

**WriteAway Online Writing Support: Actions & Achievements 2022**



## Message from the Chair

While the pandemic continues to have ripple effects in post-secondary delivery of education and student support, WriteAway remains a constant. Students continue to seek online assistance with their assignments through WriteAway, and express deep appreciation for the help they receive. Through surveys students tell us they apply WriteAway feedback not only to the assignment they submitted but also to new assignments, indicating their growth as academic writers - a key goal for WriteAway.

As we approach the ten-year anniversary of WriteAway's launch, I want to share my thanks to the many participating institutions and dedicated service providers that make WriteAway such a valuable source of support for students.

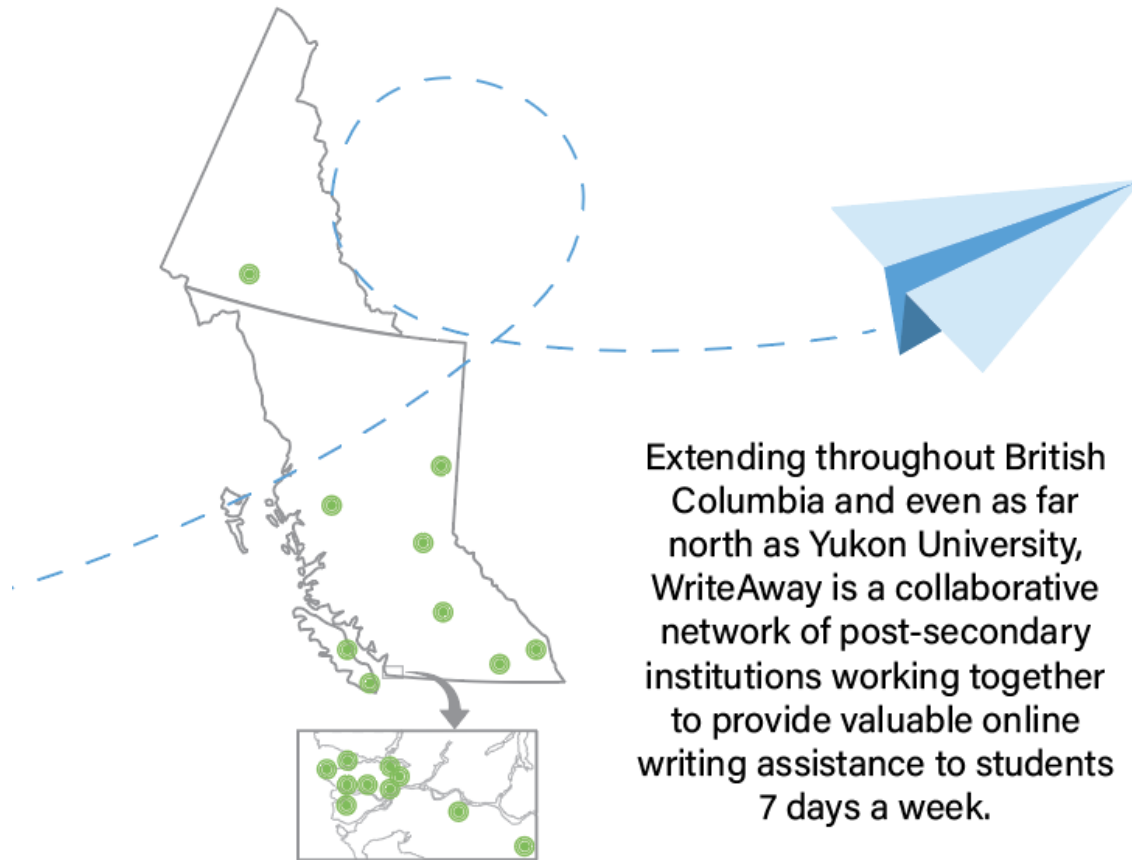


### **Donna McGee-Thompson**

Head, Student Learning Commons  
Simon Fraser University  
WriteAway Advisory Committee Chair

## Quotes from WriteAway Users:

- “Response time was fast. I appreciated that. Tips and suggestions have improved the quality of my assignment.” Northern Lights College Student
- “Found the entire process exceptionally easy and will definitely be doing this again! Thank you all for your time and efforts; really beneficial to furthering my writing skills.” British Columbia Institute of Technology Student
- “...The links and suggestions provided helped me learn how I can improve my writing for future assignments.” Simon Fraser University Student
- “It was really nice to get not only some notes about improvements, but also compliments about the strengths of my work! Thank you.” Kwantlen Polytechnic University Student



## 2022 Achievements

### Implemented Member-Focused Improvements

WriteAway launched new tools and processes to better support member institutions. Improvements included:

- Developing a self-serve model for statistics; institutional coordinators are now able to retrieve student usage stats and tutor response data that best suits their needs.
- Creating the WriteAway Coordinator Service Manual to provide operational guidance for the WriteAway Coordinator and Administrative Centre
- Producing new promotional materials that institutions can use to raise awareness of WriteAway on campus and on social media.
- Launching a “WriteAway Tip of the Month” email campaign directed at institutional coordinators to provide suggestions for promoting WriteAway.

## **Enhanced Service Provider Training**

In response to feedback, service provider training was enhanced in several ways:

- Reduced live orientation session from 3.5 hours to a 2-hour session that focuses on service procedures and asynchronous responses.
- Introduced an interactive workshop on using the WriteAway software to respond to submissions and troubleshoot common issues.
- Developed 10-minute videos focused on the core concepts of training as an alternative to uploading lengthy recordings of the live session.

## **Bolstered the Service**

WriteAway received \$30,000 in bridge funding from the Ministry of Post-Secondary Education and Future Skills to bolster the service for the next two years as WriteAway responds to increased usage due to the COVID-19 pandemic. With the funding, WriteAway hired a part-time writing tutor to bridge gaps in staffing hours over the weekends and reduce the demand for auxiliary hours during peak submission periods. Funding was also used to assist institutions that were formerly unable to meet staffing expectations join the service.

As the WriteAway Administrative Centre underwent a lengthy HR process to search for a new coordinator, temporary administrative support was hired to keep scheduling, training, and outreach on-track throughout the year.

## **Facts and Figures: In 2022...**

- 6,041 student writing assignments received feedback from WriteAway tutors.
- 20 institutions in two provinces and one territory participated in WriteAway.
- 78 qualified tutors from participating institutions provided assistance.
- 4.6 out of a top score of 5 was the typical “helpfulness” rating that students gave their WriteAway experience (based on exit survey responses).

## WriteAway Financials

Thanks to collaborative software licensing, staffing, administration, and governance, WriteAway helps BC, the Yukon, and Alberta's post-secondary sectors avoid more than \$370,000 in costs.

<b>Revenue</b>	<b>2021/22 Actual</b>	<b>2022/23 Projected</b>
Partner Institution Support Fee	\$57,021	\$65,307
BC ELN Contribution	\$10,000	\$10,000
Ministry Bridge Funding - Year One	n/a	\$15,000
Miscellaneous (Carryforward, marketing, etc.)	\$9,897	\$12,494
<b>Total</b>	<b>\$76,918</b>	<b>\$102,801</b>

<b>Expenditure</b>	<b>2021/22 Actual</b>	<b>2022/23 Projected</b>
Staffing and Coordination Infrastructure	\$55,217	\$66,270
Administration/Communication/Governance/Marketing	\$490	\$1,107
Software and Technical Infrastructure	\$8,850	\$11,538
<b>Total</b>	<b>\$64,557</b>	<b>\$78,914</b>

WriteAway Revenue over Expenditure (Carryforward): 2021/22 Actual Carryforward: \$12,361. 2022/23 Projected Carryforward: \$23,887 (Note: 2022/23 carryforward due to delay in hiring replacement WriteAway Coordinator.)

## A Look Ahead to 2023

- WriteAway will complete the process of hiring a new Coordinator to oversee and manage the service at the Administrative Centre.
- WriteAway will undergo action planning to determine what activities to prioritize in the coming years.
- WriteAway Advisory Committee Terms of Reference will be updated to ensure alignment with service host BC ELN and BC ELN's other service areas.
- WriteAway will celebrate 10 years! The Advisory Committee will discuss how to celebrate the occasion.