

Professional Writing Core LEAP Action Summary

LEAP Workshop Year: 2015

For more information, contact:

Action Dates: 2015-2016

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General Goal:

Our goal for Spring 2015 was to research how other universities communicate the value of liberal education to their students, to gather information about how LEAP is currently communicated to students, and to seek input from students on how they perceive LEAP.

Planned Actions:

Spring 2015

- First, we conducted a literature review on the value of liberal education as communicated by major universities. Second, we reviewed all current LEAP texts available to UW-Whitewater students and collected analytics on the reach of its web presence. Third, we held two focus groups, one with the Professional Writing Core students and one with freshmen students in the Pathway for Success program. We also conducted surveys with freshmen and upperclassmen to gauge their awareness of LEAP.

2015-2016 Academic Year

- For 2015-2016, our goal is to help create and revise LEAP materials to distribute to students, such as the LEAP Spotlight articles on the LEAP website, the LEAP brochure and bookmark, and the proposed addition of a flyer and more engaging social media. We will also continue to strengthen the Core-LEAP connection so that it can be sustained over time by involving more Professional Writing Core students in the Core-LEAP partnership.

Deliverables, Completed Actions:

- Thing one
- Add completed actions as necessary

Notes:

Teams, add any special notes here.