



# Conceptual Logistics

**A Multimodal Approach to Teaching and Research in the Classroom and Online**

Conceptual Logistics refers to the ways we use, maintain, and modify our conceptions in the classroom and research. This one hour workshop, hosted by the Executive Director of the Society for Conceptual Logistics in Communication Research (SCLCR) and FHSU Assistant Professor of Communication Gordon Carlson, focuses on how to use Conceptual Logistics in your classroom whether on campus or online.

SCLCR studies how Conceptual Logistics is concretely embedded in research discourses — the data that reveals the logistics of our conceptual journeys. This is a process we constantly engage in but rarely examine. SCLCR develops a toolkit for faculty and student use.

This workshop introduces specific strategies that can be used in classrooms across the campus. Faculty of any department will find these approaches and processes useful. The workshop will also introduce **Visualizing Conceptualizing**, an approach to helping students understand complex concepts with visual tools and using historical context to grasp concepts that change over time.

SCLCR has published a rationale of this project in: *Zombies in the Academy: Living Death in Higher Education*, and presented various aspects of it at national and regional conferences, in a short course at the National Communication Association annual conference, and in classroom projects that will be used as case studies in the workshop.

This event is the second to present the SCLCR project in a workshop designed to connect educators with strategies for classroom and online learning. It also introduces Conceptual Logistics as an approach to learning and researching. The entire event is hands on: no lectures, all practical experience and active discussion. The premise for this project was presented in a Tiger Idea Commons Talk last year:

<http://tinyurl.com/cbfy6n3>

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**Wednesday, Nov 13**

**12:30pm - 1:30pm**

Thanks to support from the Provost, lunch will be provided to attendees that RSVP.

FHSU Memorial Union  
Trails Room

**For Information or to Register**

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Learn about our projects: [www.sclcr.com](http://www.sclcr.com)

Seating is limited to no more than 20 people and registrations will be accepted in the order they are received. We encourage interested parties to register early and share this information widely.

Participants completing the workshop will receive a certificate of completion appropriate for tenure or promotion files.

This work is based on a previous workshop presented to a national audience in Chicago. That event was supported by an *Advancing the Discipline* grant from the National Communication Association as well as non-financial support from the University of Illinois at Chicago Department of Communication and Fort Hays State University.



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