

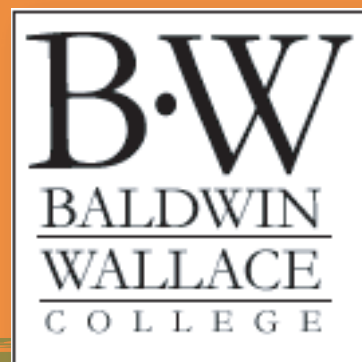
Campus Pack and Baldwin-Wallace College: Encouraging student educational goal planning and facilitating life-long learning

Baldwin-Wallace College integrates the hallmarks of a traditional liberal arts education -- critical thinking, problem-solving, writing and speaking skills -- with an **emphasis on professional and career preparation.**

As part of the B-W Strategic Plan, Baldwin-Wallace determined that students needed structure, guidance and mentoring to be prepared to pursue their personal and academic goals. What they did about it was to introduce **Action Plans** in summer orientation and **across all College 101 courses**, teach goal setting and personal development, and encouraging students to **take charge of their future.** These individual plans provided the structure to get students thinking about their development in and outside the classroom and integrating experiential learning into their education.

WHY CAMPUS PACK

- Baldwin-Wallace felt paper résumés and traditional hard-bound portfolios were becoming a way of the past.
- Campus Pack provides every user a portfolio enabling students, instructors, and staff to share their work and co-curricular interests with classmates and colleagues, both inside and outside the campus community.
- Students are able to use the Web 2.0-based tools to create wikis, blogs, journals, and podcasts to develop scholarly research, publish interactive academic presentations, and showcase personal interests and achievements.



THE RESULTS:

15%

improvement in
retention rates for
College 101 students

- Over 100 additional students were retained over the 5 year period (2005-2010)
- Of the 6 Carnegie Class schools surveyed, students' responded having higher overall satisfaction with Baldwin-Wallace College and higher rates of out-of-class engagement
- Greater numbers of College 101 students are earning 3.0 GPA or higher

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Impact 1: *BE THAT* (Accessibility)

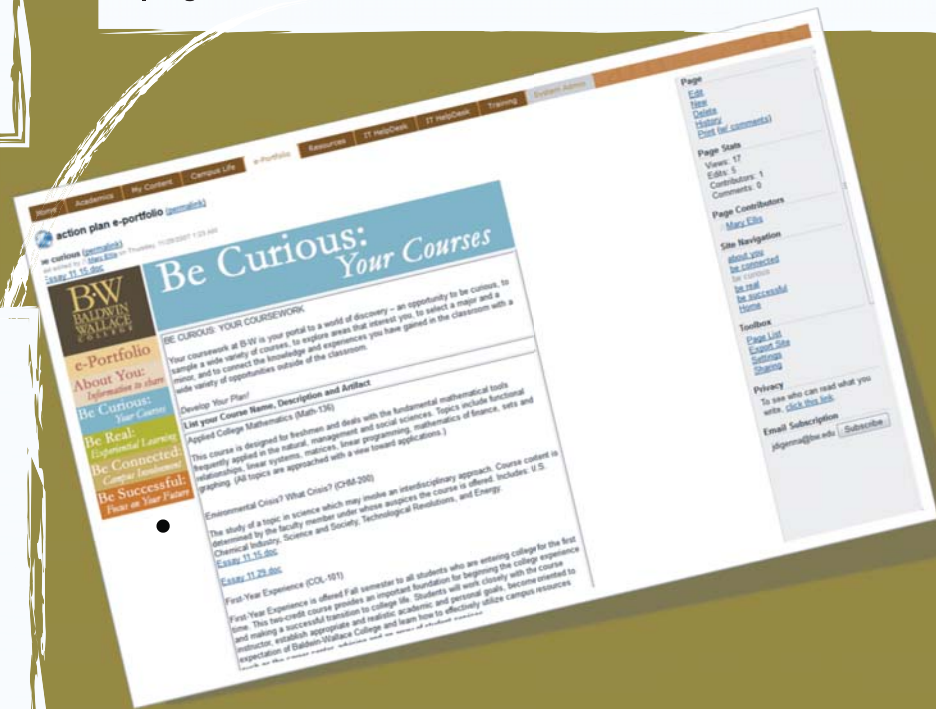
- Baldwin-Wallace students needed a single place to manage their Action Plan throughout their entire college experience that is easily accessible to faculty and staff advisors and off-campus mentors and future employers.
- Action Plans needed to facilitate collaborative workflows and include papers, internships, service learning, goals and accomplishments in an easy to navigate environment. Campus Pack allows them to create this customized educational experience.

Impact 2: *BE REAL* (Quality)

- To help cultivate a rich and integrated student experience, the Baldwin-Wallace advisor works with each student to shape a personal Action Plan.
- The process encourages students to identify their needs and goals, such as choosing a major and charting a career, and identify the institutional resources available to support his progress.

Impact 3: *BE CURIOUS* (Organizational Learning)

- Action Plans at Baldwin-Wallace help students sharpen their intellect, provide opportunities to apply learning, and connect with mentors to guide development.
- Faculty, advisors, and career mentors review plans, provide feedback and help students stay on track.
- Action Plans continuously evolve as students learn, grow and change and enable improved learner efficiency.



Impact 4: *Be Connected* (Interoperability)

- Campus Pack uses Basic Learning Tool Interoperability (BLTI) to allow other tools to plug in to Action Plans.
- These can be added by both administrators and regular users, allowing for a great deal of experimentation and individualization without needing university-wide IT approval.

Impact 5: *BE SUCCESSFUL* (Innovation)

- Student retention rates improved 15% and over 100 additional students have been retained during the successful 5 year period.
- By encouraging students to collect thoughts, goals, questions, ideas, to-dos and outcomes related to academic and co-curricular achievements, the B-W Action Plans empower students to better manage their own learning.
- Over 200 alumni have volunteered to serve as career mentors to students in the College 101 courses, bringing full circle the life-long learning process.