

ACADEMIC SUPPORT OUTREACH

Summer 2025 Report – May 12 – August 1, 2025

Outreach Efforts and Campus Partnerships

Forty-one (41) outreach efforts were facilitated during the summer 2025 semester. Key partnerships and events include:

- First Year Experience
 - 5/15 SOS Breakout Session – 60 participants total
 - 5/29-7/17 Camp War Eagle – Each summer, Academic Support participates in Camp War Eagle (CWE), the institution's program for orienting students, first-year and transfer students, to campus while delivering important information for services and resources. This partnership includes Academic Support's participation in 14 camp days, resulting in 36 in-person events and two (2) virtual events total, throughout the summer semester. Events include Breakout Sessions, Tabling, Academic Panels, and Virtual Breakout Sessions resulting in reaching **1,425 participants**, 10% of overall CWE attendees. Academic Panels include partnerships with Career Discovery and Success, University Writing, Libraries, and the AU Bookstore. According to Mentimeter participation data, 394 (27%, n=1,435) attendees participated in Academic Support Breakout Session activities. This outreach effort supported the CWE initiative in welcoming 6,207 new students to Auburn University and their 7,709 family members.
- Enrollment Management
 - 6/2/25 Summer Scholars Academy – participants total 90
- College of Science and Mathematics (COSAM)
 - 6/12/25 COSAM Summer Bridge – participants total 30

Social Media

Between May 12 and August 1, 2025, the @AUAcadSupport social media platforms published 246 posts, generating 945 total interactions – including reactions, comments, shares, link clicks, saves, and other engagement – and 695 video views. The content reached a combined **40,319 impressions** across Instagram, Facebook, and X, with an average engagement rate of 3.09%. The most popular post was “Welcome! Camp War Eagle 2025”, shared on May 29 via Facebook, which remains the strongest platform for Academic Support's reach and engagement, earning 2,454 impressions.

Facilitators

Thank you, Academic Support Team!

Professional Staff

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