

ONLINE WRITING CENTERS: PROVIDING QUALITY SERVICES

Session 1: Taking Your Writing Center Online

Wednesday, April 25, 2012 :: 1:00 – 2:30 p.m. EDT

Session 2: Responding to Student Writing in the Online Environment

Monday, April 30, 2012 :: 1:00 – 2:30 p.m. EDT

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



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April 25 & 30, 2012 :: 1:00 – 2:30 p.m. EDT

OVERVIEW

Writing centers are key to student learning and success in college, whether a student is on-campus or online. However, many institutions do not offer online writing center services or struggle with providing quality tutoring in an online setting. In this webcast series, our noteworthy speakers will help you learn how to develop and provide top-notch online writing services.

SESSION 1: TAKING YOUR WRITING CENTER ONLINE

PRESENTED BY HEIDI MARSHALL, MFA, FROM WALDEN UNIVERSITY

WEDNESDAY, APRIL 25, 2012 :: 1:00 – 2:30 P.M. EDT

OVERVIEW

This session will give you the “nuts-and-bolts” knowledge you need to move your writing center services online using an asynchronous approach. The session is ideal for institutions that already offer writing tutoring and are in the early stages of or are considering moving writing services online. Speaker Heidi Marshall is from Walden University, one of the first institutions in the country to offer an online writing center.

LEARNING OUTCOME

After participating in this webcast, you will be able to integrate one or more online technology components into your writing center services.

WHO SHOULD ATTEND

This session is intended for directors of writing, tutoring, and student success centers that offer writing tutoring and are just starting or considering moving their writing services online as well as student affairs deans, provosts, and professionals who are involved with developing online writing services for their institute.

AGENDA

- Planning
 - Pros and cons to offering online writing center services
 - Key considerations in early planning
 - Technology thoughts (platform, server space, accessibility, scheduling)
- Staffing and training
 - Staffing considerations
 - Training online tutors
 - Effectively communicating online
 - Supervising online tutoring
- Consulting online
 - Advertising the service
 - Preparing students for tutoring
 - Setting expectations
 - Providing online feedback
- Providing additional resources
 - Making writing resources available online
 - Offering supplementary language, grammar, and writing instruction services
 - Supporting English as a second language students and students with disabilities
- Thinking ahead and Q&A
 - Pitfalls to avoid
 - Tips

Learn to
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SESSION 2: RESPONDING TO STUDENT WRITING IN THE ONLINE ENVIRONMENT

PRESENTED BY DR. BETH HEWETT, AUTHOR OF THE ONLINE WRITING CONFERENCE:

MONDAY, APRIL 30, 2012 :: 1:00 – 2:45 P.M. EDT

OVERVIEW

Speaker Dr. Beth Hewett is the acclaimed author of *The Online Writing Conference: A Guide for Teachers and Tutors*, which was nominated for the International Writing Centers Association (IWCA) Outstanding Book Award*. In this session, she will address the unique challenge of responding to student writing in an online environment. This session is appropriate for anyone wanting to learn effective methods for providing online feedback, whether or not you have an online writing program already in place at your institution.

Session 2 attendees will receive a link to download for free Dr. Hewett's new companion workbook to *The Online Writing Conference: A Guide for Teachers and Tutors*, being released by Heinemann this spring.

LEARNING OUTCOME

After participating in this webcast, you will be able to better instruct and formulate responses to student writing in an online writing center environment.

WHO SHOULD ATTEND

This session is intended for directors of writing, tutoring, and student success centers who already provide or are planning to provide online writing tutoring and are looking for specialized training on responding to student writing in an online environment.

AGENDA

- Benefits of online writing tutoring
 - When and why conferencing online helps
 - Why conferencing online is hard to do
- Practical matters
 - The nature of the writing conference
 - Identifying the strengths of the tools
- Establishing trust
 - Creating the learning environment
 - Setting instructional expectations
 - Helping students to set agendas and make choices
 - Connecting with your online students
- Writing response in online settings
 - Theoretical background
 - Use vocabulary specific to writing instruction
 - Write at the student's level
 - Choose desired outcomes
 - Writing mini-lessons and next steps



INSTRUCTORS



Heidi Marshall, Associate Director, Academic Skills Center, Walden University (Session 1)

Heidi oversees the Academic Skills Center website at Walden University, an online university that was one of the first institutions in the country to establish an online writing center. She also coordinates academic support systems to improve retention and pass rates as well as graduate assistant programs across the university. Previously, Heidi served as senior writing specialist, overseeing the writing center's website, scheduling system, and metrics and assessment reporting; and as the business operations manager, overseeing all systems needed for the writing center's day-to-day operations. In 2009, she received a Laureate Award for her work in transforming the scheduling for the writing center from a first-come, first-served system to an online, interactive scheduling system. Heidi has presented at regional and national conferences on the topic of providing academic instruction to distance learners. She holds a Master of Fine Arts (MFA) in creative writing and is currently pursuing her Doctor of Education in higher education and adult learning with a focus on barriers to technology adoption and adaptation.



Beth Hewett, Educational Consultant in Online Writing Instruction and Adjunct Associate Professor, University of Maryland University College and St. Mary's University and Seminary (Session 2)

A college teacher for 30 years, Beth was a consultant to Pearson and TutorVista in improving their online writing tutoring program and was the initial developer of the online writing program at Smarthinking, Inc. She recently published *The Online Writing Conference: A Guide for Teachers and Tutors* (Heinemann, 2010) and *Good Words: Memorializing Through a Eulogy* (Grief Illustrated Press, 2010). She is co-editor and partial author of *Virtual Collaborative Writing in the Workplace: Computer-Mediated Communication Technologies and Processes* (IGI Global, 2010), co-author of *Preparing Educators for Online Writing Instruction: Principles and Processes*, and co-editor of *Technology and English Studies: Innovative Career Paths*. Beth has been chair of the CCCC Committee for Best Practices in Online Writing Instruction for five years and is an educational consultant for NCTE and other educational organizations. She believes that writing instructors have an obligation to do a better job in online instruction to help students become better readers and writers.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at www.academicimpressions.com**

REGISTRATION FEES

Postmarked on or before April 18, 2012

Single site connection: Online Writing Centers: Providing Quality Services

- Two sessions (BEST VALUE)** _____ \$650.00 USD
 One session only Session one Session two _____ \$350.00 USD

Additional Site Connections: Online Writing Centers: Providing Quality Services _____ \$195.00 per session

Session one, Quantity: _____ Session Two, quantity: _____

- Registrants receive a 50% discount on a CD-ROM recording. Please send me the CD-ROM _____ \$325.00 USD for both sessions
 Can't attend the live sessions? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD per session
(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____
Institution/Organization _____ Address _____
City _____ State/Province _____ Zip/Postal Code _____ Country _____
Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____
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We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Suite 800, Denver, CO 80237.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by February 17, 2012. A \$75 processing fee will be assessed. After February 17, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

