

**PHENND & Philadelphia Writing Program
Administrators**

2011 Annual Conference

**Writing *in* Service, Writing *for*
Service**

Friday, February 25, 2011

La Salle University



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Director

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K-16 Partnerships Coordinator

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Dr. Ira Harkavy
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Netter Center for Community Partnerships
University of Pennsylvania

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Geography and Urban Studies
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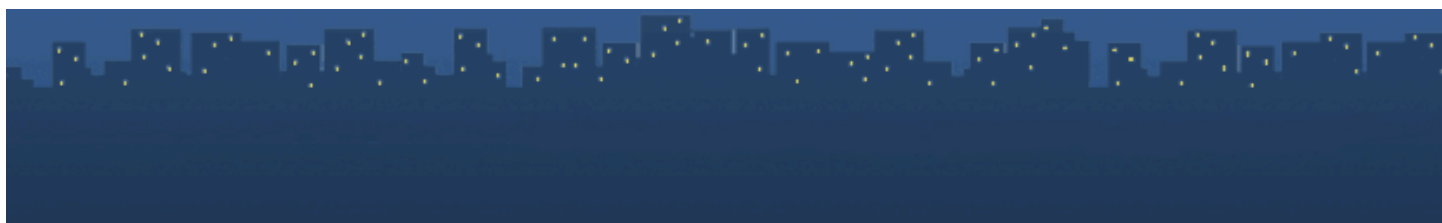
Dr. Marcine Pickron-Davis
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Initiatives
Widener University

Dr. Suzanne Rocheleau
Associate Dean, Pennoni Honors College
Drexel University

Dr. Virginia Johnson
Director, Faith-Justice Institute
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PHENND

The Philadelphia Higher Education Network for Neighborhood Development (PHENND) is a consortium of 34 colleges and universities in the greater Philadelphia area. PHENND works to build the capacity of its member institutions to develop mutually beneficial, sustained, and democratic community-based service-learning partnerships. The consortium actively seeks to revitalize local communities and schools and foster civic responsibility among the region's colleges and universities.

Higher educational institutions can function as permanent anchors and partners for community improvement. Moreover it is deeply in their interests to do so; their futures are intertwined with that of their neighborhoods. PHENND provides a vehicle for coordinating and, where appropriate, combining the efforts of higher eds so that they can make a significant contribution to improving the entire Philadelphia region.

Philadelphia Writing Program Administrators

The Philadelphia Writing Program Administrators (PWPA) is a coalition of college writing program and writing center directors in eastern Pennsylvania, New Jersey, and Delaware.

Our purposes are to sponsor faculty development events for area writing teachers, provide advocacy for members on a broad range of issues related to the teaching of writing, and catalog information about member writing programs and writing centers.





Steve Parks, Ph.D.

Steve Parks is an Associate Professor of Writing and Rhetoric at Syracuse University. His research focuses on the ways in which community/university partnerships can support local movements for literacy and economic rights. His publications include *Class Politics: The Movement for a Students' Right To Their Own Language* and *Gravyland: Writing Beyond the Curriculum in the City of Brotherly Love*. He is also Editor of *Reflections: A Journal of Writing, Service Learning, and Community Literacy* (reflectionsjournal.net) as well as Executive Director of New City Community Press (newcitypress.org). Currently, he is working in the Westside of Syracuse to support the development of a Gifford Street Community Press (giffordstreetcommunitypress.org), a literacy project supporting efforts to organize grassroots democratic politics in the neighborhood.

Acknowledgments

PHENND & PWPA would like to thank the following individuals and organizations for helping make this conference a success.

- Learn and Serve America for its financial support of this conference;
- Bedford St. Martins for its financial support of this conference;
- Jaime Longo, Louise Giugliano and the entire La Salle University community;
- Keynote speaker Dr. Steve Parks; and
- All of our many workshop presenters.



JoAnn Weinberger

President & Executive Director, Center for Literacy

JoAnn Weinberger is president/executive director of the Center for Literacy (CFL). She serves as Chief Executive Officer of CFL, a member of the Board of Trustees and its Executive Committee. As such, she is responsible for developing the resources of the agency; carrying out all directions and resolutions of the Board of Trustees; networking CFL's activities with appropriate local, state, and national programs and activities; and insuring compliance with all local, state, and federal laws, regulations, and contractual obligations. As vice-chair of the Pennsylvania Interagency Coordinating Council on ABLE and legislative chair of the Pennsylvania Association of Adult Continuing Education, JoAnn provides leadership to the adult education community on legislation, policy development, and advocacy. JoAnn is also chair of the Youth Council's Out of School Youth Committee. JoAnn received her BS in Elementary Education from Ohio State University and her MA in Educational Psychology from the University of California, Berkeley.

Dr. Nancy Hopkins-Evans

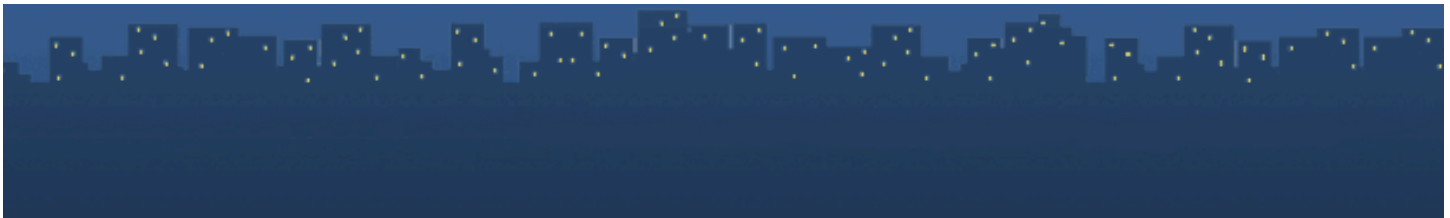
Nancy Hopkins-Evans is a scientist with a passion and commitment to public education as a proud graduate of Overbrook High School in West Philadelphia. After obtaining undergraduate and graduate degrees in chemistry and biological chemistry respectively, she spent three years at the University of Pennsylvania and Merck Pharmaceuticals developing her research ideas from 1994 - 1997. In 1997 she joined the chemistry faculty at Rutgers University – Camden where she was able to combine her passion for science and education with a particular focus on engaging undergraduates in basic science research. Sensing a need for change and a new challenge, she contacted CEO Paul Vallas of the School District of Philadelphia with the hopes of finding an avenue to give back to her public school system; she was instead offered a job as Director of High School Curriculum in the Office of Secondary Education. She is currently Special Assistant to the Deputy Superintendent at the School District of Philadelphia.

Catie Wolfgang

Catie C. Wolfgang is the Chief Service Officer for Philadelphia Mayor Michael A. Nutter and directs the Mayor's Office of Civic Engagement and Volunteer Service. Ms. Wolfgang is a proud alumna of the Jesuit Volunteer Corps. Her career includes teaching middle school students in West Philadelphia, high school students in Japan, and college students at Temple University. Between 2001 and 2009, Ms. Wolfgang served as Associate Director of the University Community Collaborative of Philadelphia at Temple University where she developed and directed a range of youth leadership development programs and community partnership initiatives. Just prior to taking the position of Chief Service Officer, Ms. Wolfgang worked in Mayor Nutter's Office of Education as the Higher Education Assistant. She also has extensive experience in the field of museum education, serving in a range of capacities at the Philadelphia Museum of Art, the National Liberty Museum, the Boston Children's Museum and the Herbert Fisk Johnson Museum of Art in Ithaca, New York. She currently sits on the boards of the Saint Katharine Drexel Project and Students Run Philly Style.

Dr. Rebecca Ingalls

Rebecca Ingalls, Ph.D. is an assistant professor in Drexel University's Department of English and Philosophy, where she specializes in composition and rhetoric. She is also co-chair of the PWPA. Her work may be found in *The Review of Education, Pedagogy, and Cultural Studies*; *POROI*; and the *Journal of Teaching Writing*. It is forthcoming in the *Journal of Popular Culture*.



8:15 AM Registration & Continental Breakfast (Dunleavy Room, Union Building)

9:00 AM Welcome and Opening (Dunleavy Room, Union Building)

9:20 AM Opening Panel (Dunleavy Room, Union Building)

Literacy for Life: The State of the Region

- JoAnn Weinberger, Center for Literacy
- Dr. Nancy Hopkins-Evans, Deputy Superintendent's Office, School District of Philadelphia
- Catie Wolfgang, Mayor's Office of Civic Engagement and Volunteerism
- Dr. Rebecca Ingalls, Drexel University, Moderator

10:20 AM Break

10:30 AM Workshop Series I

- Positive Minds: Grassroots Methods for Entering into Under-served Communities to Encourage Media Literacy as a Tool for Social Change
- Writers Matter: Empowering All Learners
- Service-Learning Evaluation: From Capacity-Building to Results
- Community Math Circles

12:00 PM Lunch & Keynote Speaker (Dunleavy Room, Union Building)

Dr. Eli Goldblatt, Temple University, Introduction

Dr. Steve Parks, Associate Professor of Writing and Rhetoric, Syracuse University

1:45 PM Workshop Series II

- Building Relationships that Last at a Community Writing Center
- Reflective Writing and Academic Service Learning through the Lens of Intersubjectivity Theory
- Service-learning as pedagogy for literacy and social competence
- Human Rights Literacy

3:00 PM Break

3:15 PM Workshop Series III

- Using Media Production for Research & Community Engagement: The Case of Senior Projects
- Pre-, In- and "Post-" Service Teachers Collaborating toward Literacy Development
- Embedding Financial Education into ABLE Curriculum
- Work Scripted: Reflecting to Define our Work
- PWPA General Meeting

4:45 PM Wrap-Up (Dunleavy Room, Union Building)



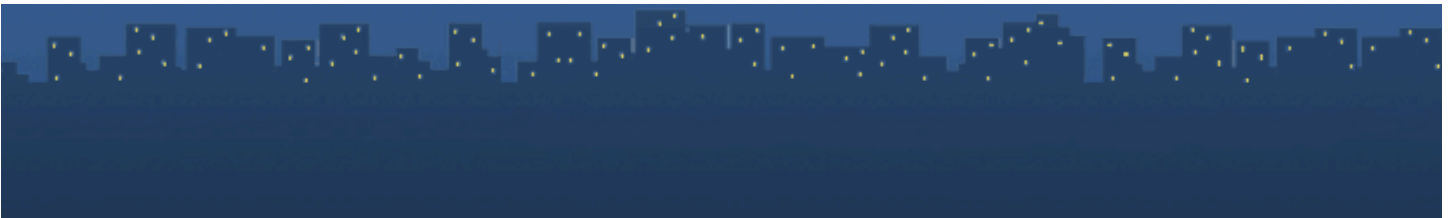
Workshop Series I: 10:30-11:45 AM

Positive Minds: Grassroots Methods for Entering into Underserved Communities to Encourage Media Literacy as a Tool for Social Change presented by Jeannine Cook, Positive Minds (Room: Union 308)

Positive Minds highly interactive media literacy workshop takes participants on an experiential journey practicing non-invasive techniques for entering into “new” communities while teaching media literacy. While the workshop provides grassroots methodology to identify and engage literacy practices in under-served communities, it also encourages the use of media literacy as a tool for social change within these communities. Through this workshop participants will not only collaborate on their own media projects, but will simultaneously discover key language and cultural competencies to help when implementing programming in urban communities.

Writers Matter: Empowering All Learners presented by Dr. Robert Vogel, Dr. Marjie Allen, Jessica Oपालlo, Angela Pressley, Alice Scottid'antuono, La Salle University (Room: Union Music Room)

Writers Matter - Join us as we explore innovative ways to honor, challenge and develop the student's powerful inner voices through writing. Experience innovative multiple entry point strategies that encourage middle level students to write about their lives. Based on Erin Gruwell's Freedom Writers Diary, this writing/literacy initiative for middle level and recently released book - Voices of Teens: Writers Matter and how is currently being implemented in 12 schools with 1000 middle school students. Our program is a partnership which joins middle school students and teachers with La Salle faculty and La Salle students. It has a double focus--empowering middle school kids through journal writing, digital stories and mural arts while teaching them writing skills. We accomplish this through ongoing workshops for teachers and mentoring for students. The presentation will show how these various components of the program work together. In particular, we will highlight the teacher training and mentoring process, the reflective instrument used by La Salle student mentors, and, most important, the amazing work of middle school writers in Philadelphia. So, come and meet all the players- mentors, students and teachers.



Service-Learning Evaluation: From Capacity-Building to Results presented by Stephanie Lerner, Netter Center for Community Partnerships, University of Pennsylvania (Room: Union 312)

How do you build evaluation into service-learning and community service office programs? Evaluation is an often over-looked but important aspect to service-learning. From internal planning, grant reporting, institutional research, and an era that embraces data, determining the best way to collect and utilize data can be both challenging and rewarding. This workshop will discuss the basics of evaluation and how to incorporate it into a service-learning and civic engagement office at an institution of higher education. Data collection and management techniques, defining focus areas and outcomes, and how to measure outcomes will be addressed. Best practices will be shared and participants are encouraged to participate through sharing stories, ideas, and questions.

Community Math Circles presented by Dr. Peter Appelbaum, Arcadia University (Room: Union 310)

Math Circles bring intergenerational communities together through math-based projects in order to make an impact in the world. After a brief description of several different types of math circles, workshop participants will formulate an initial math-circle plan for a particular community, and strategize how to identify and recruit potential sponsors' support and participation. Mathematical literacy, writing and videography will be discussed.

Workshop Series II – 1:45-3:00 PM

Building Relationships That Last at a Community Writing Center presented by Rachel Loeper, Mighty Writers and Darcy Luetzow, Tree House Books (Union 308)

Learn about Philadelphia-based community writing centers Mighty Writers in South Philadelphia and Tree House Books in North Philadelphia. Participants will learn about the importance of such centers as a "third space" for youth that is neither home nor school, what relationships are involved in a community writing center, and some tips for making those relationships work. Finally, we'll discuss logical partnerships with colleges, universities and other local stakeholders. Tree House Books' Executive Director Darcy Luetzow and Mighty Writers' Program Director Rachel Loeper will share strategies that have worked and ones that haven't – and provide opportunities for you to get involved!



Reflective Writing and Academic Service Learning through the Lens of Intersubjectivity Theory presented by Dr. Arlene Dowshen and Dr. Kathryn Healy, Widener University (Room: Union Music Room)

Often when confronted with new and different situations students' awareness of their separateness from others are initially heightened. Uncomfortable, "off-balance" feelings and thoughts relating to race, class and gender often occur and the students' early writings are reflective of this unsettled awareness. Intersubjectivity theory (Stolorow, 2002) examines the mutuality of the psychotherapeutic process. The conference presenters will illustrate the relevance of this theory to service-learning through the writings of students. Orange (1995) identifies this as "perspective realism". In examining students' writing we have observed the repetition of certain themes. Our presentation will discuss these themes and relate them to the theory of Intersubjectivity. We hope that this approach will offer conference participants a new framework for studying the importance of the writing process in academic service-learning.

Service-learning as pedagogy for literacy and social competence presented by Kyra Atterbury, Kimberly Kirn, Monica Lyons-Jones, and Pam Prell, Need in Deed; Kelly Ann Coughlin, Warren G. Harding Middle School; Kathleen Wainwright, Heston Academics Plus School; and Celeste Rodriguez, Grover Washington Jr. Middle School (Room: Union 310)

Can service-learning bring real world content and social and emotional skill-building to literacy and writing courses? Yes! Come hear from a panel of School District of Philadelphia teachers who use service-learning projects to accomplish both these goals. Listen to "tales from the field" and learn new strategies that are applicable across educational contexts and student populations.

Human Rights Literacy presented by Ellen Firestone, Greater Philadelphia Cares (Room: Union 312)

Human Rights Literacy is essential if people are to effectively serve. Understanding the Universal Declaration of Human Rights and then choosing to promote or protect the rights a person is most passionate about will give an individual a more purposeful service experience. This workshop will provide participants with an education of the Universal Declaration of Human Rights. Participants will also have time to journal which of the 30 rights they feel most strongly about and then will be provided with ways they can



serve in those areas.

Workshop Series III – 3:15-4:30 PM

Work Scripted: Reflecting to Define Our Work presented by Brandi Jeter, Education-Works (Room: Union 308)

Learn how writing and practitioner inquiry can help you to define yourself as a professional and strengthen your work with youth. In this interactive workshop, you will learn creative ways to honestly reflect on your work and its impact!

Using Media Production for Research & Community Engagement: The Case of Senior Projects presented by Natalia Smirnov, University Community Collaborative of Philadelphia, Temple University (Room: Union 312)

Research projects are intended as an exciting opportunity for self-motivated learning and critical thinking, but too often result in students struggling to superficially reproduce an essay formatting standard and deliver a bulleted power-point presentation. Philadelphia's high school requirement of the "Senior Project" allows students to spend an entire academic year exploring a topic of their choice. What are the educational goals of the "multidisciplinary essay" and how does the learning experience change when students are given an opportunity to produce a media project instead of (or in addition to) a traditional written essay? This workshop will provide examples of how a university-based youth leadership program used video production to develop media literacy and support student-driven research and critical analysis through their senior projects. Using examples of student work and reflections on the production process, this workshop will discuss the many benefits of using a community-based, collaborative media production model for student research, including community engagement, personal growth and development of empathy. This workshop will also address potential challenges of the model and how it can be applied in different learning settings.

Pre-, In- and "Post-" Service Teachers Collaborating toward Literacy Development presented by Dr. Hannah Ashley, West Chester University (Room: Union 310)

This conference session will address the insights and recommendations of these two organizations through a presentation on Writing Zones 12.5 (www.writingzones.net) .



The WZ program brings together university students, most of them pre-service English teachers, to working as writing center mentors with secondary students, many of them first in their families to consider higher education. This program also provides the university students with hands-on “clinical” experience in secondary classrooms. The current collaboration, between West Chester University and Kennett High School, provides service throughout the school day and partially after-school, as well as special programs during the summer, focusing on developing students as writers in in-school contexts, as well as supporting authentic out-of-school literacies.

Embedding Financial Education into ABE Curriculum presented by Kelly Binder, Pathways PA (Room: Union 301)

Many students in adult education struggle to make ends meet. In this workshop, we will discuss the meaning of self-sufficiency and how it impacts our students. Information will also be provided on how to incorporate financial education into any ABE program.

PWPA General Membership Meeting (Room: Union Music Room)

Members and prospective members of the Philadelphia Writing Program Administrators organization will meet to discuss affiliate matters and upcoming events.

Save the date for...

Service Leaders Summit 2011

Saturday, April 16, 2011
9:30AM to 4PM

Location: Drexel University

Presented by PHENND and the Center for Civic Engagement at Drexel University

The 2011 Service Leaders Summit will bring together students, nonprofit professionals and community organizers to share passionate ideas and practical skills. Whether you're a volunteer-a-holic or a service novice, the Service Leaders Summit can help you improve your toolbox for building a better Philadelphia!

The day will have different break-out sessions focusing on social issues and nonprofit skills building. There will also be an involvement fair with local nonprofits with whom you can speak to and learn about any exciting opportunities to help get involved with the organizations.

