Reference Guides to Rhetoric and Composition

Series Editor, Charles Bazerman

REFERENCE GUIDES TO RHETORIC AND COMPOSITION Series Editor, Charles Bazerman

The Series provides compact, comprehensive and convenient surveys of what has been learned through research and practice as composition has emerged as an academic discipline over the last half century. Each volume is devoted to a single topic that has been of interest in rhetoric and composition in recent years, to synthesize and make available the sum and parts of what has been learned on that topic. These reference guides are designed to help deepen classroom practice by making available the collective wisdom of the field and will provide the basis for new research. The Series is intended to be of use to teachers at all levels of education, researchers and scholars of writing, graduate students learning about the field, and all who have interest in or responsibility for writing programs and the teaching of writing.

Parlor Press and The WAC Clearinghouse are collaborating so that these books will be widely available through low-cost print editions and free digital distribution. The publishers and the Series editor are teachers and researchers of writing, committed to the principle that knowledge should freely circulate. We see the opportunities that new technologies have for further democratizing knowledge. And we see that to share the power of writing is to share the means for all to articulate their needs, interest, and learning into the great experiment of literacy.

Existing Books in the Series

Invention in Rhetoric and Composition (2004, Lauer) Reference Guide to Writing across the Curriculum (2005, Bazerman, Little, Bethel, Chavkin, Fouquette, and Garufis) Revision: History, Theory, and Practice (2006, Horning and Becker)

Writing Program Administration

Susan H. McLeod

Parlor Press West Lafayette, Indiana www.parlorpress.com

The WAC Clearinghouse http://wac.colostate.edu/

Parlor Press LLC, West Lafayette, Indiana 47906

© 2007 by Parlor Press and The WAC Clearinghouse All rights reserved. Printed in the United States of America

SAN: 254-8879

Library of Congress Cataloging-in-Publication Data

Writing program administration / [edited by] Susan H. McLeod. p. cm. -- (Reference guides to rhetoric and composition) Includes bibliographical references and index. ISBN 978-1-60235-007-6 (pbk. : alk. paper) -- ISBN 978-1-60235-008-3 (alk. paper) -- ISBN 978-1-60235-009-0 (adobe ebook)
1. English language--Rhetoric--Study and teaching--United States. 2. Report writing--Study and teaching (Higher)--United States. 3. Writing centers--Administration. I. McLeod, Susan H. PE1405.U6W757 2007 808'.0420711--dc22

2007009454

Series logo designed by Karl Stolley. This book is printed on acid-free paper.

Parlor Press, LLC is an independent publisher of scholarly and trade titles in print and multimedia formats. This book is available in paperback, cloth, and Adobe eBook formats from Parlor Press on the World Wide Web at http://www.parlorpress.com. For submission information or to find out about Parlor Press publications, write to Parlor Press, 816 Robinson St., West Lafayette, Indiana, 47906, or e-mail editor@parlorpress.com.

The WAC Clearinghouse supports teachers of writing across the disciplines. Hosted by Colorado State University's Composition Program, it brings together four journals, three book series, and resources for teachers who use writing in their courses. This book will also be available free on the Internet at The WAC Clearinghouse (http://wac.colostate.edu/).

Contents

Preface	vii
Charles Bazerman	
Acknowledgments	ix
1 Introduction and Overview	3
Issues in Writing Program Administration	4
Organization and Scope of the Text	5
2 Distinctions and Definitions	7
The WPA in the Institution	7
The WPA as Unappreciated Wife	11
The WPA as Scholar	14
The WPA as Politician, Rhetor,	
Change Agent, Manager	17
The WPA as Leader 20	
3 A History of Writing Program Administration	23
The Beginnings	23
English Departments and Composition	24
The History of Rhetoric and the	
New Emphasis on English	27
Development of a Composition Underclass	31
The Pedagogy and Curricula of	
Early Composition Courses	32
The Tenacity of Current-Traditional Rhetoric	38
The Pre-Professional Period: Writing Program	
Administration up to World War II	45
The Period of Professionalization: Post World War II	58
The First Professional Organization	
for WPAs: CCCC	63
The Birth of the Council of	
Writing Program Administrators	67

The Development of WPA: The Journal of Writing	
Program Administration	76
Writing Program Administration in the	
Twenty-First Century	78
4 Current Issues and Practical Guidelines	80
Curriculum	81
First-Year Composition	81
Basic Writing	85
ESL and Generation 1.5 Students	87
Articulation	88
Beyond First-Year Composition	88
Pedagogy	89
Assessment and Accountability	92
Overviews	92
Placement	94
Proficiency	95
Program Assessment	96
Staffing, Staff Development, and Evaluation	<i>98</i>
Administrative and Professional Issues	100
5 Glossary	105
6 Practical Resources for Writing Program Administrators:	
A Selected Bibliography	114
Anne Whitney	
General Resource Guides/Overviews	114
Curriculum and Pedagogy	117
Assessment and Accountability	120
Staffing and Staff Development	124
Administrative and Professional Issues	128
Notes	132
Works Cited	136
Index	153