SUMMER AT WCU RECAP

- Dr. Susan Fouts, Executive Director, Educational Outreach
  - “The Summer Jenga Tower” discussion on how to juggle the activities that take place during the summer.

  - QUESTION: Why do we want to bring Non-Credit, Non-Academic Conferences to campus?
    - More Visibility
    - Recruitment opportunities
    - Introduce professionals

  - QUESTION: In what ways can we bring Non-Credit, Non-Academic Conferences to campus?
    - Market geography
    - Use our faculty’s expertise, skills
    - Regional collaboration with professional organizations

  - QUESTION: Why do we want to Increase Non-Academic Conferences on campus?
    - Publicity (profile and image)
    - Income (revenue)
    - Recruitment (students/faculty/staff)

  - QUESTION: In what ways can we Increase Non-Academic Conferences on campus?
    - Social media/marketing
    - Encourage faculty/staff to use personal connections
    - Incentives (e.g., multi-year agreements)

  - QUESTION: Why do we want to Bring High School Students & Teachers (Credit) to campus?
    - Build reputation for WCU
    - Pipeline/Future Enrollment
    - Community Relationship Building
    - Financial Benefit to WCU infrastructure

  - QUESTION: In what ways can we Bring High School Students & Teachers (Credit) to campus?
    - Academic Programming (e.g., English, Science, Music)
    - Dual Enrollment → Advance Placement
    - Service Learning Component of classes.

  - QUESTION: Why do we want to Increase Faculty Participation on campus?
- To support vibrant campus culture
- Increase intellectual activities (research, etc.)
- Generate revenue

**QUESTION:** In what ways can we **Increase Faculty Participation** on campus?
- Compensation
- Research Student Engagement initiative (SURP)
- Advancement

**QUESTION:** Why do we want to **Increase Campus Classes (Residential Credit)** on campus?
- Maximizes classroom space
- Unique classes/trial experiences
- Increase revenue
- Helps students graduate faster

**QUESTION:** In what ways can we **Increase Campus Classes (Residential Credit)** on campus?
- Create programs unique to summer at WCU/outdoor
- Research opportunities/experiential learning
- Intensive/smaller classes
- Guest speakers/Professionals

**QUESTION:** Why do we want to **Increase Distance Classes (Credit)** on campus?
- Greater accessibility
- Generate revenue
- Brand Awareness
- Primer for coming to WCU

**QUESTION:** In what ways can we **Increase Distance Classes (Credit)** on campus?
- Identify marketable programs
- Breadcrumb introduction courses
- Niche programs
- Capitalize on distance/residential alumni for marketing/testimonials

**SCENARIO:** A decision is made if a course is offered online, it will be a residential online course. If distance students want to take them, they can.

**HOW DOES THIS EFFECT DISTANCE STUDENTS:**
- Not competitive enough
- Fewer distance students will sign up
- Summer revenue increases
- SCH will drop significantly.

**SCENARIO:** A science camp is lined up, the biology department has reservations about letting a summer camp use the biology lab.

**WHAT TO DO:**
• PRO: Benefit biology department by having biology faculty help teach/facilitate the camp (extra compensation)
• CON: Keeps faculty from being able to use the labs for research, etc.
• It is a matter of planning to keep everyone happy.

○ SCENARIO: WCU can bring in a 1000 person conference, but they want the same week as the Pride of the Mountains Marching Band Camp.
○ WHAT TO DO:
  • If band camp is the same week every year, then offer the other conference another week. If that is unsuccessful, to keep them from going somewhere else, offer special or package (discounted tickets/attractions).

○ SCENARIO: A large conference wants to come and the week is available. They want the dining hall to serve “basic food” (pinto beans, boiled potatoes and corn bread). This is a large group so the only other line that can be open is the pizza line and the fast food line.
  • Dining hall trying to keep everyone happy
  • A year around operation
  • A large conference allows for other dining options to be opened so not limited to just the dining hall.

○ SCENARIO: A charter school consortium wants to bring a group of 30 (rising juniors) to WCU to take 2 liberal studies courses for the first session of summer school.
○ WHAT TO DO:
  • Concern about minors living in residence halls
  • Need for support/resources while they are on campus.
  • Possible if the parents drop off the students each day and don’t leave them to stay overnight.

○ SCENARIO: A summer accounting 251 lacks 10 students before it will make for the summer, the professor suggests calling the students who are registered for the fall and give them the opportunity to take the class.
○ WHAT TO DO:
  • PRO: Increased Summer revenue
  • CON: SCHs will drop

If you have any questions or comments, please feel free to contact Susan Fouts sfouts@email.wcu.edu or x.3688.