



**Keiser Writes: Enhancing Student Writing  
Keiser University  
Quality Enhancement Plan**



### **QEP Topic Development**

Keiser University's faculty proposed various topics to serve as Keiser University's QEP. These topics were prioritized into five that were further developed for presentation to the entire University community during the 2005 Faculty Convocation. The faculty then voted on the topic they believed would most help students learn. A post-convocation web-based faculty survey administered by the Department of Academic Affairs, showed that faculty was most interested in developing student writing. The need for this topic reflected both anecdotal evidence provided by faculty perceptions of student writing and by student learning outcomes in various English courses.

### **QEP Mission**

The QEP is a value-added learning experience designed to increase students' opportunities for academic, professional, and personal success. The Department of Academic Affairs conducted faculty training to implement a baseline data collection for all students enrolled in English Composition I, American Literature, and Psychology. The baseline collection phase produced a large sample of student writing in order to serve as a benchmark for improvements. The goals of the QEP are *to strengthen student writing through the establishment of a university-wide writing center and to help students grasp the centrality of good writing to their careers and academic endeavors.*

### **Strategy**

The strategies of the QEP are determined by the QEP Leadership Committee, which consists of senior faculty, librarians, deans, and academic administrators. The Committee will examine both student writing and student perceptions of their writing to determine the need for expanding either the on-site or online writing studio. The institution will initially implement Keiser Writes Evaluation Surveys in English Composition I, Introduction to Psychology, and American Literature courses to assess student writing perceptions. Also assessed will be student ability to differentiate between higher order and lower order writing concerns (such as organization vs. punctuation) on Keiser Writes Evaluation Surveys. Student ability will be assessed to identify at least one writing concept learned during a writing consultation on a Post-Session Evaluation Form. The University will then assess the level of student writing through pre-post test essays graded by faculty trained in the application of a standardized writing evaluation rubric.

### **Expected Outcomes**

The University expects the QEP to provide a value-added experience for students in the enhancement of their writing. The learner-focused goals and objectives of this plan are consistent with Keiser University's mission to provide students with career-focused education in which writing skills are foundational. The plan emulates Keiser University's "Students first!" motto, as it provides its students with a strong academic support system designed to assist them with their writing skills.

### **Contact**

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