



2022

EKU Summer Annual Report

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EKU



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About EKV Summer

EKU Summer coordinates summer courses across Eastern Kentucky University (EKU). Specifically, EKV Summer maximizes optimal enrollment, marketing, and communication to provide academic opportunities for students.

Acknowledgements

EKU Summer Planning Team:

Sarah Bashford, Cassie Bradley, Rusty Carpenter, Brenda Clapper, Melinda Compton, Julie Curry, Kevin Fisher, Donna McDaniel, Brandon Moore, Anthony Newman, Matt Schumacher, & Dave Scott

EKU Summer Microscholarship Review Team:

Cassie Bradley, Rusty Carpenter, Brenda Clapper, Melinda Compton, Donna McDaniel, Sara Hammons, Joplin Rice, Matt Schumacher, & Andrea Spry

EKU Summer Annual Report:

Dominic Acciardo, EKV Summer/Winter Student Ambassador

Summer Session 2022 Tuition and Fees

Student Type	Tuition
Undergraduate - Kentucky Residents	\$394 per credit hour
Undergraduate - Out-of-State Students	\$417 per credit hour
100% Online - International Students	\$429 per credit hour

Enrollment Trends

Total Headcount

	2021	2022	Difference	% Change
Total Enrollment	4,723	4769	+46	+.99%
Total Hours	25,009	25,219	+210	+.99%



Summer Enrollment in Relation to Fall

Summer Enrollment

Fall Enrollment

Summer	Enrollment	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	31.0%
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	4,723	2021	13,399	35.3%
2022	4,769	2022	13,466	35.4%



Calendar

[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.]

	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.

Schedule Optimization

	Sections Offered	
2020	273	On Campus Online
	307	ALE, TRD
2021	201	On Campus Online
	479	ALE, TRD, HYB, WBL
2022	172	On Campus Online
	525	ALE, TRD, HYB, WBL

Fill Rates

	2020	2021	2022
Overall Undergraduate Fill Ratio	54.92%	26.58%	13.53%
Overall Graduate Fill Ratio	49.58%	17.76%	8.04%



WHY #EKUSUMMER?

- Build a schedule that works for you
- Catch up or move ahead
- Take #EKUEverywhere you go
- Tackle a tough course
- Move closer to graduation
- Scholarships are available

Parts of Term

2020 Parts of Term		2021 Parts of Term		2022 Parts of Term	
1	Full Term	1	Full Term	1	Full Term
2M2	2nd 1-week Term	1E	Full Term e-campus	1E	Full Term e-campus
2T1	1st 2-week Term	2M2	2nd 1-week Term	2M1	1st 1-week Term
2T2	2nd 2-week Term	2T2	2nd 2-week Term	2T1	1st 2-week Term
3M1	3M-1st	3M1	3M-1st	3T1	Irregular 3 weeks
6F	1st 6-wk Term	3M2	3M-2nd	6F	1st 6-wk Term
6S	2nd 6-wk Term	6F	1st 6-wk Term	6FE	1st 6-wk Term e-campus
8F	1st 8-wk Term	6FE	1st 6-wk Term e-campus	6S	2nd 6-wk Term
8I	Irregular 8 Weeks	6S	2nd 6-wk Term	6SE	2nd 6-wk Term e-campus
8S	2nd 8-wk Term	6SE	2nd 6-wk Term e-campus	8F	1st 8-wk Term
COP	Co-op	8F	1st 8-wk Term	8FE	1st 8-wk Term e-campus
FTM	Advertised (No Reg Allowed)	8FE	1st 8-wk Term e-campus	8I	Irregular 8 Weeks
I2F	2 week class	8I	Irregular 8 Weeks	8S	2nd 8-wk Term
MAS	Extended Registration	8S	2nd 8-wk Term	8SE	2nd 8-wk Term e-campus
NF5	Nursing 1st 5 weeks	8SE	2nd 8-wk Term e-campus	COP	Co-op
NF7	Nursing 1st 7 weeks	COP	Co-op	FTM	Advertised (No Reg Allowed)
UNU	Variable	FTM	Advertised (No Reg Allowed)	MAS	Extended Registration
		I2F	2 week class	UNU	Variable
		MAS	Extended Registration		
		NF7	Nursing 1st 7 weeks		
		UNU	Variable		

eCampus Parts of Term

2020 Parts of Term		2021 Parts of Term		2022 Parts of Term		
1	Full Term	20	229	1E	Full Term	26
6F	1st 6-wk Term	30	752	6F	1st 6-wk Term	31
6S	2nd 6-wk Term	33	759	6S	2nd 6-wk Term	32
8F	1st 8-wk Term	71	2,384	8FE	1st 8-wk Term	77
8I	Irregular 8 weeks	n/a	n/a	8SE	2nd 8-wk Term	28
8S	2nd 8-wk Term	27	813	COP		6
COP	Co-op	5	28	MAS		1
MAS	Extended Registration	1	6	UNU	Variable	3
UNU	Variable	6	23			



Student Profile

Credit Hours Taken

Class	Total	Credit Hours Taken	Average Age
Freshman	410	1927	22.5
Sophomore	496	2449.5	23.1
Junior	692	3563	25.3
Senior	1601	8724	28.3
Graduate	1609	8719	34.3
Total	4808	25382.5	28.8

Students by Average Age

Students by Average Age				
Student Level	2019	2020	2021	2022
Undergraduate	26.02	26.17	26.06	26.09
Graduate	35.60	35.80	33.53	34.28
Overall	30.12	30.74	28.65	28.83

Percentage of Students by Gender

Gender	Total	Percentage
Female	2949	61%
Male	1857	39%

Student Type

Student Type	2021 Total	2022 Total
Continuing UG	2632	2725
Continuing GR	1389	1323
High School Special	3	43
EKU Dual Credit	1	1
New First Time Freshman	130	117
New First Time Grad Applicant UG	0	1
New First Time Grad Applicant GR	182	199
Returning UG	90	81
Returning GR	26	23
New First Time Transfer (UG)	163	170
Non Degree (UG)	31	26
Non Degree (GR)	26	22
Visiting (UG)	46	39
Visiting (GR)	2	0

Summer Microscholarships

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

Number of applicants: 955

Scholarships awarded: 60

Microscholarship Process

Scholarships were in the amount of \$250 each. Undergraduates with higher number of credits were given priority over other applicants. Recipients were also reviewed in areas of academic standing and financial need . 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 of 1,582 visitors.

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 will be funding this totally out of pocket because I want to graduate this year and taking these two courses in the summer is the only way I can. A scholarship will lighten that financial burden somewhat and would be appreciated. I am a single mom of 2 trying to set an example for my kids that dreams are possible if you work hard enough.”

-Undergraduate, Homeland Security Major

“Throughout my program, I've maintained a 4.0 despite losing my father, experiencing domestic abuse and homelessness, while solely running a donation-funded trauma support community. In that time I also facilitated an 800-level Psych course for the school. Any help in reaching the finish line with my degree would feel like a long-awaited blessing!”

-Graduate, Applied Behavior Analysis Major

“As an adult learner I am starting this new journey to advance my position in my company, and to help make me a better safety supervisor. I am finally able to put myself first after battling breast cancer and raising my children. This scholarship will help offset some cost of the Summer tuition. I thank you for the opportunity to apply for this scholarship.”

-Undergraduate Occupational Safety Major



Marketing and 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 Analysis

The summer website received 20,234 visitors in 2021-2022. Those visitors accessed 39,217 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 22% of our traffic to the site, followed by direct visitors at 38% and then organic search at 37%. The most popular pages visited were the summer homepage, the summer scholarships page, and the microscholarship application.



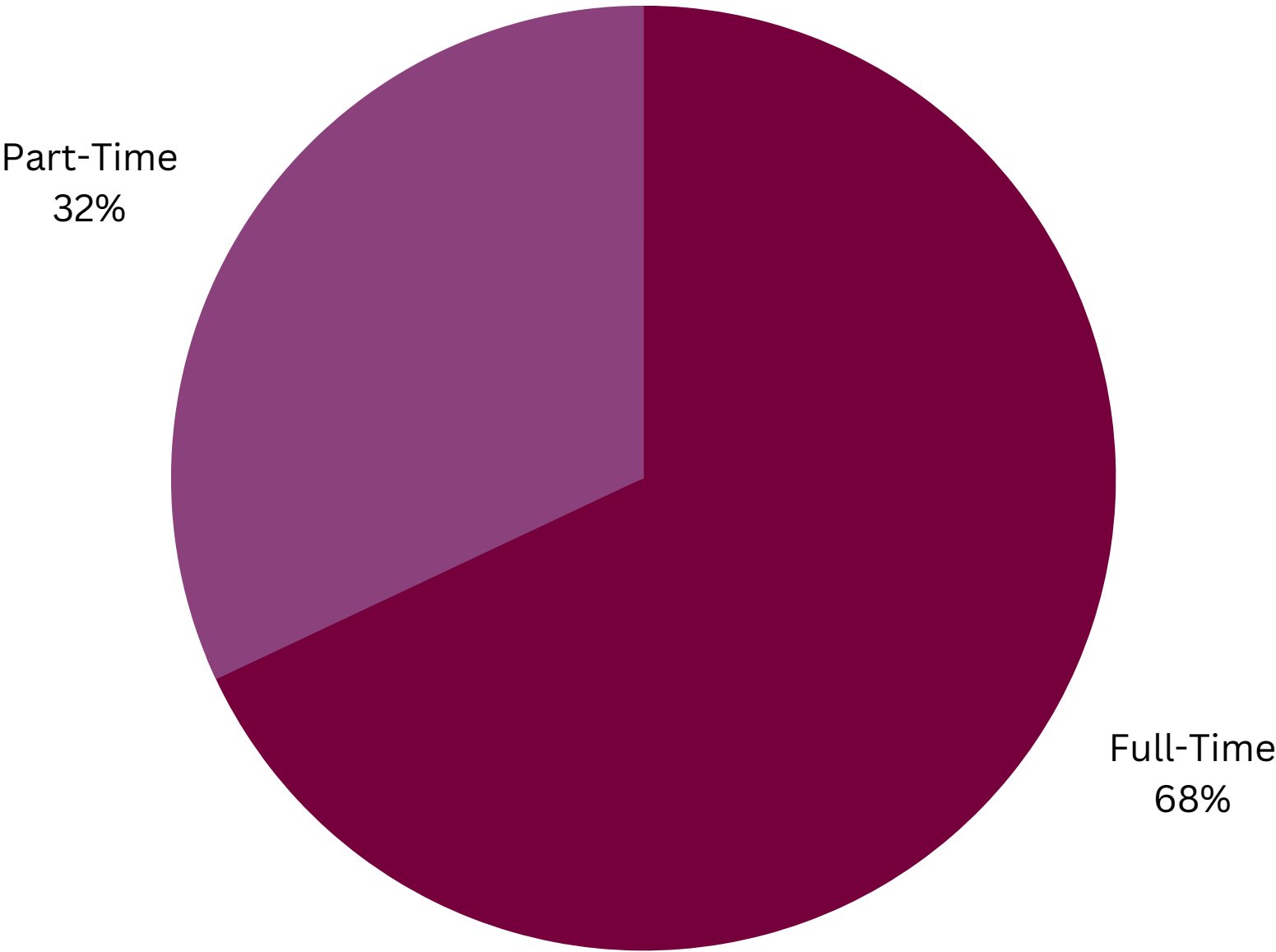
Summer Digital Marketing Campaigns

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

Our Facebook/Instagram campaign generated 173,807 impressions and 1,491 clicks for the year. Snapchat generated 71,737 impressions with 709 swipe ups. We also ran several emails through Slate to our prospects, which generated 3,560 clicks through to the website.

Faculty

The majority of ECU Summer courses were taught by full-time faculty. In 2022, 383 individuals taught or facilitated during ECU Summer. Of these, 122 were part-time faculty and 261 were full-time faculty or professional staff.





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