

EKU Summer

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Annual Report 2020-2021





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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.

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 2021 Tuition and Fees

Student Type	Tuition
Undergraduate - Kentucky Residents	\$386 per credit hour
Undergraduate - Out-of-State Students	\$429 per credit hour
100% Online - International Students	\$806 per credit hour

Enrollment Trends

Total Headcount

	2020	2021	Difference	% Change
Total Enrollment	4,776	4,736	-40	(0.84%)
Total Hours	25,712	25,009	-703	(2.73%)



Summer Enrollment in Relation to Fall

Year	Summer Enrollment	Year	Fall Enrollment	Percentage
2012	5,486	2012	15,968	34.3%
2013	5,251	2013	16,111	32.5%
2014	5,059	2014	16,305	31%
2015	5,267	2015	16,844	31.2%
2016	5,321	2016	16,881	31.5%
2017	5,070	2017	16,612	30.5%
2018	5,154	2018	15,816	32.5%
2019	4,690	2019	14,980	31.3%
2020	4,776	2020	13,704	34.8%
2021	4,736	2021	13,399	35.3%



Calendar

EKU University Calendar	SUMMER SEMESTER 2021-2025				
<i>[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.]</i>	2021	2022	2023	2024	2025
FULL SUMMER TERM - 12 weeks*.	May 17 - Aug. 6	May 23- Aug. 12	May 22- Aug. 11	May 20- Aug. 9	May 19- Aug. 8
SUMMER I: 1st 6-week mini term*	May 17 - June 25	May 23 - July 1	May 22 - June 30	May 20 - June 28	May 19 - June 27
Holiday: Memorial Day (University closed).	May 31	May 30	May 29	May 27	May 26
Holiday: Juneteenth National Independence Day (University closed).	June 18	June 20	June 19	June 19	June 19
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. Wed. of 7th week of term.	June 30	July 6 (Wed.)	July 5 (Wed.)	July 3 (Wed.)	July 2 (Wed.)
SUMMER II: 2nd 6-week mini term*	June 28 - Aug. 6	July 5 - Aug. 12	July 3- Aug. 11	July 1 - Aug. 9	June 30 - Aug. 8
Holiday: Independence Day (University closed).	July 5	July 4	July 4	July 4	July 4
Last day of summer term. All summer classes are concluded before or on this date.	Aug. 6	Aug. 12	Aug. 11	Aug. 9	Aug. 8
ALL FINAL GRADES DUE - to be submitted into EKUDirect (Banner) no later than 1pm. Any grades submitted <u>after</u> the Summer I grade deadline can now be processed and rolled onto transcripts.	Aug. 9	Aug. 15	Aug. 14	Aug. 12	Aug. 11

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.

Office of the Registrar

Schedule Optimization

	Sections Offered	
2020	273	On Campus Online
	307	ALE, TRD
2021	201	On Campus Online
	479	ALE, TRD, HYB, WBL



Fill Rates

Overall 2020 Undergraduate Fill Ratio	54.92%
Overall 2020 Graduate Fill Ratio	49.58%
Overall 2021 Undergraduate Fill Ratio	26.58%
Overall 2021 Graduate Fill Ratio	17.76%

Parts of Term

2020 Parts of Term		2021 Parts of Term	
1	Full Term	1	Full Term
2M2	2nd 1-week Term	1E	Full Term e-campus
2T1	1st 2-week Term	2M2	2nd 1-week Term
2T2	2nd 2-week Term	2T2	2nd 2-week Term
3M1	3M-1st	3M1	3M-1st
6F	1st 6-wk Term	3M2	3M-2nd
6S	2nd 6-wk Term	6F	1st 6-wk Term
8F	1st 8-wk Term	6FE	1st 6-wk Term e-campus
8I	Irregular 8 Weeks	6S	2nd 6-wk Term e-campus
8S	2nd 8-wk Term	6SE	2nd 6-wk Term e-campus
COP	Co-op	8F	1st 8-wk Term
FTM	Advertised (No Reg Allowed)	8FE	1st 8-wk Term e-campus
I2F	2-week class	8I	Irregular 8 Weeks
MAS	Extended Registration	8S	2nd 8-wk Term
NF5	Nursing 1st 5 weeks	8SE	2nd 8-wk Term e-campus
NF7	Nursing 1st 7 weeks	COP	Co-op
UNU	Variable	FTM	Advertised (No Reg Allowed)
		I2F	2-week class
		MAS	Extended Registration
		NF7	Nursing 1st 7 weeks
		UNU	Variable

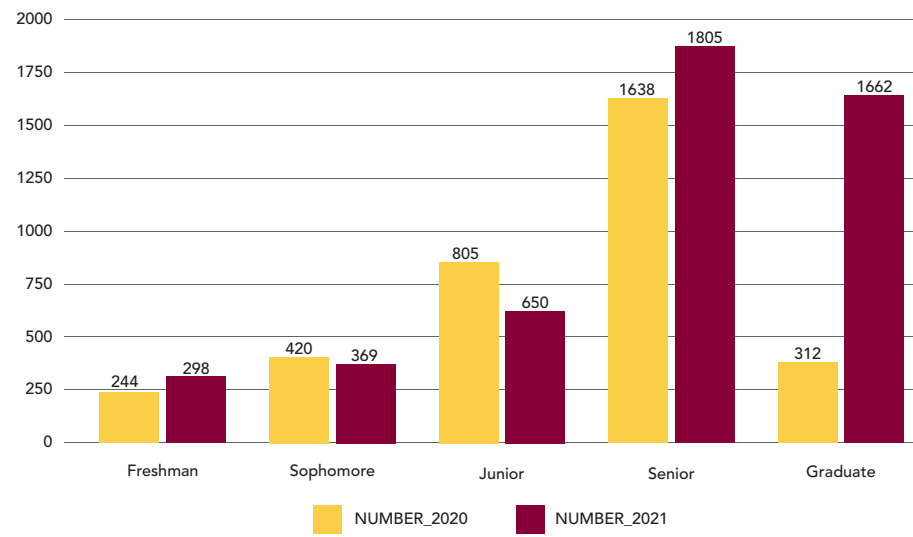
eCampus Parts of Term

Parts of Term		# of CRNs	# of Enrollments
1	Full Term	20	229
6F	1st 6-wk Term	30	752
6S	2nd 6-wk Term	33	759
8F	1st 8-wk Term	71	2,384
8I	Irregular 8 weeks	n/a	n/a
8S	2nd 8-wk Term	27	813
COP	Co-op	5	28
MAS	Extended Registration	1	6
UNU	Variable	6	23

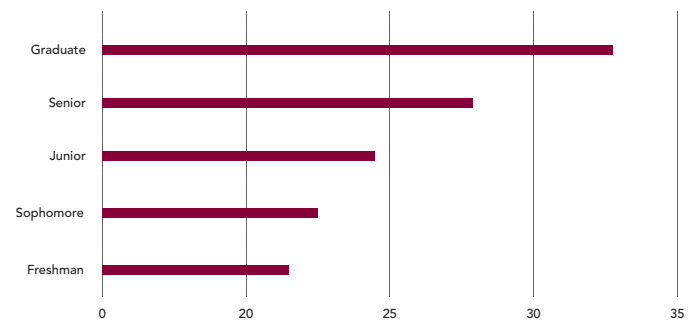


Student Profile

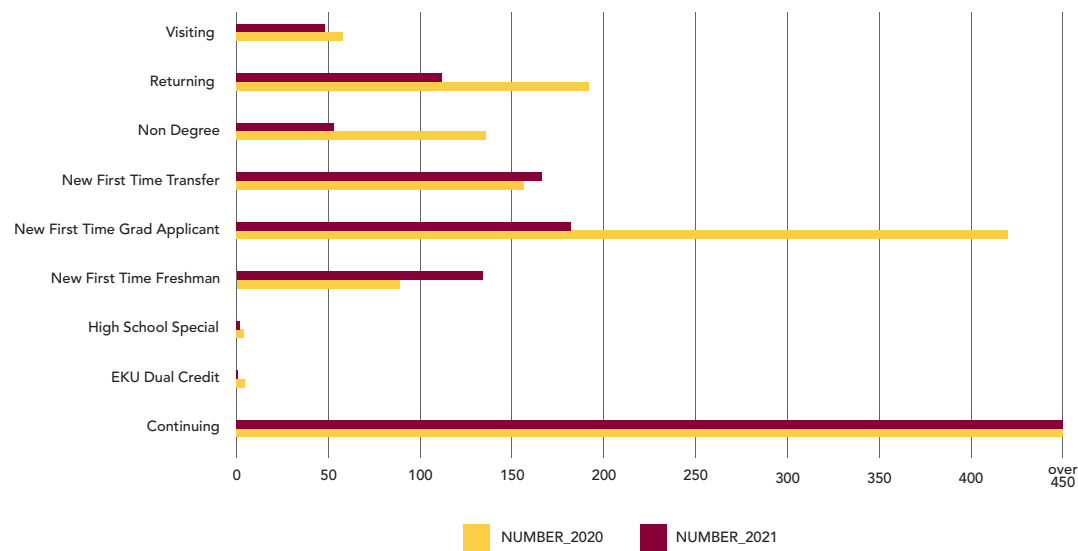
Credit Hours Taken



Average Age of Each Class

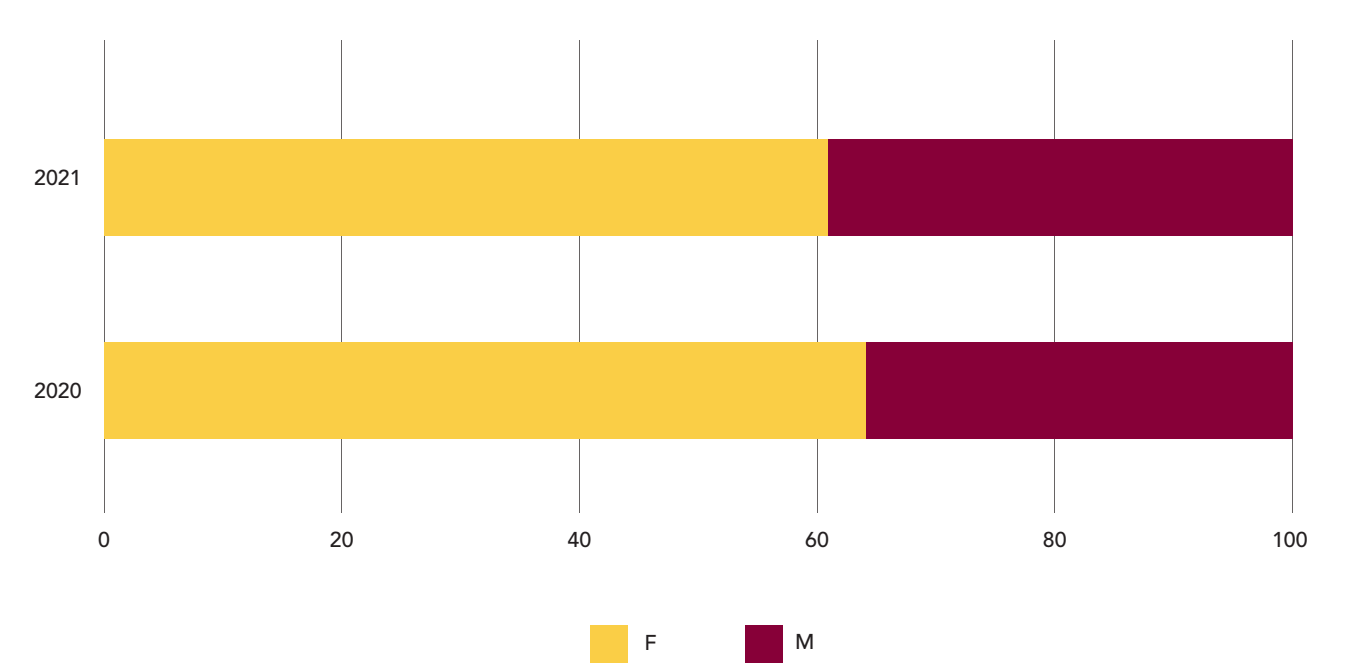


Student Type



Students by Average Age			
Student Level	2019	2020	2021
Undergraduate	26.02	26.17	26.06
Graduate	35.60	35.80	33.53
Overall	30.12	30.74	28.65

Percentage of Students by Gender



Summer Scholarships/Finance

EKU Summer offered scholarships to support students as they approached graduation.

- Microscholarships - 1,076 Total ECU Summer microscholarship applicants and 48 students awarded for Summer 2021

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 ECU Summer website and social media. On our "go live" day, our website saw its heaviest day of traffic of the season of 1,582 visitors.

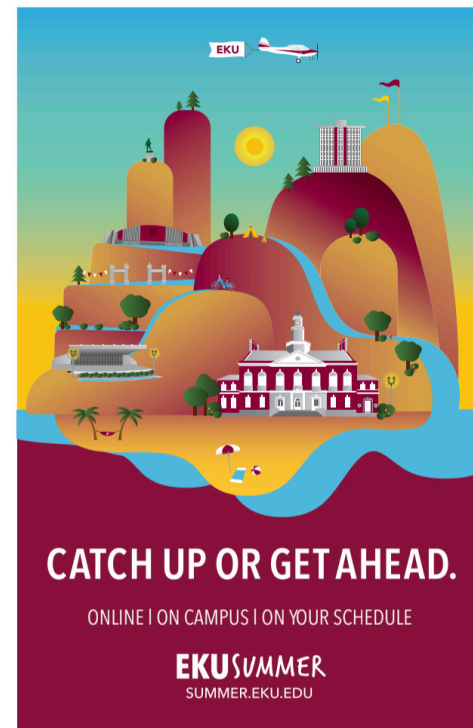
The applications were reviewed by our Summer Microscholarship subgroup consisting of: Rusty Carpenter (Assistant Provost), Melinda Compton (Academic Affairs), Brenda Clapper (Registrar), Donna McDaniel (Student Accounting), Andrea Spry (Financial Aid), and Matt Schumacher (Student Success). Priority 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:

"I am trying to graduate early by taking some summer classes. My goal in graduating early is to be accepted into the Master's program in Criminology & Criminal Justice at ECU in the spring semester of 2022. Once I receive my Master's degree, I plan to continue my education by seeking a law degree. The summer microscholarship would greatly assist me financially when paying for these summer classes." - Undergraduate, Criminal Justice and Police Studies Major & Pre-Law Minor

"I am taking summer courses to catch up. I have 25 credit hours but I would like to have 30 to technically be a sophomore. In my current situation I do not have a place to live nor do I have any family support. Taking summer courses will enable me to live and work on campus this summer." - Undergraduate, Psychology Major & Women & Gender Studies Minor

"The Summer Scholarship Committee should consider me for this award because I have been fortunate enough to be on the Dean's List the past few semesters but still need extra credit hours to catch up. Unfortunately, my mother and step-father tested positive for Covid-19 so I was unable to take as many credit hours that I usually do these past few semesters. This summer scholarship would help me catch up and be prepared for the upcoming semesters. I would appreciate any funding that could help me obtain my goals." - Undergraduate, Middle Grade Education Major





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 advertising, social promotion, SEO/SEM and more.

Summer.eku.edu - Site Analytics

The summer website received 45,234 visitors in 2020-2021, 44,952 of which were unique. This represents a 32% increase over the previous year (34,385 visitors). Those visitors accessed 77,058 individual pages across the summer site during their visits. The majority of the site traffic came from Richmond, Lexington, Cincinnati, Louisville, and Atlanta. Our advertising campaigns were responsible for directing about 54% of our traffic to the site, followed by direct visitors at 24% and then organic search at 13%. The most popular pages visited were the summer homepage, the summer scholarships page, and the microscholarship application.



Summer Digital Marketing Campaigns

To promote EKU Summer, digital advertisement campaigns (ad examples pictured above) were implemented on Facebook/Instagram, Snapchat, and Google Ads.

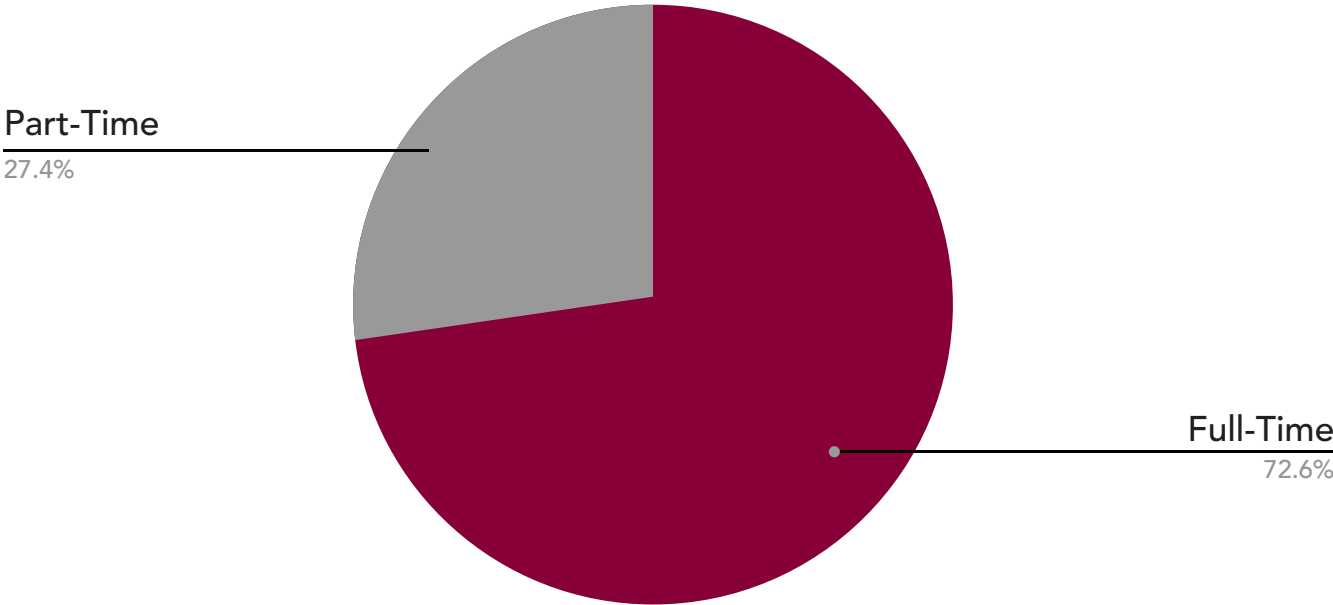
Our Facebook/Instagram campaign generated 814,870 impressions and 1,360 clicks for the year. Snapchat generated 1,044,183 impressions with 6,076 swipe ups, and Google Ads generated 1,940,633 impressions and 41,240 clicks through to the site.



Faculty

The majority of EKU Summer courses were taught by full-time faculty. In 2021, 409 individuals taught or facilitated during EKU Summer. Of these, 112 of were part-time faculty and 297 were full-time faculty or professional staff.

Faculty Teaching EKU Summer Courses







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