Project: Summer Strategy

Description: Create a comprehensive prioritization of summer programs and space utilization to maximize academic, enrollment and revenue goals. By adjusting the summer academic calendar and course offerings, we can maximize summer enrollment. Enhance summer pre-college programs. Maximize external rentals of conference, outdoor and housing spaces.

Actions:

I. Establish a coordinating group to set space priorities for summer academic and non-academic space needs. Group will need representation from space administrators including Residence Life, Student Union, Nutter Center, Library, Registrar, and Physical Plant. Group will need representation from space users including Academic Affairs, Enrollment, Orientation, and Summer Programs.

II. Review key objectives of Summer Strategy.

III. Review space needs and opportunities for enhancement of programs and revenue.

IV. Academic review of curriculum to maximize summer enrollment and student success.

Milestones:

1. Establish consistent locations for various priorities, balancing academic, enrollment, non-academic programs and revenue goals.
2. Increase summer enrollment.
3. Increase Orientation attendance.
4. Increased summer programs and summer rentals.

Metrics:

1. Track Summer Enrollment
2. Track Orientation attendance and schedule.
3. Track summer program attendance.
4. Track summer revenue.

Timeline:

The use of space in summer is entirely an internal process that could be established by summer of 2020, perhaps even summer 2019. Review and enhancement of academic offerings in summer may be able to be put in place by summer of 2021.

Resources:

None. This project should generate resources in revenue, and increased enrollment. This project should save on resources by strategically closing some spaces for energy savings in summer.
Success Factors:

Cooperation between stakeholders is a must. Enhancement of numerous programs that sometimes compete for space has to be acknowledged and worked through.

Suggested Project

Ownership: Group will need representation from space administrators including Residence Life, Student Union, Nutter Center, Registrar, and Physical Plant. Group will need representation from space users including Academic Affairs, Enrollment, Orientation, and Summer Programs. Group will need commission and oversight from senior leadership, perhaps the Provost.