

EKU Summer Annual Report 2019-2020





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About EKU Summer

EKU Summer coordinates summer courses across Eastern Kentucky University (EKU). Specifically, EKU Summer maximizes optimal enrollment, marketing, and communication to provide academic opportunities for students. During 2020, EKU Summer adjusted all courses for remote instruction due to health concerns related to COVID-19.

Acknowledgements

Academic Affairs
Communications and Brand Management
eCampus
Office of Financial Aid
Office of the Provost
Office of the Registrar
Student Accounting Services

Summer Session 2020 Tuition

Student Type	Tuition
Undergraduate - Kentucky Residents	\$386 per credit hour
Undergraduate - Out-of-State Students	\$429 per credit hour
100% Online - Undergraduate Courses (on-campus students only - not online programs)	\$421 per credit hour

Summer Tuition and Fees Update

Campus 1 undergraduate students were charged \$386 per credit hour for any summer course, regardless of mode of delivery.

Campus 2 undergraduate students were charged the eCampus rate based on their program of study (no change).

The University **lifted all financial holds** on student accounts so that as many students as possible could register for Summer.

Enrollment Trends

Total Headcount

	2019	2020	Difference	% Change
Total Enrollment	4,674	4,776	102	2.18%
Total Hours	24,168	25,744	1,577	6.52%



Summer Enrollment in Relation to Fall

Year	Summer Enrollment	Year	Fall Enrollment	Summer Enrollment as a Percentage of Fall Enrollment
2012	5,486	2012	15,968	34%
2013	5,251	2013	16,111	33%
2014	5,059	2014	16,305	31%
2015	5,267	2015	16,844	31%
2016	5,321	2016	16,881	32%
2017	5,070	2017	16,612	31%
2018	5,154	2018	15,816	33%
2019	4,690	2019	14,980	31%
2020*	4,776	2020*	13,704	35%

*2020 is unofficial, taken from Summer and Fall enrollment reports



Calendar

EKU University Calendar	SUMMER SEMESTER 2016-2020				
[This document is subject to change. Please do NOT refer back to a previously printed copy; to ensure accuracy always return online to the most current version.]	2016	2017	2018	2019	2020
FULL SUMMER TERM - 12 weeks*.	May 23 - Aug. 12	May 22- Aug. 11	May 21- Aug. 10	May 20- Aug. 9	May 18- Aug 7
*Note: While 6 week summer classes are the most common there are classes which may be longer than 6-wks in length; refer to class information on EKUDirect for specific dates of all summer courses. Also, once you register your PRINTABLE STUDENT SCHEDULE (found in EKUDIRECT) will display the important dates for your class.					
SUMMER I: 1st 6-week mini term*	May 23 - July 1	May 22 - June 30	May 21 - June 29	May 20 - June 28	May 18 - June 26
Holiday: Memorial Day (University closed).	May 30	May 29	May 28	May 27	May 25
SUMMER I Final grades due - to be submitted into EKUDirect (Banner) no later than 1pm. Grades submitted by this deadline will be processed onto transcripts. If the deadline is missed the next opportunity to process grades will be at the end of the full Summer term in August.	July 6 (Wed.)	July 5 (Wed.)	July 5 (Thur.) July 9 (Mon.)	July 3 (Wed.)	July 1 (Wed.)
SUMMER II: 2nd 6-week mini term*	July 5 - Aug. 12	July 3 - Aug. 11	July 2 - Aug. 10	July 1 - Aug. 9	June 29 - Aug.7
Holiday: Independence Day (University closed).	July 4	July 4	July 4 Additional closing July 5 - 6	July 4 Additional closing July 5th	July 3
Last day of summer term. All summer classes are concluded before or on this date.	Aug. 12	Aug. 11	Aug. 10	Aug. 9	Aug. 7
ALL FINAL GRADES DUE - to be submitted into EKUDirect (Banner) no later than 1pm. Any grades submitted after the Summer I grade deadline can now be processed and rolled onto transcripts.	Aug.-15	Aug. 14	Aug. 13	Aug. 12	Aug. 10

Note: All students graduating during the summer term are invited to participate in the commencement ceremony held at the close of the preceding spring term, or the immediately following fall term. Students should confirm through their college dean's office, in writing, their intention to walk at one of these ceremonies.

APPROVED BY DR. BENSON AND DR. VICE 11/06/14; AMENDED 06/18/19

Office of the Registrar



Schedule Optimization

	Sections Offered	
2019	117	On Campus Online
	589	ALE, ITV, MMD, TRD, WBL
2020	273	On Campus Online
	307	ALE, TRD

Fill Rates

		2019		2020		2019 Fill Ratio	2020 Fill Ratio
		Enrolled	Capacity	Enrolled	Capacity		
College of Business & Technology	Undergraduate	698	1,393	738	1,348	50.11%	54.75%
	Graduate	47	62	46	86	75.81%	53.49%
College of Education	Undergraduate	140	1,785	103	686	7.84%	15.01%
	Graduate	351	591	422	991	59.39%	42.58%
College of Health Sciences	Undergraduate	57	1,273	451	1,163	4.48%	38.78%
	Graduate	377	759	353	775	49.67%	45.55%
College of Justice & Safety	Undergraduate	285	402	305	401	70.90%	76.06%
	Graduate	59	95	57	70	62.11%	81.43%
College of Letters, Arts, & Social Sciences	Undergraduate	1,087	2,224	923	1,105	48.88%	83.53%
	Graduate	125	357	94	383	35.01%	24.54%
College of Science	Undergraduate	932	1,524	1,081	1,857	61.15%	58.21%
	Graduate	17	36	26	63	47.22%	41.27%
Academic Affairs	Undergraduate	45	116	19	31	38.79%	61.29%
		4,220	10,617	4,618	8,959	39.75%	51.55%

Overall 2019 Undergraduate Fill Ratio	37.21%
Overall 2019 Graduate Fill Ratio	41.51%

Overall 2020 Undergraduate Fill Ratio	54.92%
Overall 2020 Graduate Fill Ratio	49.58%

Overall 2019 Fill Ratio	39.75%
Overall 2020 Fill Ratio	51.55%

Parts of Term

2019 Parts of Term		2020 Parts of Term	
1	Full Term	1	Full Term
2M1	1st 1-week Term	2M2	2nd 1-week Term
2M2	2nd 1-week Term	2T1	1st 2-week Term
2T2	2nd 2-week Term	2T2	2nd 2-week Term
6F	1st 6-wk Term	3M1	3M-1st
6S	2nd 6-wk Term	6F	1st 6-wk Term
8F	1st 8-wk Term	6S	2nd 6-wk Term
8I	Irregularl 8 Weeks	8F	1st 8-wk Term
8S	2nd 8-wk Term	8I	Irregularl 8 Weeks
COP	Co-op	8S	2nd 8-wk Term
FTM	Advertised (No Reg Allowed)	COP	Co-op
I2F	2 week class	FTM	Advertised (No Reg Allowed)
MAS	Extended Registration	I2F	2 week class
NF5	Nursing 1st 5 weeks	MAS	Extended Registration
NF7	Nursing 1st 7 weeks	NF5	Nursing 1st 5 weeks
SPE	Special, extended add	NF7	Nursing 1st 7 weeks
UNU	Variable	UNU	Variable



Schedule Optimization: eCampus

	eCampus Sections Offered	
2019	215	eCampus
2020	189	eCampus

eCampus Fill Rates

		2019		2020		2019 Fill Ratio	2020 Fill Ratio
		Enrolled	Capacity	Enrolled	Capacity		
College of Business & Technology	Undergraduate	437	1,150	472	1,160	38.00%	40.69%
	Graduate	NA	NA	NA	NA	NA	NA
College of Education	Undergraduate	NA	NA	NA	NA	NA	NA
	Graduate	546	3,000	622	3,420	18.20%	18.19%
College of Health Sciences	Undergraduate	172	1,200	157	1,230	14.33%	12.76%
	Graduate	657	1211	770	1,355	54.25%	56.83%
College of Justice & Safety	Undergraduate	573	9,375	670	7,806	6.11%	8.58%
	Graduate	551	3,768	617	3,598	14.62%	17.15%
College of Letters, Arts, & Social Sciences	Undergraduate	984	5,855	1,196	5,180	16.81%	23.09%
	Graduate	157	1,303	246	1,510	12.05%	16.29%
College of Science	Undergraduate	554	3,250	575	2,850	17.05%	20.18%
	Graduate	NA	NA	NA	NA	NA	NA
Academic Affairs	Undergraduate	36	550	53	560	6.55%	9.46%
		4,667	30,662	5,378	28,669	15.22%	18.76%

Overall 2019 Undergraduate Fill Ratio	12.89%
Overall 2019 Graduate Fill Ratio	16.47%

Overall 2020 Undergraduate Fill Ratio	16.62%
Overall 2020 Graduate Fill Ratio	19.80%

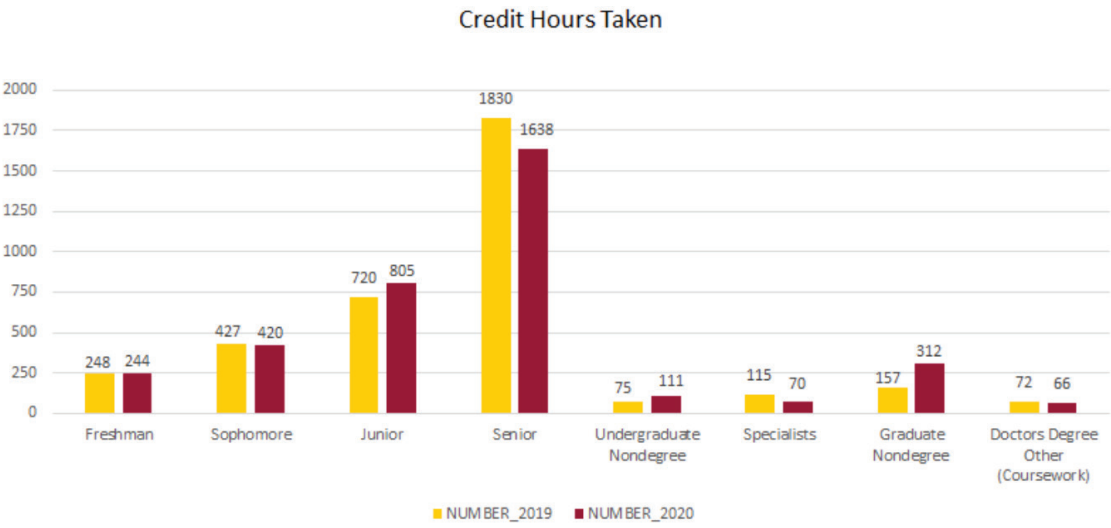
Overall 2019 Fill Ratio	15.22%
Overall 2020 Fill Ratio	18.76%

eCampus Parts of Term

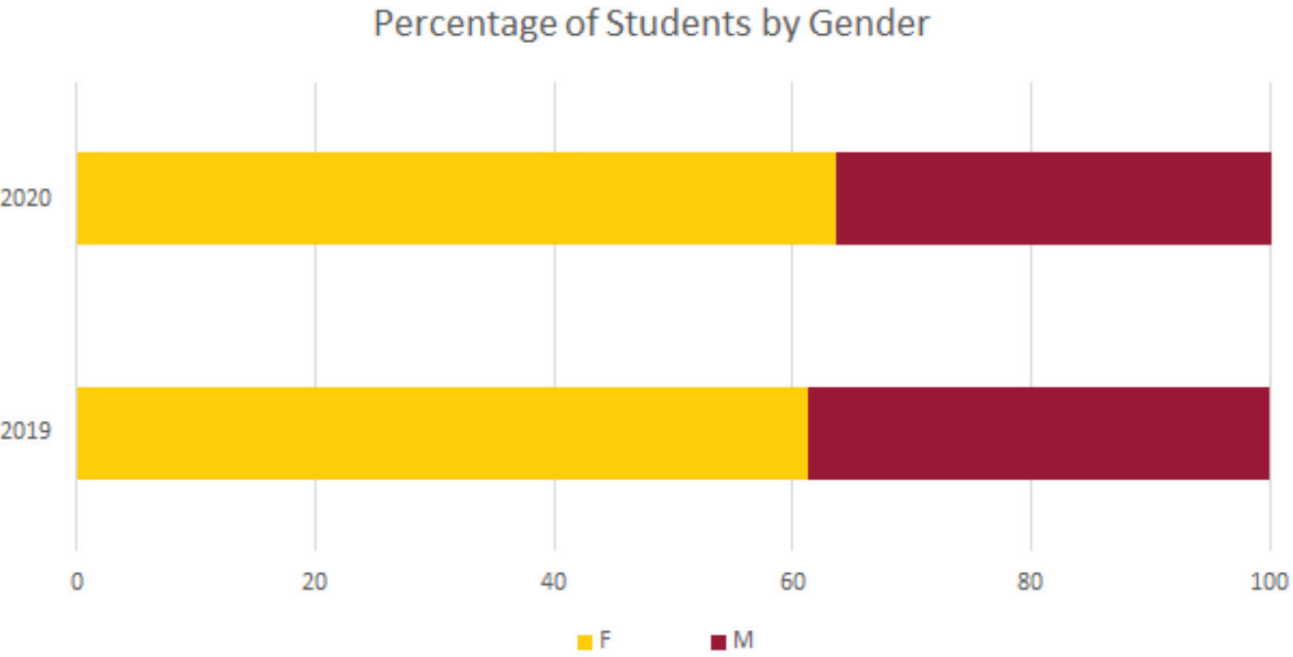
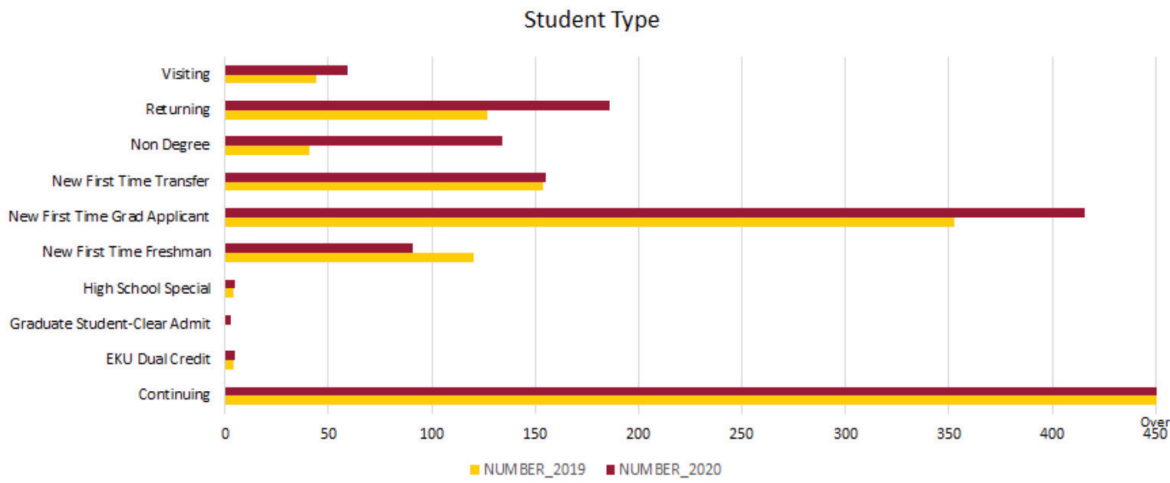
2019 Parts of Term		2020 Parts of Term	
1	Full Term	1	Full Term
6F	1st 6-wk Term	6F	1st 6-wk Term
6S	2nd 6-wk Term	6S	2nd 6-wk Term
8F	1st 8-wk Term	8F	1st 8-wk Term
8S	2nd 8-wk Term	8I	Irregular 8 Weeks
COP	Co-op	8S	2nd 8-wk Term
MAS	Extended Registration	COP	Co-op
UNU	Variable	MAS	Extended Registration
		UNU	Variable



Student Profile



Students by Average Age		
Student Level	2019	2020
Undergraduate	26.02	26.17
Graduate	35.60	35.80
Overall	30.12	30.74



Summer Scholarships/Finance

EKU Summer offered scholarships to support students as they approached graduation. Three scholarship options were available:

- **Summer Scholars** (supporting tuition for one EKU Summer course for diverse students) - 10 students
- **Book Scholarships** (supporting books for one course for diverse students) - 40 students
- **Microscholarships** (supporting partial tuition of \$250 for one course) - 45 students

Summer Scholars Program

The Summer Scholars Program, in collaboration with the Office of Financial Aid, focuses on reducing financial barriers to taking summer courses for diverse juniors and seniors. In 2020, the Summer Scholars program supported ten diverse undergraduate students to receive tuition support for one course. Priority was given to diverse students who were near graduation. Three of the recipients completed their degrees during Summer 2020, and the other seven scholarship recipients have retained and are attending for Fall 2020. Below is a sampling of their perspectives on the importance of the Summer Scholars opportunity:

"Now I don't have that (financial) worry, and without it, I can really concentrate on my classes," she said. "I'm glad EKU offers so many scholarships because it helps a lot of students." - Jayden Norris, 2020 Summer Scholarship Recipient

"The summer scholar program will definitely help me financially," she said. "Being an online student, I never thought I would have a lot of opportunities for scholarships, so getting this information was really nice." - Amelia Dix, 2020 Summer Scholarship Recipient

Summer Microscholarship Program

Scholarships were in the amount of \$250 each and were offered to undergraduate students only. A brief application was promoted on the EKU Summer website and social media. On our "go live" day, our website saw its heaviest day of traffic of the season. We received 684 applications in total.

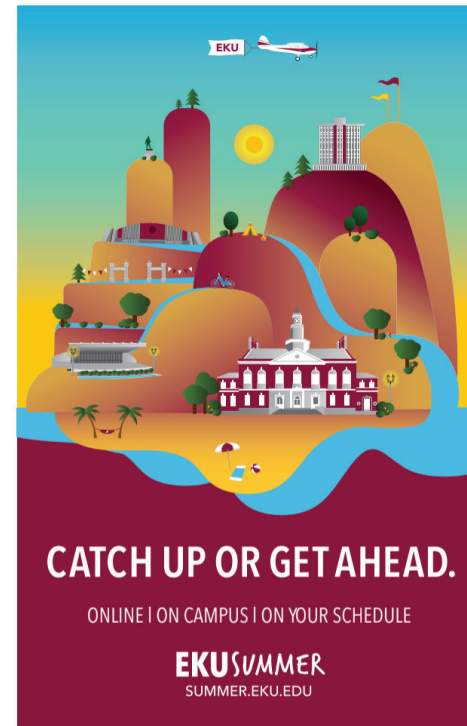
The applications were reviewed by our Summer Microscholarship subgroup consisting of: Rusty Carpenter (Summer Coordinator), Melinda Compton (Academic Affairs), Brenda Clapper (Registrar), Donna McDaniel (Student Accounting), Andrea Spry (Financial Aid) and Matt Schumacher (Student Success). Priority was given to students near graduation to help move them further toward the finish line. Students were required to explain how the scholarship would help them and why they should be considered. All of the applications were compelling. Below is a small sample of the narrative submissions:

"If selected for this award, the Summer Scholarship will assist me in completing my Emergency Medical Care degree on time. Due to the current crisis, the need for emergency medical professionals has proven to be relevant, now more than ever before. EKU is an important figure in this need due to being the only bachelor's degree program that offers a degree in emergency medical care. Currently, I am working on the front lines, on an ambulance, while still working on my degree as an EMT-Basic. I personally want to proudly say I am an EKU paramedic and help even more than I can currently. This award will help me fulfill my goal and do more to combat this and future crises in a timely manner." - Undergraduate, EMC Administration

"I am a single parent of a medically complicated three year old little girl. I am a returning student and have been back at EKU for a little under three years. I chose to pursue nursing after spending several months with my daughter in the NICU at UK Children's Hospital, and after graduation I hope to work there one day. I have worked really hard to get to this point in my education and am really looking forward to furthering my education at Eastern. I have been working two jobs and am a full time student and it hasn't always been easy. This scholarship would mean the world to me and make it a little easier to continue my education this summer. Thank you for your consideration." - Undergraduate, Pre-Nursing

"I am a working mother and a full time student at EKU. Although both my husband and I are employed it is difficult to provide additional funds to fund the cost of my education. I have received loans and scholarships to pay for my tuition during fall and spring semesters but have not been awarded and assistance for summer classes. This is a class that I must attend to graduate and it is only offered during the summer. Any assistance with the cost of this summer course would be greatly appreciated." - Undergraduate, Paralegal Science

EKU Summer awarded 45 scholarships. Three of our recipients completed their degrees during Summer 2020. Thirty-nine of our scholarship recipients have retained and are attending for Fall 2020.



Marketing & Communication

EKU Summer marketing and communication involves a multi-pronged approach to ensure that the university community receives timely information about courses and opportunities. Initiatives involved:

- Digital and Social Media Marketing and Communication
- Summer Blog
- Direct Email Communication
- Graphics/Print Pieces
- EKU Summer Events
 - Table set-ups
- Collaboration with departments
 - Advising
 - Noel Studio for Academic Creativity
 - Graduate School
 - Multicultural Student Center
 - Advising

Digital Performance

Web Traffic: Year Over Year (YoY)

Users: up 156.27%
 New Users: up 153.79%
 Sessions: up 166.09%
 Pageviews: up 135.29%
 Unique PV: up 151.61%
 Avg time on page: up 10.61%
 Entrances: up 166.19%

Digital Advertising: Overview

12,206 total users
 12,201 new users
 15,997 sessions

Digital Advertising: Google Ads

Impressions: 2,248,482
 Clicks: 14,608
 CTR: 0.65% (industry standard is 0.53%, overall standard is 0.50%)

Results via Google Analytics

9,091 users
9,089 new users
12,365 sessions
13,609 pageviews
12,313 unique pageviews
3:35 average time on page
12,313 entrances

Digital Advertising: Instagram/Facebook

Impressions: 553,768
Reach: 86,806 (cumulative)
Clicks: 2,937
Results via Google Analytics
642 users
640 new users
662 sessions
FB/IG retargeting via Google Analytics
151 users
165 sessions

Digital Advertising: Snapchat

Impressions: 1,278,508
Swipe Ups: 16,663

Results via Google Analytics

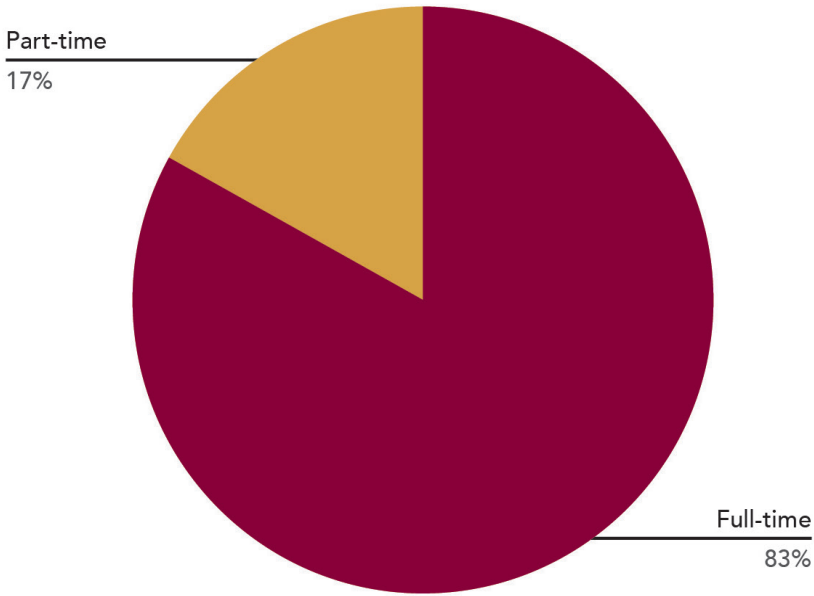
2,142 users delivered
2,141 new users delivered
2,566 sessions delivered
2,616 pageviews
2,571 unique pageviews
4:48 average time on page
2,571 entrances



Faculty

The majority of ECU Summer courses were taught/facilitated by full-time faculty/professional staff.

ECU | FACULTY





summer.eku.edu | [#EKUSummer](https://twitter.com/EKUSummer) | [@EKUSummer](https://www.instagram.com/EKUSummer)

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