

STRATEGIC PLAN

EXPANDING ATTENDANCE AT THE RESEARCH AND WRITING LAB

Goal

To increase participation in the Research & Writing Lab, a partnership with the Writing Center.

Current participation

Held twice a week, 1.5 hours on Tuesday and 1.5 hours on Wednesday. Average number of participants is 5 students a week. Goal is to increase by 50%, to 7.5 students a week.

Objectives

1. Determine why more students are not taking advantage of this service.

Actions

- Work with marketing to create survey for all first-year students.
 - Have the students heard about the Research & Writing Lab? How?
 - Would they be interested in using such a service?
 - Have they used the service before?
 - What would the optimal times be for such a service?
- Work with fellow first-year instructors to distribute survey about the research and writing lab to first-year students through instruction sessions in WRTR classes.
- Analyze results of survey.

Measurement

- Number of surveys returned.
- Survey data.

Evidence

- For current attendance data, sign-in data through Canvas when attending Research & Writing Lab via Zoom. (Physical sign-in sheet when in person.)
- Survey data.

Timeline

- Create marketing survey during August and September of 2021.

- Distribute survey through instruction sessions for WRTR 1312 in October and November 2021.
- Analyze results of survey after all instruction sessions, in December 2021 and January 2022, before planning approach for spring term 2022.

2. Increase awareness of the Research & Writing Lab.

Actions

- Work with marketing to create a marketing plan for the Research & Writing Lab.
 - Emails
 - Social media
 - Digital and physical signs in Fondren Library
- Work with Writing Center to promote through their channels.
- Work with fellow first-year librarian instructors to increase awareness when doing drop-in sessions for WRTR 1313.
- Analyze attendance numbers at the end of the term.

Measurement

- Number of students that participate in Research & Writing Lab during the Spring 2022 term.

Evidence

- Sign-in data through Canvas when attending Research & Writing Lab via Zoom. (Physical sign-in sheet when in person.)

Timeline

- Create marketing plan January 2022.
- Implement marketing plan during Spring 2022 session, particularly in February, March, and April.
- Have Writing Center promote at their location and through their contact lists at same time (February, March and April 2022).
- Have librarian instructors promote Research & Writing Lab during drop-in instruction of WRTR 1313 in March and April.
- Analyze attendance numbers after Spring 2022 ends, in May or June 2022. Discuss how to move forward with program for the Fall 2022 session.