**Summer Programs, Enrollment and Revenue** Final Report Submitted: May 30, 2008 Chair/Co-Chairs: Len Frey

Recommendation	Anticipated Impact/Result	Action Steps
1. Responsibility for summer school enrollment and programs	Enhanced sustainability of summer enrollment and summer	College of Business MBA students have developed
should be assigned to a single individual or group within the	programs. Identification of best practices to improve summer	a strategic plan to increase summer enrollment
Academic Affairs area working in concert with the task force on	enrollment.	(See attached PowerPoint).
summer programs and enrollment revenue.		
2. A well-developed marketing strategy for the purpose of	Improved enrollment.	See above.
increasing summer enrollment and summer programs should be		
identified and implemented.		
3. Create a summer enrollment and programs website.	Improved communication and convenience for students.	
4. Increase flexibility in summer school scheduling.	Improved participation.	
5. All summer camps should be coordinated through a single	Increased participation, better use of facilities, attract future	Student Affairs Division has identified and
individual or group as outlined in the first recommendation.	university students.	appointed a well-qualified individual to focus on
		this goal, with guidance from the cited strategic
		plan for boosting summer camp participation. (See
		attached PowerPoint).