Overall Strategy
- Collaborations with departments, colleges, divisions, enrollment management, admissions, academic personnel, planning & budget, and academic senate
- Teamwork to overcome unexpected hurdles
- Broad, cross-functional Summer Strategy Group

Curriculum Strategy
- Summer steadies to aid student planning
- Encouragement of programs to offer non-articulated courses and impacted courses
  - Based on admission and advising analysis
- Regular quarter Teaching Assistant (TA) incentive
- Increased summer TA allocation plan

Curriculum Results
- 10% more courses than 2013 or 2012, after May 31 cancellation date
  - Most cancellations were in the Colleges for courses without GE or major connections
- Arts and Engineering: More than 50% increase each in courses offered
- Colleges increased offerings 300%, to 15–20, all colleges represented

Enrollment Strategy
- Marketing: posters, City on a Hill Press, KZSC, Facebook
- Summer Session link on each academic department’s site
- Outreach (off): high schools, incoming frosh and transfer students with admissions
- Outreach (on): current students in December with complete summer course list, director attending meetings of department managers, academic advisers, curricular analysis, others
- Financial Aid
  - Minimum 10 units over summer (was 6) for needy students to receive $1750 grant
  - Minimum 6 units for unclaimed loans from earlier quarters
  - One-time $1500 loan (Perkins fund) for eligible students, 10 units in S1
- New application fee for non-UC to help ensure student commitment (from $10 to $50)
  - 400 applications as of 6/3; about the same number of non-UC enrollees in SS13

Enrollment Results To Date
- 3211 Students as of 6/3 – 100% of SS13 post-drop final 3202; SS12 post-drop final 3514
- 6609 Enrollments as of 6/3 – 114% of SS13 post-drop final 5796; SS12 post-drop final 6882
- 30,914 Units as of 6/3 – 99% SS13 post-drop final 31,093; SS12 post-drop final 32,929
- 9.6 average unit load as of 5/26 – SS13 final 8.8; SS12 final 8.4

Graduate Student Training and Support Strategy
- Summer enrollments count toward regular quarter TA allocations
- Summer TAs increased by 30%
  - Provide programs a pool of TA positions to assign to courses, rather than deciding on course-by-course enrollment.
  - 160 TAs expected to be employed for summer
- Graduate Student Instructors increased by 6%
  - 90 GSIs expected to be employed for summer

Five Online Courses
- Math 19A & 19B (Calculus for Science, Engineering, & Mathematics), ENVS 65 (fresh water policy), STEV 27 (Service Learning), LALS 75 (Diego Rivera: Art & Social Change in Latin America)
Summer Start for International Freshmen

- ~40 students expected for this first pilot, 15% of new international students
- Collaboration with International Education Office, Campus Orientations, Writing Program, Languages and Applied Linguistics
  - Writing, language, introduction to the research university
  - Cohort building and preparation
  - Orientation leaders (OLs) will continue to 10-day orientation, and peer mentorship

Rebuilding Staffing

- Enhance redundancy
- Grow marketing, outreach, and programs for our students and visitors

Future Strategies

- Re-assembly of the Summer Strategy Group and evaluating Committee on Planning and Budget analysis
- Consideration with Planning and Budget of models that will advantageously expose net income to programs through the incentive system
- Consideration of our unique multi-session tuition model and financial aid models.
- Leveraging financial aid for full enrollment
- Leveraging on-campus housing packages
- Growing and supporting departmental sponsorship of specialized programs and institutes, such as disciplinary institutions or language institutes
- Development of 3-year pathways, fully-mapped degree curricula that include summer session
- Programs and discounts to grow leading summer, first summer, and high school participation

Summer Session Posters
Designed by undergraduate Camille Torres.

Additional detail is available at http://www.ue.ucsc.edu/docs, such as the Summer Strategy Group report, http://www.ue.ucsc.edu/ssg2013. Director Monica Parikh can be contacted at monicap@ucsc.edu.