

REIMAGINING THE ACADEMIC WORKSHOP



WORKSHOP OBSTACLES

- Low student attendance
- Flyer fatigue and information exhaustion
- Length of workshops
- Perceived usefulness of information



RESEARCH

- Selwyn, “The digital native –myth and reality” (2009) in Aslib Proceedings 61 (4) 364-379
- Grant and Finkle, “Taking face-to-face workshops for freshmen online” (2014) College & Research Libraries News 75 (9) 506-527
- Tran, “ Creating a successful workshop in a problematic setting” (2015) Proceedings of the Multidisciplinary Academic Conference [Prague]; p1-4, 4p



ENGAGEMENT

Selwyn: “Young people’s engagements with digital technologies are varied and often unspectacular” (2009).

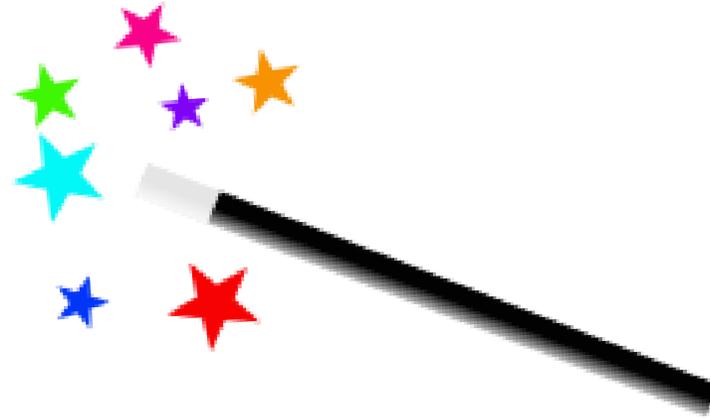
Grant & Finkle: Although the Clemson library workshops online were mandatory, “1 in 5 retained nothing from the experience” of the 10% who actually responded to the survey (2014).



Tran: Environment, timing and “the level of student interest and engagement” are all components that need to be taken into account (2015).

REIMAGINING WORKSHOPS

- Open houses
 - Five-minute magic
- In-House Workshops
 - General Population Content
 - 45-minute workshops
 - Specified Course content
 - Programmatic Content
 - English
 - 30-minute workshops
 - Other disciplines
 - Introductory visits
 - Assignment-specific format
- In Classroom Workshops
 - Class visits
 - Ten-minute, Thirty-minute, or Hour-plus workshops
- Social Media
 - Two-minute Tips
- On-Campus Events



The Writing Center Open House

Welcome to Writing Wizardry!

Date: Wednesday, October 29th

Time: 12-3 pm

Where: Building 3, Room 1200

Students are invited to stop by the Writing Center
for Five-Minute Magic Sessions:

"Vampire Verbs and Zombie Words"

"Phantom Pronouns"

"Thesis Manifestations"

"Brain Reanimation"

"Dracula's Bloody Quote Burger"

"Punctuation Potions"

There will be prizes, treats and tricks that will only
make your writing better!

The Writing Center 3/1200, 904-620-5394, rubrics@unf.edu
<http://www.unf.edu/coas/english/wc/aboutwc.aspx>





FALL IN LOVE WITH WRITING

at the Writing Center Open House!

Date: Wednesday, February 11th

Time: 12-3 pm

Where: Building 3, Room 1200

*Students are invited to stop by the
Writing Center
for Mini-Workshop Sessions:*

"Breaking Up Is Hard to Do: Sentence Variety"

"Fifty Shades of Meaning: Compelling Language"

"A Quote Burger and a Coke: Seal the Deal"

*"Professors Are from Mars, Students Are from
Venus"*

"H.O.T. Stuff: Metacognition for Everyone"

*There will also be prizes, sweets and
treats*

www.unf.edu/coas/english/wc/aboutwc.aspx.

Twitter: @UNFWrites & Facebook: The Writing Center



HANDOUT

The Writing Center: Fall in Love with Writing

A Quote, a Burger and a Coke: Seal the Deal



Example from Dr. Alphonse von Love of Valentines University:

Claim: In Andrew Marvell's poem, "To His Coy Mistress" the speaker claims to an unnamed innamorata that "had we world enough and time, this coyness, lady, were no crime."

Quote: As the speaker points out, "At my back I always hear time's winged chariot hurrying near." If they embrace their passion now, the speaker tells his love "Though we cannot make our sun stand still, yet we will make him run."

Analysis: Because time will inevitably overtake the lovers, acting immediately on the passion of the moment is a way to contend with time's relentless progress.

Practice: What would be the top and bottom buns for Finch's to Marvell's poem?

Top bun = Topic Sentence (claim):

Meat = Evidence (quotes):

Bottom bun = Analysis (explanation):



IN-HOUSE WORKSHOPS



TOPICS

Style

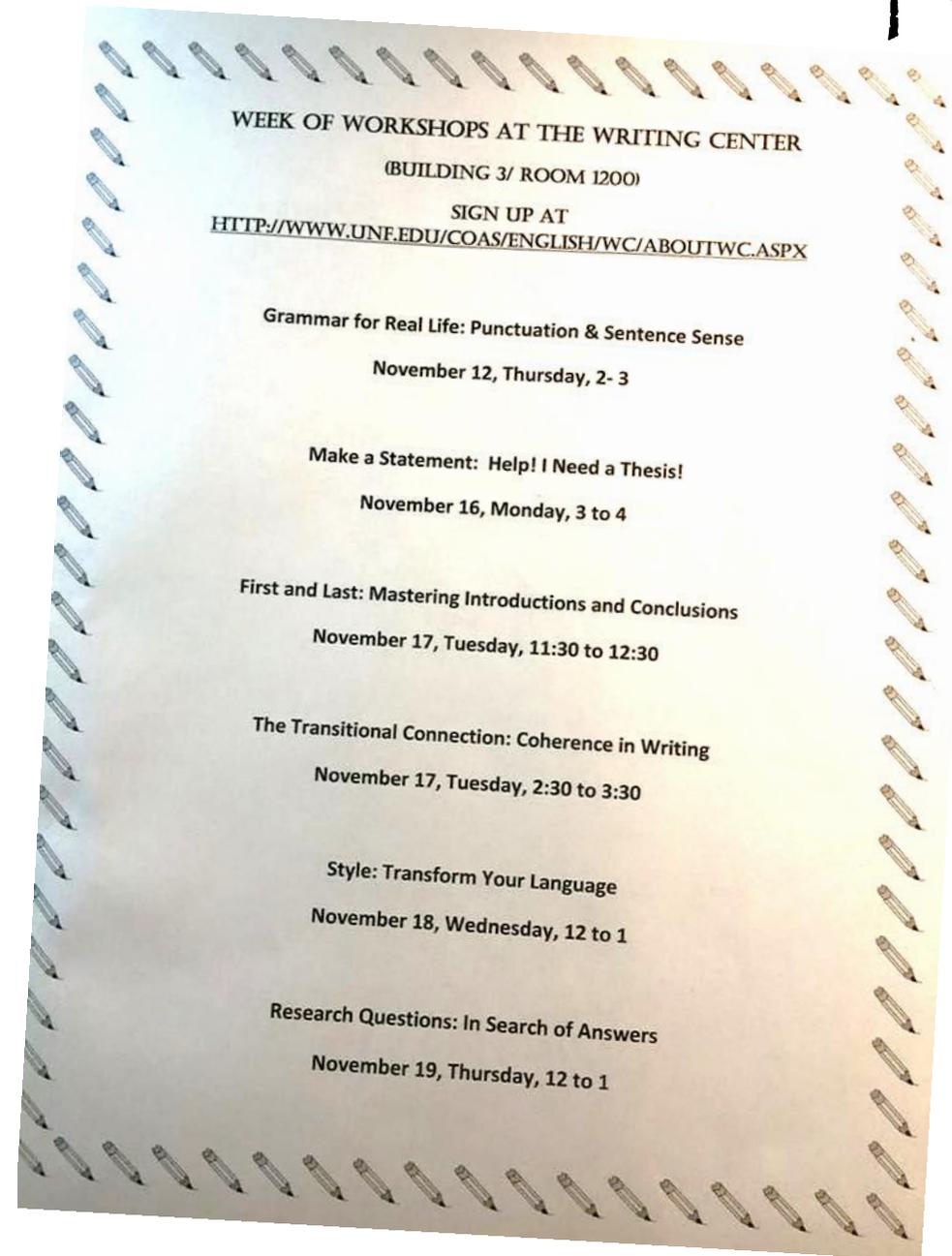
Grammar

Transitions

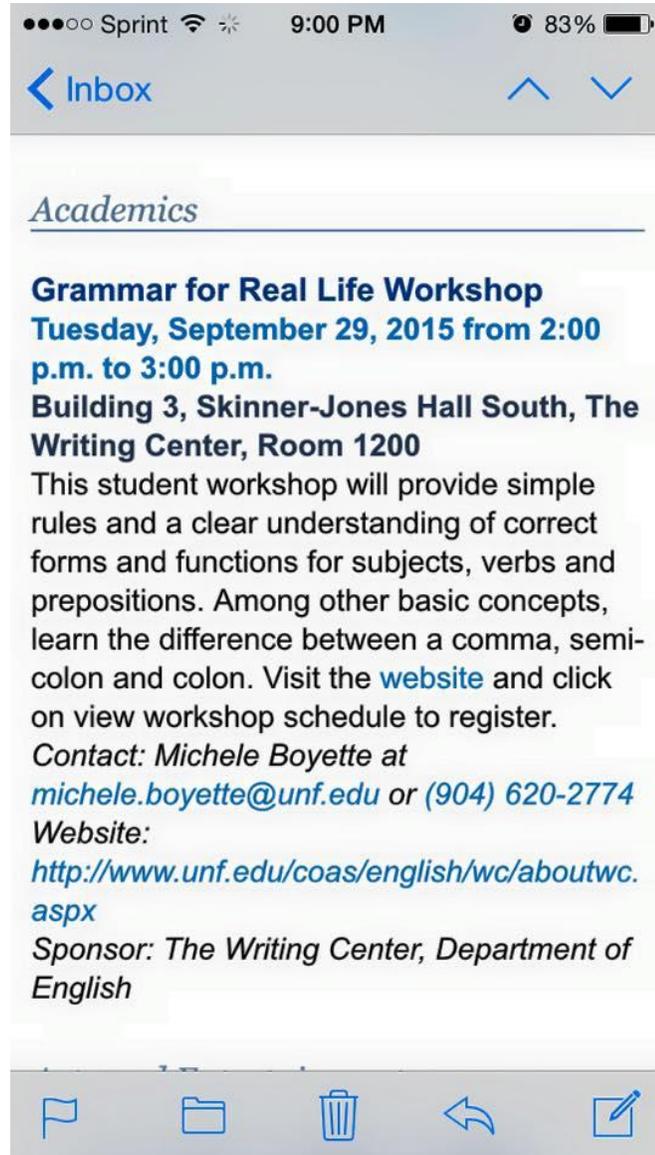
APA and MLA Citation

Format

Emails



ADVERTISING



University Calendar

Student and Faculty Update

Facebook

Twitter



Flyer

PROGRAM CONNECTIONS

[UNF Writing Center](#)

[Workshops](#)

[About Us](#)

The First-Year Series

- For ENC 1101 & 1143

During each semester, the Writing Center offers a variety of writing workshops for students, faculty, and staff. Below, you can find a list of upcoming workshops. Faculty who'd like to discuss creating a workshop for their students/program can contact [David MacKinnon](#).

Date	Day	Time	Workshop	Workshop Materials
March 22	T	12pm	First-Year Series - Reading: Reading Comprehension	Download PPT
		1:00pm	First-Year Series - Process: Editing for Mechanics	Download PPT
March 24	R	2:00pm	First-Year Series - Process: Revision	Download PPT
		6:00pm	First-Year Series - Style 2	Download PPT
March 25	F	12pm	First-Year Series - Style 3	Download PPT
March 29	T	12pm	First-Year Series - Getting Started: 3/5-minute summary/essay	
		1:00pm	First-Year Series - Genre: Narrative	Download PPT
March 31	R	2:00pm	First-Year Series - Process: Peer Review	Download PPT
		6:00pm	First-Year Series - Style 3	Download PPT
April 1	F	12pm	First-Year Series - Style 4	Download PPT
April 5	T	12pm	First-Year Series - Reading: Integration/Making Connections	Download PPT
		1:00pm	First-Year Series - Genre: Critical Analysis	
April 7	R	2:00pm	First-Year Series - Process: Synthesis	

Google Hangouts



[Previous Workshops \(Recorded\):](#)

You can visit [our YouTube channel](#) to see our workshops from the spring 2016 semester so far.

DISCIPLINE CONNECTIONS

- International Relations
- Athletic Training
- Research in Community Health
- Psychology
- Nursing
- Nutrition & Dietetics



MOBILE WORKSHOPS

- Going into the classroom
 - Introductory visit
 - What the Writing Center is
 - Topic-specific
 - APA Tips for Masters in Public Health students
 - Assignment-specific
 - Writing Professionally for Nursing seniors



SOCIAL MEDIA



<https://www.facebook.com/unfwritingprogram>



NUMBERS

Post Details

Reported stats may be delayed from what appears on posts ×

Details Video



UNF Writing Center

Published by Kayla Hilliar [?] · October 29, 2015 · 🌐



917 people reached

[Boost Post](#)

👍 You, Diana Gremanis, Michael Anderson and 6 others

3 Shares 👤

👍 Like 💬 Comment ➦ Share

917 People Reached

615 Video Views

50 Likes, Comments & Shares

34 Likes	8 On Post	26 On Shares
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6 Comments	0 On Post	6 On Shares
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10 Shares	7 On Post	3 On Shares
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210 Post Clicks

37 Clicks to Play 📄	0 Link Clicks	173 Other Clicks 📄
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NEGATIVE FEEDBACK

1 Hide Post 👤 **1** Hide All Posts 👤

0 Report as Spam 👤 **0** Unlike Page 👤

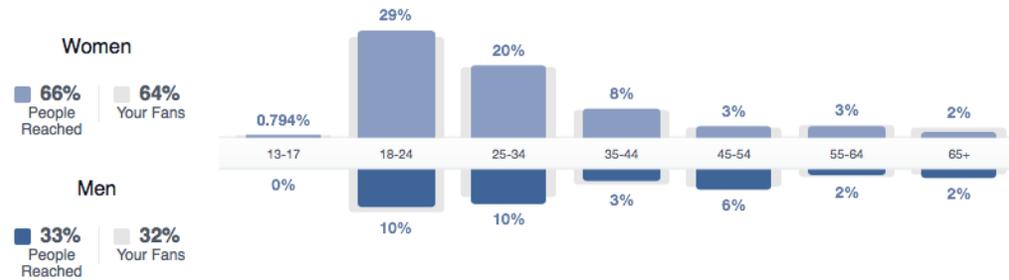


DEMOGRAPHICS

- Overview
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Videos
- People**
- Local

Your Fans **People Reached**

The number of people your post was served to in the past 28 days.

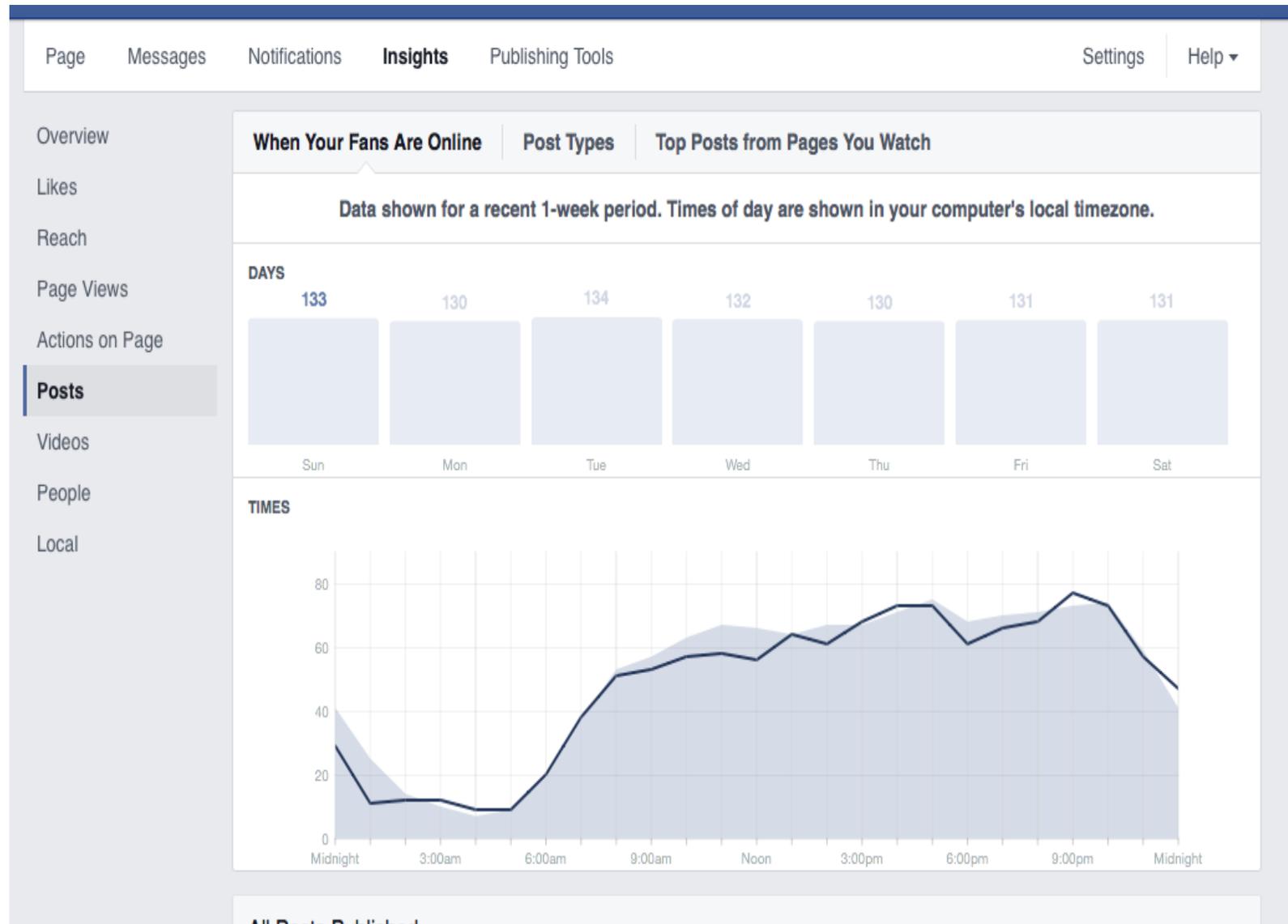


Country	People Reached	City	People Reached	Language	People Reached
United States of America	121	Jacksonville, FL	84	English (US)	118
Puerto Rico	3	Gainesville, FL	3	English (UK)	5
South Korea	1	Ponte Vedra Beach, FL	2	Spanish	2
Spain	1	Saint Augustine, FL	2	Spanish (Spain)	1
		Orlando, FL	2		
		Fish Hawk, FL	2		
		Fruit Cove, FL	1		
		St. Johns, FL	1		
		Roanoke Rapids, NC	1		
		Goldenrod, FL	1		

[See More](#)



TRACKING



DATA

All Posts Published

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/11/2016 3:37 pm	 Be safe and have fun! -Kayla			97	2 4	Boost Post
03/04/2016 9:54 am	 2016 Spring Showcase: "Electrifying English"			29	0 1	Boost Post
03/01/2016 10:12 am	 Tonight the UNF Writing Center will be talking about "How to Avo			76	1 6	Boost Post
02/28/2016 3:51 pm	 UNF Writing Center shared Valerie Kelco's photo.			55	1 3	Boost Post
02/27/2016 11:35 am	 2016 Spring Showcase: "Electrifying English"			46	1 1	Boost Post
02/22/2016 10:57 am	 Is your homework full of comments saying "comma splices", "run			12	0 0	Boost Post
02/04/2016 9:50 am	 Need help on a writing assignment?? We're open from 10am until			21	0 3	Boost Post

See More



KNOW YOUR RESOURCES

First:

- Know your staff's individual strengths and weaknesses: use your human resources
- Know the limits and possibilities of your space: consider using other spaces also
- Know your population: think as they think, not as you would want them to think, to get their attention

Then:



- Brainstorm ideas with staff: rely on your tutors
- Have more than enough ideas: create twice as many as you'll need, then pare down
- Focus topics to limit to important/central ideas: what aspect of the concept can I discuss in 5 minutes?

Also:

- Think of a seasonal or relevant theme: use holidays, noteworthy days, or event-related (such as Homecoming)
- Create topics with theme in mind: use theme in titles, graphics, decorations
- Add flair – always decorate, even minimally, encourage costumes, have drawings, give out prizes
(simple is best – the Dollar Store is your friend!)

IT'S BEEN FUN!

