

CAMPUS COMMUNITY INITIATIVE FOR HEALTH & LEARNING

Health is a comprehensive quality that means more than just fitness or wellness and isn't limited to medical factors. It expresses both a state of well-being and the capacity to learn - and it encompasses not just individual students, but also the communities they share with faculty and staff.

Strengthening campus social and learning environments and improving the student experience is the core work of K&A. We know that health and learning are deeply and reciprocally related. We understand the conviction that colleges feel about both academic achievement and student development. And we recognize that students today not only differ from their predecessors, but also from each other, and that their changing needs and priorities demand new and more flexible student services, academic programs, and out-of-classroom learning opportunities.

Just as students aren't all alike, neither are campuses - and, just as students of today seem very different from those of ten (or even five) years ago, so new ideas about general and liberal education, a closer engagement with technology, and changing views of the purposes and outcomes of a college education are redefining our institutions.

Central to these trends is an increasing commitment to bringing students closer. Student engagement - and, therefore, the student experience - has never been more important and more valued.

K&A works with colleges and universities to improve the student experience, increase student engagement, and strengthen both health and learning. We help campuses build healthy, engaged communities.

Of necessity, every such project is different. But there are certain common features:

- Acquiring, collecting, aggregating, integrating, analyzing, and reporting data to provide a needs assessment, secure baseline

information and prepare a foundation for executing other project goals.

- Creating the required infrastructure and building a supportive project foundation to ensure success
- Providing an inspiring professional development series of interactive activities for Student Affairs staff and selected administrators and faculty
- Creating stronger linkages and partnerships between academic and student affairs
- Improving the student experience by strengthening both health and learning; through these strategies, improving academic performance, retention, and the graduation rate
- Developing ways to address campus health concerns and link resources with problems on a project-focused basis in high priority programs and services
- Designing and linking evaluation and assessment strategies to each of these goals
- Developing communications plans and strategies, including social marketing, to advance the mission of the initiative

Our track record shows not only on-time delivery of excellent services, but real results - changes that have improved student experience and strengthened student engagement. Ask for our references.

For More Information >>

To learn more about K&A and our work with campus communities, please visit www.keelingassociates.com or call us at 212.229.4750.

Related Resources:

- **Information Sheets from Keeling & Associates:**

- Stress On Campus: [Understanding Sources, Intensity, & Consequences - Responding Effectively](#)
- Health & Counseling Center Assessments & Strategies: [Linked to Health & Learning](#)