

Social Media & Awareness LEAP Action Plan

LEAP Workshop Year: 2013 Action dates: Spring 2013-Spring 2014	For more information, contact: Kim Adams, x1477, adamsk@uww.edu Jolene Check, x7039, checkj@uww.edu
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General Goal:	
Promote LEAP to students, faculty, staff, and surrounding community through social media and awareness activities.	
Planned Actions:	
<ul style="list-style-type: none"> • Connect LEAP with the COBE Dean’s Advisory Council • Create a social media advocacy toolkit • Create a LEAP Integrated Marketing Communications Internship • Create a LEAP frog scavenger hunt to promote HIPs • Create a LEAPfrog Guinness World Record attempt (cancelled by the Chancellor) • Host a gallery exhibit in Roberta’s Art Gallery to celebrate and promote LEAP progress at UW-Whitewater • Create a social media plan to share toolkits • Create awareness assessment tools 	
Deliverables, Completed Actions:	
<ul style="list-style-type: none"> • COBE Dean’s Advisory Council—team members <i>attended a few council meetings to discuss LEAP and how to incorporate into meetings/activities. Members were moderately open to concept but needed more guidance and follow up.</i> • Social Media Advocacy Toolkit—<i>direction shifted to reviewing current campus LEAP Website and working to re-design the website. New site to launch around spring break 2014 and will include a general LEAP tool kit.</i> • LEAP Integrated Marketing Communications Internship—<i>position description was developed and hiring completed in spring 2013. A second student was also brought on board during fall 2013 to assist with meeting goals and objectives.</i> • LEAP Frog Scavenger Hunt—<i>this activity changed to ordering colorful plastic frogs for an activity at the Wellness Fair during October 2013. Participants were invited to flip the frogs past one of three lines promoting ELO’s, POE’s and HIP’s. LEAP promotional prizes were given out at the event (e.g. pens, key chains, etc.). Interns engaged participants in conversation about LEAP on campus and ways to get involved.</i> 	

- **LEAPfrog Guinness World Record Attempt**—*great progress was made during the spring and early summer of 2013 in researching and planning a Guinness World Record LEAPFrog event. The goal of the event was to create awareness for students, other members of campus and the community about the importance of a liberal education/LEAP. An official Guinness application was completed by the team and approved by Guinness (including discussions to make the event inclusive and adaptive to all individuals); 20-plus stakeholders were involved in planning discussions; logistics were addressed; promotional materials were designed; several sponsors were secured; registration materials were developed; security had been explored; and members of the Chamber, community businesses, retirement facilities, and the school district had been contacted—and were on board. Members of campus departments showed interest in participating in the event. AAC&U was in support of the event—including pledging financial support. Verbal support from some campus administrators had been given along the way. The group’s single largest mistake was to not get **written approval** from campus administration before spending hours of time and energy in planning the event. The chancellor cancelled the event in July 2013.*
- **Gallery Exhibit at Roberta’s Art Gallery**—*exhibit is scheduled for April 16 – 30, 2014, with a reception open to campus and community on April 23 from 12:00pm-1:30pm. The title of the exhibit is “Let’s LEAP: A Vision for Learning,” and the purpose is to celebrate and promote LEAP progress at UW-Whitewater over the past five years. Several LEAP teams (of past and present) have been contacted and are submitting materials for the exhibit. The exhibit is being planned by members of the LEAP team, the LEAP Interns, and Roberta’s Art Gallery staff. The exhibit will be colorful, informative, and interactive.*
- **Create a social media plan to share toolkits**—*this will continue to be a goal of the LEAP Interns during the 2014-15 academic year. The primary focus in 2013-14 was to revamp the LEAP website. A LEAP Facebook Group was created in 2013 to share information about LEAP at UW-Whitewater. The interns are the administrators of the group and plan to be more active with the group in the coming months.*
- **Create awareness assessment tools**—*initial student surveys were designed by the LEAP Interns and were implemented at the Student Involvement Fair, the Wellness Fair, and at a handful of New Student Seminar classes in fall 2013. A survey will also be implemented at the gallery exhibit in April 2014.*

Notes:

- *Significant progress has been made with the LEAP Interns. The longevity of the positions will be dependent on continued support from the campus, interested and qualified students, funding for the positions, office/housing for the positions, and interested and diligent staff to supervise the positions.*
- **See attached LEAP Intern position description and project summary list.**