

MindTap[®]

Tap into the **personalized** teaching experience.

Create your course using familiar tools—like YouTube, Google Docs, and Evernote—woven into vetted instructional content. Engage your students with multi-modal assignments that move composition off the page and into the real world. Track more than just the grade with a progress app that shows student engagement and time in course. MINDTAP FOR COMPOSITION creates real writers using everyday tools, and helps you teach your course, for your students.

Easily set your course

Add videos, web links and your own content directly into the learning path or eBook, and edit, rearrange, hide, or delete content to match your course.

Elevate thinking

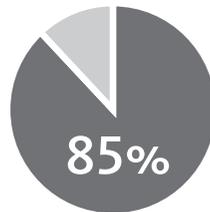
Each section includes multimodal activities that ask students to think critically about images, videos, websites and more to further engage them in the writing process.

Promote better outcomes

A visual dashboard fueled by powerful analytics tracks learner engagement and class progress, while empowering students with information on where they stand, and where they need to focus.



85% of instructors felt that MindTap contributed to student learning outcomes.



"MindTap meets students in the fully digital age in which they live, tapping into their needs and interests, while giving instructors freedom and flexibility to customize courses to fit their needs and interests, too."

Christa Raney,
Instructor at University
of North Alabama

The logo for Cengage Learning Engagement Services, featuring a stylized 'C' and 'L' inside a circle, with the text 'CENGAGE Learning' and 'ENGAGEMENT SERVICES' below it.

Digital Course Support

Effectively introducing digital solutions into your classroom—online or on-ground—is now easier than ever.

When you adopt from Cengage Learning, you have a dedicated team of Digital Course Support professionals, who will provide hands-on, start-to-finish support, making digital course delivery a success for you and your students.

Learn more at:
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Visit us online for complete information or to explore a demo at:
www.cengage.com/demo/mindtap/english or call us at: 1-800-423-0563



CONGRATULATIONS TO THESE AWARD WINNERS & WPA SCHOLARS!

The WPA Outcomes Statement—A Decade Later

Edited by Nicholas N. Behm, Gregory R. Glau, Deborah H. Holdstein, Duane Roen, and Edward M. White

Winner of the Best Book Award, Council of Writing Program Administrators (July, 2015)

GenAdmin: Theorizing WPA Identities in the Twenty-First Century

Colin Charlton, Jonikka Charlton, Tarez Samra Graban, Kathleen J. Ryan, & Amy Ferdinandt Stolley

Winner of the Best Book Award, Council of Writing Program Administrators (July, 2014)

Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers

Bump Halbritter

Winner of the Distinguished Book Award from Computers and Composition (May, 2014)

NEW RELEASES

First-Year Composition: From Theory to Practice

Edited by Deborah Coxwell-Teague & Ronald F. Lunsford. 420 pages.

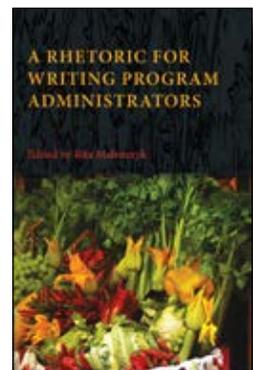
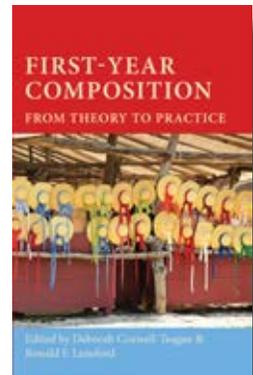
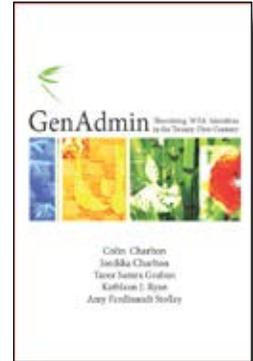
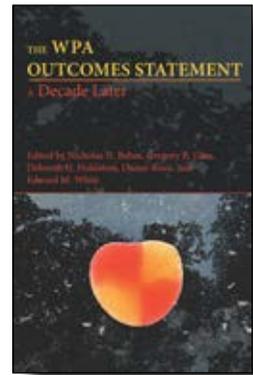
Twelve of the leading theorists in composition studies answer, in their own voices, the key question about what they hope to accomplish in a first-year composition course. Each chapter includes sample syllabi.

A Rhetoric for Writing Program Administrators

Edited by Rita Malencyk. 471 pages.

Thirty-two contributors delineate the major issues and questions in the field of writing program administration and provide readers new to the field with theoretical lenses through which to view major issues and questions.

www.parlorpress.com



NC STATE
UNIVERSITY



Master's-Level Study in Rhetoric and Composition at NC State

NC State's Master of Arts in English offers a concentration in Rhetoric and Composition that provides focused study of writing and literacies, the teaching of writing, and the role of persuasive language in academic disciplines, professional and civic life, and culture at large. The concentration offers a flexible curriculum, a nationally recognized faculty, and an award-winning GTA program.

Our MA program is situated in a vibrant intellectual community that also includes an MS degree in Technical Communication, an interdisciplinary Graduate Certificate in Digital Humanities, and an interdisciplinary PhD in Communication, Rhetoric, and Digital Media. Collaboration among these programs yields a rich mix of faculty and student interests and expertise. MA Rhet/Comp students gain a firm theoretical foundation in both composition and rhetoric and also have opportunities to study such areas of interest as

Composition research and pedagogy | Writing and new media
Experimental and multimodal composing | Writing across the curriculum
Rhetorical history and criticism | Sociolinguistics
Professional writing | Scientific and technical communication
Writing program administration

Faculty in Writing and Rhetoric

Chris Anson | Helen Burgess | Michael Carter | David Covington | Stan Dicks | Huiling Ding
Casie Fedukovich | Susan Katz | Hans Kellner | Ann Penrose | Stacey Pigg
David Rieder | Jason Swarts

Learn more at <http://english.chass.ncsu.edu/graduate/ma/rhetcomp/>

NC State. Think and do.

Announcing the Eleventh Biennial Thomas Watson Conference on Rhetoric and Composition
University of Louisville, 20-22 October 2016

Mobility Work in Composition: Translation, Migration, Transformation

This conference will explore the relevance of diverse notions of mobilities for the work of rhetoric and composition (as a discipline, form of labor, and profession). We ask how mobility is and might be worked—theorized, activated, researched, experienced, imagined—in our teaching, scholarship, and program administration, with what effects, for whom and on whom. Participants might pursue such questions as:

- What models of mobility might we advance for what kind of work, and why?
- How might we usefully distinguish among the kinds of mobility experienced and exercised by differently positioned actors in our field?
- In what ways might mobility get taken up in practices and rhetorics of activism in engagements across divides of institution, discipline, program, location, and language?
- How might theories of mobility in knowledge, meaning, and identity contribute to or revise our approaches to translation, transfer, and genre and such matters as form, medium, text, and stance?
- How might we better conceive of and engage the movement of knowledge across boundaries of disciplines, programs, institutions, and routes of production, circulation, reception, execution?
- How might the problematics of knowledge mobilization contribute to or help us better grasp composition's perduring history of poor working conditions and low disciplinary status?
- How does mobility challenge dominant conceptions of and commitments to identities of ethnicity, gender, sexuality, race, class, language, ability, nationality, profession, and place? In what ways might we conceive of and pursue, or resist and challenge, mobilizations of identity in and through our composing, teaching, administration, and research practices?
- How do or might digital and other technologies shape and afford forms of mobility in composition, of what kind, for whom, and to what effect?

The conference will feature Anis Bawarshi, Christiane Donahue, Eli Goldblatt, Carmen Kynard, Rebecca Lorimer Leonard, John Scenters-Zapico, Jody Shipka, and Scott Wible.

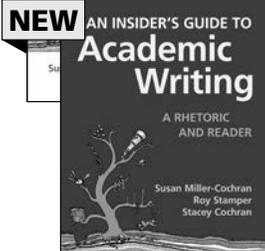
Deadline for submitting proposals is March 1, 2016, with responses sent by May 1, 2016. More information is available at the conference website (<http://www.watsonconference.com>). If you have any questions, please contact Bruce Horner at watson@louisville.edu.

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A revolutionary approach to writing in the disciplines



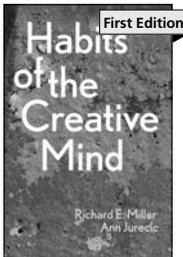
An Insider's Guide to Academic Writing

Susan Miller-Cochran, *University of Arizona*
Roy Stamper, *North Carolina State University*
Stacey Cochran, *University of Arizona*

Available as a **Rhetoric** or **Rhetoric and Reader**

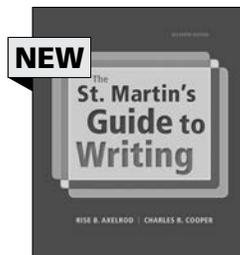
An Insider's Guide to Academic Writing prepares students to use a rhetorical lens to adapt to the academic writing tasks of the full range disciplinary discourse communities they will enter. Its proven pedagogy is based on the best practices of a first-year composition program honed over years of teacher training and student success. The text also features unique Insider's video interviews with scholars and peers that can be found in Launchpad Solo for *An Insider's Guide to Academic Writing*.

Open students' minds
to thinking creatively
and writing critically



Habits of the Creative
Mind, First Edition

The guide you
trust to build a
solid foundation



The St. Martin's Guide to
Writing, Eleventh Edition

Argument in the real
world: visual, current,
and compelling



Everything's an Argument with
Readings, Seventh Edition
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For fresh ways to teach literature and creative writing, the Macmillan English Community also offers *LitBits*—hosted by a growing team of instructors, poets, novelists, and scholars!



Students find help. You see progress.



Writer's Help 2.0 for Hacker Handbooks

writershelp.com/hacker

Diana Hacker, late of Prince George's Community College

Stephen A. Bernhardt, University of Delaware

Nancy Sommers, Harvard University

Writer's Help 2.0 for Lunsford Handbooks

writershelp.com/lunsford

Andrea A. Lunsford, Stanford University

Available in versions based on either the Hacker or Lunsford handbooks, *Writer's Help 2.0* combines "the simplicity and usability of Google" (according to one student) with trusted content and instruction that free online resources lack. Using smart search, students get expert advice quickly, whether for coursework or their own writing. Assignment and tracking features make it easy for instructors and administrators to monitor student progress individually, as a class, or program-wide.

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Our Pedagogy & Practice website is under construction!



We're revamping our popular Pedagogy & Practice Digital Resource Gallery to be more relevant, searchable, and engaging.

Check with us in the spring for content by rockstar teachers, showcasing best teaching practices, grown from and grounded in contemporary theory.

CAN'T WAIT TO LEARN MORE?

Contact Ali Arnold (allison.arnold@pearson.com) or visit www.pearsonhighered.com/english for more information.

Extending an invitation to join the Council of Writing Program Administrators

The Council of Writing Program Administrators offers a national network of scholarship and support for leaders of college and university writing programs.

Membership benefits include the following:

- A subscription to *WPA: Writing Program Administration*, a semi-annual refereed journal
- Invitations to the annual WPA Summer Workshops and Conferences
- Invitations to submit papers for sessions that WPA sponsors at MLA and CCCC
- Participation in the WPA Research Grant Program, which distributes several awards, ranging from \$1000 to \$2000
- Invitations to the annual WPA breakfast at CCCC and the annual WPA party at MLA
- Information about the WPA Consultant-Evaluator program

ANNUAL DUES

Graduate Students: \$20

Not on Tenure Track: \$20

Regular: \$40

Sustaining (voluntary): \$60

Library: \$80

To JOIN

Visit us online at <http://wpacouncil.org/membership> or send your name, address, email address, institutional affiliation, and dues to

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Council of Writing Program Administrators

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