

Program Assessment Plan
University Writing Center

Mission: The University Writing Center is committed to improving writing across the university. Consultants work with writers of all disciplines and levels, at the Ellensburg campus and the University Centers, primarily through one-on-one consultations but also group discussions and workshops. Consultants serve all CWU students, everywhere, through a variety of campus locations and via the Internet.

Vision: Central Washington University is a community of writers, facilitated by the University Writing Center. Writing consultants guide their peers toward communication that will be effective in a global and diverse environment, during and after their studies at CWU.

Program Goals	Related Divisional Goals, Academic Affairs Strategic Plan	Method(s) of Assessment	Who/What Assessed	When Assessed	Criterion of Achievement (Expectations)
1. Through one-on-one consulting, help students communicate effectively in writing	Strategic Objective #1: Student-Centered Learning: To cultivate a creative and challenging learning environment. Strategic Objective #2: Programs and Curriculum: To advance challenging and innovative academic programs that prepare students for their personal and professional lives and for lifelong learning.	a) Student Feedback Forms b) Faculty survey c) E-mailed comments	a) Students who use the center b) Faculty who taught a writing-intensive course in Fall 2008 c) Faculty, students	a) Ongoing b) March 2009 c) Ongoing	a) Feedback from students that shows their consultations help them become better writers b) Feedback from faculty that indicates the perception that the center helps student writers improve c) Overall positive comments
2. Serve students on all campuses, improving retention	Strategic Objective #5: Enrollment Management: To recruit and retain well-qualified, diverse and motivated students that will benefit from the CWU educational experience.	a) Database figures on students served b) Staff analysis of data	a) Students who use the center b) Students who use the center	a) Ongoing b) Ongoing	a) We serve at least 10 percent of the student population on all campuses. b) At least half the number of consultations are repeats

3. Plan ways to reach all students everywhere, through online methods: add Adobe Presenter video workshops and expand all our website resources; launch synchronous online consulting, 1 of first writing centers in nation	Strategic Objective #7: Learning Technologies: To provide technologies that enhance the learning and working environments, and ensure the optimal delivery of academic programs.	a) Staff review of online resources b) Reports from staff members who are doing synchronous online sessions and investigating software	a) Our website homepage and links b) Writing Consultants	a) Ongoing b) Ongoing	a) Pedagogically sound and user-friendly video workshops and pdf handouts created by center staff, plus links to other resources on the web. b) Ability to reach students who otherwise could not be served; low level of technical problems; ongoing investigation of the best software/s for consulting; confirmation that synchronous technology allows for authentic writing consulting, prevents editing that plagues non-synchronous tutoring methods
4. Reach students throughout all campuses at the best location on each campus, improving retention	Strategic Objective #5: Enrollment Management: To recruit and retain well-qualified, diverse and motivated students that will benefit from the CWU educational experience.	a) Database figures on location of consultations b) Student comments	a) Students b) Students	a) Ongoing b) Ongoing	a) Demand normal to high at alternate or new locations. b) Students expressing appreciation and knowledge about our flexible locations and hours
5. Provide useful workshops and other group writing discussions	Strategic Objective #1: Student-Centered Learning: To cultivate a creative and challenging learning environment. Strategic Objective #2: Programs and Curriculum: To advance challenging and innovative academic programs that prepare students for their personal and professional lives and for lifelong learning.	a) Surveys after workshops b) E-mailed comments c) Record of workshops d) Record of events	a) Students in group sessions b) Faculty and students c) Students d) Staff and students	a) Occasional b) Ongoing c) Ongoing d) Ongoing	a) Positive comments on survey b and c) Positive comments and requests for repeat workshops d) The hosting of readings and similar events by Writing Consultants, to promote writing across campus.

<p>6. Serve students of all ethnic backgrounds, all disciplines, and all levels, improving retention</p>	<p>Strategic Objective #5: Enrollment Management: To recruit and retain well-qualified, diverse and motivated students that will benefit from the CWU educational experience.</p>	<p>Data from student profiles on electronic database</p>	<p>Students who use the center</p>	<p>Ongoing</p>	<p>Of the students served: They range from freshman year through graduate school They are studying a variety of majors Many are not native English speakers</p>
<p>7. Recruit and Retain Writing Consultants of various ethnic backgrounds and disciplines, to better serve a diverse student population</p>	<p>Strategic Objective #6: Diversity: To recruit, support, and retain a diverse student body, faculty, and staff.</p>	<p>Data from staff profiles</p>	<p>Writing Consultants</p>	<p>Ongoing</p>	<p>Staff includes Writing Consultants who have lived abroad and/or studied other languages, bring various backgrounds and outlooks to the center, and are studying in various fields</p>
<p>8. Effectively publicize services</p>		<p>a)Collect data from student profiles on students reached through Orientation tables, introductory presentations, signs, web site, etc. b)Comments about how people hear of center.</p>	<p>a)Students b)Students, faculty, and administrators</p>	<p>a)Ongoing b)Ongoing</p>	<p>a)Students hear about center through signs, Orientations, other publicity b)People across all campuses are aware of the center and writing services</p>
<p>9. Facilitate Writing Across the Curriculum</p>	<p>Strategic Objective #1: Student-Centered Learning: To cultivate a creative and challenging learning environment. Strategic Objective #2: Programs and Curriculum: To advance challenging and innovative academic programs that prepare students for their personal and professional lives and for lifelong learning.</p>	<p>a)Record of services to professors, students b)Faculty survey c)National Survey of Student Engagement</p>	<p>a)Faculty and students b) Faculty who taught a writing-intensive course in Fall 2008 c)Students</p>	<p>a)Ongoing b)March 2009 c)Past years</p>	<p>Helping faculty improve the teaching of writing, and their own writing and scholarship</p>

<p>10. Offer training and professional opportunities for staff, and nurture a creative and collaborative team</p>	<p>Strategic Objective #3: Teacher-Scholar Model: To promote the highest standards of teaching excellence informed by active faculty scholarship and creative activity. Strategic Objective #4: Faculty and Staff: To support and reward the professional growth of the faculty and staff.</p>	<p>a)Staff survey b)Record of publications, attempts to publish, conference presentations and proposals, and research</p>	<p>a)Writing Consultants b)Entire staff</p>	<p>a)December 2007 b)Ongoing</p>	<p>a)Overall positive, with a comfort level such that staff feel free to make suggestions to improve the center b)Director, Assistant Director, and Writing Consultants are doing research and writing that result in or could lead to conference presentations and publications</p>
<p>11. Lead and take active roles in professional organizations and conferences</p>	<p>Strategic Objective #3: Teacher-Scholar Model: To promote the highest standards of teaching excellence informed by active faculty scholarship and creative activity. Strategic Objective #4: Faculty and Staff: To support and reward the professional growth of the faculty and staff.</p>	<p>a) Record of leadership and participation in regional and international conferences b)Record of leadership regionally c)Record of leadership nationally</p>	<p>a)All staff b)Director and Assistant Director c)Director</p>	<p>a)Spring PNWCA Conference b)Ongoing c)Ongoing</p>	<p>a)Successful hosting of the 2009 Pacific Northwest Regional Writing Centers Association Conference at CWU-Ellensburg a)Presentations, papers and workshops at the PNWCA and the International Writing Centers Association Conference b)Leadership and representation on the PNWCA Board and during quarterly director meetings c) Leadership and representation on the IWCA Board</p>