



## Developing, Growing, and Enhancing Summer and Special Sessions to Achieve Institutional SEM Goals

Presented by:

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Georgia Institute of Technology

Monday, November 4, 10:30 am

# Introduction

## Session purpose:

This session is designed to provide participants **a framework for leveraging summer and special sessions** as a part of their institution's strategic enrollment strategy. We will focus five key areas of summer and special session administration will be examined: **organization, data, curriculum planning, finance, and marketing.**

## Learning outcomes:

- Participants will learn best practices for planning, organizing, implementing, and managing special/summer sessions on their campuses.
- Participants will be able to identify some of the positive benefits of summer and special sessions to students, faculty, and other campus stakeholders.
- Participants will connect with other enrollment management and administrative colleagues who have an interest in summer and special session operations and leadership.

# Summer Session Initiatives

- Georgia Institute of Technology
- Atlanta, GA (southeast; urban; midtown campus)
- Four-Year, Public Research University
- 36,490 students (16,159 undergraduates; 20,331 graduates)

## Summer Session Initiatives

iGniTe First-Year Summer  
Launch

Summer Minor &  
Certificates

Complete College Georgia  
(Student Success)

TECHsplore  
(visiting Int'l)

TECHsperience (visiting  
Domestic)

Total Enrollment:

**17,023**

(UG – 6,143; G- 10,880)

(3) Terms:

(1) 10 weeks and (2) 5 weeks

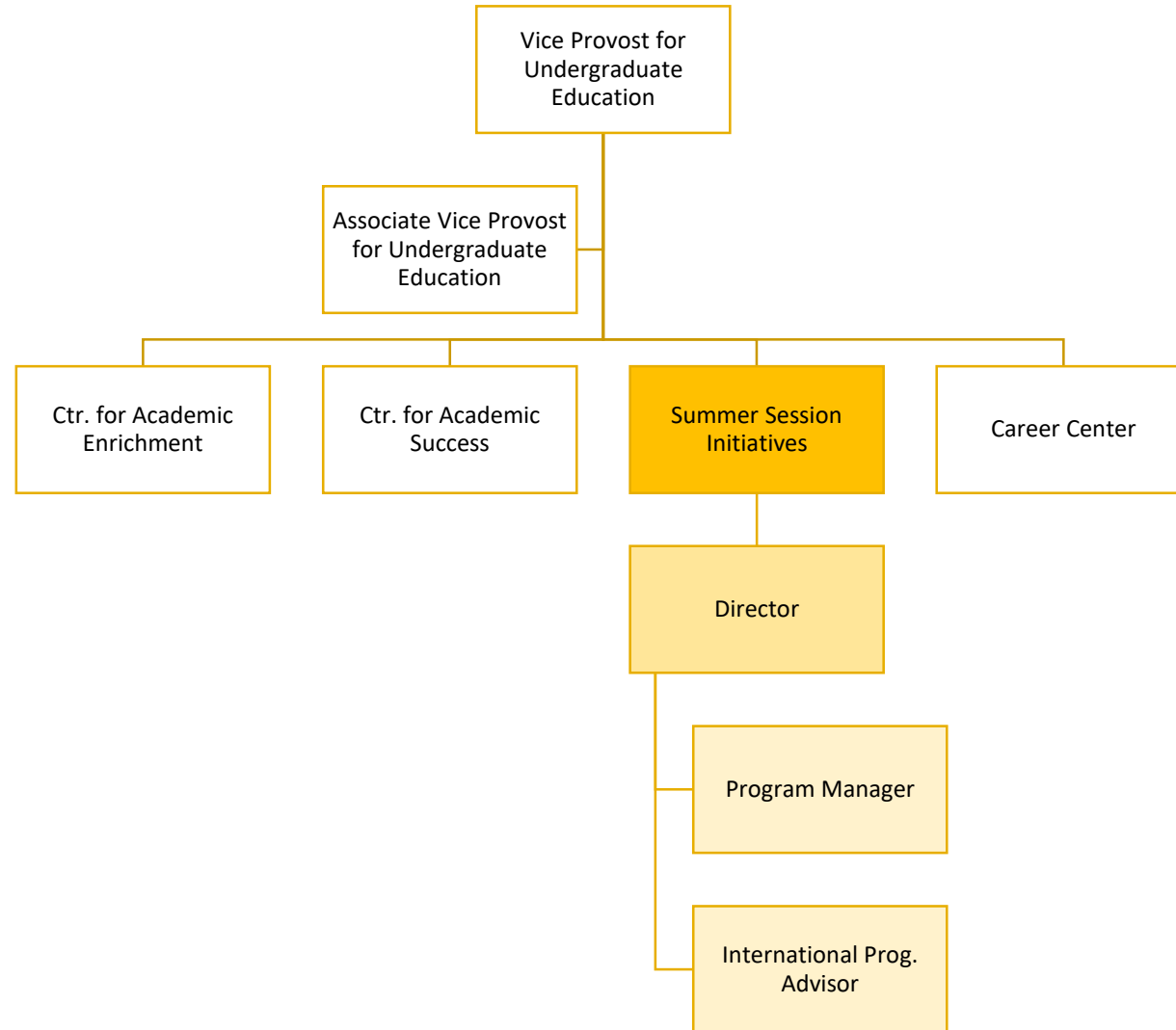
Course Delivery:

**On-campus, Online and  
Study Abroad**

### SEM Objectives:

- Instate/Out-State balance
- Major diversification
- Reduce 1<sup>st</sup> Year Course Demand

# Organization





## SUMMER-WINTER OFFICE SAINT LOUIS UNIVERSITY™

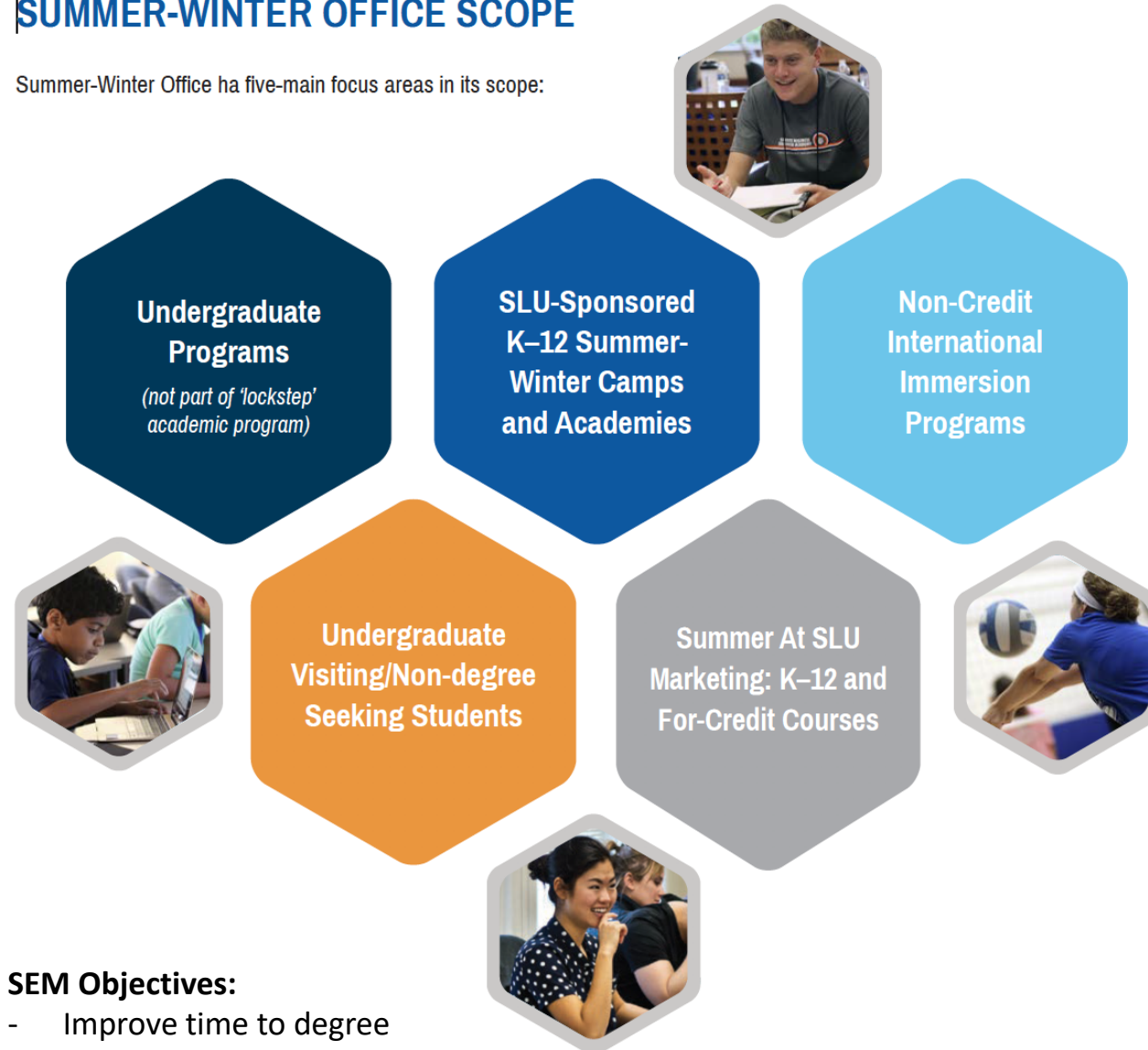
- Saint Louis University
- St. Louis, Missouri (midwest; urban; midtown campus)
- Private (Jesuit; Roman Catholic)
- 12,649 students (7,984 undergraduate; 4,665 graduate)



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## SUMMER-WINTER OFFICE SCOPE

Summer-Winter Office has five main focus areas in its scope:



### SEM Objectives:

- Improve time to degree
- Enhance pipeline opportunities

Total Enrollment:

**7,269**

(UG – 2,961; G – 4,308)

(10) Terms:

**3, 4, 5, 6, 8 and 10 weeks**

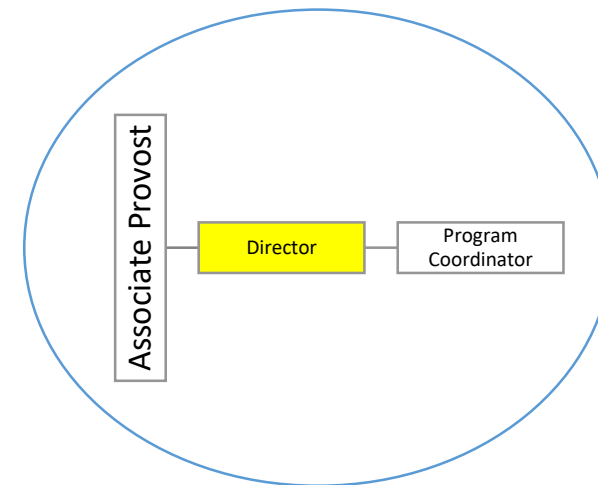
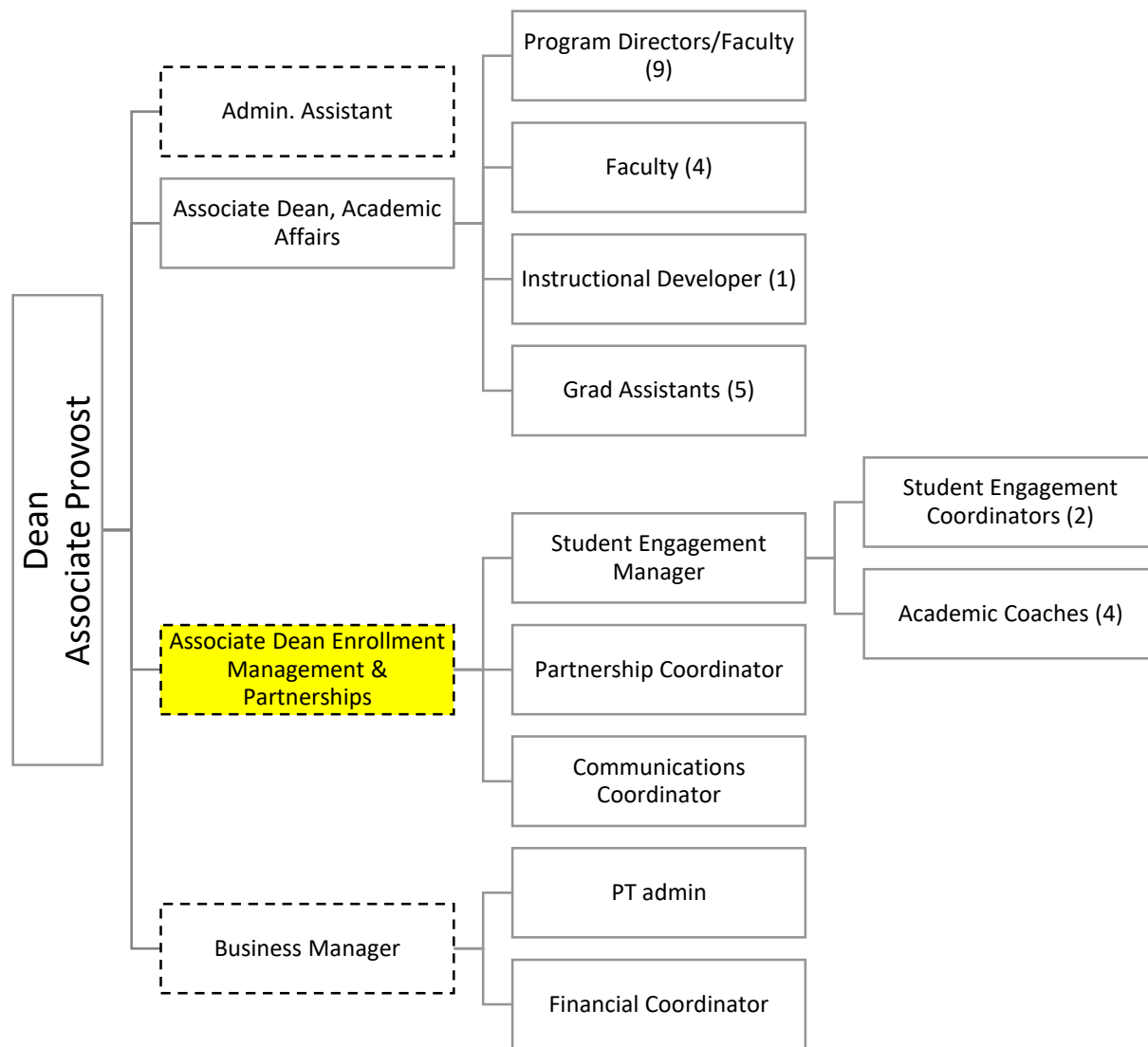
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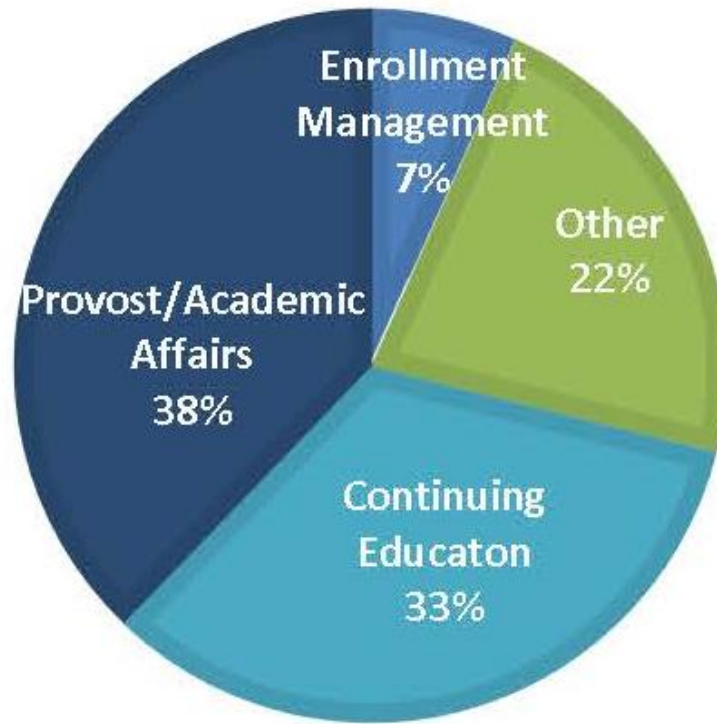


## Discussion Questions – Organization

How does your institution operate summer/special Sessions?

- Centralized/Decentralized
- What office is responsible
- How many part of terms are offered
- Modality of courses
- Target population(s)

## Summer and Special Session - Organization



# Data Collection, Analysis & Reporting

## Enrollment

- Headcount
- Total Enrollment/Registrants
- Credit Hours
- Source: IRP, Registrar

## DFWs & High Repeat

- Critical major requirements
- Prerequisites
- Source: IRP, Registrar, Dept.

## High Demand/ Bottleneck

- Major/minor requirement
- Foundational courses
- Source: Waitlist, Academic Advisors, Students

## Transfer Credits

- Courses taken at other schools during summer

## Wish List

- Major/minor courses
- Source: Student Surveys, Focus group

## Reporting

- Weekly Enrollment Report
- Course Need Analysis –  
Departments
- Annual Report

# Curriculum and Program Planning

## Instructional Opportunities

Initiative	Target Student	Summer Term(s)	Courses Needed
<i>iGniTe: First-Year Summer Launch Experience</i>	First-Year Admits	Late Short (5 weeks)	Core Area D - Math and Lab Science courses
<i>Summer Minors/Certificates</i>	So., Jr., & Sr.	Full Summer (10 weeks) Early Short (5 weeks) or Late Short ( 5weeks)	High demand or bottleneck courses that will help enable students to progress in a minor or certificate program
<i>Complete College Georgia</i>	So., Jr., & Sr.	Full Summer (10 weeks) Early Short (5 weeks) or Late Short ( 5weeks)	High Demand; High DFW; or Bottleneck Courses
<i>TECHsplore Summer</i>	Int'l rising Jr. & Sr.	Late Short (5 weeks)	3000 and 4000 level courses that may attract potential graduate applicants
<i>TECHsperience</i>	Non-GT So., Jr. & Sr.	Full Summer (10 weeks) Early Short (5 weeks) or Late Short ( 5weeks)	Courses that highlight Tech's expertise and may attract future grad applicants.
<i>TECHsperience - High School</i>	Metro-ATL Rising HS Jr. & Sr.	Late Short (5 weeks)	Courses that are appropriate for a rising HS Jr. or Sr. interested in earning college credit.
<i>Summer Online Undergraduate Program (SOUP)</i>	All continuing GT students and Domestic Non-Degree Seeking Students	Full Summer (10 weeks) Early Short (5 weeks) or Late Short ( 5weeks)	High demand or bottleneck courses. Courses should attract a minimum of 15 students.

## Discussion Questions – Curriculum Planning

- Who determines the summer curriculum?
- What is the process for determining the summer curriculum?
- What role does online learning play in your summer session planning?

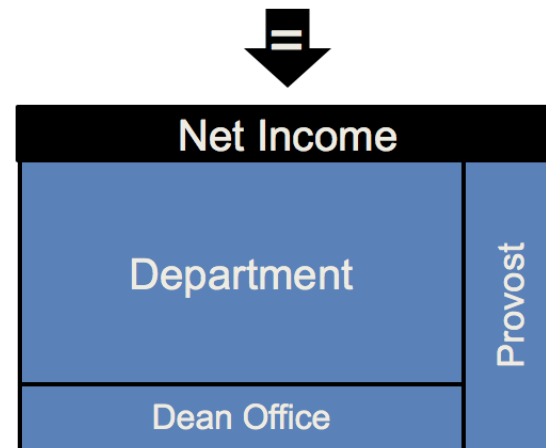
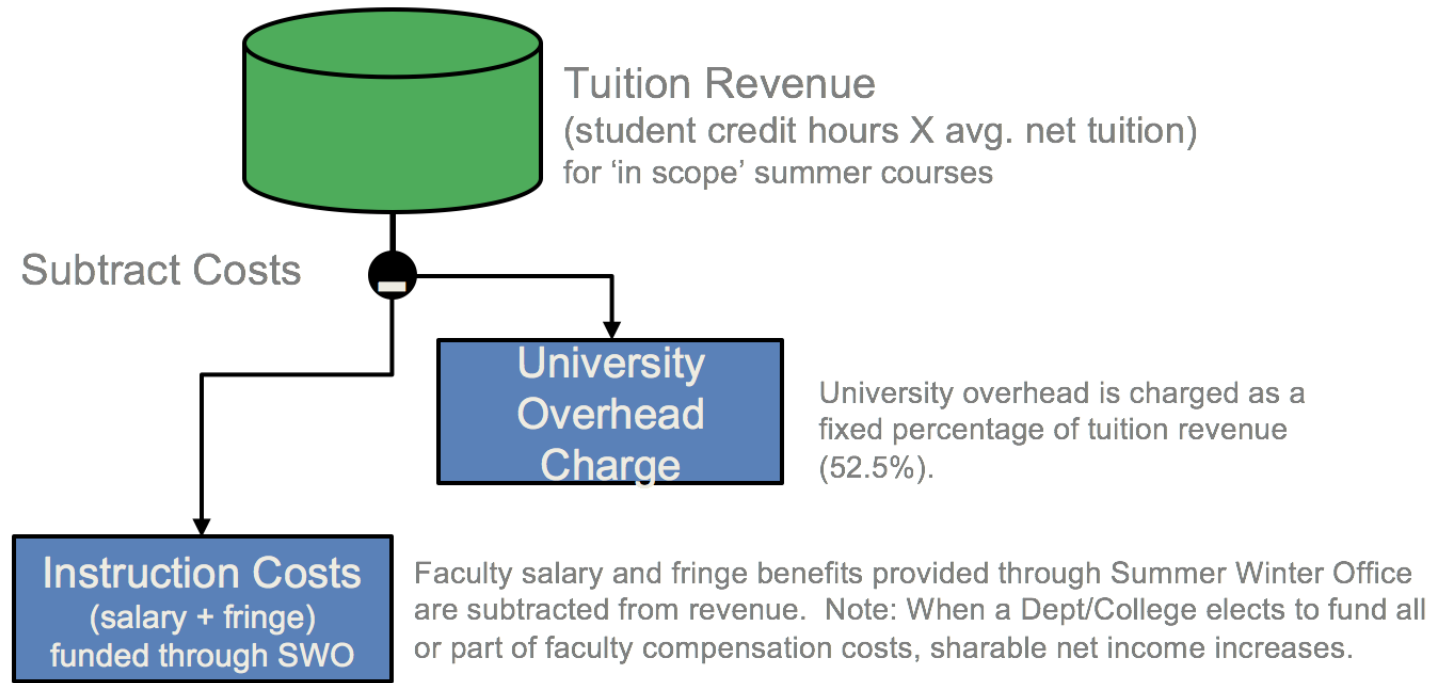
## Summer Financial Model

- **Revenue Share (on-campus)**
- Incentive Funding
  - Incremental Bonus (College/School)
  - Course Guarantee (School)
  - Course Development Grants (Faculty)
- **Revenue Share (online)**



### Budget

- \$300k – operations
- \$50k – marketing
- \$300k – incentives



### Net Income

is allocated to the Department, Dean and Provost, of which 85% is provided to the Department/College. The Dean's Office share (estimated to be 0%-15%) is set annually and will be known upfront by Departments. All funds are deposited to designated funds which can carry-over for use in future fiscal years.



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## Discussion Questions – Summer Finances

- Is the summer tuition discounted in any way?
- If you know, describe the funding structure of your summer session.
- How are revenues generated from your summer sessions managed?
- Are revenues shared directly with the academic units? If so, describe the formula?



# Summer Marketing and Outreach

## 1. Events

State of Summer

Summer Session Fair

Majors/Minors Fair

Gold Carpet Days

## 2. Collateral and web based communication:

**“Make Summer Count”** themed collateral

**Social media** – Instagram and Twitter, @GTSummerSession

## 3. Direct Marketing

Tabling

Student group presentations

## 4. Newspaper Ads

## 5. Banners and Signs



# MARKETING SUMMER AT SLU

The marketing efforts conducted by the Summer-Winter Office to promote Summer At SLU come in the form of two main campaigns:

- For-credit courses
- Pre-K-12 summer camps/academies

Additionally, each specific marketing campaign is broken down into three different types of campaigns:

- Digital marketing
- Traditional marketing
- Newspaper, postcards and billboards
- Outreach events

## MARKETING SUMMER FOR-CREDIT CLASSES

### Digital Marketing

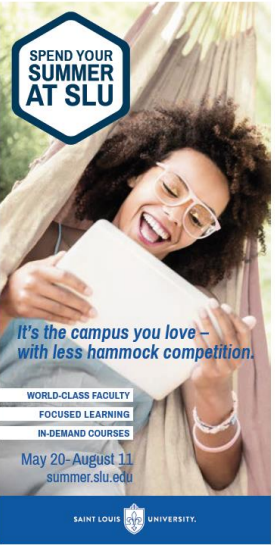
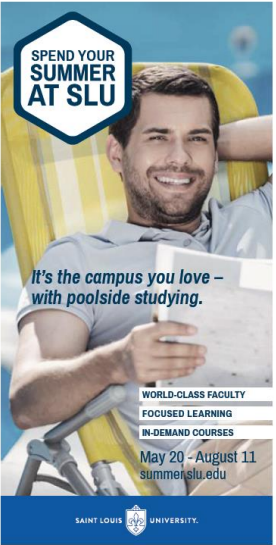
A digital marketing campaign from February – May was run on Facebook to market to local, regional and national college students to take summer classes at SLU.



#### For-Credit Facebook Ads

The digital marketing campaign on Facebook for summer classes reached **221,022** people, had **1,021,489** impressions and **3,440** unique link clicks.

### Traditional Marketing



#### UNews Print Ads

Summer classes were also marketed directly to SLU students in the UNews, SLU's student newspaper. The above half-page ads were run on the back of the UNews from February to May.



#### WHAT ARE YOUR SUMMER PLANS?

Summer is the perfect time to take courses at SLU. Whether you're spending your break in St. Louis with friends, traveling or at work, we have a variety of on-campus and online classes to get you one step closer to earning your degree. From general requirements to program-specific courses, you'll find a course that fits your schedule.

Make plans now by enrolling in the summer session at SLU. Classes begin May 20, with 12 sessions running throughout the summer.

Registration  
opens  
March 18!

Learn more and register at [slu.edu/summer](http://slu.edu/summer).  
For additional information,  
please contact your academic advisor,  
call 314-977-3534 or email [summer@slu.edu](mailto:summer@slu.edu)

#### For-Credit Postcards

Summer At SLU postcards were sent to students at Saint Louis University to promote undergraduate and graduate summer classes at SLU.





#### ▲ Chemistry/Biology Summer Postcards

Chemistry and Biology summer courses were featured in a direct mailing campaign through the above postcards. Students reached include SLU science majors, new SLU freshmen majoring in Biology, Chemistry, Biochemistry and Nutrition, as well as non-SLU students within a 35-mile radius.

#### Outreach Events



#### ▲ Summer At SLU Snow Cone Day

Summer-Winter Office hosted the first #SummerAtSLU Snow Cone Day on May 3, 2019 to encourage all SLU students to take summer courses. A snow cone truck was brought to campus at the quad and over 500 SLU students were given free snow cones and were made aware of summer classes offered and the registration deadline.

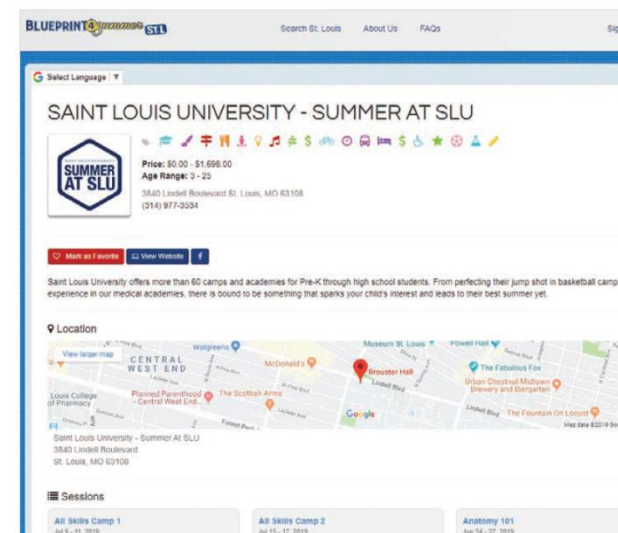
#### MARKETING SUMMER FOR PRE-K-12 CAMPS AND ACADEMIES

##### Digital Marketing



#### ▲ Pre-K-12 Facebook Ads

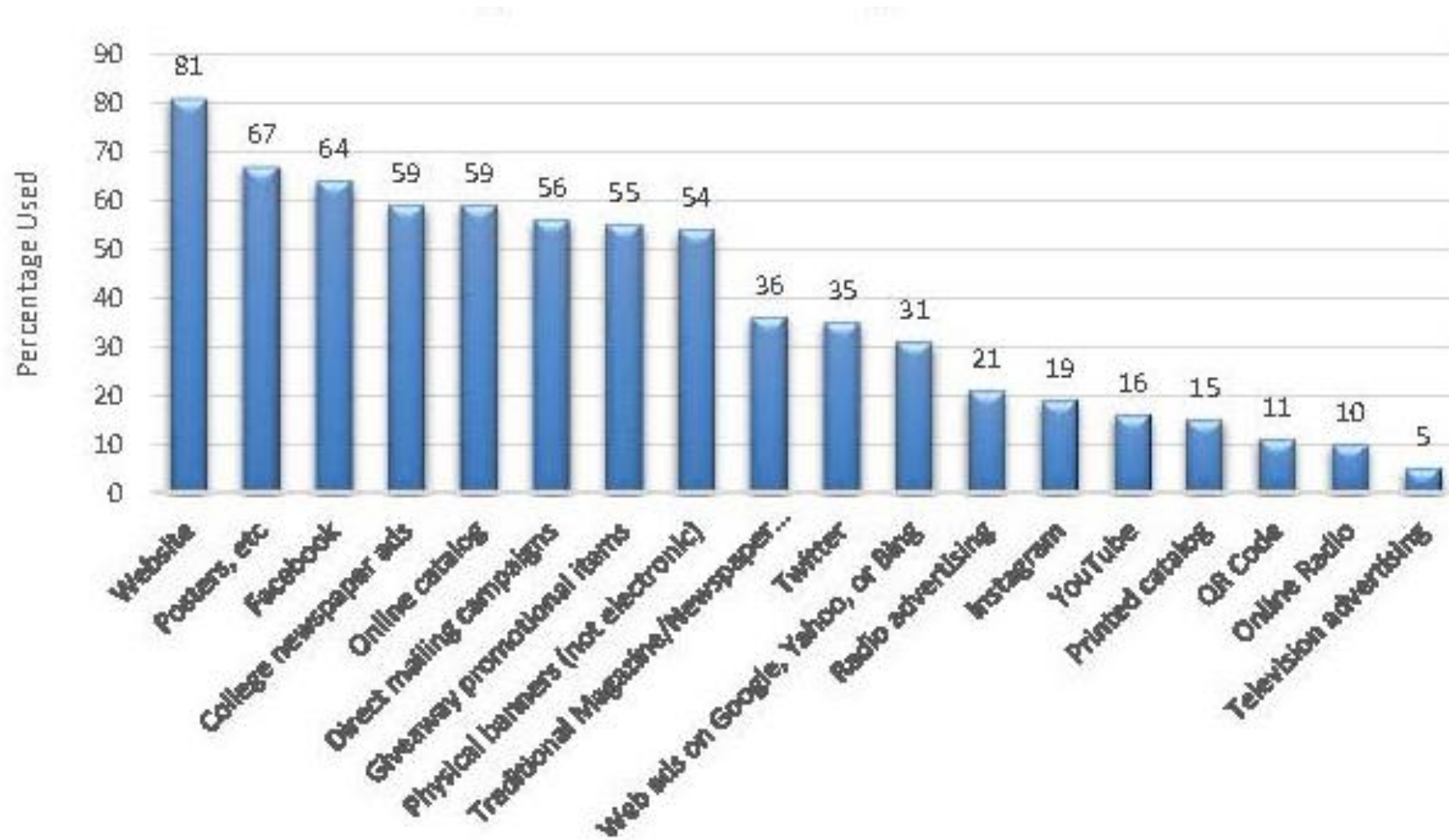
From February to May, Summer-Winter Office ran a digital marketing campaign on Facebook highlighting the 70 Pre-K-12 summer camps offered at SLU. The campaign reached **145,457** people, had **574,193** impressions and **4,458** unique link clicks.



#### ▲ Blueprints4Summer

Summer At SLU has partnered with Blueprints4Summer, a free website operated by the Clark-Fox Family Foundation that connects thousands of families to summer opportunities in the St. Louis area. Summer At SLU has been the most sought after program on their site for the last two years.

## Summer Marketing Tools



# North American Association of Summer Sessions (NAASS)

- Over 450 Summer Session Administrators
- Annual Conference
- Regional Meetings (Northeastern; Middle/Southern; North Central; and Western)
- Joint Statistical Review
- Summer Academe
- *U.S. Summer Session Strategies in Context: Past, Present, and Future*  
<https://doi.org/10.5203/sa.v10i0.568>
- [www.naass.org](http://www.naass.org)
- NAASS@naass.org







Grow Your **Enrollment.**  
Develop Your **Career.**

November 3-6, 2019  
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## Q&A and Follow-up

- De Morris Walker, PhD
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Please complete the session evaluation using the AACRAO mobile app.