



“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:

Personal Sites 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 is committed to offering a challenging and supportive learning environment that enhances students' intellectual and personal growth. To help cultivate a rich and integrated student experience, B-W 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.

B-W felt paper résumés and traditional hard-bound portfolios were becoming a way of the past. So B-W adopted Campus Pack as the online platform for the Action Plans.

Contextualizing the College Experience

The online portfolio application was made available to B-W students and faculty in Fall 2006. To ensure that each eportfolio truly documents and inspires student growth, the Educational Technology Services group developed standard templates that guide students in how to synthesize and integrate various types of content.

Campus Pack helps each student document his learning while also providing faculty with snapshots of student growth that can help them better understand the individual students and the broader process of learning and teaching. Meanwhile, at the institutional level, Campus Pack supports a more holistic program assessment process.

“We anticipate that the process of developing an eportfolio will help students conceptualize their college experiences, rewarding them with a sense of accomplishment as they collect and reflect on achievements and successes,” states John DiGennaro, Manager of Educational Technology Services at B-W.

Personal Sites in Campus Pack™

Campus Pack includes a dynamic personal website builder and blogging tool. Highly flexible and easy to configure, this tool allows users to create interactive websites and share them with peers and colleagues.

With Campus Pack, users can

- Easily create and maintain multimedia blogs and wikis
- Create and share content highlighting personal interests and achievements
- Collaborate with others on projects or research
- Manage which audiences can view and contribute to different areas of their sites

Achieving Success with Portfolios

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 personal spaces from the outset and continually refine their sites as their college tenure advances.

As the sites evolve, 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.

“As we progress with our use of Campus Pack, we envision each student having a living record of their successes throughout their college years. It’s an ideal tool to support students through college admissions, courses, co-curricular activities, experiential learning, and career development,” concludes DiGennaro.

