Gen Ed Brainiacs
LEAP Action Summary

LEAP Workshop Year: 2015   **For more information, contact:**

Action Dates: 2015-2016

Kyree Brooks	Student/LEAP intern
Barbara Bren	Library, GERC
Ted Gimbel	Political Science
Liz Hachten	General Education Director
Dennis Kopf	Marketing

General Goal:

Long-term goal: Change perceptions of General Education from a list of requirements to new opportunities/ empowerment/ achievement. Promoting the benefits of general education:

- the starting point for journey towards achieving the LEAP ELOs, thus reflecting that education is more than just your major
- a foundation for careers, civic responsibility, and life-long learning
- a set of competencies/skills and you choose courses to achieve those outcomes
- opportunity to explore and expand your interests

Planned Actions:

Information Gathering (Spring 2015)

- Find out what messages/promotions currently exist and when/where/ how and by whom they are conveyed. Possible examples to check: peer mentors and Hawksquad members, RAs, Advising Center, NSS, LCs, and coordinators of gen ed courses.
- Work on further defining the problem. For example: Does the current message need changing or is the current message just not being effectively communicated?
- Create a short survey to find out what the current attitudes and perceptions are towards the general education program.
- Obtain IRB approval for the survey.
- Administer the survey to a random sample of students.

Develop marketing campaign elements (2015/2016)

- Draft a series of potential promotional messages and share with interested parties.
- Begin to identify and recruit possible student, alumni, employer (woman from HD), and other spokespersons.
- Get support from MMR.

- Identify possible modes of communication.
- Create and test potential messages.
- Complete an Integrated Promotion Plan for Gen Ed.
- Execute promotion campaign.
- Survey students (and staff/faculty?) to gauge changes in perceptions of Gen Ed. (April 2016)
- Develop recommendations for other types of changes to improve student acceptance of the Gen Ed program and investigate the process. For example:
  - Changing name of Gen Ed
  - Changes in AAR and prefix for core courses (from GENED to CORE)
  - Labeling sections of required courses to reflect focus/big question/theme (could this be test piloted without curricular action?)

Deliverables, Completed Actions:

- Thing one

- Add completed actions as necessary

Notes:

Teams, add any special notes here.