

EKU Winter Annual Report 2020-2021

EKU





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About ECU Winter

In 2020-2021, ECU Winter was designed as a six-week, fully online session with the goal of helping students catch up or continue coursework amid challenges related to COVID-19.

Acknowledgements

Recognitions

Academic Affairs
Communications & Brand Management
ECU Libraries
Faculty Center for Teaching & Learning
Math/Stats Center
Noel Studio for Academic Creativity
Office of the Provost
Student Accounting
Student Success Center

ECU Winter Committee

Russell Carpenter
Brenda Clapper
Melinda Compton
Carolyn Grace
Donna McDaniel
Brandon Moore
Matt Schumacher
Andy Spry

Winter 2020-2021 Tuition

All winter session courses were billed at \$386 per credit hour for an undergraduate course and \$550 per credit hour for a graduate course. Students must have had their winter term balance paid in full or a valid winter term payment plan (with the first payment made) by **November 30, 2020**. Winter term payment plans were two payments. The deadline for the second payment was **December 29, 2020**.

Enrollment and Strategic Scheduling

Enrollment

	Winter 2019	Winter 2020	Difference	% Change
Total Enrollment	215	846	+631	+293.49%
Undergraduate	213	803	+590	+277.00%
Graduate	2	43	+41	+2,050.00%
Total Hours	582	3,113	+2,531	+434.79%

*Based on 4 January 2021 report

Strategic Scheduling

2020 thresholds: U = 8, G = 6

Year	# of Courses	Average Enrollment (includes specialty courses and labs)
2019	32	6.09
2020	101	10.36



Calendar

No. Weeks of TERM	6
Term Start Date	12/07/20
Term End Date	01/15/21
Last day to ADD or DROP a class . Last day for 100% refund. Last day to change from GRADE to P/F or Audit	Add: 11/27/20 Drop: 12/09/20
Mid-Term Date: Mid-Term Grades Submission Deadline.	12/28/20
*Last day to WITHDRAW from class without a fee.	01/01/21
**Last Day to WITHDRAW from class. Withdrawal fee applies.	01/03/21
Last Day for 100% refund	12/10/20
Last Day for 66% refund	12/12/20
Last Day for 33% refund	12/14/20
Last Day to Change from Grade to AUDIT or P/F.	12/09/20





Student Profile

Undergraduate		Graduate	
	Part-time	Part-time	Total
Total	804	43	847
First-time	144	-	144
URM	95	4	99
Adult	166	28	194





Winter Scholarships

EKU Winter offered scholarships to support undergraduate and graduate students as they approached graduation. Three scholarship options were available:

- Undergraduate Scholarship (Covers 1/3 of tuition for one EKU Winter course for undergraduate students)
- Graduate Scholarship (Covers 1/3 of tuition for one EKU Winter course for graduate students)
- Diversity Scholarship (Covers tuition cost of one EKU Winter course for diverse undergrad students - full scholarships)

EKU Winter received 530 total applications and 163 students were awarded for Winter 2020-2021.

Student Input

EKU Winter invited student input in two forms:

- 1) EKU Winter Student Focus Groups (four)
- 2) EKU Winter Student Survey

Goals included:

- 1) Determining student awareness of Winter session
- 2) Assessing student interest in future Winter sessions
- 3) Understanding courses that students anticipated needing during Winter session
- 4) Examining potential barriers for students taking courses during Winter session



Marketing & Communication

EKU Winter designed and implemented a new web presence (winter.eku.edu; Figure 1) and social media presence (@EKUWinter). During the communication process with students, the new website received 56,506 pageviews and 16,054 unique page views.

EKU Communications & Brand Management designed new graphics for use across marketing and communication efforts, along with digital and geotargeted ads.

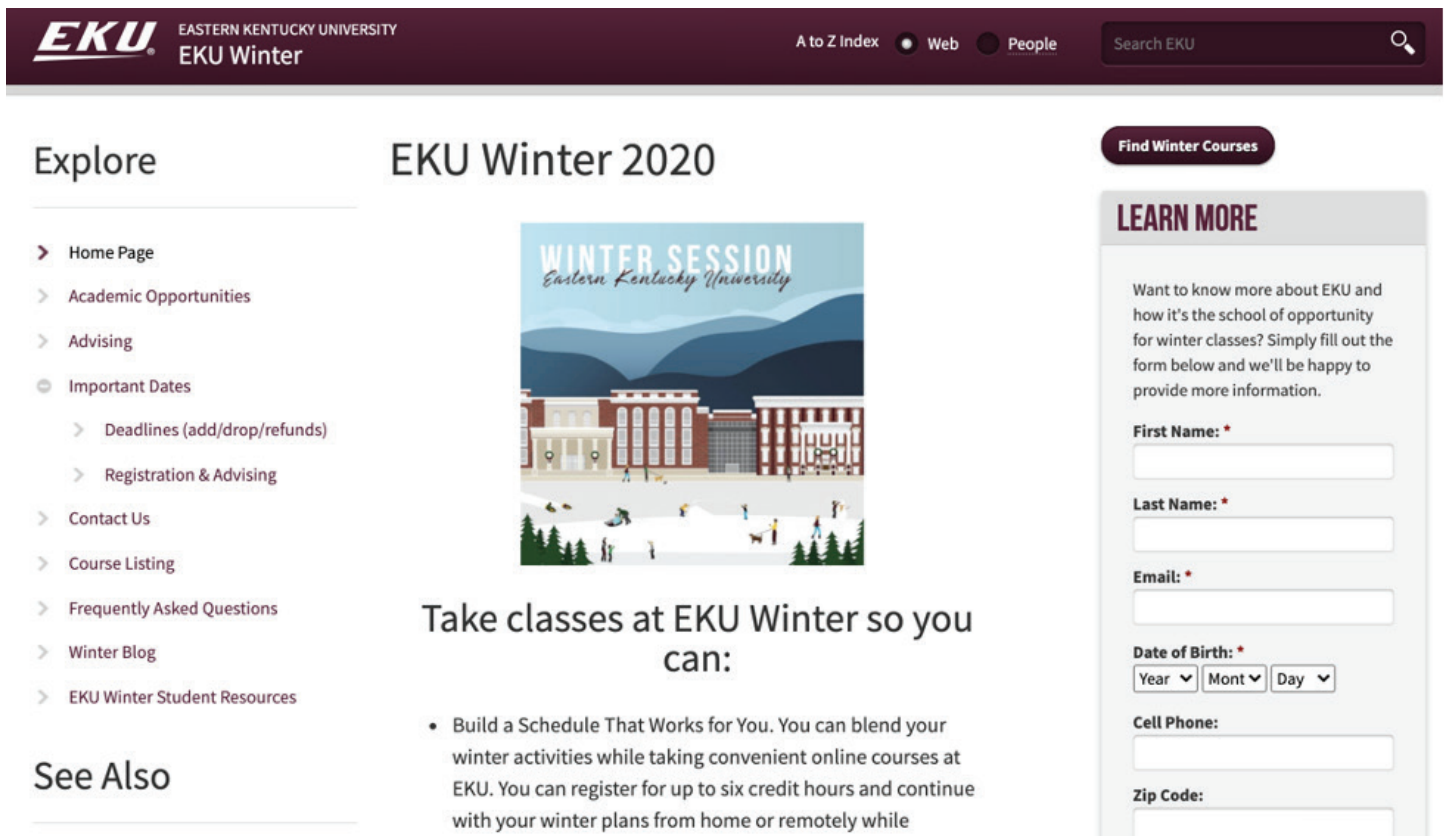


Figure 1. New EKU Winter Website



Figure 2. Sample EKU Winter Graphics and Social Media

The website's new blog included in-depth information about ECU Winter, including:

- Introductory information about the fully online, six-week session
- Faculty profiles
- Student scholarship recipient profiles
- Course features

EKU Winter Faculty Spotlight: Prof. Krista Kimmel


EKU Winter can be a valuable time of year to catch up or stay on track! Running December 7 - January 15, the ECU Winter session has been extended this year to a six-week, fully online term. Check out our featured faculty posts each week to learn details about fantastic course opportunities this winter!



Name:
Prof. Krista Kimmel

EKU Winter Faculty Spotlight: Dr. Molly McKinney

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Name:
Molly McKinney

Figure 3. Sample ECU Winter Faculty Features

7 Fast Filling Winter Courses to Check Out Now!

It might feel like the Fall semester will last forever, but Winter term is right around the corner! Taking a Winter class is a great way to catch up or get ahead, and with a six-week fully online term, now is the perfect time to take #EKUEverywhere you go for Winter break. Check out these fantastic fast-filling courses and register before they fill up!



ENG 102
Class Type: 100% Online Asynchronous
Register By: November 27th

7 Fascinating Gen-Eds to Take this Winter!

Hi Colonels! Winter term is right around the corner and taking a Winter class is a great way to catch up or get ahead. With a six-week fully online term, now is the perfect time to take #EKUEverywhere you go for Winter break. Check out these fascinating courses and register before they fill up!



AFA 201 - The African Experience
Class Type: 100% Online Asynchronous
Register By: November 27th

Figure 4. Sample ECU Winter Course Features

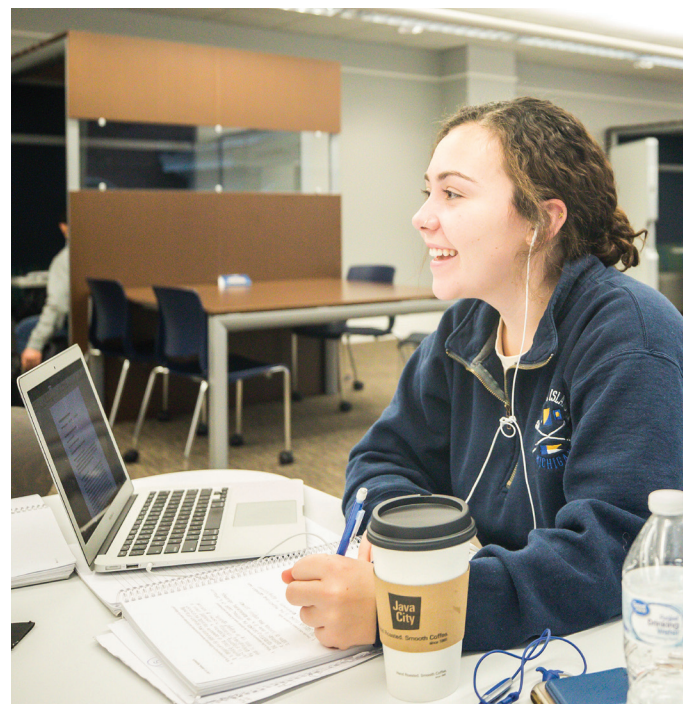
Advertising

Ad Name	Impressions	Spend	Clicks	CTR (All)
Winter Campaign Ad	119,277	\$580.61	443	0.37%
Winter Campaign Scholarship Ad	38,308	\$172.99	275	0.72%

Student Support

EKU Libraries
Math/Stats Center
Noel Studio for Academic Creativity
Student Success Center

Read More at winter.eku.edu/eku-winter-academic-resources-students.



Faculty Development

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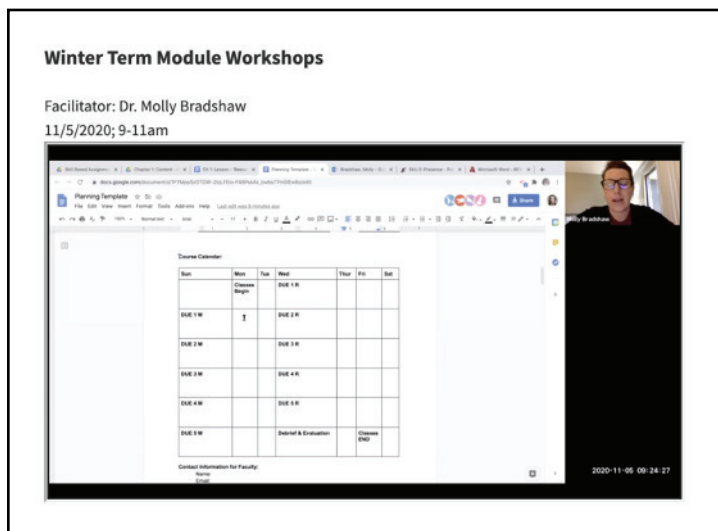


Figure 5. Sample EKU Winter Module Workshop

Resource Development and Videos

The EKU Winter Teaching Symposium also included access to 12 videos and online modules focused on areas such as Zoom Basics, Engaging Students and Making Connections Online, Academic Integrity Online, and Recording Course Material, to name a few. All were available via the Noel Studio for Academic Creativity and Faculty Center for Teaching & Learning.

Communication

Faculty and students received regular communication regarding EKU Winter courses and resources.



By enrolling in a winter course, you're going the extra mile for your education and making the most of your ECU experience. Good for you! But just because you're taking courses at home, doesn't mean you're on your own-- that's not the ECU way. Here are just a few of the tutoring resources available to you this winter.

Noel Studio

The Noel Studio for Academic Creativity is a free resource offering writing, communication, and research support for undergraduate and graduate students from any major or class. Get help with essays, presentations, research posters, visual aids, multimodal products, and more at any stage of the process. Learn more at studio.eku.edu/online-consultations.

Math/Stats Tutoring Center

Struggling with a math or statistics course? Get help from the experts at the Math/Stats

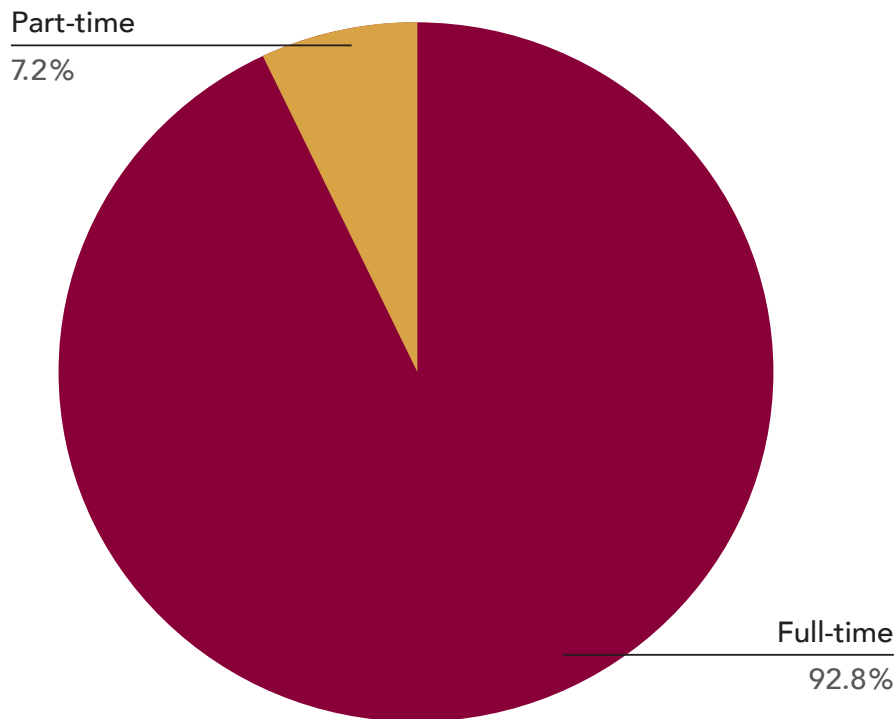


With about two weeks left in your ECU Winter courses, we're writing with an update and resources to use as you approach final assignments.

- Communicate with any students falling behind or owing a previous assignment.
 - Ensure students are caught up and feedback is available.
 - Ensure that feedback supports learning and continuation in the course.
 - Provide opportunities (and incentives) for students to complete meaningful reflections(s) that support their learning.

Figure 6. Sample ECU Winter Emails

Faculty





winter.eku.edu | [#EKUWinter](https://twitter.com/EKUWinter) | [@EKUWinter](https://www.instagram.com/EKUWinter)

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