

August 13, 2012

To: Susan Griffin, Chair
Department of English

From: Bronwyn T. Williams,
Director, University Writing Center



Re: Writing Center Report AY 2011-12

The University Writing Center had a successful year in 2011-12, both conducting routine business and successfully launching several new initiatives. Credit for the accomplishments in the Writing Center is shared by the director, Associate Director Adam Robinson, Program Assistant Robin Blackett, Assistant Directors Laura Detmering, Barrie Olson, and Drew Holliday, as well as the dedicated and talented staff of consultants.

Achievements

1. Writing Center Consultations: As the attached report illustrates, the Writing Center had a successful year of consultations. There were increases over the previous academic year in the number of visits to the Writing Center each term.

Visits for the 2011-12 Academic Year in Brief:

Fall 2011 –	Belknap	1951 Visits
	Health Sciences	32 Visits
	Virtual	396 Visits
	Total	2379 Visits
Spring 2012 –	Belknap	1621 Visits
	Health Sciences	35 Visits
	Virtual	281 Visits
	Total	2037 Visits
Summer 2012 –	Belknap	318 Visits
	Health Sciences	11 Visits
	Virtual	121 Visits
	Total	450 Visits
Total for 2011-12		4866 Visits

2. Exit Survey Results: Our exit survey indicated a high level of satisfaction with the Writing Center, by both quantitative and qualitative measures. Results are attached to this report. Highlights of the survey are:

- In answer to the statement: “My Writing Center consultation addressed my concerns about my writing project,” more than 96% of respondents selected “Strongly Agree” (74%) or “Agree” (22%).
- In answer to the statement: “What I learned during my Writing Center consultation will help me with future writing projects,” more than 92% of respondents selected “Strongly Agree” (65%) or “Agree” (27%).
- In answer to the statement: “I plan to use the Writing Center again,” more than 93% of respondents selected “Strongly Agree” (81%) or “Agree” (12%).
- In answer to the statement: “The Writing Center staff were welcoming and helpful,” more than 97% of respondents selected “Strongly Agree” (80%) or “Agree” (17%).

The qualitative responses on the survey were overwhelmingly positive as well. The surveys indicated no significant patterns of concerns or complaints we need to address. We have tried to address some comments about occasional noise levels and requests by graduate students for back-to-back sessions.

3. Presentations and Workshops: During the academic year Writing Center staff conducted 70 presentations about our services and 26 in-class workshops on writing issues. Both of these numbers are substantial increases over 2010-11.

4. Online Survey: We revised the Writing Center exit survey to make it more useful and transformed it from a paper survey to an online survey sent automatically by a linked email to each visitor to the Writing Center. The results of the survey are attached.

5. Dissertation Writing Retreat: The Writing Center held its first Dissertation Writing Retreat during the last week of May. Ten Ph.D. students representing four different colleges and six different disciplines spent a week in the Writing Center working on their dissertations. Each day the students had time for writing, received individual consultations with Writing Center tutors, and took part in mini-workshops on writing issues. The exit surveys and discussions with the students indicated that the retreat was an overwhelming success. The retreat was financed by SIGS and will take place again in May 2013.

6. Writing Center Blog: In December we started our first Writing Center Blog with all members of the staff contributing posts during the year. As of August 7, the Blog had been viewed more than 1,600 times. We also continued to post on our Facebook page and our social media audience continued to grow.

7. Health Sciences Campus: We conducted a pilot program of consulting with students on the Health Sciences Campus by offering four hours of consulting time each week. This was

successful enough that we have expanded the tutoring on the campus to 10 hours/week by the new Assistant Director for Graduate Student Writing (see below).

8. Assistant Director for Graduate Student Writing: In collaboration with Beth Boehm, Interim Dean of the School of Interdisciplinary and Graduate Studies, we have created a new GTA position to focus on working with graduate student writers, paying particular attention to the needs of international students. The position was funded by SIGS, the Medical School, and Arts and Sciences. Tika Lamsal, a fourth-year Ph.D. student was hired for the position for 2012-13.

9. Graduate Student Writing Workshop Series: The Writing Center, in collaboration with SIGS, conducted a series of writing workshops for graduate students on both the Belknap and Health Sciences Campuses. The workshops, some of which were repeated each semester, covered issues including Reading and Responding to Graduate Level Scholarship, Evidence and Argument in Scholarly Writing, Revising and Editing Your Work, Writing a Literature Review. The workshops will take place again in 2012-13.

10. Campus Outreach: Writing Center staff worked with a number of University programs, giving presentations and conducting workshops. These programs included the Porter Scholars, A&S Advising, UofL Athletics, the Career Center, the Post-Baccalaureate Pre-Medical Program, Family Scholar House, the Delphi Center, and the International Center. The presentations given by the Writing Center staff resulted in many students then visiting the Writing Center for the first time.

11. Assistant Director – Virtual Writing Center: The VWC position for working with distance education students was restored to a GTA line. Jennifer Marciniak, a Ph.D. student, was hired for the position for 2012-13.

12. Writing Center Web Page: We had planned to completely overhaul the Writing Center webpage. Unfortunately, with the delayed implementation of Plone 4, this could not take place. We did, however, research pages at other Writing Centers, decide on the organization and design philosophy of the new page, and work on creating video and text content that will be ready to put on the new page the new when the software is ready.

13. Digital Media Plans: The Writing Center's plans for enhancing the ability of the Writing Center to work with digital media texts of both campus and distance education students were supported by Arts and Sciences Dean Blaine Hudson and Associate Provost for Undergraduate Affairs Dale Billingsley. Although the plans could not go forward for 2012-13 because of decisions in the Library about the use of physical space, the plan is still a key goal for the Writing Center and we hope it can be implemented in the next two years.

14. Marketing: The Writing Center staff devised and is implementing a marketing plan, including regular contact with student service organizations and academic departments. Marketing activities in 2011-12 included the design of a new logo, the design of new informational pamphlets, flyers, and signs, contact with most student service offices on campus, and contact with chairs of a number of academic departments. In addition the Writing Center

began a collaboration with Professor Gabrielle Meyer of the Fine Arts Department to hang student art in the Writing Center. The art, and the publicity surrounding the art, generated publicity for the Writing Center.

15. Writing Center Scholarship: During the 2011-12 academic year a number of Writing Center consultants presented their scholarship at conferences including the Conference on College Composition and Communication, the Southeast Writing Centers Conference, the Kentucky Philological Association Conference, and the National Conference on Peer Tutoring in Writing. In addition, Assistant Director Barrie Olson had a piece accepted for the *Writing Lab Newsletter*.

16. Fundraising: The Director and Associate Director met with C.F. Callihan to discuss fundraising strategies for the Writing Center and provided him with information he could use to publicize the Center's work.

17. Physical Facilities: Several rooms were painted in the Writing Center, for the first time in 12 years (and so at no cost to the Center). In addition, physical space was rearranged to allow for more group consultations and more tutoring space.

Plans for 2012-13

Given the number of new initiatives in the last year, one of the goals of the Writing Center for the coming year is to consolidate and refine these projects. Included in this work will be continued outreach to graduate students across disciplines, implementing the new marketing plan, continued work on consulting on digital media projects, improving social media use, revision of writing and grammar handouts, planning for the next Dissertation Writing Retreat, and so on. Given that the director will be on leave in Spring 2013, this seems the most prudent plan for the coming year.

University Writing Center Annual Report

Overall Totals

Total Visits for 2011-2012: 4,866

Fall 2011 –	Belknap	1951 Visits
	Health Sciences	32 Visits
	Virtual	396 Visits
	Total	2379 Visits
Spring 2012 –	Belknap	1621 Visits
	Health Sciences	35 Visits
	Virtual	281 Visits
	Total	2037 Visits
Summer 2012 –	Belknap	318 Visits
	Health Sciences	11 Visits
	Virtual	121 Visits
	Total	450 Visits

Repeat Visits to Belknap Writing Center

Fall 2011: 1,951 visits - 374 students visited 2 or more times.

Spring 2012: 1,621 visits - 283 students visited 2 or more times

Summer 2012: 318 visits - 65 students visited 2 or more times.

Comparisons for Academic Years 2010-2011 & 2011-2012

Visits to Belknap Writing Center 2011-2012: 3,889

Visits to Belknap Writing Center 2010-2011: 3,654

Fall 2011— 1,951 *Fall 2010—1,847*

Spring 2012—1,621 *Spring 2011—1,158*

Summer 201—318 *Summer 2011—249*

Writing Center Annual Report

Fall 2011 Visits by College

College	Students	Visits	Hours	%
AS	445	901	969.7	46.1%
BP	3	4	4.0	0.2%
BU	53	100	109.1	5.1%
CS	2	20	20.0	1.0%
DS	8	19	19.0	0.9%
ED	87	193	199.4	9.8%
GA	53	154	156.0	7.8%
GB	1	1	69.3	0.0%
GE	30	87	87.0	4.4%
GH	7	16	16.0	0.8%
GI	1	2	2.0	0.1%
GK	36	122	124.6	6.2%
GM	5	11	11.0	0.5%
GN	2	6	6.0	0.3%
GS	13	32	32.0	1.6%
GU	5	7	7.0	0.3%
IE	6	28	32.6	1.4%
LA	11	22	44.7	1.1%
ME	1	1	1.0	0.0%
MU	9	16	16.0	0.8%
NU	43	59	59.3	3.0%
SP	5	11	11.0	0.5%
SS	48	89	92.0	4.5%
SW	13	31	37.1	1.5%
Staff/Faculty	8	19	19.0	0.9%
Total:	895	1951	2145.2	100%

AS Arts & Sciences
 BU Business
 DS Dental Services
 GA Grad A&S
 GE Grad Education
 GK Grad Kent School
 GN Grad Nursing
 GU Grad Music
 LA Law Day
 MU Music
 SP Speed Professional
 SW Social Work

BP Bus Pro (MBA, MAC)
 CS Continuing Studies
 ED Education
 GB Grad Bus. (PhD)
 GI Grad Interdisc.
 GM Grad Medicine
 GS Grad Speed
 IE Intensive English
 ME Medicine
 NU Nursing
 SS Speed School of Engr.
 Staff/Faculty

Writing Center Annual Report

Spring 2012 Visits by College

College	Students	Visits	Hrs	%
AS	376	755	804.2	46.5%
BP	4	18	18.0	1.1%
BU	45	121	122.1	7.4%
CS	5	34	34.0	2.0%
DS	5	6	6.0	0.3%
ED	69	119	124.5	7.3%
GA	52	194	194.0	11.9%
GE	13	42	42.0	2.5%
GH	3	19	19.0	1.1%
GI	2	5	5.0	0.3%
GK	18	75	74.4	4.6%
GM	5	13	13.0	0.8%
GN	4	9	9.0	0.5%
GR	1	4	4.0	0.2%
GS	16	58	58.0	3.5%
GU	3	5	5.0	0.3%
LA	2	4	4.0	0.2%
LP	1	1	1.0	0.0%
ME	2	2	2.0	0.1%
MU	6	9	9.0	0.5%
NU	29	37	39.8	2.2%
SP	2	2	2.0	0.1%
SS	52	67	67.0	4.1%
SW	8	12	12.0	0.7%
Staff/Faculty	7	10	18.0	0.6%
Total:	730	1621	1687.3	100%

AS Arts & Sciences
 BU Business
 DS Dental Services
 GA Grad A&S
 GE Grad Education
 GK Grad Kent School
 GN Grad Nursing
 GU Grad Music
 LA Law Day
 MU Music
 SP Speed Professional
 SW Social Work

BP Bus Pro (MBA, MAC)
 CS Continuing Studies
 ED Education
 GB Grad Bus. (PhD)
 GI Grad Interdisc.
 GM Grad Medicine
 GS Grad Speed
 IE Intensive English
 ME Medicine
 NU Nursing
 SS Speed School of Engr.
 Staff/Faculty

Writing Center Annual Report

Summer 2012 Visits by College

College	Students	Visits	Hours	%
AS	58	91	112.4	28.6%
BU	9	21	21.0	6.6%
CS	3	11	11.0	3.4%
ED	7	9	9.0	2.8%
GA	7	29	29.0	9.1%
GB	1	3	3.0	0.9%
GD	1	1	1.0	0.3%
GE	8	23	23.0	7.2%
GK	7	27	27.0	8.4%
GM	3	17	17.0	5.3%
GS	10	34	34.0	10.6%
LP	1	1	1.0	0.3%
ME	1	1	1.0	0.3%
NU	1	1	1.0	0.3%
SP	1	1	1.0	0.3%
SS	31	33	33.0	10.3%
SW	1	1	1.0	0.3%
Staff/Faculty	9	14	14.0	4.4%
Total:	159	318	339.4	100%

AS Arts & Sciences
 BU Business
 DS Dental Services
 GA Grad A&S
 GE Grad Education
 GK Grad Kent School
 GN Grad Nursing
 GU Grad Music
 LA Law Day
 MU Music
 SP Speed Professional
 SW Social Work

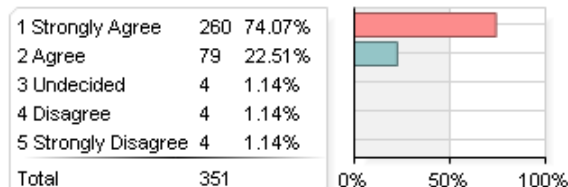
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Writing Center Evaluation Survey Results 2011-2012

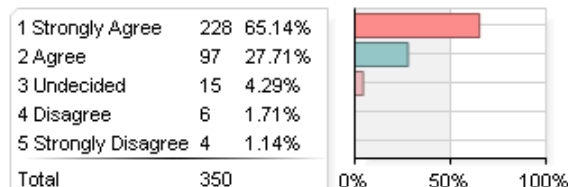
Quantitative Questions – 359 Responses

Please rate your agreement with the following:

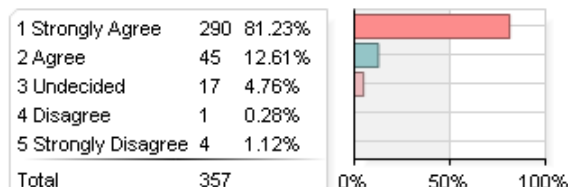
1. My Writing Center consultation addressed my concerns about my writing project.



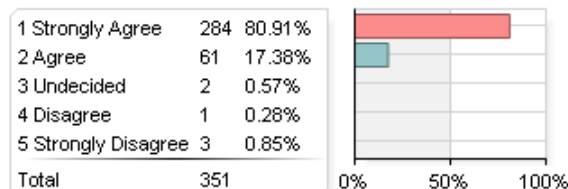
2. What I learned during my Writing Center consultation will help me with future writing projects.



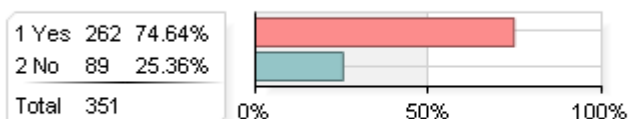
3. I plan to use the Writing Center again.



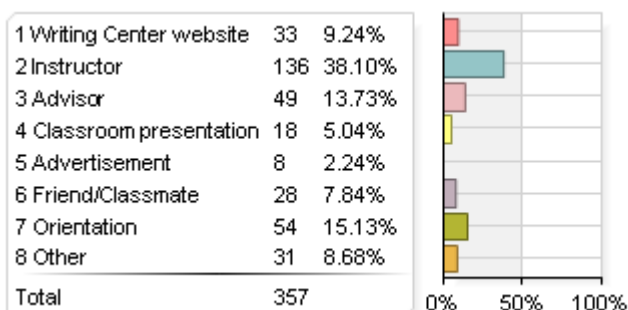
4. The Writing Center staff were welcoming and helpful.



Is English your first language?



How did you find out about the Writing Center?



There are 30 pages of Qualitative Responses that are available on request.