



MEMORANDUM

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TO: Dr. McLain
FROM: Morrie Walworth
DATE: January 3, 2014
SUBJECT: Enhancing Summer Enrollments/Activity

In your Directive of June 24th, 2013, you stated that LSSU has seen the summer enrollments decline for the last two years and that this has led to substantial decreases in our yearly revenue. You requested a plan for enhancing summer activity at LSSU and asked for the plan to include a:

- discussion of opportunities for implementation by summer 2014,
- plan for expansion of for-credits enrollments,
- examination of OCAAT as a summer pilot program,
- review of expanding online offerings,
- review of expanding continuing education programs, and a
- review of embracing new technologies/methodologies such as MOOCs, as well as
- a listing of any estimated costs/revenues.

I assigned a committee comprised of Dr. Paige Gordier, Dr. Barb Keller, and Dean, Ron Hutchins to meet and study possible summer initiatives for LSSU. During their investigations they met with various stakeholders, including Bill Eilola (Vice President for Enrollment Services), Nancy Neve (Registrar), and Deb Faust (Director of Financial Aid).

The goal of increasing summer activities included: summer programming as positive marketing, course work targeting junior and senior high school students for college preparation, development of academic activities to integrate local residents into the campus community, increase currently enrolled students into year round education, increase the use of summer semester to address pre-university student remediation needs, and develop programming that allows LSSU to remain competitive with both the 15 state universities and Michigan community colleges. Current LSSU staff and faculty have the expertise to develop and offer the programming suggested. Board action would be required to address financial issues of tiered tuition and non-credit program fee's. Area's that could be addressed immediately include the tuition structure and alternative scheduling. Expanding community exposure and comprehensive certification programs would involve infrastructure improvements.

The attached document provides a listing of the pros and cons within four areas that were reviewed. Additional work is necessary to better develop this proposal to meet all your requested outcomes. LSSU currently employs one part-time person to coordinate summer activities (focus on summer camps). If additional expansion of the summer activities is to take place, then I would suggest a position be created to examine and implement the continuing education, exchange, and educational programs. This could be a new part-time position or expansion of the current summer-camp job description to include these new activities.

In the meantime, I will continue to work with my staff to review the OCAAT, high-school related, remediation, and international opportunities as noted in the following pages.

Table 1: Community Campus Exposure Programs

Community Campus Exposure Programs:	Pro's	Con's	Primary Staff Involvement
Non-credit continuing education offerings	Increased positive community exposure. Activities should be income neutral.	Will require staff coordination (2 staff members were used in the 80's)	Staff office under provost
Expansion of Summer Camp Offerings	Positive marketing. Can be linked to regional tourism.	Market may be limited due to current cost per student.	Superior Adventures Coordinator. Charter School Secondary School relations
Elder Hostel renewal	Positive marketing. Linked to regional tourism. Opportunity for community and campus experts to offer seminar type activities. Positive campus experience results in elders marketing LSSU to family and friends.	Increased presence on campus may cause scheduling problems related to maintenance.	Possible placement under Provost or Continuing Education Office Housing: Dorm use and meals.
College courses for High School Students Examples: http://www.questu.ca/academics/summer_scholars.php http://www.udel.edu/edge/	Courses offered to high school juniors and seniors. Provides opportunity for program exposure and campus marketing. Has potential of acting as "hook" for future students. May offer approved courses or 1 week non-credit topical courses (link with ongoing summer research activities)	Faculty availability. Campus maintenance conflicts. Tuition expenses may undermine success unless a tiered tuition is developed or there is a willingness of local school districts to treat as dual enrollment for purposes of reimbursement.	Housing/Cisler Center/ Provost Council/Cabinet

Table 2: Accelerated Course Offerings

Accelerated Course Offerings:	Pro's	Con's	Primary Staff Involvement
Pilot 18 day general education course offerings. (OCAAT)	See OCAAT report.		
Late Summer Semester for incoming freshman	Use for accelerated remediation for 080, 090 course offerings at a reduced tuition rate. Would allow students who require remediation to meet pre-requisite course requirements. Would reduce incidence of students enrolling in their first year at community colleges instead of LSSU.	Academically weak students may not be able to adjust to the rigor of accelerated courses.	Primarily Math and English departments.
Change in Summer Session start date from first week in May to first week in June to accommodate new high school graduates.	Will allow students to reduce academic loads in the freshman year. Currently we have majors that require 18 credits each freshman semester in order to meet the 4 year program plan.	Student tuition costs will increase because of lower use of the plateau.	Primarily 100 level General Ed courses
1 Week course offerings: Model: Eastern Michigan University's 1week in TC Example: http://ep.emich.edu/locations/northern_michigan.aspx	Compact course design will allow students to complete a class with limited impact on summer employment. One week teaching commitment should assist in faculty recruitment. Can be marketed as linked to tourism opportunity.	Limited credit load prevents eligibility for financial aid.	Housing/Cisler Center/ Provost Council/Cabinet

Market LSSU as research destination for other universities. Research labs activities could be used as electives or an extension of course work.	LSSU region has unique resources for fisheries and wildlife that is already being used by universities from outside of MI. Program could be linked to expansion of outdoor learning lab on Sugar Island.	Current lab resources and liability issues may cause barrier to implementation.	Biology/Chemistry
Expanded summer online course offerings. General education	Students who need to leave campus due to summer work requirements could reduce fall/winter course load.	Cost is currently prohibitive in that course offerings are significantly lower at Michigan Community Colleges. Current tuition plateau reduces likelihood of students reducing course loads.	Provost council, IT

Table 3: Summer Certification Events

Summer Certification Events:	Pro's	Con's	Primary Staff Involvement
Nursing Simulation Center (CEU's)	Use of the simulation center during the summer would increase efficiency. Offering CEU's would provide practice opportunities for faculty. Summer service revenue could reduce cost per LSSU nursing student for simulation center use. A CEU service would meet community needs as well as draw in nurses from other regions. Exposure to the LSSU simulation center would assist in nursing program marketing.	Increased wear and maintenance needs related to capital equipment. Staff necessary to develop and maintain certification requirements.	School of Nursing
Teaching certification continuing education (link with ISD)	Continuing education opportunities can be linked to regional tourism activities. Mom or dad can come to a 2 or 3 day program while the rest of the family plays locally. Increases family presence on campus.	Competitive cost structure would need to be developed. Limited education faculty may be over taxed.	School of Education, Charter School, ISD

Table 4: Incentives for Attendance

Incentives for Attendance:	Pro's	Con's	Primary Staff Involvement
Tiered tuition options: Tiered based on course level: 0xx, 100,200, etc. One free summer course with full time enrollment Fall/Spring Buy one course, get one free	Provide opportunity to actively compete for students who are entering the community college market as well as retain current students.	Reduced tuition may require larger class sizes for classes to be offered.	Financial Aid, Business office, Cabinet
Reduced on campus housing fee's for summer residents.	Housing revenue gained; even at a reduced level has potential of gaining increased revenue for LSSU vs. leaving dorm's empty for four months.	Challenge for annual building maintenance.	Housing
Student Life sponsored recreation activities	Student activities for summer participant can improve the overall student experience, thus improving retention.	Increase cost and potential liabilities.	Student Life