

- ## ASU Summer Programs
- ▶ Women's Soccer had 69 day campers in 2008 which was their first camp.
 - ▶ Women's Golf plans to start having camps next summer.



ASU Summer Programs

15 SCHOOLS CONTACTED

- ▶ TENN-CHAT
- ▶ BAYLOR
- ▶ LOUISVILLE
- ▶ TULSA
- ▶ KENTUCKY
- ▶ LSU
- ▶ MSU
- ▶ UL-LAFAYETTE
- ▶ FAU
- ▶ ATU
- ▶ SE MISSOURI STATE
- ▶ UL-MONROE
- ▶ UALR
- ▶ MEMPHIS
- ▶ UCA



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Other Camps and Summer Programs

- ▶ Department of Music
 - Choir Camp, Dr. Dale Miller, Chair
 - 88 campers
- ▶ College of Humanities and Social Sciences
 - CSI Camp, Dr. Gloria Gibson, Dean
 - 36 campers
- ▶ Department of Psychology and Counseling
 - CSI Camp for teachers and students, Dr. Karen Yanowitz
 - Grant funded, 101 participants



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- ▶ College of Agriculture
 - Horse Camp, Julie Watson
- ▶ College of Engineering & ASU Museum
 - Robotics Day Camp
- ▶ Dept. of Art & ASU Museum
 - Pottery Day Camp, Dr. Bill Rowe
 - Print Making Day Camp, Dr. Shelley Gibson



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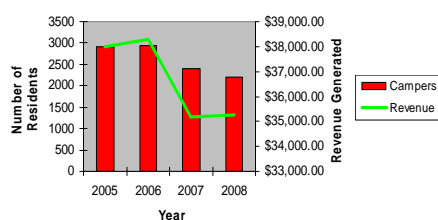
HOSTED CAMPS (3rd Party)

- ▶ UCA Cheerleader Camp
 - 1,200 campers
 - Contracted to host annually
- ▶ CentriFuge
 - 1,900 campers
 - Plan to attend next year



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ASU Summer Programs-Residence Halls



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SWOT

- ▶ Strengths
- ▶ Weaknesses
- ▶ Opportunities
- ▶ Threats



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STRENGTHS

- ▶ The strengths of an organization are the *internal factors* that are helpful in achieving the objectives of the organization.



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STRENGTHS

- ▶ Dedicated faculty, staff and administrators
- ▶ Chancellor Potts' leadership
- ▶ History of success
- ▶ Available facilities and services
- ▶ Strong, positive reputation in the area and a safe environment
- ▶ Marketing resources available
- ▶ Open-minded team working together



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WEAKNESSES

- ▶ The weaknesses of an organization are those things that can be attributed to the *internal environment* of the organization and are harmful to achieving its internal goals and objectives.



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WEAKNESSES

1. Lack of marketing budget for summer programs
2. Ineffective communication among coordinators
3. No incentive for academic departments to continue camps
4. No coordinator to accommodate outside camp representatives
5. No centralization which leads to confusion
6. Unwillingness of auxiliaries to negotiate pricing



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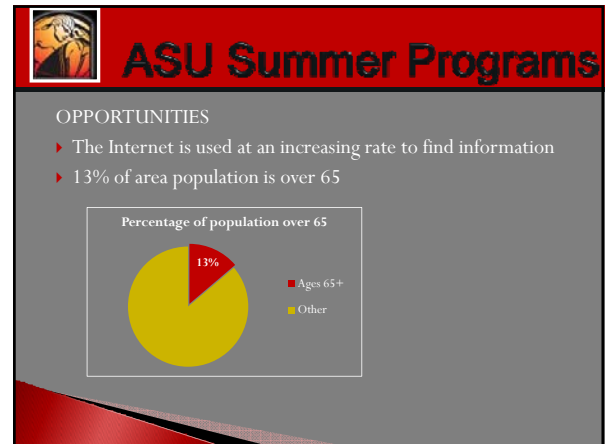
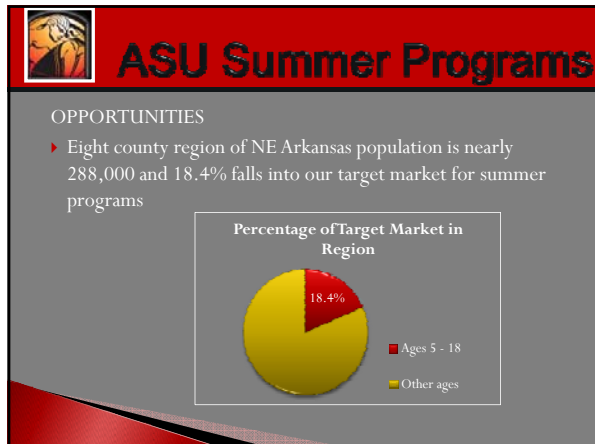
8. The Convocation Center charges its fixed operating cost for rental
9. No website for summer programs
10. No general theme and logo for summer programs
11. Use of off-campus facilities to avoid costs
12. Abandoned past summer programs



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OPPORTUNITIES

Opportunities are *external factors* that are available or will be available to ASU Summer Programs which can potentially provide a benefit.





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TECHNOLOGICAL ENVIRONMENT

- ▶ Increasing number of children staying indoors to play video/computer games
- ▶ Facebook is the 6th most trafficked site
- ▶ Searching for information via the Internet is continually growing
- ▶ A university's home page on its website can be a place to advertise its summer programs
- ▶ The Internet is also cost effective >> paperless



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SOCIAL ENVIRONMENT

- ▶ In 2006 there were 53,000 people ranging in ages 5 to 18 in the 8 county area around Jonesboro
- ▶ This is expected to increase at a rate of 0.5% annually until 2030
- ▶ Adults are the fastest growing segment
- ▶ More than half of non-traditional students have children
- ▶ Summer camps can provide a cost effective alternative to childcare



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POLITICAL ENVIRONMENT

- ▶ Recently a \$107 million budget cut was announced for fiscal year 2008 in Arkansas
- ▶ \$32 million cut from state's two and four-year higher education institutions



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LEGAL/REGULATORY ENVIRONMENT

- ▶ The Arkansas Activities Association mandates a "dead period" for high school athletes' contact with colleges and universities
- ▶ Liability insurance must be provided for each student attending summer camp



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COMPETITIVE ENVIRONMENT

- ▶ Parents are taking longer to commit, preferring shorter camps, seeking scholarships, or choosing camps closer to home
- ▶ These needs are forcing universities to be more innovative to meet the needs of campers
- ▶ 3 million people attended Vacation Bible Schools in 2007
- ▶ Many universities charge day-use fees for facility use
- ▶ Example: \$1 to \$2.50 per camper per day
- ▶ Some charge little to nothing >> these schools use camps as an recruitment tool



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ECONOMIC ENVIRONMENT

- ▶ 36.7% change in the price of a gallon of gasoline from 2007 to 2008
- ▶ Rising gas prices have lowered the amount of disposable income
- ▶ The average household income in the area around Jonesboro is <\$35,000 per year resulting in little discretionary income for summer camps
- ▶ Universities will be required to get creative to offer summer camps at lower costs



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STRATEGIC ISSUES

- A. Centralized Coordination
- B. Marketing
- C. Internet Web Presence
- D. Strategic Planning



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CENTRALIZED COORDINATION

- ▶ Lack of complete knowledge and information
- ▶ Communicate with other programs
- ▶ Solution
 - Establish a centralized coordinator



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MARKETING

- ▶ Programs not marketed to full potential
- ▶ Minimum recruitment
- ▶ Solutions
 - Marketing plan in place
 - Increase number of brochures, direct mail campaign, etc.
 - Admissions should present to campers
 - Follow-up



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INTERNET WEB PRESENCE

- ▶ Cost effective
- ▶ Reach more people
- ▶ Current website lacks cohesiveness
- ▶ Solution
 - Develop an effective web presence
 - Make website easily navigable
 - Unified theme



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STRATEGIC PLANNING

- ▶ Determines direction and goals
- ▶ Most basic strategic decision
- ▶ Solution
 - Implement a strategic planning process



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OBJECTIVES AND STRATEGIES

- A. Centralized Coordination
- B. Marketing
- C. Internet Web Presence
- D. Strategic Planning



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CENTRALIZED COORDINATION

Objective 1: Establish centralized coordination of all camps and workshops to facilitate the effective and efficient operation of their programs.

- ▶ ASU will appoint an individual as coordinator of summer camps and workshops.
- ▶ The coordinator of summer programs will gather information to identify areas of interest for future camps and workshops.



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Objective 1 cont.

- ▶ ASU will establish a summer camps and workshops team.
- ▶ The coordinator and the team will identify a number of different summer programs which could be targeted to various markets.
- ▶ A final list of summer camps and workshops that all units are committed to will be furnished by the coordinator and the team.



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CENTRALIZED COORDINATION

Objective 2: Develop and implement a process to facilitate communication and coordinate facilities, equipment and support for summer camps.

- ▶ The coordinator will provide information pertaining to summer camps and workshops to creative services and those responsible for updating the University's website in a timely manner.
- ▶ The coordinator will develop and implement a list of costs for utilization of facilities and services.



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Objective 2 cont.

- ▶ The coordinator will ensure each facility is available and ready for use.
- ▶ The coordinator will make arrangements for an Admissions representative to speak with campers in order to recruit future students.



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MARKETING

Objective: Implement a comprehensive, integrated marketing plan to create identity and awareness of summer programs to increase enrollment in these programs and also to increase enrollment in degree programs in the future.

- ▶ Office of Communications has the responsibility for marketing summer programs.
- ▶ The Office of Communications working with Creative Services will develop a logo and tag line for marketing summer programs.



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MARKETING

- ▶ ASU Camps and Workshops – Powering Your Summer
- ▶ Summer @state
- ▶ ASU in the Summer? HowlYes!
- ▶ Spring into Summer @State
- ▶ ASU The Summer Connection @state
- ▶ ASU Camps and Workshops – “Making Connections @State”
- ▶ Power Up Your ASU Connection



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- ▶ Power Up. Play Hard.
- ▶ Powering Minds and Bodies
- ▶ Putting the Power in You
- ▶ You're in Red Wolf Country
- ▶ Join the Pack this Summer @ State
- ▶ Power your Summer @ State
- ▶ Springin' into Summer with the Red Wolves



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MARKETING

- ▶ ASU will ensure complete and detailed information about each summer program
- ▶ Signup Weekends
- ▶ Brochures and other Promotional Items
- ▶ ASU will ensure that each attendee and/or family of attendees receives a thank you letter from Dr. Potts, along with a survey



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INTERNET WEB PRESENCE

Objective: Develop and implement a new website design that is consistent with University's website design.

- ▶ Positive Image and Appeal
- ▶ Navigable Structure
- ▶ Relevant and Necessary Information
- ▶ Upcoming University and Community Events
- ▶ Online Registration



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INTERNET WEB PRESENCE

- ▶ URL Address
- ▶ Search Engine Optimization
- ▶ Links from other Websites
- ▶ Photos from Past Summer Camps
- ▶ Updated Constantly



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STRATEGIC PLANNING

Objective: Develop and implement a systematic, integrated, and comprehensive strategic planning process and five-year rolling plan to facilitate the short-term and long-term growth of summer programs.

- ▶ Arkansas State University will develop a mission statement and strategic vision on summer programs.
- ▶ Arkansas State University will establish a summer programs strategic planning committee.



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STRATEGIC PLANNING

- ▶ The ASU summer programs planning committee will hold a strategic planning retreat
- ▶ ASU summer programs will assign responsibility to a member or members of the planning committee to conduct ongoing research



ASU Summer Programs

We would like to express our gratitude to the following individuals who gave their time and energy to assist us with this project:

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- ▶ Dr. C. William Roe, Director of Project
- ▶ Dr. Robert Potts, Chancellor of Arkansas State University Jonesboro
- ▶ Robin Hicks, Academic Affairs and Research, Executive Assistant



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- ▶ Dr. Dale Miller, Department of Music
- ▶ Dr. Karen Yanowitz, Department of Psychology
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- ▶ Jennifer Jasinski, Business Services
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- ▶ Dianne Prince, Teacher Education
- ▶ Lenore Shultz, ASU Museum
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- ▶ Mary Jane Higgins, Center for Regional Programs
- ▶ Jimmy Lampley, Residence Life
- ▶ Timothy Dean, Convocation Center
- ▶ Randall Tate, Student Union



ASU Summer Programs

Arkansas State University Athletic Department

- ▶ Brian Boyer, Women's Basketball
- ▶ Kevin Peoples, Football
- ▶ Derek Pittman, Women's Soccer
- ▶ Craig Cummings, Women's Volleyball
- ▶ Ginger Brown-Lemm, Women's Golf
- ▶ Marcia Williams, Women's Tennis
- ▶ Chris Cook, Men's Baseball



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Thank you for your time.
Do you have any questions?