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Marketing for Summer Session: What do the Students Want?

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Marketing for Summer Session: What Do the Students Want?



Paul Savory, Ph.D.

Interim Associate Vice Chancellor for Extended Education & Outreach
Director of Summer Sessions



UNIVERSITY OF
Nebraska
Lincoln

Quick Facts about UNL's Program

- State-funded
- Centralized Summer Sessions office
- Staff of 1.25 FTE
- 2008: SCHs of 44,334
 Headcount of 8,491 students
 Instructional budget of \approx \$3.1 million

Our numbers have been falling for the past six years



Our theme for Summer 2007

FlexEd
SummerSessions
UNIVERSITY OF NEBRASKA-LINCOLN



Our theme for Summer 2008

SummerSessions
FlexEd
UNIVERSITY OF NEBRASKA-LINCOLN



Rate how effective each of the following is in your learning about UNL summer opportunities

	Weighted Average (smaller value = higher effectiveness)	None	Little	Some	Much	Great Deal
Academic Advisor	3.19	21.4%	19.1%	27.3%	21.8%	10.5%
Summer Session Bulletin/catalog	3.04	16.4%	19.6%	27.9%	23.7%	12.3%
UNL Website	2.67	7.7%	13.6%	33.2%	28.6%	16.8%
Something I receive in the mail	4.13	46.8%	29.4%	15.6%	6.4%	1.8%
Poster/display on campus	4.15	44.2%	32.3%	18.4%	4.6%	0.5%
Herbie Husker	4.73	80.6%	14.7%	2.3%	1.8%	0.5%
E-mail message	4.03	45.9%	25.2%	18.8%	6.0%	4.1%
Table tents in student union or cafeteria	4.54	66.7%	23.1%	7.9%	2.3%	0.0%
Advertisement in Daily Nebraskan	4.38	59.3%	24.1%	12.5%	4.2%	0.0%
Insert in Daily Nebraskan	4.42	60.4%	24.9%	11.1%	3.7%	0.0%
Advertisement in the Schedule of Classes	3.96	41.9%	25.6%	20.9%	9.8%	1.9%
Facebook ad	4.52	68.1%	19.9%	8.8%	2.3%	0.9%
Radio Advertisement	4.72	77.9%	16.6%	5.1%	0.5%	0.0%



Rate how much you know about each of the following UNL summer programs

	None	Little	Some	Much	Great Deal
On-Campus Summer Courses (FlexEd)	23.8%	14.3%	29.6%	22.4%	9.9%
Summer Reading Courses (SRC)	45.3%	30.5%	16.1%	4.9%	3.1%
World Campus Courses	78.4%	18.9%	2.3%	0.0%	0.5%
College Independent Study	36.2%	28.6%	22.3%	10.3%	2.7%
Field Courses	69.5%	21.5%	7.2%	0.9%	0.9%
For-credit Workshops	78.5%	17.5%	4.0%	0.0%	0.0%



Conclusions

What we are doing is not working!

- Students are confused in what we are offering
- Advisors confused about FlexEx and Extended Ed (Education)
- Last spring NCCSS conference – lots of interesting ideas

For Summer 2009, I had two young designers in our university communications office propose four ideas for this year's theme to capture the attention of 18 to 24 year olds – no restrictions, no boundaries

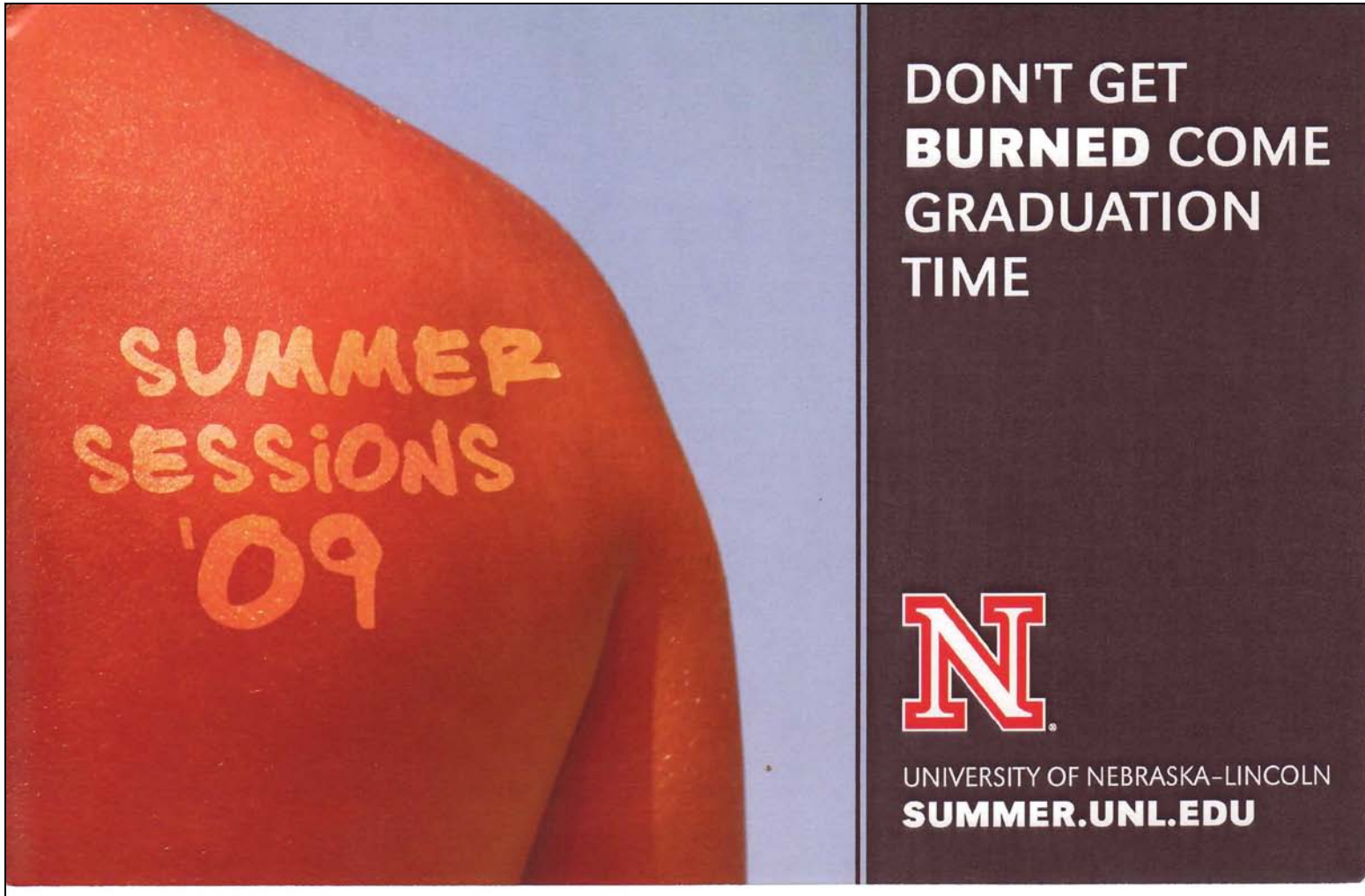


Results

- a marketing effort revolving around a major theme
- a giveaway for freshman and sophomore students
- better educate students on why to take summer sessions courses



Theme 1 – more traditional



Theme 2 – using out of perspective images



SUMMER SESSIONS

*This is your last chance
to take courses
before tuition increases!*

UNIVERSITY OF NEBRASKA-LINCOLN

2009

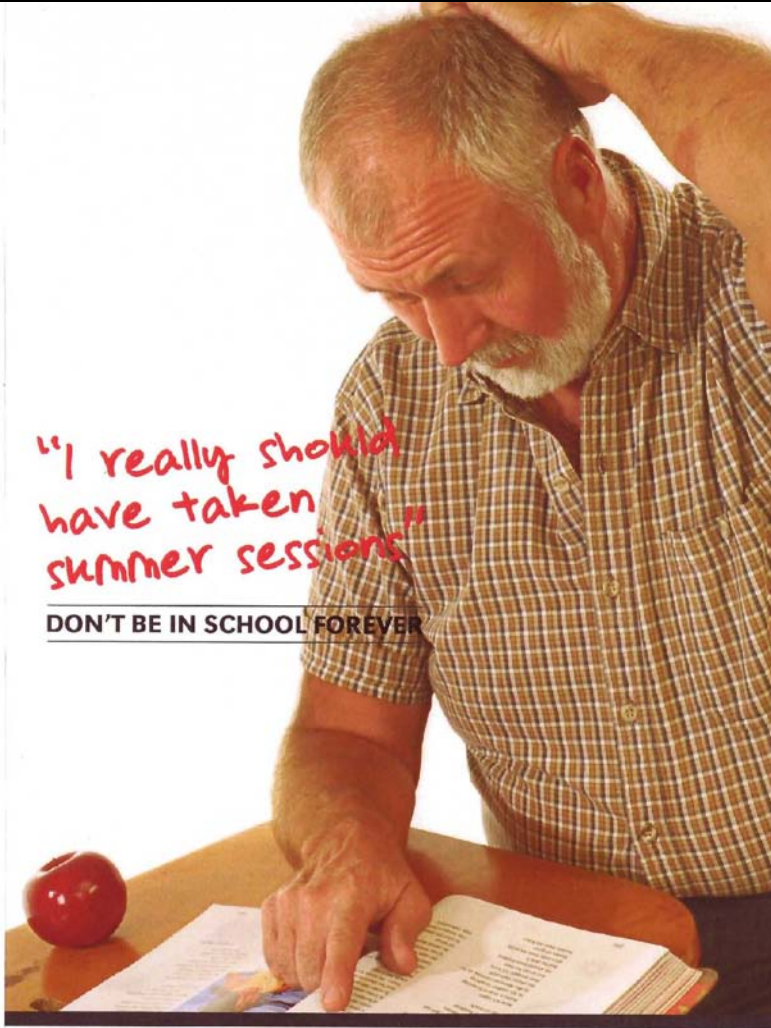
summer.unl.edu

The poster is designed with a grid-like background. The top-left quadrant is red with white text. The top-right quadrant is white and features a photograph of a man with glasses, smiling broadly while holding a large fan of US dollar bills. The bottom-left quadrant is red with a white 'N' logo. The bottom-right quadrant is red with white text. A horizontal band of red and white stripes runs across the middle of the poster, separating the text from the year and website.



Theme 3

- going for humor



"I really should have taken summer sessions"

DON'T BE IN SCHOOL FOREVER

N | **SUMMER SESSIONS 2009**
UNIVERSITY OF NEBRASKA-LINCOLN
SUMMER.UNL.EDU



Theme 4 – edgy – catching their attention



**TATTOOS ARE FOREVER,
COLLEGE SHOULDN'T BE**

Summer Sessions can help you graduate on time

SummerSessions
UNIVERSITY OF NEBRASKA-LINCOLN

2009

SUMMER.UNL.EDU



Polling Results

#4 – least favorite – old guy

#3 – summer sunburn

#2 – distorted images

#1 – tattoo's are forever



What to
put on
the
bulletin
cover?



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2009

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Issues from going with an “Edgy” theme

- Tattoo images
- If needed a give-away, temporary tattoos (cheap)
- My provost does not like it, but is okay with it
- Comments have included:
 - “tacky”
 - “interesting”
 - “its great”
 - “a hit for two generations”





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IT IS NOT TOO SOON TO START PLANNING

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1st 5-week session: June 8 – July 10
2nd 5-week session: July 13 – August 13

Registration starts March 9, 2009 (registration is on a first-come, first-serve basis) • SUMMER.UNL.EDU

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Student Comment – to Board of Regents

I am an undergrad student in the College of Arts and Sciences and I was just wondering about the recent insert in the schedule of classes about summer courses. The insert, with the information about summer sessions and the website to get more information, features a young woman in a sexy one-shoulder shirt and a tattoo on her back. The caption says "Tattoos are FOREVER college shouldn't be." While I understand the concept of Summer Sessions can help you graduate on time, I do not approve of the representation of a female student in a sexy pose as the face--or bare-back, as is the case--of Summer Sessions, or of UNL. Why wasn't, for instance, a male student with a bicep tattoo, featured in this advertisement? Not only is this female student being objectified and bearing her back for commercial purposes, but her face is also covered with hair, as if she doesn't have an identity other than this commercial sex symbol.



Bucks for Summer Books

SummerSessions
UNIVERSITY OF NEBRASKA-LINCOLN
2009
SUMMER.UNL.EDU

Register Online

mailing to all
sophomores



Enter the “**Bucks for Summer Books**” Sweepstakes where 200 lucky freshmen and sophomores will receive FREE TEXTBOOKS (a \$100 value) at the UNL Bookstore if they take a 2009 summer course.

Register online at summer.unl.edu by January 31, 2009 to qualify. (Additional details are available on the Web site.)

TATTOOS ARE FOREVER COLLEGE SHOULDN'T BE

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UNIVERSITY OF
Nebraska
Lincoln SUMMER SESSIONS

208 Confield Administration Building
P.O. Box 880421
Lincoln, NE 68588-0421

Non Profit
US Postage
PAID
UNL

“Bucks for Summer Books” Sweepstakes

200 freshman and sophomore students will be randomly selected to receive **\$100 credit** to the UNL bookstore if they take a 2009 summer course

Sign-up for the sweepstakes at
summer.unl.edu

Sign up by Jan. 31, 2009. Official rules and details are posted at the website

Selected students will be notified the first part of February. To receive the credit, students must have completed 51 or less student credit hours by the end of the Spring 2009 academic semester and enroll for at least 3 student credit hours in one of the four 2009 Summer Session terms. The sweepstakes is open to students admitted and officially enrolled at the University of Nebraska-Lincoln.

Challenge was creating the “rules” – in handout



TAKING SUMMER COURSES CAN HELP YOU **GRADUATE ON TIME**

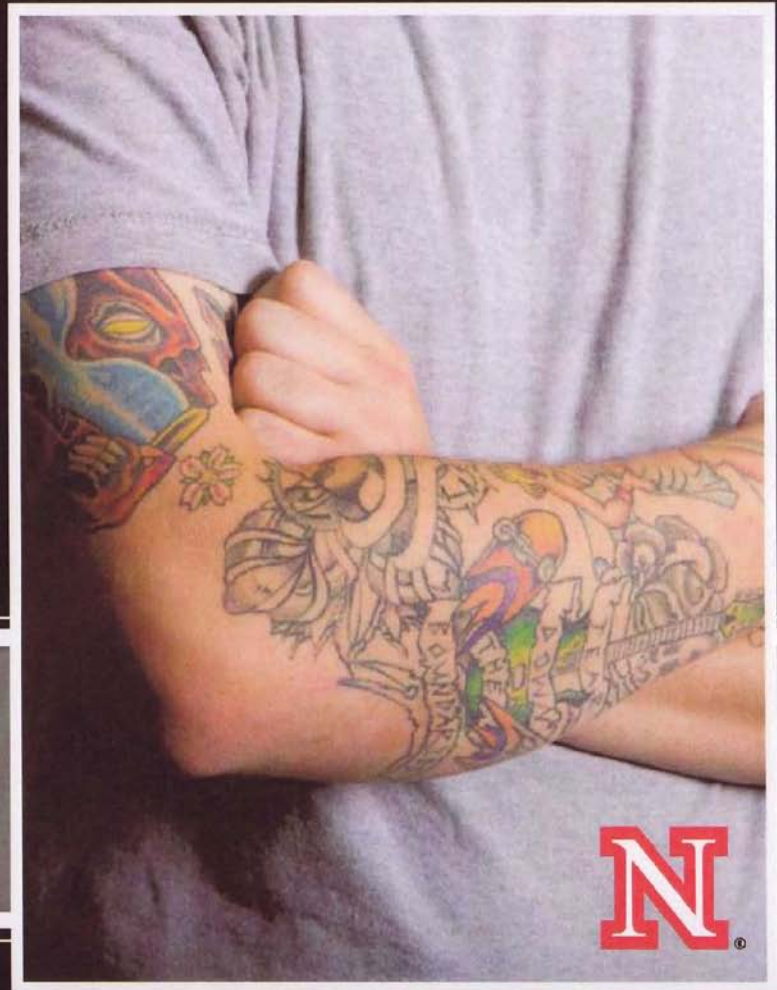
But...

- ...I am tired and I want a break*
- ...I want to do something different in the summer*
- ...I need to earn money in the summer to pay for school*
- ...I want to learn from the regular faculty*
- ...I don't know what classes are offered*
- ...I have no place to live*

**ENOUGH EXCUSES ALREADY,
PLAN ON SIGNING UP**

SummerSessions
UNIVERSITY OF NEBRASKA-LINCOLN
2009

SUMMER.UNL.EDU





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Register online at summer.unl.edu by January 31, 2009 to qualify. (Additional details are available on the Web site.)

But...I am tired and I want a break.

Summer courses tend to be less formal, with smaller sizes and more accessible instructors. It allows you to focus on 1 or 2 courses versus juggling the demands for 5. The best time to take summer courses is right after your freshman and sophomore years since it allows you to pursue internships or study-abroad opportunities during your junior and senior years. Many summer courses are at the 100- and 200-level.

But...I want to do something different in the summer

In addition to over 1,000 on-campus courses, unique summer opportunities include evening courses, independent study courses, online classes, faculty-led study-abroad trips to 12 different countries, courses in a natural classroom setting at UNL's Cedar Point Biological Station on the south shore of Lake Ogallala, and field courses in archeology and geology for a hands-on opportunity to mix theory with application.

But...I need to earn money in the summer to pay for school

Courses are available in a 3-week (May 18 – June 5), an 8 week (May 18 – July 10), and two 5-week (June 8 – July 10 and July 13 – August 13) sessions. Each is equivalent to a full semester. Some courses are at night and others are offered independent

study or are completely online. Think of the lost opportunity – if you earn \$5000 over the summer but it delays your graduation six months or a year, it potentially will cost you much more when compared to what you would have earned in a full-time job with your degree. Also, summer is your last opportunity to take courses before tuition rates increase in the fall.

But...I want to learn from the regular faculty

Nearly all summer courses are taught by the same instructors who teach in the regular academic year.

But...I don't know what classes are offered

The list of 2009 Summer Session courses is now available in the online schedule of classes. The printed Summer Bulletin will be available on campus by the middle of January.

But...I have no place to live

Air-conditioned residence halls are available during each of the four summer terms.

summer.unl.edu

**TATTOOS ARE FOREVER
COLLEGE SHOULDN'T BE**

Summer Sessions can help you graduate on time

REGISTRATION STARTS MARCH 9, 2009

(registration is first-come, first-serve, there is no priority for class rank)

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Lincoln | SUMMER SESSIONS

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What is the impact?

Tattoo campaign, Bucks for Summer Books, and educating students on why to take summer courses

- Unknown at the moment
- No additional cost
- Unknown if I will do a sweepstakes again

Questions?



2009 NCCSS Conference

Session: Marketing for Summer Session: What Do the Students Want?

Paul Savory, Ph.D.

Interim Associate Vice Chancellor for Extended
Education & Outreach

Director of Summer Sessions

University of Nebraska – Lincoln

E-mail: psavory@unl.edu



Theme for 2007 and 2008



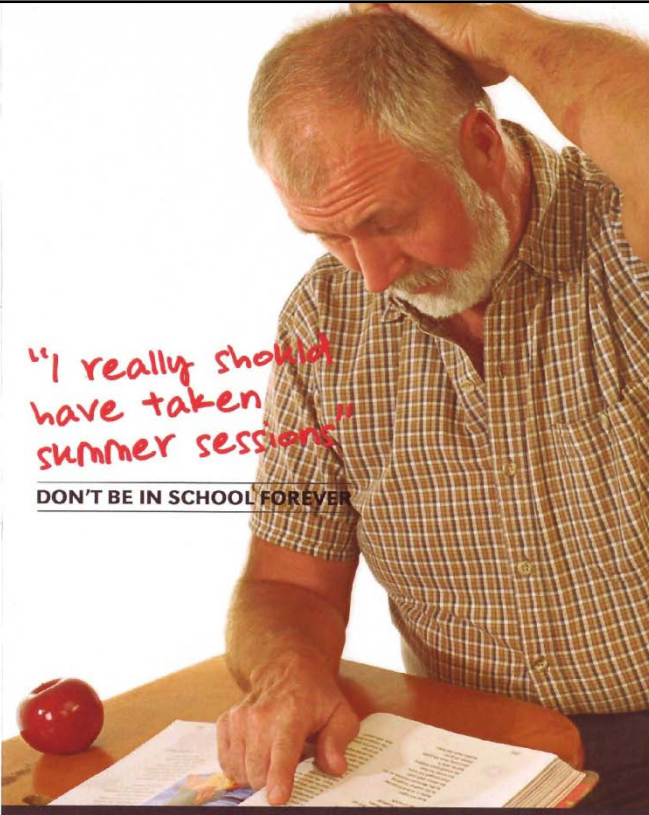
Theme 1 – more traditional



Theme 2 – using out of perspective images



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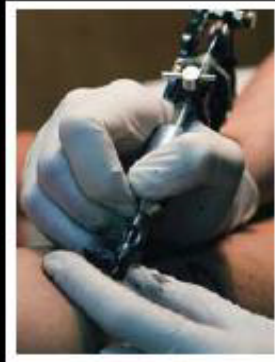
Summer Sessions can help you graduate on time

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2009

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Cover of the bulletin



**TATTOOS ARE FOREVER
COLLEGE SHOULDN'T BE**

Summer Sessions can help you graduate on time



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2009

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Insert in Schedule of Classes
(October)
(front and back)



**TATTOOS ARE FOREVER
COLLEGE SHOULDN'T BE**

Summer Sessions can help you graduate on time



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Postcard mailed to all freshman and sophomores (first of November)



Enter the “**Bucks for Summer Books**” Sweepstakes where 200 lucky freshmen and sophomores will receive FREE TEXTBOOKS (a \$100 value) at the UNL Bookstore if they take a 2009 summer course.

Register online at summer.unl.edu by January 31, 2009 to qualify. (Additional details are available on the Web site.)

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Bucks for Summer Books Sweepstakes - Official Rules

1. Eligibility: The Bucks for Summer Books Sweepstakes (the "Promotion") is open only to students admitted and officially enrolled at the University of Nebraska-Lincoln who will have completed 51 or less student credit hours by the end of the Spring 2009 academic semester and enroll (by May 4, 2009) for at least 3 student credit hours in one of the four 2009 Summer Sessions terms. (Note: Summer Independent Study Courses offered by UNL's Extended Education & Outreach do not count)

2. Sponsor:

Office of Summer Sessions
University of Nebraska-Lincoln
208 Canfield
Lincoln, NE 68588-0421
Phone: (402) 472-3567
E-mail: summer1@unl.edu

3. Timing: The Promotion begins on November 3, 2008 at 12:00 a.m. Central Time and ends on January 30, 2009 at 11:59 p.m. Central Time (the "Promotion Period"). Sponsor's computer is the official time keeping device for this Promotion.

4. How to Enter: During the Promotion Period, go the following website:

<http://summer.unl.edu/>

and fill out the online entry form, including your UNL student identification number, a valid e-mail, mailing address, and phone number. You automatically will receive one (1) entry into the Sweepstakes.

Limit: Only enter your registration details one (1) time during the Promotion Period. The drawing will be based on UNL student identification number. Additionally entries by the same UNL student identification number will be disregarded prior to the drawing.

5. Prizes: The Bucks for Summer Books Sweepstakes will award two hundred (200) students a one hundred dollar (\$100) credit to the UNL bookstore. A student will be eligible to receive the bookstore credit only if: (1) the student has completed 51 or less student credit hours of college work at the completion of the Spring 2009 academic semester, and (2) by May 4, 2009, the students enrolls for at least 3 student credit hours in one of the four 2009 Summer Sessions terms.

6. Bookstore Credit:

Eligible winners will received a one hundred (\$100) credit to the UNL bookstore that will be eligible to be used from May 18, 2009 until October 31, 2009. Credit not spent during this time period will be voided.

7. Verification All potential winners are subject to verification of their student status by the sponsor, whose decisions are final and binding in all matters related to the promotion. An entrant is not a winner of any prize unless and until entrant's eligibility, and his/her potential status has been verified and entrant has been notified that verification is complete.

8. Drawing and Notification: Potential sweepstake winners will be notified by email, telephone, and/or mail by February 6, 2009.

9. Publicity: Except where prohibited, participation in the Promotion constitutes winners' consent to Sponsor use of winners' name for promotional purpose.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor reasonable control impairs the integrity or proper functioning of Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner.

11. Winner List: A winner's list will be available on the Sponsor's website (summer.unl.edu) by March 2009 and will remain there until August 2009.

Large
8 x 11
Postcard
mailed to
home
address in
December

TAKING SUMMER COURSES CAN HELP YOU GRADUATE ON TIME

But...

- ...I am tired and I want a break
- ...I want to do something different in the summer
- ...I need to earn money in the summer to pay for school
- ...I want to learn from the regular faculty
- ...I don't know what classes are offered
- ...I have no place to live

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live no place to live
Residence halls are available during each of the four summer terms.

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of
ska
lincoln SUMMER SESSIONS

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hands-on opportunity to mix theory with application.

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Summer Sessions can help you graduate on time

But...I have
Air-conditioned re

summer

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Nebraska
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24
P.
L.