

Virtual Learning Resources

Health Belief Model

Sociodemographic Factors:

-Adults, middle to upper class



Expectations

- Less Paper waste
- Students save money



Threat

- Kwantlen loses profit on book sales
- More work for teachers when setting up classes
- Some staff not tech. Inclined
- Students must have access to computers



Target Group:
Kwantlen Faculty

Change: To provide modules and text learning resources online rather than selling paper in bookstore



“Tonight on CTV, Kwantlen: hero for Earth and Students”



Cues Of Action

- Media
- Education seminars
- Online Support and guides
- Student support and encouragement



Behavior To Address Threat based on Expectations

- Use media to report of raising tuition and unnecessary student costs
- Use media to advertise Kwantlens actions to stress issue for students and environment to encourage recruitment to Kwantlen
- Provide Information and education to faculty in classes and/or meetings when available
- Make website how-to guides online and on paper