

SWCA IDEATE

Certification Recommendations



To support writing center certification

All writing centers and institutions are unique. While each writing center might align in different ways with their institution’s vision, mission, and strategic plan, several broad planning strategies can work to facilitate a productive and inclusive process. This document offers suggestions for planning, designing, and implementing documents to support certification applications at a variety of institutions.

Suggestions for Use: This document is designed as a discussion starter for writing centers. Writing center leaders might use this document to plan the long-term design and implementation of certification-related preparation. This document can also be used to design internal planning and can be used alongside the SWCA Planning Guide.

Document	Recommendations for Planning	Suggestions for Writing and Reviewing
1a. Vision	<p>Establish a small committee with representation from across writing center stakeholders (administrators, tutors, faculty)</p> <p>Discuss long-term aspirations for writing center: Where will the writing center be in three, five, or ten years</p> <p>Explore motivational concepts and goals with key stakeholders</p> <p>Draft concepts</p> <p>Share with key groups for recommendations to encourage buy-in and support</p> <p>Analyze feedback and incorporate revisions</p>	<p>A writing center’s vision is usually one sentence. The vision should reflect the values of the institution, including college, unit, or division affiliation. The vision might include terms, ideals, or values stated by the larger institution. In addition, it should display the ways in which the writing center aligns and supports the larger institution.</p>
Mission	<p>Build on the vision statement</p> <p>Determine how vision is actualized and implemented</p> <p>Discuss ways in which the writing center can achieve its goals</p>	<p>A writing center’s mission statement is usually three to four sentences. The mission should also reflect the values of the institution, including college, unit, or division affiliation while providing more detail on how the vision is accomplished.</p>

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	<p>Draft language</p> <p>Share with key groups for recommendation to encourage buy-in, support, and partnerships</p>	
Values	<p>Brainstorm the significant activities of your writing center</p> <p>Identify core values promoted by institution; consider possible alignment</p> <p>Discuss outcomes your writing center staff achieve (likely with tutors)</p> <p>Discuss what your writing center will instill in students, faculty, staff, or collaborators</p>	<p>The values are terms that guide the work of tutors and staff members. It is often a list of terms.</p>
Strategic plan	<p>Often consists of several tiers: Goals, Strategic Directions, Key Performance Indicators, Measure(s)</p> <p>Discuss the goals your writing center will achieve</p> <p>Explore options and needs for assessment</p> <p>Examine ways you will determine meaningful change (see Meaningful change)</p>	<p>The strategic plan is a long-term document that guides assessment and evaluation purposes. It should be meaningful for the tutors and staff members.</p>
Tutor education plan	<p>Discuss current trends, goals, needs, or assessment in your writing center (with tutors, faculty, visitors)</p> <p>Explore strengths or weaknesses of weekly (or regular) educational opportunities for tutors</p>	<p>The tutor education plan provides a semester or annual planning guide for training. It includes any semester projects or assignments, along with detailed descriptions and learning outcomes (often using language from the Revised Bloom's Taxonomy)</p>

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	Outline weekly learning outcomes to guide tutor education	
Meaningful change	Establish a systematic and regular process for reflection Focus on meaningful change you need to create in your center focused on long-term areas of planning	This reflective writing documents the change necessary to facilitate improvement. Documentation and evidence of changes should be included from year to year.

SWCA Research & Development Committee

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