro-97, Internet Explorer, MS Project, Netscape, Photoshop, MS Publisher, Netscape Messenger, PageMaker, SPSS-PC, WinZip, VISIO & WebCT. **Earlier Software:** DisplayWrite 4, WordPerfect Presentation, DrawPerfect, Lotus Freelance, IBM's

HyperWIN, Papyrus, Paradox, Procomm, Quattro Pro, Quicken, SAS, SPSS-X, Sidekick, & WordStar. **Online access and software to libraries and Internet:** Netscape, SAGE, various online library databases: Books in Print, CARL, ERIC, Ingenta, Web of Science, & E-Mail.

Outreach & Service 2004. Rocky Mountain Chapter of Society for Technical Communication: Education Committee Rocky Mountain Chapter of the Society for Technical Communication, reviewed manuscripts for *IEEE Professional Communication and STC's Technical Communication*, Department technology committee for maintaining computer laboratory; Chair, department Tenure & promotion committee, spring 2004; reviewed articles for Simms Award; Director, Departmental graduate committee.

Outreach & Service 2003. National Cancer Institute, Web standards committee, Rocky Mountain Chapter of Society for Technical Communication: Education Committee Rocky Mountain Chapter of the Society for Technical Communication, reviewed manuscripts for *IEEE Professional Communication and STC's Technical Communication*, Department technology committee for maintaining computer laboratory; Chair, department Tenure & promotion committee; Judge Technical Writing of High School Science Fair; reviewed articles for Simms Award; Director, Departmental graduate committee, beginning fall 2003.

Outreach & Service 2002. National Cancer Institute, Web standards committee, Rocky Mountain Chapter of Society for Technical Communication: Education Committee Rocky Mountain Chapter of the Society for Technical Communication, reviewed manuscripts for *IEEE Professional Communication and STC's Technical Communication*, Department technology committee for maintaining computer laboratory; Judge Technical Writing of High School Science Fair; reviewed articles for Simms Award; Departmental graduate committee; search committee for IT/Public relations position, cancelled; search committee for new IT position; outside reviewer for Tennessee Technology University's journalism and professional communication programs.

Outreach & Service 2001. Rocky Mountain Chapter of Society for Technical Communication: Education Committee Rocky Mountain Chapter of the STC, consultant to survey of chapter members, judge on line competition; IEEE Professional Communication Society, served as consultant on attendee survey 2001 Professional Communication Conference; funded three graduate students with assistantships; book review for Longman Publishers; reviewed manuscript for *IEEE Professional Communication*, Department technology committee for maintaining computer laboratory; Judge Technical Writing of High School Science Fair; reviewed articles for Sims Award; Departmental graduate committee; search committee.

Outreach & Service 2000. University Home Page Committee. Center for Research on Writing & Communication Technology--Center renewal, mini-grants for faculty, and supplemental grants for faculty; Rocky Mountain Chapter. Society for Technical Communication. Education Committee, Judge, online competition; Judge, Technical Writing High School Science Fair; Assisted Northern Colorado SIG with programs. Funded four+ graduate students through research projects; Department Technology Committee; department search committee for public relations/Information Technology position, professional liaison committee, inquires about technical communication; reviewed manuscripts for *IEEE Professional Communication*, 6th Human Factors and Web Conference; book review Allyn & Bacon; Outside tenure review for professors BYU & UNM; reviewer 25 proposals NIMH proposals on safe sex and internet; articles of Simms Award for Stock Show; presentations CSU professional development conference, CICRC seminar; assisted Larimer County Department of Health on evaluation of a Home-A-syst program to encourage pollution prevention in homes.