

## **Charge for developing robust summer programming DRAFT September 2008**

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**Members include:** Ian Gatley (chair), Lynn Wild,

**Charge:** By 1 December, 2008: Develop recommendations that will lead to substantial increase in summer activity as measured by enrollments, courses offered, student support, and other activities pertinent to academic affairs.

**Background and purpose:** The current level of activity at the RIT Henrietta campus falls short of expectations. The purpose of this charge is to develop recommendations for the Provost and President to consider that will lead to a substantial increase in activity level.

Activity level can be measured by enrollments for on-campus courses, online courses, K-12 or other community outreach activities, undergraduate research or other undefined activity. One outcome from this increased activity, however, should be increased revenues for the campus in some form.

**Suggestions or ideas:**

1. Some institutions have succeeded with robust summer programs by using a healthy portfolio of online courses in order to capture the students that leave campus for the summer. This has particularly worked for general education courses or 'catch-up' courses. Could RIT target a similar strategy?
2. How can we (simultaneously) expand our success with undergraduate research during the summer time?
3. Offering K-12 teacher development or exposing K12 students to the RIT fields would serve two purposes – increasing summer activity and increasing future RIT pipeline of students. Can RIT offer a concerted K12 program of offerings during the summer time?

**Requirements:**

1. Target date: 1 December 2008 so that implementation and marketing can happen in time for the summer.
2. Recommendations must be in alignment with the mission of RIT and in accordance to RIT policies.
3. Recommendations should include what courses or activities the colleges plan to offer, anticipated enrollment, funding needed to deliver the summer activities (including housing costs, etc), anticipated revenues generated from summer activities, and, essentially, a business plan for delivering this summer program.

**Guiding questions:**

1. What does the current level of activity indicate for the potential increased level of activity? (Where are the low-hanging fruits?)
2. How can these new activities generate revenue for RIT, increase the level of activity on campus, AND fulfill some RIT priorities?
3. What are some obstacles in the way that prevent RIT from achieving this goal?
4. Are there unintended consequences from the achievement of this