

Message Design LEAP Action Plan

<p>LEAP Workshop Year: 2013 Action dates: Spring 2013-Spring 2014</p>	<p>For more information, contact: Kat Shanahan, x1239, ShanahanK18@uww.edu Kris Kranenburg, x2876, kranenbk@uww.edu</p>
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<p>General Goal:</p> <p>Enhance student classroom learning through high-impact professional experiences such as internships and portfolio workshops.</p>	
<p>Planned Actions:</p> <ul style="list-style-type: none"> • Create a standardized intern position in offices across campus that gives arts and communication students hands-on experience creating and implementing graphic and marketing projects. • Develop University-wide events that help students create, enhance, and present portfolios of their creative work • Create assessment materials based on the identified ELOs 	

Deliverables, Completed Actions:

INTERNSHIPS

- Position descriptions for internships in Marketing and Media Relations and the University Center were created
- Students were interviewed and hired for internship positions. Initially the internships were to be one semester, but have been changed to one year.
- Performance evaluations based on ELOs were created for intern positions.
- Review meetings were held with interns and evaluation forms were used.
- Both departments agreed to continue hosting interns indefinitely as staffing and funding allow.

PORTFOLIO WORKSHOPS

- Two portfolio workshops were created: one to help students get their portfolios started and one to help seniors get a chance to present their portfolios to professionals to receive feedback prior to graduation/job applications
- Marketing materials were created for the first workshop (Kick Start Your Portfolio) and faculty and student groups were notified about the event.
- Students attended the session and completed an evaluation form for the event and a self-assessment form to aid in personal reflection.
- The team did a post-mortem on the event to identify opportunities for the following year and review the evaluation forms submitted by students.
- Marketing materials were created for the second workshop (Present Your Portfolio) and faculty and student groups were notified about the event.
- Design and advertising professionals and alumni were contacted and invited to the event to act as reviewers.
- Students attended the session and completed an evaluation form for the event and a self-assessment form to aid in personal reflection.
- The team did a post-mortem on the event to identify opportunities for the following year and review the evaluation forms submitted by students.
- The team agreed to continue holding these events (one each semester) indefinitely.

Notes:

- *Incorporating the ELOs and HIPs into the position descriptions and evaluation forms was an important step and allowed the team to explain/discuss LEAP and the assessment measures with students.*
- *Students were confused on how the two portfolio events were different. Future communication will try to address this problem.*
