Personal, Accessible, Responsive, Strategic
Resources and Strategies for Online Writing Instructors

Jessie Borgman and Casey McArdle
PERSONAL, ACCESSIBLE, RESPONSIVE, STRATEGIC

RESOURCES AND STRATEGIES FOR ONLINE WRITING INSTRUCTORS
The Practices & Possibilities Series addresses the full range of practices within the field of Writing Studies, including teaching, learning, research, and theory. From Joseph Williams’ reflections on problems to Richard E. Young’s taxonomy of “small genres” to Adam Mackie’s considerations of technology, the books in this series explore issues and ideas of interest to writers, teachers, researchers, and theorists who share an interest in improving existing practices and exploring new possibilities. The series includes both original and republished books. Works in the series are organized topically.

The WAC Clearinghouse, Colorado State University Open Press, and University Press of Colorado are collaborating so that these books will be widely available through free digital distribution and low-cost print editions. The publishers and the series editors are 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.

Other Books in the Series

Cheryl Geisler & Jason Swarts, Coding Streams of Language: Techniques for the Systematic Coding of Text, Talk, and Other Verbal Data (2019)
Lillian Craton, Renée Love, & Sean Barnette (Eds.), Writing Pathways to Student Success (2017)
Adam Mackie, New Literacies Dictionary: Primer for the Twenty-first Century Learner (2011)
Patricia A. Dunn, Learning Re-abled: The Learning Disability Controversy and Composition Studies (2011)
Richard E. Young, Toward A Taxonomy of “Small” Genres and Writing Techniques for Writing Across the Curriculum (2011)
Joseph M. Williams, Problems into PROBLEMS: A Rhetoric of Motivation (2011)
PERSONAL, ACCESSIBLE, RESPONSIVE, STRATEGIC
RESOURCES AND STRATEGIES FOR ONLINE WRITING INSTRUCTORS

By Jessie Borgman and Casey McArdle

The WAC Clearinghouse
wac.colostate.edu
Fort Collins, Colorado

University Press of Colorado
upcolorado.com
Boulder, Colorado
# Contents

Foreword, by Scott Warnock ........................................... vii
Abbreviations and Key Terms. ........................................... xi
Introduction ............................................................... 3
Chapter 1: Personal. .................................................... 17
Chapter 2: Accessible ................................................... 35
Chapter 3: Responsive .................................................. 51
Chapter 4: Strategic ..................................................... 71
Conclusion ................................................................. 87
Afterword, by Bill Hart-Davidson ................................... 95