

**Proposal “Working Group” for the 2007 EATAW conference in Bochum (Germany)  
Communication strategies for initiating university writing centers**

In continuation of a similar discussion group at the 2005 EATAW conference in Athens, this working group provides an opportunity to discuss methods and techniques for how to define and communicate the need and educational opportunities of writing support with students, faculty/staff, and the university administration. Possible means include the HOW TO of:

- a comprehensive showcase of major research findings regarding the development of writers and writing skills,
- the analysis of writing skills in a specific field of study or profession for curriculum development,
- a need-based analysis for shaping extra-curricular writing support,
- a mission statement that shows the major goals of a writing center,
- a business plan for funding the development of a writing center,
- a plan for faculty/staff development in the field of writing pedagogy.

In connection with the topics listed above, this working group is looking for pieces of best-practice on how to present and communicate effectively the necessity of university writing centers to the university administration, faculty/staff, and students. Possible formats may include questionnaires, interviews, steering groups, on-campus publications, brown-bag lunch series, speaker series, profile description for external consultants (etc.).

In order to intensify our short meeting of 90 minutes in Bochum I would like to initiate a pre-conference exchange of ideas and materials. Anyone who is interested, please send your material by **April 15, 2007**, in PPS or PDF format to Gerd Bräuer (Writing Center, University of Education, Freiburg) at [braeuer@ph-freiburg.de](mailto:braeuer@ph-freiburg.de). Your material (which can be either in English or German) will be posted in a discussion forum of [www.zeitschrift-schreiben.eu](http://www.zeitschrift-schreiben.eu), to be commented on by the readers of this bilingual online journal until the beginning of the conference. Based on these comments, you can present your revised ideas through brief statements, posters, and handouts during our SIG session in Bochum. If you want, you can afterwards submit a full-length article about your topic for a peer/blind-reviewed publication at the above mentioned academic journal. It will be possible to continue our face-to-face conversation during the EWCA (European Writing Centers Association) conference from June 19 until 22, 2008, in Freiburg (Germany).