



TEXAS TECH UNIVERSITY

Office of the President

## MEMORANDUM

**Monday, February 26, 2018**

TO: Deans, Department Chairs, and Faculty

FROM: Lawrence Schovanec, President  
Michael Galyean, Provost and Senior Vice President  
Noel Sloan, Vice President and CFO

RE: Summer 2018 Task Force

The Summer 2018 Task Force was formed last Fall, charged with recommending immediate strategies to increase summer 2018 enrollments with an eye to establishing a sustainable, long-term plan for enhanced summer curricula and participation, both online and on-campus. Today we are pleased to announce the summer 2018 strategies and their immediate implementation, representing a \$1,000,000 central investment.

- A dedicated summer school website
  - Highlighting summer offerings, benefits of summer attendance, and incentive programs.
  - Implementation by Office of Communications and Marketing.
  - Planned new costs: \$0
- A broad summer school marketing campaign
  - Promoting online and campus-based courses and the financial benefits of graduating on time.
  - Targeting TTU and two-year college academic advisors, department chairs and faculty, parents, and students.
  - Implementation by the Office of Communications and Marketing.
  - Planned new costs: \$25,000
- Direct marketing by academic departments and programs to seniors and second-semester juniors.
  - Based on campus analytics, cross-referencing remaining course needs of seniors and second-semester juniors with courses scheduled for summer 2018.
  - Targeting students lacking between 36-42 hours to complete their degrees.
  - Provide those seniors and second-semester juniors direct information about and encouragement to enroll in upper-division summer courses.
  - Provide \$1,000 scholarships to 200 of these students who enroll in 6 or more organized course hours.

- Implementation by department chairs and academic advisors with assistance from the Office of Student Success and Retention.
  - Planned new costs: \$200,000
- A scholarship program named "Ready, Tech, Go!" directed at new freshmen.
  - Targeting "high-achieving" incoming freshmen with opportunity to take a single summer session course at no cost.
  - Incentive offered on first-come, first-served basis to all qualified students.
  - Implementation by the Office of Undergraduate Admissions and the Office of Financial Aid.
  - Planned new costs: \$175,000
- A scholarship program for transfer student recruitment with an emphasis on upper-division course offerings.
  - Provide \$1,000 scholarships to 300 transfer students.
  - Require enrollment in 6 or more organized course hours.
  - Implementation by the Office of Undergraduate Admissions and the Office of Financial Aid.
  - Planned new costs: \$300,000
- Provost's Strategic Enrollment Grants
  - Aimed at efforts that will increase enrollments and SCH in upper-division summer courses.
  - Competitively evaluated.
  - Must be beyond use of regular summer base and above-base summer funding.
  - Implementation by the Office of the Provost.
  - Planned new costs: \$250,000
- Contingency Funding
  - For needed additional funding of any highly successful program.
  - To cover unforeseen additional expenses incurred by implementation of other strategies.
  - Implementation by the Office of the CFO.
  - Planned new costs: \$50,000

Over the next few days, more detailed communication through memoranda and meetings will provide guidance on the direct marketing, scholarship, and grant opportunities. By working together, we can anticipate great success through these strategies and setting a solid planning framework for each successive summer.

To conclude, we wish to thank the members of the Summer 2018 Task Force, chaired by Assistant Vice President Bradley Martin: Dr. Todd Chambers, Dr. Doug Hamman, Ms. Jamie Hansard, Dr. Melanie Hart, Dr. Patrick Hughes, Dr. Angela Lumpkin, Mr. Ryan Litsey, Ms. Brenda Martinez, Dr. David Roach, and Dr. Rob Stewart.