

Indiana University Campus Writing Program SWOT Analysis

November 2016

Strengths:

National Visibility

- Nationally recognized program
- Excellent online resources that are used by national and international writers

Use of and production of current research that links with practice

- Philosophy and practice based in current research
- Pioneering new research of our own (e.g., our dissertation group model)
- History of innovation
- Course-specific tutoring
- Write-ins connect with national practice

Highly professionalized and diverse tutors

- Excellent, dedicated, professional tutors who have gone through rigorous training class
- Peer-to-peer mentoring system
- Diverse WTS staff
- High tutor retention rate
- Meaningful employment and professional development for tutors
- Endowment fund demonstrates appreciation of previous tutors

Highly-rated workshops delivered through CWP

High satisfaction rates from our clients

- Personalized experience for students (e.g., friendly office staff and tutors)
- Excellent relationships with many departments and faculty across campus
- Close relationship with English Department
- Dissertation groups at capacity with excellent evaluations
- Excellent evaluations of WTS services from tutees and instructors

High Efficiency and Utilization Rates

- Capacity often at 100%
- Significant number of turn-aways
- Low error rate in scheduling students

Weaknesses:

- Lack of visibility for our services
- Lack of budgetary independence

- Lack of a clear vision
- Lack of direct access to higher administrators
- Inadequate administrative support
- Outdated website that's difficult for us to update
- WTS data is sometimes missing key elements (e.g., for FLAGS)

Opportunities:

- Resources and help for multilingual writers
- Multimodal/new media composition
- "By Our WTS" can be strengthened to provide better outreach to alumni and other friends
- Online tutoring
- Writing Fellows program
- Engage assistant and newly promoted associate professors in WAC/WID initiatives
- Summer dissertation writing institutes
- Accelerated fundraising and establishment of named/endowed writing program
- New system for online scheduling and data collection will allow for more accurate and robust reporting
- Create new professional development opportunities for tutors (e.g., retreats, outside speakers, taking students to conferences)
- Benchmark our own efforts against those of other Big Ten and national writing programs
- Establishment of our own, independent space (e.g., in an on-campus house)

Threats:

- Demand likely to exceed budgetary and space constraints in the near future
- Lack of space autonomy in Wells Library
- Interruptions in WTS space undermine integrity of tutoring sessions
- Pressure to innovate for innovation's sake
- Pressure to reduce time of tutorials in Wells
- Difficulty of maintaining subject-specific tutoring with online scheduling