



# THE LEARNING & WRITING CENTER

THE UNIVERSITY OF NORTH CAROLINA



UNC  
COLLEGE OF  
ARTS & SCIENCES

## OUR MISSION

To provide a central destination offering all UNC students personalized academic coaching, programs, and resources to excel at the University and beyond.

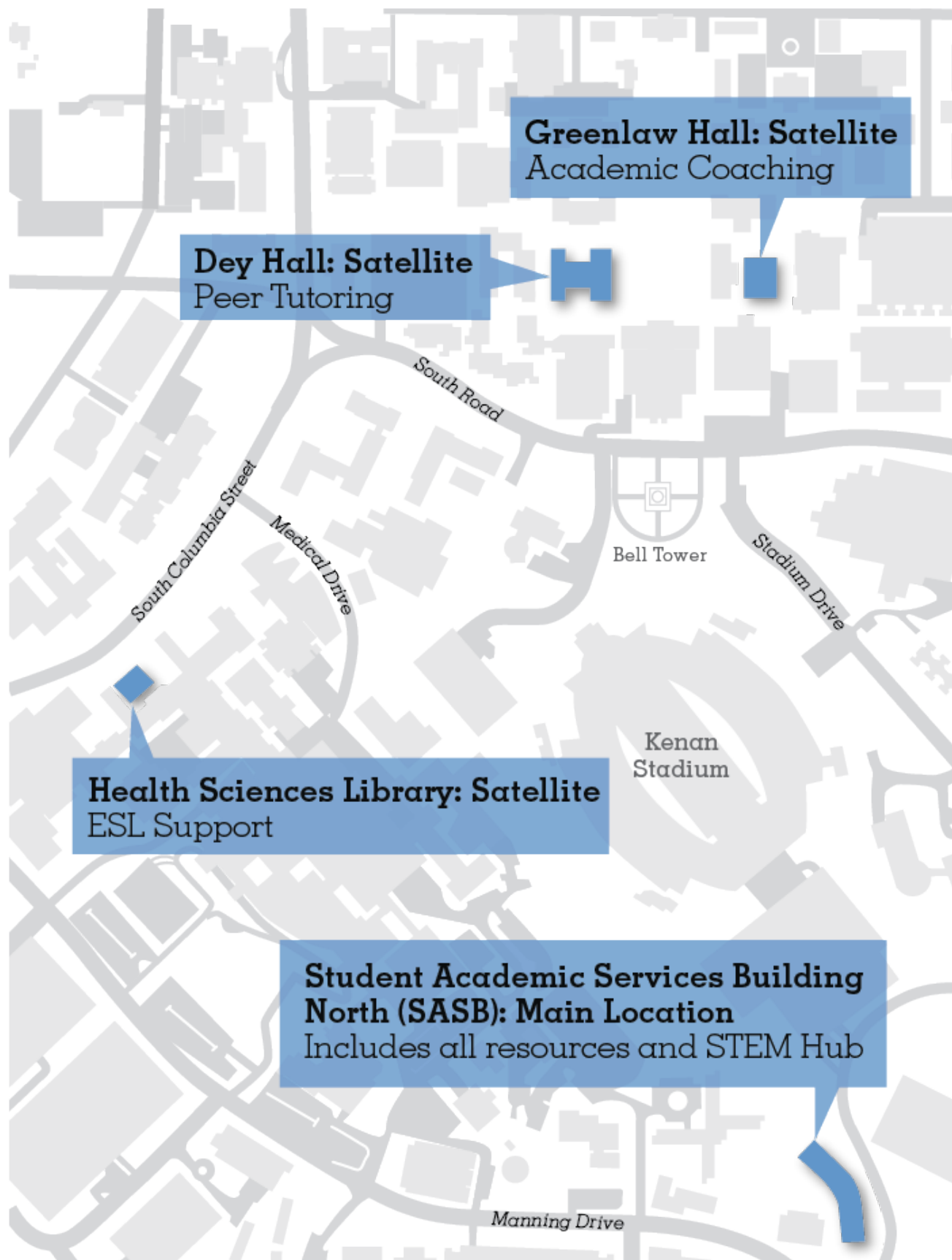




## OUR CENTER

- Provides all UNC students —at all academic levels— the coaching, tailored instruction, resources, and programs to support their success at the university.
- Promotes academic excellence, self-efficacy, and integrity.
- Helps graduate the best prepared, highest achieving students possible.

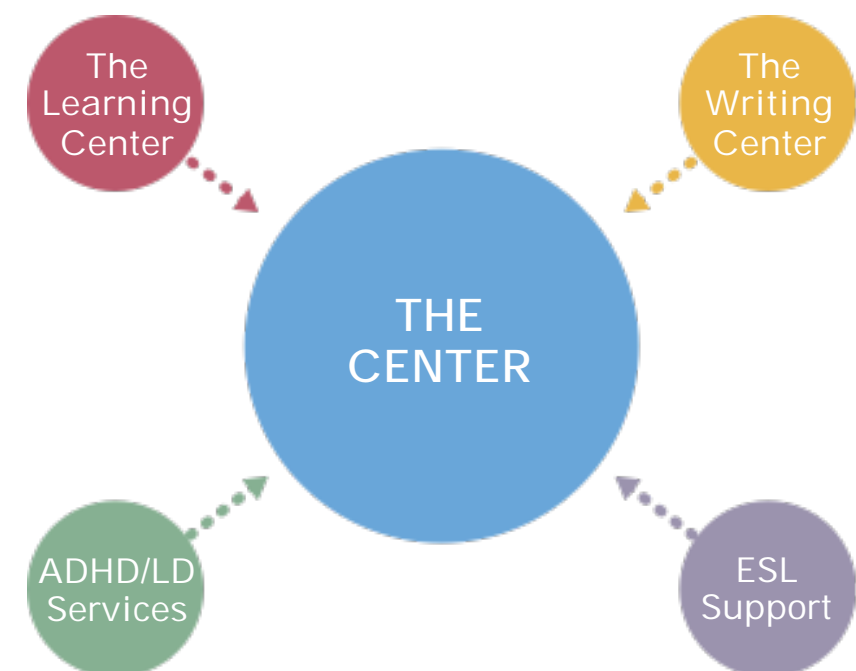




## OUR START

From the beginning, The College of Arts & Sciences has provided a wide range of services to help students achieve academic success.

Over time, The Learning & Writing Centers merged, along with ADHD/LD and English as a Second Language (ESL) support, establishing the Center as a focal point of academic success for students across the university.





## FIND **YOUR** CENTER

The Learning and Writing Center offers what you need to support your academic success

# OUR LEADERSHIP

We are Recognized for Excellence

## NEW INITIATIVES

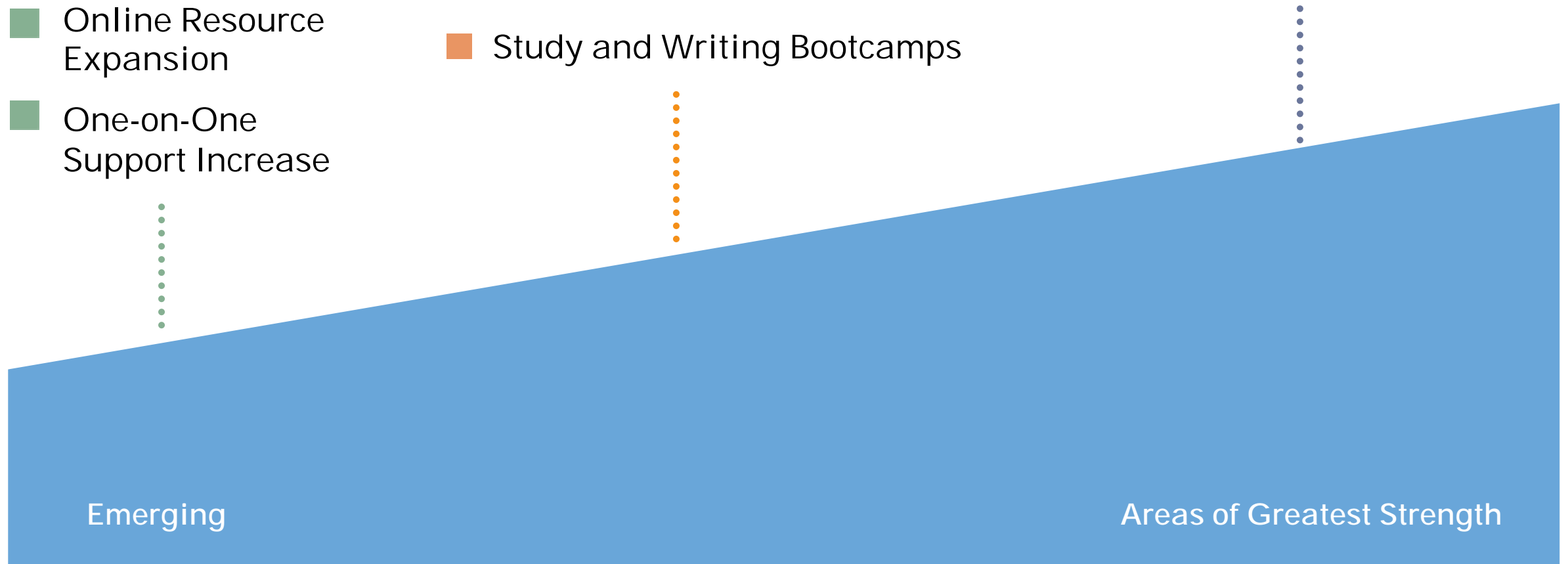
- Online Resource Expansion
- One-on-One Support Increase

## ESTABLISHED PROGRAMS

- Small Group Academic Support
- Peer Tutoring for Tough Courses
- Study and Writing Bootcamps

## NATIONAL LEADERS

- One-on-One coaching
- Writing Center website  
(1 MILLION HITS PER MONTH)
- Experts in Academic Coaching

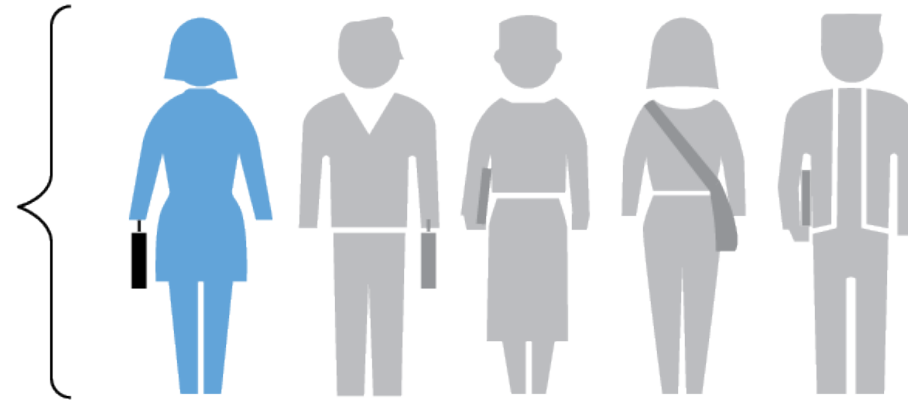




## WE **IMPACT ALL** KINDS OF STUDENTS

**1 in 5**

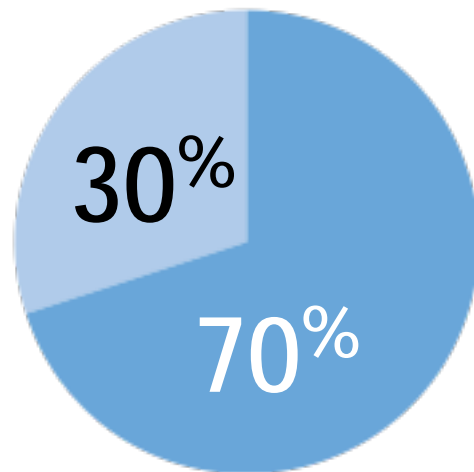
UNC students take advantage  
of the Learning & Writing Center



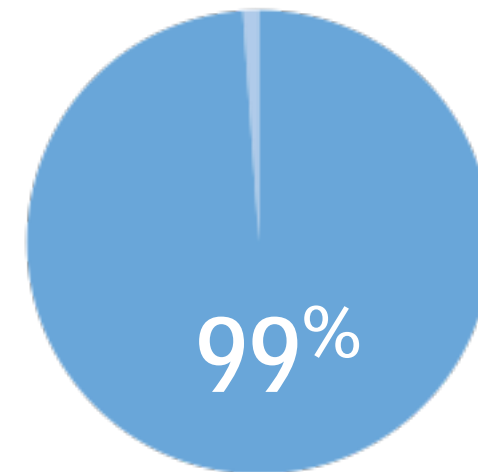
**5000**

Students participated last year

Students  
participating in  
workshops,  
programs, events

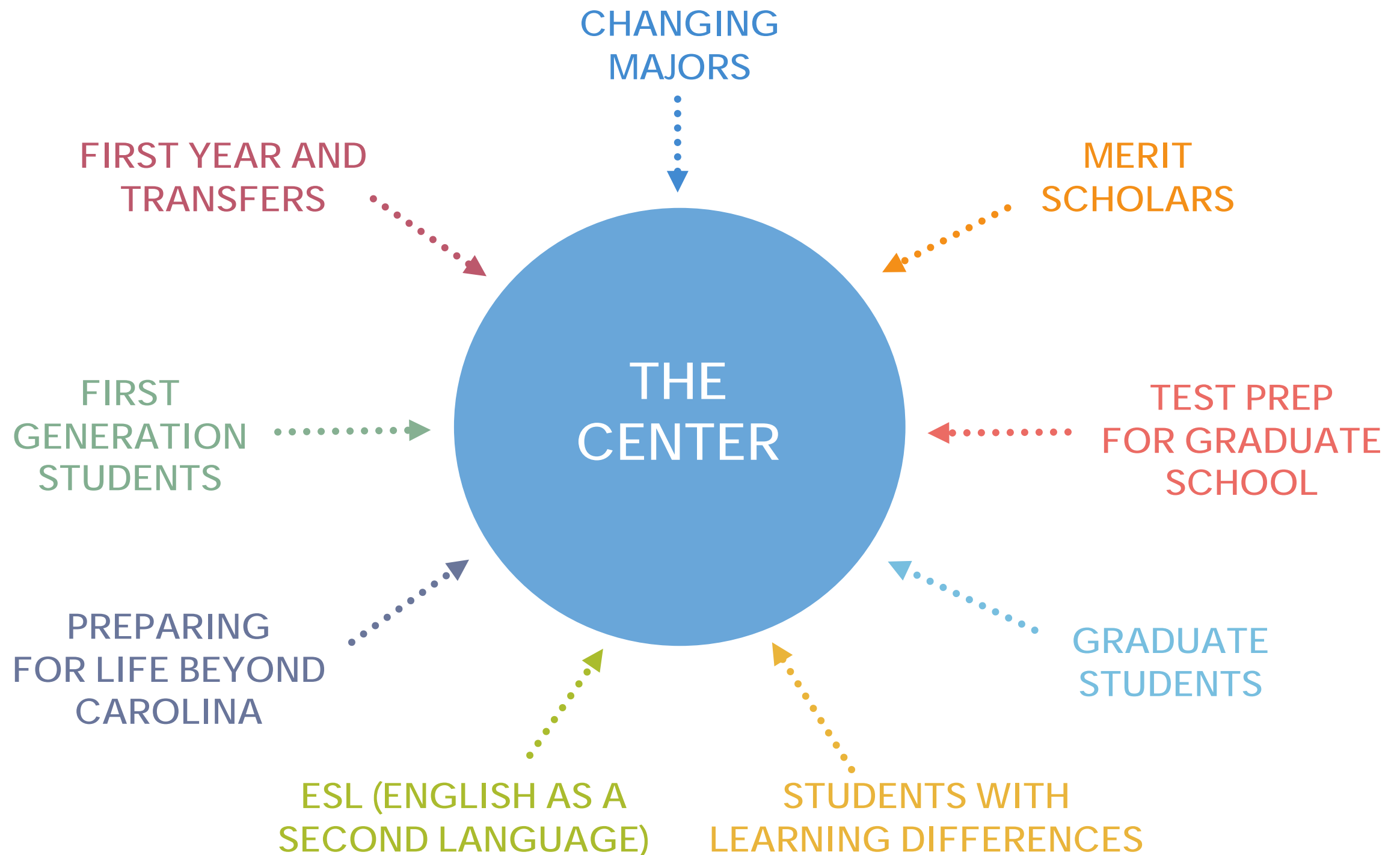


Students  
participating  
in 1:1 coaching  
sessions



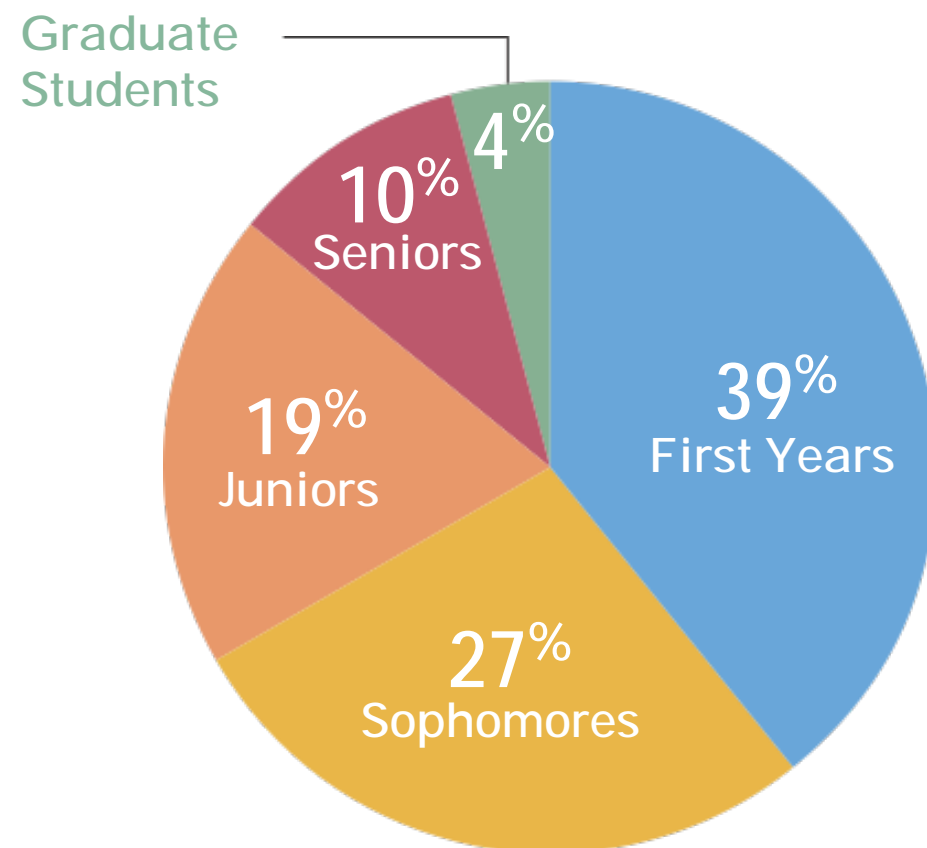
Students reporting  
satisfaction

# WE ATTRACT ALL KINDS OF STUDENTS

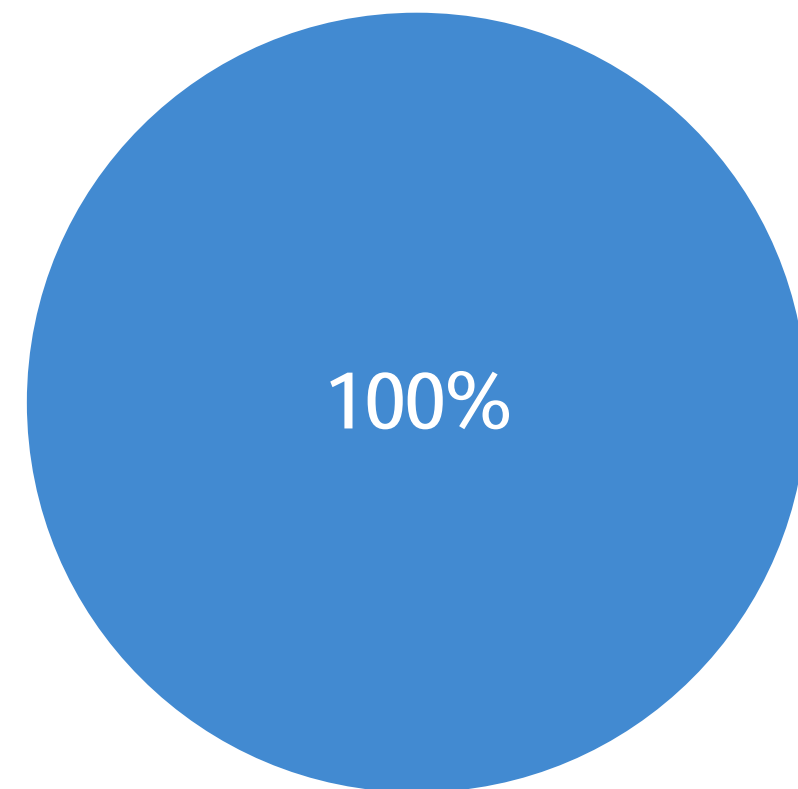


# WE **SERVE ALL** KINDS OF STUDENTS

STUDENTS SERVED by Class



STUDENTS SERVED by Major



THE TOP THREE MAJORS

Biology

Business

Psychology



## OUR VISION

“We help students optimize their academic experience. With more resources, we can reach more students with innovative services. Our Center will become a national model in academic support, both face-to-face and online.

We have the ideas, approach, and expertise to make it happen at Carolina.”

KIM ABELS, Director of the Learning and Writing Center



# AN INVESTMENT IN THE CENTER IS A DIRECT INVESTMENT IN STUDENT ACADEMIC SUCCESS

Return on Investment = Students Maximizing Their Potential



Supporting The Center provides an unparalleled opportunity to make a positive impact on Carolina students, the University, and the state of North Carolina.

## CAMPAIGN GOAL

\$8M-\$10M\*

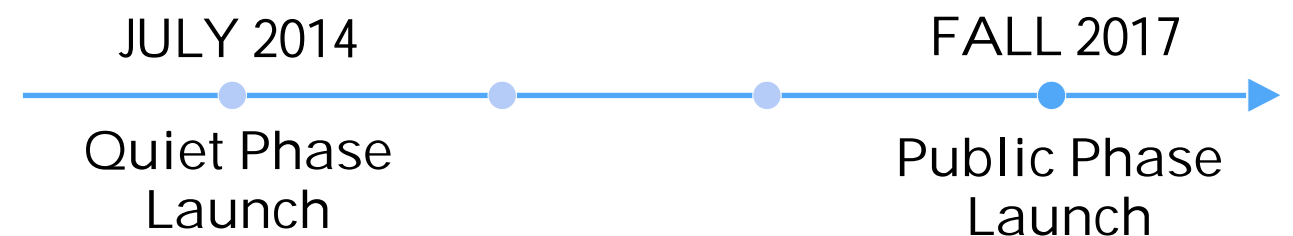
### LEAD GIFTS TO DATE

\$440,000 (Planned Gift)  
\$250,000  
\$105,000

### TOTAL GIFTS TO DATE

\$935,000

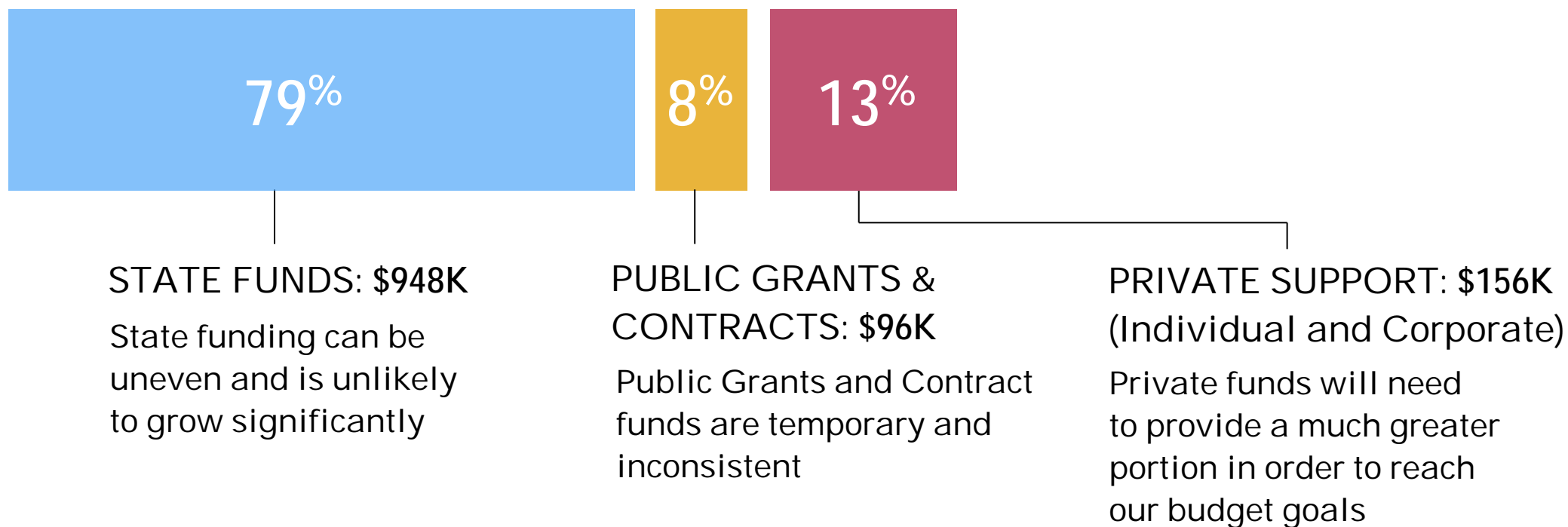
## CAMPAIGN TIMELINE



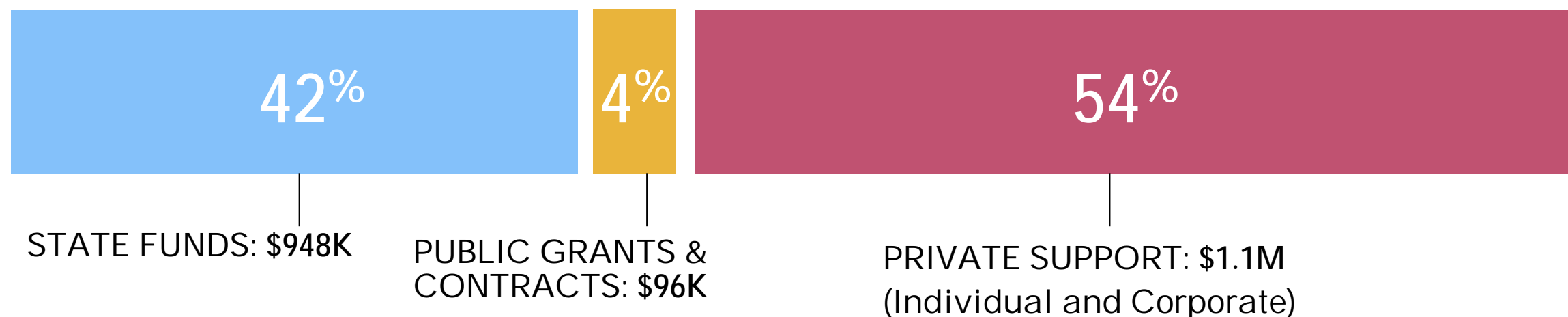
\*Includes annual gifts, multi-year pledges, endowment gifts, and planned gifts.

## ANNUAL BUDGET: EXPAND PRIVATE SUPPORT TO MEET STUDENT NEEDS

Current annual budget: \$1.2M

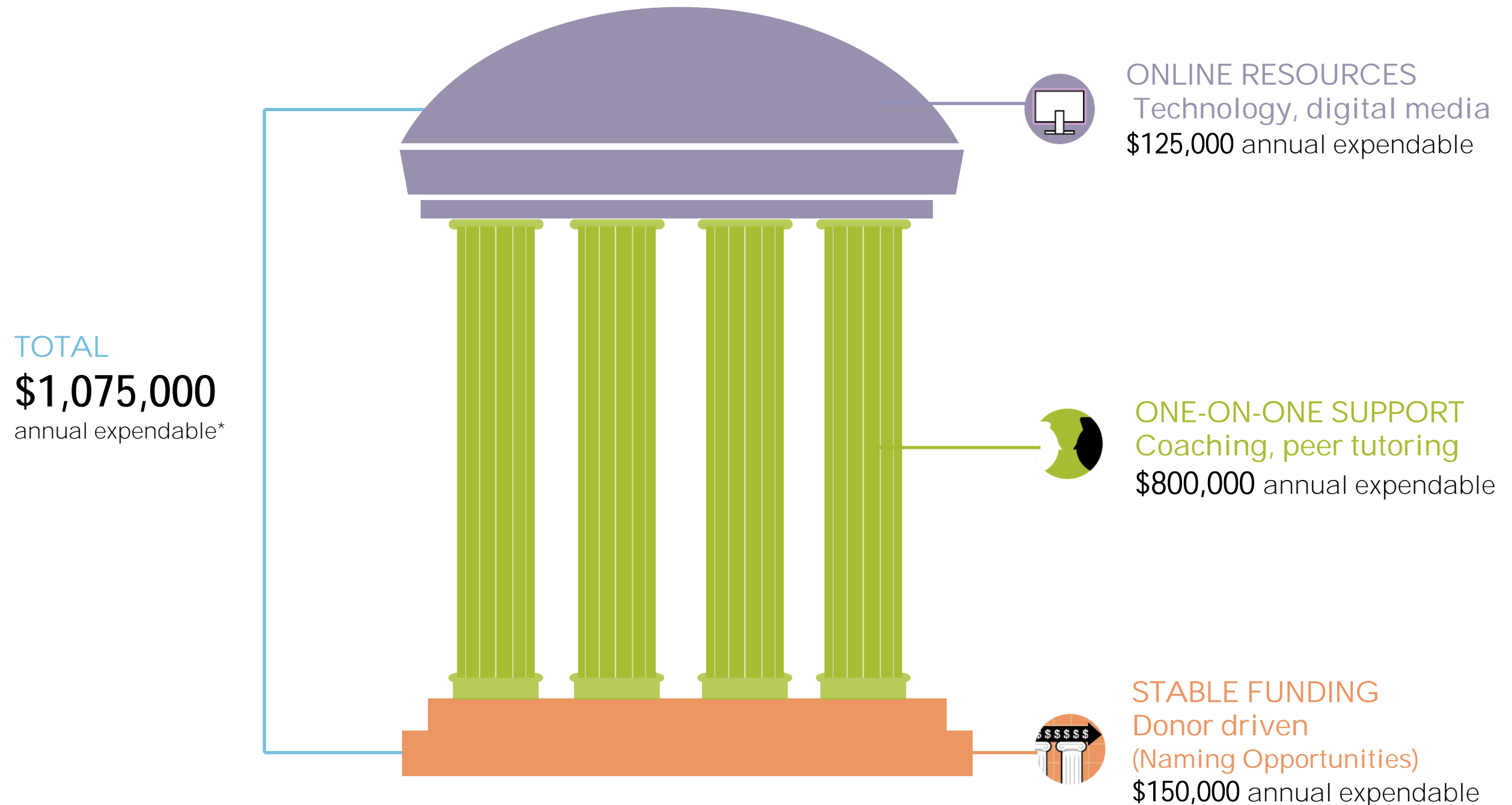


Future annual budget: \$2.1M



# FUND YOUR CENTER: WHAT WE NEED

More Funding = More Impact



\*Includes annual gifts, pledge payments, and annual endowment payout.

# EXPAND ONLINE RESOURCES

## We Will Reach More Students with 24/7 Access to Tools

The Writing Center online handouts attract over 1 million hits each month. We need to build upon this success and provide similar online resources for the Learning Center.

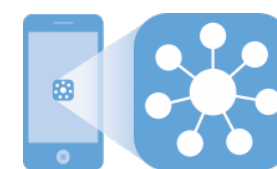
### CHALLENGE

Professional staff are being asked to develop online tools, taking time away from one-on-one interactions with students.

### SOLUTION

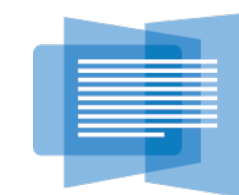
Hire a dedicated Technology Specialist to develop innovative online and mobile resources.

#### Learning & Writing Center App



- Appointment scheduling
- Workshop sign-up
- Self-Coaching tools

#### Multimedia Writing Projects



- Presentations
- Blog posts
- Video and podcast scripts

#### Improved Web Content



- How I Learn/Write series
- Instructional materials
- Synchronous interface systems (Skype, chat)

Technology Learning Specialist	\$75,000
Technology, Digital Media, & Innovation	\$50,000
<b>Total:</b>	<b>\$125,000</b> (annual expendable)

*Contributions to this goal can include:  
annual gifts, multi-year pledges, endowment gifts, and planned gifts.*

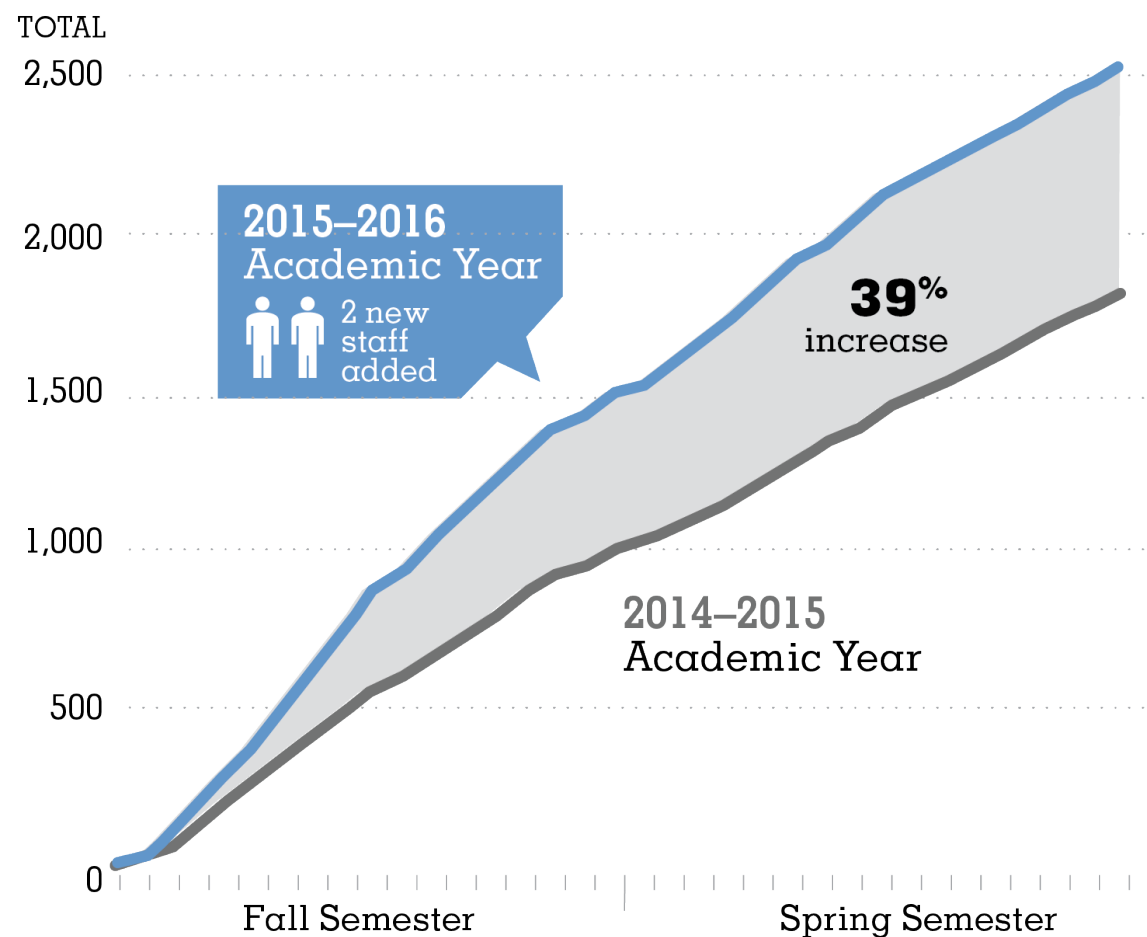


# INCREASE ONE-ON-ONE SUPPORT

## We Meet Students Where They Are

Providing one-on-one support is resource intensive, but this is where we build the personal relationships that make the difference in students' lives.

Academic Coaching Appointments  
Year-Over-Year Growth



15 Academic Coaches (\$20,000 each) \$300,000

60 Peer Tutors (\$3,333 each) \$200,000

2 Learning Specialists (\$75,000 each) \$150,000

Writing Coach Coordinator \$75,000

Academic Coach Coordinator \$75,000

Total: \$800,000

Contributions to this goal can include:  
annual gifts, multi-year pledges, endowment gifts, and planned gifts.

## WE SHARE COMMON GOALS

## THE CENTER

- Improve the student academic experience
- Serve every student who seeks support
- Deliver high-impact programming and coaching
- Guide students along a successful path toward graduation

To equip students with the resources they need to realize their full potential, lead lives of purpose, and contribute to the state of North Carolina, the nation, and the world.

The University of  
North Carolina at  
Chapel Hill

The College  
of Arts &  
Sciences

To achieve our shared goals, private philanthropy is critical. Expanding both one-on-one support and online resources will enable the Center to reach more students.

# THE LEARNING & WRITING CENTER ADVISORY BOARD

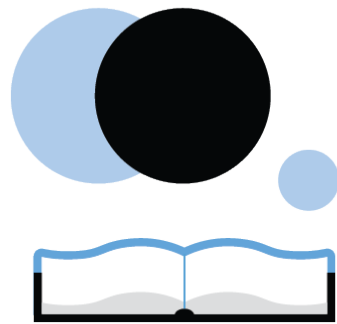
- **John W. Black Jr.**  
Durham, NC
- **John E. Chapman III**  
Chapel Hill, NC
- **Kenneth Cox Jr.**  
Hoover, AL
- **Jonathan S. Gombinski**  
Miami, FL
- **Basil I. Gooden**  
Richmond, VA
- **Laura Ann Babb Grace**  
Charlotte, NC
- **Alexander J. Hambacher**  
Charlotte, NC
- **Jennie Jarrell Hayman**  
Raleigh, NC
- **Frances Chapman Mangan**  
Charlotte, NC
- **Timothy C. McCoy Jr.**  
Richmond, VA
- **Steven L. Purdy**  
Charlotte, NC
- **Carol Fri Robinson**  
Charlotte, NC
- **Allison Burnett Smith**  
Chapel Hill, NC
- **Elizabeth J. Teal**  
Myrtle Beach, SC
- **Debra Wheless Thornton**  
McLean, VA
- **Kenneth A. Ward**  
Washington, D.C.





## HOW THE CENTER HELPS

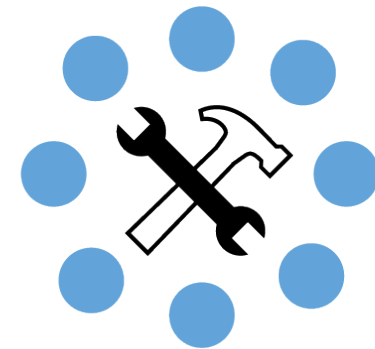
We offer multiple formats to serve students



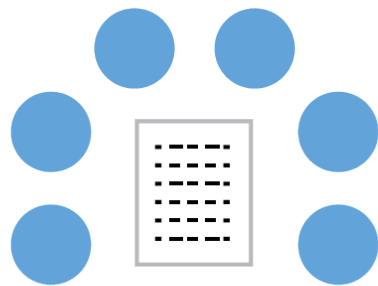
ACADEMIC COACHING



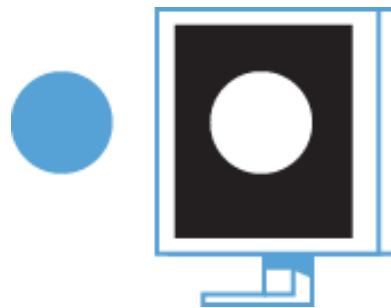
PEER TUTORING



WORKSHOPS



STUDY/WRITING GROUPS



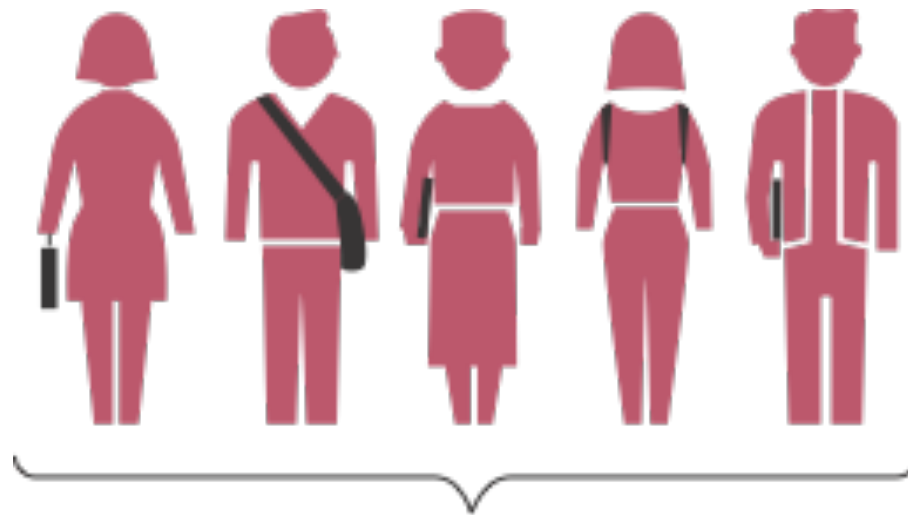
ONLINE SUPPORT



EVENTS

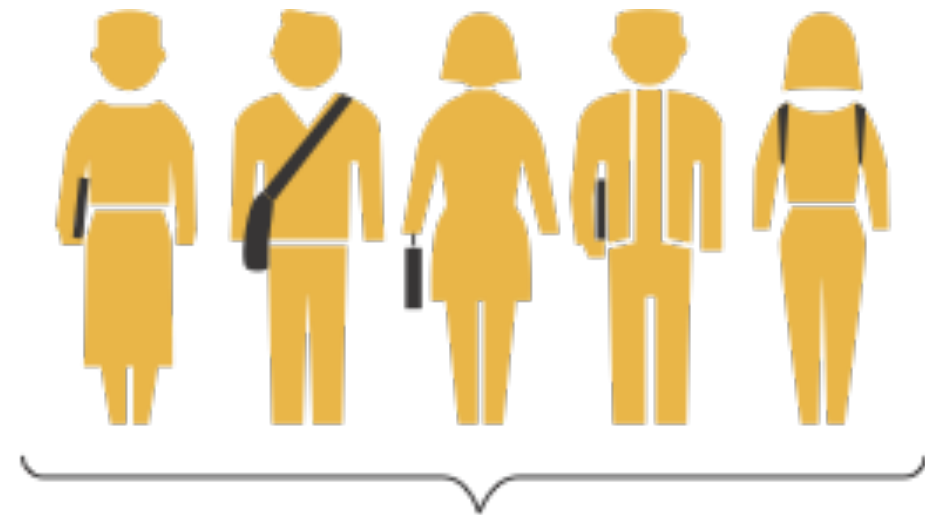
## OUR SERVICES

Students come to The Center for many reasons...



### LEARNING

- Academic coaching
- Strategies for test-taking, reading, studying
- Help with Math, Chemistry and Biology Courses
- Tutoring for tough courses
- ADHD/LD support
- Online tools/good apps
- Time/Workload management
- Academic life balance



### WRITING

- Adjustment to college writing
- High-stakes drafts (application essays, honors theses, cover letters)
- Grammar and style
- Writing for specific fields
- Brainstorming, organization, argument
- Writer's block/procrastination
- Citation questions

## IMPACT ON STUDENTS



“ The Learning Center gives me the reassurance and hope that I will prosper in the academic arena at Carolina... that I will thrive. ”

TAE BROWN | Student



“ The Writing Center is a great place to get in depth help on essays and papers. I come to the Writing Center twice a week to get a jump start on essays so that I am not cramming at the last minute. It helps to get an extra set of eyes on your work. ”

BLAKE BOZYMSKI | Student



“ The Learning Center is such a great resource for any student who wants to improve—and in college, that’s everyone. ”

JILLIAN LOFTIS | Student



“ Going to the Writing Center has made college writing stress-free. No matter what stage of writing I am in, I really enjoy talking through my ideas with the tutors, who provide helpful advice and encouragement. Visiting the Writing Center has been a major key to my success at Carolina. ”

ALLISON NEWTON | Student