



“Campus Pack is all about helping students increase dialogue and communication with the many different members of the B-W community, whether an advisor, teacher, or potential employer.”

John DiGennaro
Manager of Educational Technology Services
Baldwin Wallace College



Campus Pack™ in Action:

Portfolios as Hosts for Action Plans

How can a college encourage students to be more actively involved in planning their own educational goals? At Baldwin-Wallace College, students use Campus Pack™ to organize and present their accomplishments in a progressive and inventive fashion. The students' portfolios help them document their learning, while providing faculty with snapshots of their growth.

Developing Action Plans Online

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. To achieve this, they decided 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.

Baldwin-Wallace felt paper résumés and traditional hard-bound portfolios were becoming a way of the past, so they adopted Campus Pack as the online platform for the Action Plans. 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. Beyond that, students use the social media tools to create wikis, blogs, journals, and podcasts to develop scholarly research, publish interactive academic presentations, and showcase personal interests and achievements.

Contextualizing the College Experience

From the start, a Baldwin-Wallace faculty advisor helps each student shape a personal Action Plan. Campus Pack helps each student document his learning while also providing faculty with snapshots of student growth which can help them better understand the individual student and the broader process of learning and teaching.

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 a student to identify his needs and goals, such as choosing a major and charting a career, and it prompts him to identify the institutional resources available to support his progress.

The Results

The emphasis on strategic goal planning and monitoring in conjunction with purposeful reflection inherent in the Action Plan process has resulted in significant gains for Baldwin Wallace students and for the college itself.

Students at Baldwin-Wallace with Action Plans:

- 15% improvement in retention rates
- Over 100 additional students were retained over the 5 year period (2005-2010)
- Of the 6 Carnegie Class schools surveyed, Baldwin-Wallace students' responded having higher overall satisfaction with Baldwin-Wallace College and higher rates of out-of-class engagement
- Greater numbers of students are earning 3.0 GPA or higher

Students highlight their best work, summarize academic goals and plans of study, write about their selection of a major, capture cross-cultural experiences, and assess career readiness. They can integrate essays, poetry, original artwork, annotated resumes, and a range of projects that represent who they are as students and emerging scholars.

To encourage adoption, initial development of portfolios is required for students taking College 101, a freshman orientation course designed to help individuals acclimate to the college environment. These students upload work into their Campus Pack portfolio from the outset and continually refine their sites as their college tenure advances.

Achieving Success with Portfolios

In the end, implementation of the B-W Action Plans correlated to improvements in learning outcomes and student success

rates. Upon implementation, 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.

Baldwin-Wallace alumni have seen the value of the Action Plan and are putting that experience to good use. 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. The Action Plan created the structure to their holistic educational experience and now they are sharing that discovery, personal growth and success with other Baldwin-Wallace students who will follow in their footsteps.

