

Marc Fedderman &
Kim Copeland

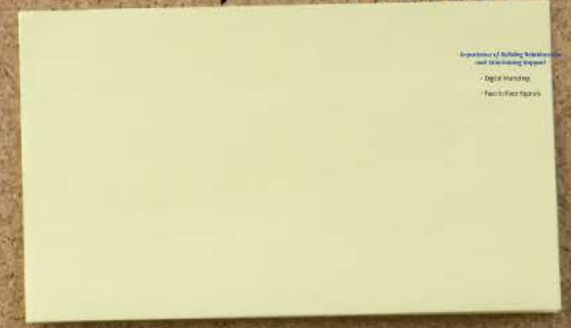


Face-to-Face

Orientations
Developmental Classes
College Level Classes



Open House



Tweet Us, Like Us, Friend Us
Promoting the Learning Center and Building Rapport in the Digital Age

Importance of Building Relationships and Maintaining Rapport

- Digital Marketing
- Face-to-Face Appeals

Survey Results

100 students surveyed

57 aware of the English & Reading Lab's
Social Media

How did you first hear about the English and
Reading Lab?

- 66 - a teacher
- 18 - class orientation
- 4 - a classmate/friend
- 7 - online

Social Media

Facebook page for Palm Beach State - Boca SLC (Writing Lab). The page features a cover photo with the text "Reading & Writing Lab" and "Palm Beach State - Boca SLC (Writing Lab) Education". The page includes a timeline, a "People" section with 262 likes, and a "Status" section with a post about struggling to remember the difference between structuralism & deconstruction or Surrealism & DADA? The post includes a link to a website: <http://mentalloss.com/~0-complicated-literary-movements-e>.

Tweet from SLC Boca Writing Lab (@SLCbocaWrites) dated Feb 18: "Mark your calendars! #SLCboca Venture to R.E.A.D week is only a month away! #VenturetoREAD #readingrocks". The tweet includes a promotional image for the "Venture to R.E.A.D. Week" event, which is presented by the SLC Reading & Writing Lab and runs from March 16 to 19, 2015. The image lists activities such as "Visual Literacy", "Cartoons", "Events to Include" (e.g., Easy Cardout, Poetry & Prose Reading, Video Game Literacy, Reading Plans, Body as Text, Political Cartoons Presentation, Visual Literacy), and "L.I.F.E. M.A.R.G.I.N.".

Tweet from SLC Boca Writing Lab (@SLCbocaWrites) dated Feb 13: "Stuck on what to get your book-loving valentine? Try these suggestions: buzzfeed.com/ariylee/liter...".

Tweet from SLC Boca Writing Lab (@SLCbocaWrites) dated Feb 6: "#Abt to the 'good old days' when we ignored each other with books instead of smartphones #funny".

Tweet from SLC Boca Writing Lab (@SLCbocaWrites) dated Feb 5: "#SLCboca also has reading seminars each week to help improve your skills:". The tweet includes a table of reading seminars:

2/2	Main Idea
2/9	Supporting Details
2/16	Transitions
2/23	Patterns of Organization
3/2	Implied Main Idea and Inferences
3/23**	Fact & Opinion
3/30	Author's Bias
4/6	Valid Argument

Tweet from SLC Boca Writing Lab (@SLCbocaWrites) dated Feb 5: "#SLCboca tutors present Grammar Seminars all semester. See you there!". The tweet includes a table of grammar seminars:

2/2	Fragments
2/9	Run-Ons & Comma Splices
2/16	Subject-Verb Agreement
2/23	Commas
3/2	Sentence Combining
3/23**	Footnotes

SLCBOCAWRITES



2 posts

0 followers

2 following

Edit Your Profile

PBSC Boca SLC - Writing Lab

The SLC Writing Lab assists PBSC students with writing, reading, & grammar. Students can sign up for appointments at: mywco.com/pbscboca

www.palmbeachstate.edu/slc/boca-raton/english-lab/



Future Social Media

BT 207

STUDENT LEARNING CENTER

Face-to-Face

Orientations

- Developmental Classes
 - SB 1720
- College-Level Classes
 - Other Disciplines

Student Learning Center
 87 201 & 87 210
 811.422.0568

Reading & Writing Lab
 Monday-Thursday
 8AM-5PM
 811.422.0568



Open House

OPEN HOUSE
 All Welcome!
 August 29th
 11:00 AM - 1:00 PM
 811.422.0568

Open House
 Generative Art & Ink
 FREE Food (Vegetarian & Vegan)
 811.422.0568

The Future


- Student Family Involvement for Events
- National Poetry Month, April
- National Writing Day Events, May 2nd
- National Books Week, September

Venture to R.E.A.D.
 Refuse, Recognize, Engage, Inspire, Empower

Venture to R.E.A.D.
 The R.E.A.D. Reading & Writing Lab Presents

Orientations

- Developmental Classes
 - SB 1720
- College-Level Classes
 - Other Disciplines



PALM BEACH STATE COLLEGE

Student Learning Center
Reading, Writing, Math, Science, and Computer Labs

BT 207 & BT 216
Boca Raton Campus

The SLC offers tutoring services to support courses that students are currently enrolled in at Palm Beach State College.



Services include:

- One-on-one Tutoring
- Skills Seminars
- Critical Thinking Workshops
- Study Strategies
- Computer Assisted Instruction
- Assistance with Internet Research
- Computer, Internet, and Printer Access
- Academic Resources
- Supplemental Instruction (SI)

Fall & Spring Hours:
M – R 8am – 8pm
Fri 8am – 4pm
Sat 10am – 3pm

For more information, call
561-862-4485

<http://www.palmbeachstate.edu/slc/boca-raton/>



**Boca Raton
Student Learning
Center**

**Reading &
Writing Lab**

**Monday - Thursday
8am - 8pm**

**Friday*
8am - 4pm**

**Saturday*
10am - 3pm**

*Closed Fridays and Saturdays
during the summer

**BT 207
561.862.4359**



Special Events

Open House

Student Learning Center PALM BEACH STATE COLLEGE

OPEN HOUSE

BT 207 & BT 216

All Welcome!

August 26th & August 27th
12pm—6pm

FREE Food
(between 12-2pm & 4-6pm)

Giveaways
Meet & Greet
SLC Information

Call 561-862-4485 for more information



You Guys are so amazing Helping me with my Essays and my Homework Assignments, And I Can't wait to come to Find some Help For this semester









Open House

BT 207 & 216 **September 3rd & 4th**
12pm - 6pm

FREE Food (12-2pm & 4-6pm)

Giveaways
Information
Scavenger Hunt

Call 561-862-4485 for more information



I'm really certainly get an idea please write to me a note Success is the progress you make so coming that way is the most important




Venture to R.E.A.D.

The SLC Reading & Writing Lab Presents
Venture to R.E.A.D.
 Reflect. Enlighten. Aspire. Dream.
 March 16th—19th, 2015

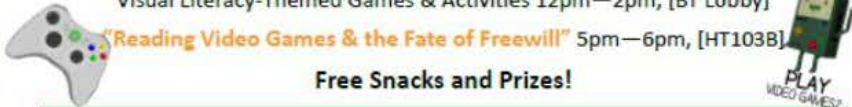
Monday 3/16 — wear a video game shirt

Essay Contest—stop by the SLC Reading & Writing Lab to pick up a topic 8am—8pm

Visual Literacy-Themed Games & Activities 12pm—2pm, [BT Lobby]

"Reading Video Games & the Fate of Freewill" 5pm—6pm, [HT103B]

Free Snacks and Prizes!



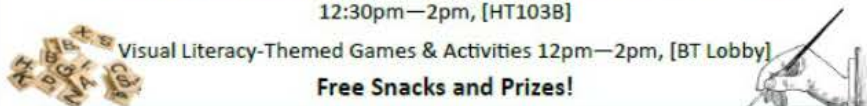
Tuesday 3/17 — wear a shirt representing your favorite company, school, or team

Poetry & Prose Reading: faculty, staff, and students will share original work

12:30pm—2pm, [HT103B]

Visual Literacy-Themed Games & Activities 12pm—2pm, [BT Lobby]

Free Snacks and Prizes!



Wednesday 3/18 — wear a movie-themed shirt

"Reading Movie Chapters: The Evolution of Viewing Film" 12:30pm—1:30pm [HT102]

"Visual Literacy in the Age of Instagram" 3pm—4pm [HT102]

"Reading Political Cartoons: The Power of Satire in Images" 5pm—6pm [HT102]

Free Food!



Thursday 3/19 — dress up as your favorite comic book character

"Manga: The Meanings Hidden Between the Boxes and the Bubbles" 12:30pm—1:30pm [BT202]

"Body as Text: Tattoos and the Stories They Tell" 5pm—6pm [BT128]

Free Food!



 www.facebook.com/SLC.Boca.Writing.Lab
 twitter.com/SLCBocaWrites

(561) 862-4359



The Future

- **Solicit more Faculty Involvement for Events**
- **National Poetry Month, April**
- **National Writing Day Events 10/20**
- **Banned Books Week, September**

Building Rapport

- **Student Retention**
- **Friendly Atmosphere and Smiling Faces**
- **Working the Floor**



Note Cards

- **Name**
- **Institution**
- **Email**
- **One "marketing" tip that you would like to share with the group**

Thank You!

feddermm@palmbeachstate.edu

copelank@palmbeachstate.edu