

Summer / Winter Frontline Professionals Overview

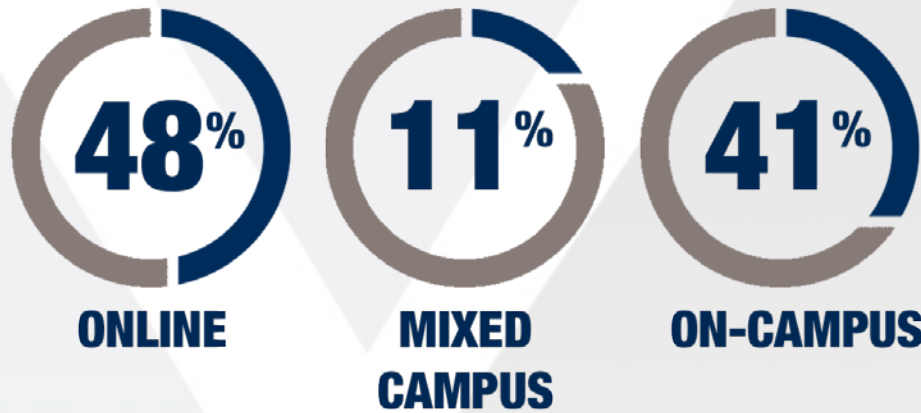
Summer Term 2018

Summer 2018 Review

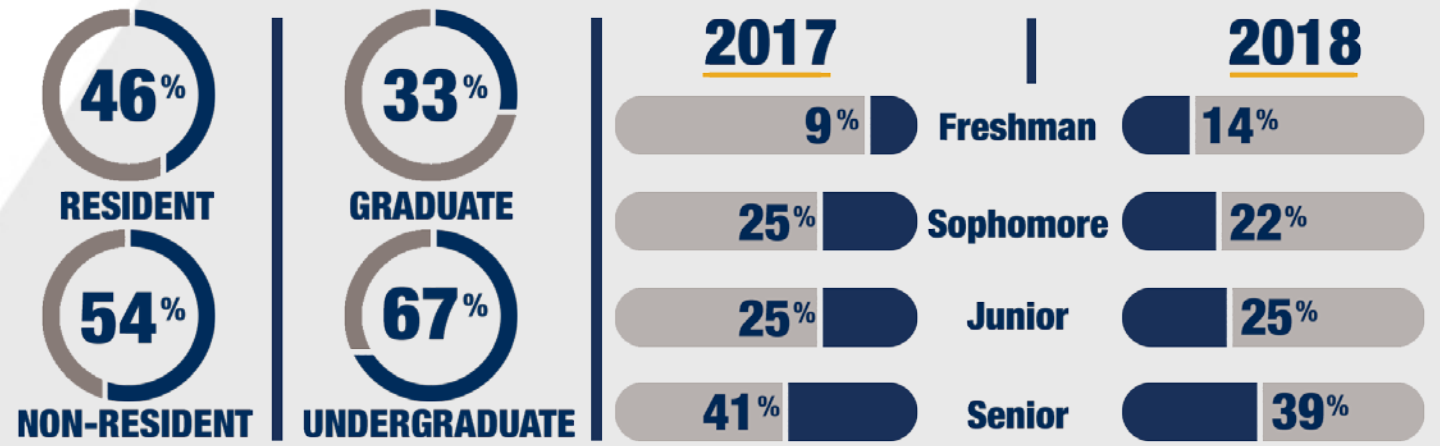
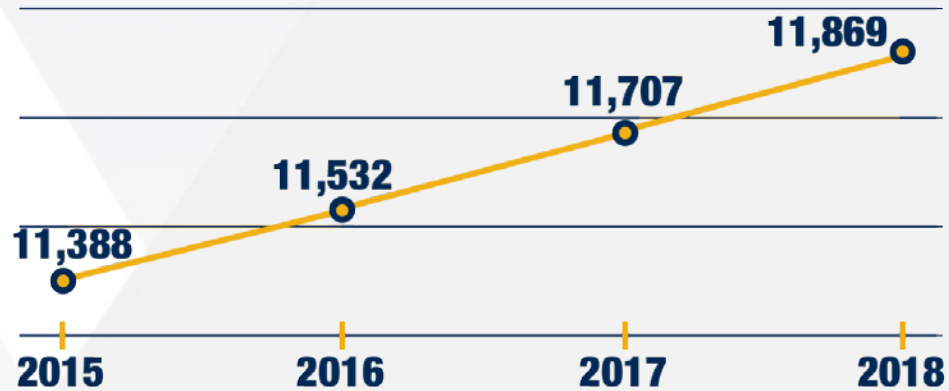
- Total Enrollment for the Summer 2018 Session increased by 1%
 - Online students increased 3%
 - Mixed-Campus was flat
 - On-Campus was flat
- Freshmen enrollments increased from 9% in 2017 to 14% in 2018.
- Total Summer Enrollment has increased 4.2% over the past 4 years. Online Enrollment has increased by 9% over the past 4 years.

Summer Term 2018

11,869 Students



4 Year Summer Trend



	UG Enrollments	GR Enrollments	TOTAL Enrollments	% CHANGE 2017 to 2018
Academic Affairs	2	316	318	-7%
Advising and Student Success	1,169	-	1,169	9%
College of Business & Economics	817	342	1,159	1%
College of Creative Arts	149	30	179	12%
College of Education and Human Services	358	435	793	-1%
College of Law	-	64	64	2%
College of Physical Activity and Sport Sciences	402	109	511	10%
Davis College of Agriculture, Natural Resources & Design	772	145	917	8%
Eberly College of Arts and Sciences	1,600	636	2,236	-2%
Intercollegiate Programs	58	-	58	26%
Reed College of Media	247	184	431	-13%
School of Dentistry	44	167	211	-5%
School of Medicine	375	694	1,069	4%
School of Nursing	247	174	421	2%
School of Pharmacy	24	256	280	16%
School of Public Health	51	46	97	8%
Senior Citizens	-	-	-	-
Statler College of Engineering & Mineral Resources	1,591	365	1,956	-1%
Total Enrollments	7,906	3,693	11,869	1%

2018 Summer Student Survey Data (Based on 3,201 responses)



52%

of students enrolled in a summer course to either **get ahead** or **catch-up**.



58%

considered **cost** and **courses offered** before choosing to take a summer course.



63%

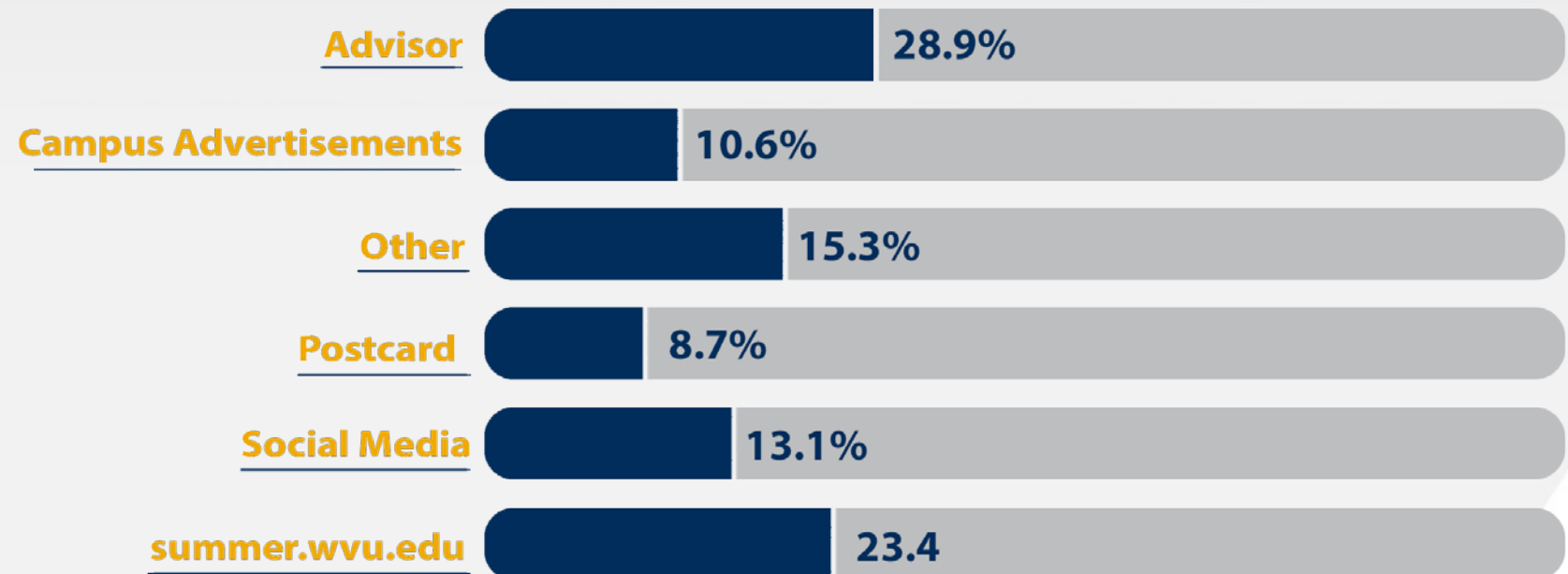
of students prefer to take their summer courses **online**.



68%

of students chose their summer courses in their **Major** or **GEF/GEC**.

How do students prefer to get information about the Summer Term?

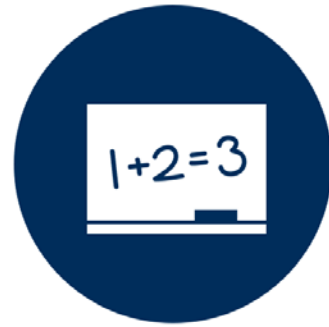


2018 Summer Student Survey Data (Based on 3,201 responses)



23%

of students took summer courses **at another institution** instead of WVU.



31%

of students took summer courses at another institution based on **cost**.



74%

of students would take summer courses at WVU if they had a **job** in Morgantown.



86%

of students would take summer courses at WVU to **graduate in 3 years**.

Which part of the Summer Term would students prefer to take courses?

Right After the Spring Term Ends (3-4 Weeks - End of May)

44.1%

Mid-May - End of June

35.4%

End of June - August

11.4%

Entire Summer (12 Weeks)

8.9%

Summer Key Takeaways

- 79% of students would like to complete their summer courses by the end of June. However, 63% of course offerings do not end until August.
- 86% of students would take summer courses at WVU to graduate in 3 years.
- 74% of students would take summer courses at WVU if they had a job in Morgantown.

Winter Intersession 2017

Winter 2017 Review

- The Inaugural Winter Intersession ran from 12/27/2017 to 1/3/2018.
- 13 online courses were offered across 4 colleges with an average course fill rate of 76%.
- All 3 Campuses: Morgantown, Keyser and Beckley had students enrolled in the 2017 Winter Intersession.
- The Inaugural Winter Intersession surpassed its enrollment and revenue projections.

Enrollment:

282

276 Morgantown | 3 Keyser | 3 Beckley



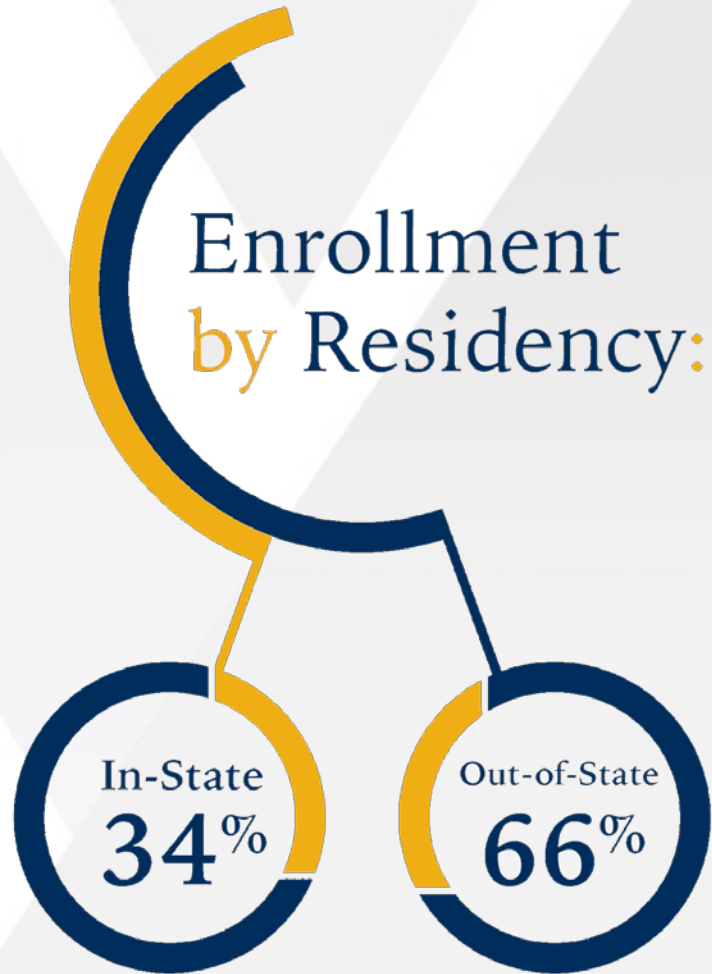
13 Courses

14 Sections

3 Week Courses
Fully Online
Undergraduates Only

\$349 Flat Rate per credit hour.

Enrollment by Residency:



4

Colleges
Eberly, Davis,
CCA & CPASS

90% of students either **agreed** or **strongly agreed** with the teaching effectiveness and overall quality of the course.

\$279,200
Gross Revenue

Winter 2017 Course Offerings

Eberly:

- Communications 305
- History 153
- Humanities 101
- Native American Studies 200
- Philosophy 130
- Religious Studies 102
- Sociology 101

Creative Arts:

- Film 101
- Music 100
- Music 111

CPASS:

- Physical Education 124
- Sport and Exercise Psychology 271

Davis:

- Human Nutrition and Foods 171
- Human Nutrition and Foods 171 (Section 2)

Winter 2018 Course Offerings

Eberly:

- Communications 305
- History 153
- Humanities 101
- *Language Teaching Methods 393A
- Native American Studies 200
- Philosophy 130
- Religious Studies 102
- Sociology 101
- *Sociology 221
- *Women Studies 150

Business and Economics:

- *Business Core 360
- *Marketing 485

Creative Arts

- Film 101
- Music 100
- Music 111
- *Music 116
- *Theatre 101

CPASS

- Physical Education 124
- *Physical Education/Teaching 175
- Sport and Exercise Psychology 271

Career Services

- *Orientation 151

Davis

- *Human Nutrition and Foods 126
- Human Nutrition and Foods 171
- *Landscape Architecture 212
- *Wildlife Management 150

Engineering

- *Engineering 140

Library

- *Library Instruction 101

*New Courses for Winter 2018

Key Communication Strategy

Presentations:

- Front Line Professionals
- CLASS
- Advising Forums

Direct Marketing:

- Postcard mailed to student's home address.
- Handouts sent to Univ. 101 instructors for distribution to students.
- Floor stickers in the Mountainlair and Evansdale Crossing.

Awareness:

- ENEWS and Student MIX announcements.
- Mountaineer Parents Club Newsletter article.
- Students were surveyed to help shape future term offerings.