

## PROJECT UPDATE REPORT

<b>Project Name:</b> Non-traditional pathways – summer session	<b>Date:</b> March 18, 2022 <b>Author:</b> Maureen Hebert – Associate Dean of Continuing Education and Workforce Development
<b>1. Project Update</b>	
<b>Reporting Period (From Date/To Date):</b> March 2021 – March 2022	
<p><b>Original Scope or Purpose of Initiative:</b> To increase access, affordability and offerings over the summer session to support students’ needs and interests at VTC. Our team included Erica Dana, Jeff Higgins, Mary Katherine Juskiewicz, Shelly Russ, Jessica Van Deren and Maureen Hebert</p> <p><u>Recommendations</u> We discussed whether or not we had to make recommendations to the larger group as it was unclear if our charge was to implement or inform the TAT group. We decided to make the recommendations to get consensus from the larger group.</p> <ol style="list-style-type: none"> <li>1. We will conduct the student survey in the fall and spring. Data from the survey helped inform planning for summer 2022</li> <li>2. We would like to recommend that programs review their electives and determine if they can offer one or two in the summer of 2022 that would be most relevant and needed by students.</li> <li>3. Reexamine summer per credit rate – we should be aligned with our peer institutions and given that our overhead in the summer is lower this should not impact revenue. Recommendation sent to Dean of Administration.</li> <li>4. We recommended expanding our marketing reach to student from other colleges</li> <li>5. Our team will defer to the larger transformation team for work regarding summer of 2023, as we will be working towards the VSU concept at that point.</li> </ol>	
<p><b>Work Completed This Period:</b></p> <ul style="list-style-type: none"> <li>• <i>We performed a SWOT analysis at our initial meeting</i></li> <li>• <i>Went through an environmental scanning process</i></li> <li>• <i>Developed KPIs – to measure our success</i></li> <li>• <i>Worked with EAB to gather additional research on summer trends nationally</i></li> <li>• <i>Reviewed cost and sent recommendation to Dean of Administration for approval</i></li> <li>• <i>Looked at housing costs for summer and set reduced rate</i></li> <li>• <i>Created and distributed student survey twice to assess needs</i></li> <li>• <i>Built 2022 session with this information</i></li> </ul>	
<p><b>Overall Assessment – (What is going well):</b> We were not able to get approval to reduce tuition to be closer to our peer institutions. We discussed that our per credit rate, despite being discounted, is much higher than our peer institutions, essentially pricing us out of the market.</p>	

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Castleton is \$350 per credit  
NVU is \$370 per credit in person and \$350 online  
CCV is \$280 per credit  
Champlain is \$318 per credit  
UVM is \$478 per credit in state and \$1204 out of state  
VTC is \$513 per credit normally \$613 but we offer a \$100 discount in the summer only

We received 67 responses to the survey – cost and not having courses students needed/ wanted were the biggest concerns

The summer has been a revenue generator and can grow with continued support and assessment.

### **Work to Be Completed in Next Period (Date):**

1. We will assess results/ performance from summer 2022
2. We will defer this project to the transformation team for 2023/2024 as we will be moving towards the VSU at that point
3. We will survey students again in the fall 2022
4. We need to connect summer session to marketing efforts to bring in students beyond the VSC
5. We need to review cost as we become VSU

### **Other important information:**

#### EAB

We reviewed the top key observations from EAB about summer trends nationally and compared to our work:

1. Online summer education programs demonstrate strong enrollment and potential for further growth. We have seen growth over the last four years
2. General education courses are the most popular online summer session offerings. We assessed this need in our survey and found we can add these types classes, which we have. However, we compete with CCV on price in this area.
3. The best target audience for institutions looking to grow online summer session enrollment is currently enrolled undergraduates. Our courses are online this summer and market to our students
4. Financial incentives for both academic departments and faculty encourage engagement in the online summer session. We recommended that departments review their programmatic electives to determine if they can offer one or two in the summer for student who cannot fit electives in their schedule.