



NAASS Member: Saint Louis University

Initiative Title: Summer At SLU "Get Ahead" Campaign

Award Category: COVID Challenges & Solutions

Description:

COVID-19 created uncertainty for summer 2020: would students enroll in summer courses? Would enrollment sharply decline? Given these challenges, the Summer-Winter Office at Saint Louis University, in collaboration with University leadership and key departments, launched a "Get Ahead" campaign for two student populations: incoming freshmen and high school students.

Incoming SLU freshmen were given the opportunity to get ahead in their coursework and take foundational, required summer courses. Since courses were online and followed the summer discounted rate of \$770/credit hour, this was a perfect time to give new Billikens the chance to take their first step in their academic journey at SLU.

For high school students, SLU launched Summer At SLU Academy, recruiting qualified high school sophomores, juniors and seniors to take a summer online course for college credit. Five courses were offered, including Public Speaking, U.S. History, Calculus I, Physics and Psychology.

Instructors were provided by the SLU 1818 Advanced College Credit Program, and rigorous online preparation, both for instructors and students, was provided by the Distance Education Office. The Summer-Winter Office aided in the communications and marketing for these courses, leading targeted email campaigns to the 1818 student populations as well as creating a landing page with FAQs.

Overall, 43 freshmen and 64 high school students took summer courses. The "Get Ahead" summer 2020 campaign proved successful, giving the Summer-Winter Office the opportunity to reach different student populations and increase summer enrollment.

For more information about this initiative, contact:

- Jacob Wierson, jacob.wierson@slu.edu

