The Writing Associates Program

Publicity and Outreach Coordinator Application: Spring 2016

Personal Information

Name: ____________________________
Class: ____________________________
Major (or prospective major): ________
Honors? Y / N
Email Address: ____________________
Cell Phone: ________________________

References

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Previous Campus Jobs

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Anticipated Campus Jobs and Activities Next Semester

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To apply for this position please read the attached job description and complete the following:

1. **Reference:** Please list two WAs as peer references (please notify these WAs that you are listing them as references so they are prepared if we contact them). When asked, references should be able to discuss your organizational and communication skills as well as your personal qualities as reflected in collaborative work with peers.

2. **Application letter:** In two-three pages (double spaced), please describe how you would inform and educate the college community about the work of the WA Program. What kinds of campus initiatives would you pursue, given realistic budget constraints? How would you involve WAs? Also tell us of any background you have that may have prepared you for this position.

3. **Interview:** Once we have all applications, we will e-mail to set up an interview. It is possible that there will be two interviews, one with the director and one with the current coordinators.

Completed applications are due to Tahmid Rahman (trahman1) by noon on Monday, April 11.
WA Coordinators are the student leaders of the WA Program. They have the opportunity to develop communication and leadership skills, pursue individual projects related to their personal interests, and collaborate on group projects with the WA Program Director and Assistant Director. In addition to having area-specific responsibilities, they help oversee Writing Center operation, make WA Program policy decisions, and develop WA training resources. The Publicity and Outreach Coordinator is a WA who oversees outreach on Swarthmore’s campus. Additionally, the Publicity and Outreach Coordinator serves as a liaison between the leadership team of the WA Program and both the WAs and the broader campus community in order to assess how the WA Program can best support a Swarthmore education. He or she works with the leadership team to organize and advertise workshops, plan faculty panels, and schedule speakers.

Goals:

By acting as Publicity Outreach Coordinator, this student will learn to:

- Assess campus needs for events
- Design and implement the logistics of a campus event
- Design publicity materials for events.
- Learn to strategically utilize social media to raise awareness about the Writing Program and its events.
- Design and deliver writing-related workshops.
- Learn how to engage campus peers to highlight the benefits of the writing program

As a student coordinator for the WA Program, this student will learn to:

- Apply the pedagogy learned in English 1C and through WAing experience to support the growth of writers on campus.
- Collaborate with the leadership team to assess the needs of writers at Swarthmore and help organize events to address those needs.
- Mentor WAs in training through observations, written and oral feedback, and classroom visits in the fall semester.
- Assist WAs working in the Writing Center in developing an effective reflective practice, refining their WAing approaches, and engaging with others about these issues.
- Support and participate in an on-going program through working on hiring processes, shaping and refining objectives, managing its constituent parts, and collaborating with others on special projects.
The Writing Associates Program

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**Responsibilities:**

During the semester, the Outreach Coordinator must:

- Publicize the WA Program to the College community.
- Organize, publicize, and help lead workshops for the student body on topics of writing interest.
- Develop at least one other initiative to improve student use of the WA Program each semester.
- Organize and arrange a special event including guest speakers, faculty panels, etc.
- Coordinate with other outreach coordinator to plan and facilitate at least three write-ins per semester.
- Assess the ongoing success of the outreach program and produce an end-of-semester report.

**General**

- Work as receptionist in the Writing Center one night each week from 6:30-11:30 p.m.
- Help to select new WAs, coordinators, intern, and receptionists for the year to come.
- Act as a WAIT mentor during the fall semester.
- Help Program Director, Assistant Director and other Coordinators with semester projects.
- Work as a Course WA with a reduced load.
- Help to plan and run the start-up session each semester.
- Meet once a week with WA Program Director, Assistant Director, and other Coordinators to report on progress of current projects and brainstorm new initiatives.
- Respond to emails and voicemails within one day.
- Help fill Writing Center shifts that need extra staffing (such as during finals week).

**Coordinators are expected to attend training beginning August 21, 2016. They will receive a semester stipend of $1320 for their work outside of serving as receptionist in the Writing Center. The stipend will distributed in three payments over the course of the semester and time as receptionist is paid at an hourly rate.**