

Annual Goals for Learning Communities

2011-2012

Goal 1:	Enhance the marketing of Learning Communities to incoming students.
Description:	The following tactics will be employed to develop an effective marketing strategy to increase participation in Learning Communities by first-time entering freshmen. 1. Work with Josh Woods, Director of Communications to develop new avenues for marketing Learning Communities. 2. Develop banner to be displayed in GUC during SOAR sessions 3. Utilize email as a means of contact for disseminating information about Learning Communities to in-coming students.
Budget:	0.00
University Goals Supported:	1,2
Strategic Goals Supported:	
Responsibility:	Learning Community Coordinator
Participation:	N/A
Results:	Learning Community enrollments over the past three years have remained fairly stable. As a result it was determined that increased enrollment might occur as a result of a more aggressive marketing plan. During 2011-2012 a number of actions were taken to develop an effective marketing strategy to increase participation of first-time entering freshmen in Learning Communities for fall 2012. The Director of Learning Communities worked with the Director of Communications to identify avenue for the marketing of Learning Communities to this population. A Learning Community Brochure was developed to be delivered electronically to all SOAR participants during summer 2012. SOAR email addresses were utilized to disseminate information about Learning Communities to in-coming students.
Actions/Improvements:	1. The Director of Learning Communities worked with the Director of Communications to develop new avenues for marketing Learning Communities. 2. A Learning Community banner was designed and created to be displayed in GUC during SOAR sessions (see

attached). 3. Two emails were sent to all SOAR participants prior to SOAR as a means of disseminating information about Learning Communities to in-coming students (see attached).

**Future
Actions/Improvements:**

Goal 2:	Develop a Residential Learning Community
Description:	Based in data collected and analyzed Learning Communities are impacting the retention of first-year students. The development of a residential Learning Community is proposed as a result of these positive outcomes. The goal for the upcoming 2011-2012 academic year is to collaborate with the Office of Residence Life to develop and offer a residential Learning Community fall 2012.
Budget:	0.00
University Goals Supported:	1,2,4
Strategic Goals Supported:	350,351
Responsibility:	Learning Community Coordinator
Participation:	N/A
Results:	The Learning Community Coordinator met with and presented information related to Learning Communities and the possibility of residential learning communities to the Student Success Advisory Committee on Thursday, March 8, 2012.
Actions/Improvements:	
Future Actions/Improvements:	The Coordinator will continue to work with this group to create a framework for offering a residential learning community to incoming freshmen.

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