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Writing Majors: Eighteen Program Profiles, by Greg Giberson, Jim Nugent, and Lori Ostergaard

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the book is too brief to explore the complexities of these factors. For instance, early in the book, Castleman suggests that students who are economically and otherwise disadvantaged often need only the right information to apply to exclusive universities – that what is holding them back is mainly a matter of the right medium and pacing for information about such matters as financial support. Elsewhere, Castleman indicates that social and cultural factors will influence these decisions, but the complexities of these factors could have been explored more deeply and perhaps have yielded more suggestions about effective communication and encouragement for these students.

Overall, this is a timely book, as concerns about enrollment and retention are on the rise at many universities. Universities cannot discuss strategies for retention, recruitment, and matriculation without more education for faculty and staff about the complex and diverse nature of potential and current students. This is an ongoing process, one that is especially important for state comprehensive universities. Such universities have a unique opportunity to transform students’ experiences of education and schooling, aid them in completing a college degree, and, in many cases, facilitate change in the trajectory of their life and career paths. Castleman’s ideas are a sufficient, helpful nudge for those of us invested in not only upholding a university mission but also acknowledging and working with the diverse backgrounds and attitudes that students bring to their education.

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To keep the diversity from becoming a distraction, each of the eighteen profiles follows a roughly similar structure. Each begins with an introduction to the program, followed by an overview and program rationale. What elements compose the program, and why was the program created? Next comes a narrative account of how the program was implemented, complete, at times, with the institutional wrangling over such details as the name of the program, the students targeted, the courses available, and the core requirements. Reflection and prospection follow as contributors consider ways individual programs have evolved and might continue to evolve. Following the conclusion is an outline of the “Major Requirements”—the number of credit hours, the core courses, the required courses, and the electives.

Such a structure provides multiple opportunities for contributors to address the issues at the heart of a writing major. They discuss the challenges of determining the requirements and course sequence. Should the program focus on a general foundation for writing, or should it offer opportunities for students to specialize in professional or creative or pedagogical areas? Contributors discuss the challenge of balancing a theoretical, liberal arts emphasis with a more practical, professional education emphasis. And, of course, the timeworn debate between literature and composition surfaces.

A more objective element within each profile is a “Table of Institutional Data” that allows the reader to compare one’s own situation to that of the program being profiled. What type of institution houses this program—private? Research? Master’s? How large is the institution—1,800 students? 18,000 students? When did the program begin—1983? 2012? How many full time comp/rhet faculty teach within the program—1? 12?

Finally, Giberson’s afterword, “Finding the Bigger Picture: What Have We Learned?” offers an especially useful heuristic comprising six questions “designed to provide a starting point for those considering proposing a new major” (243). I would argue that the heuristic—along with the eighteen profiles—provides more than a starting point for those looking to create a new major. This book will also be useful for those wanting to revisit an existing writing major in light of what peers have implemented across the country. Department chairs, writing program administrators, comp/rhet faculty, and curriculum committee members alike will find much within Writing Majors: Eighteen Program Profiles to inform the key decisions they face.

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