

Summer Session 2025 Growth Guide

The purpose of this guide is to identify campus-wide best practices to grow Summer Session 2025 enrollment.

Faculty - Teaching Modality

- Teaching In-person or remote? (Look at [previous history of enrollment.](#))
Analyze data to support choice of modality.
- Consider creating an “R” version of your course to teach remotely beyond summer 2025.

Faculty, Department Staff, Advisors – Targeted Student Outreach

- Send email campaign to students in the major.
 - a. Send countdown emails about summer enrollment appointments.
 - b. Showcase course clusters of related interest courses for students to consider.
 - c. Did you know?
- Send email campaign to students with D/F/W grades. (Refer to the [High Impact Course list.](#))
Let students know they can take the course again in summer.
- Identify students on waitlists in Spring. Encourage a summer course as a second chance.
- Send email to a faculty colleague to announce a course
Look at courses that are of related interest to recommend.
Example: PSYC 154 Behavior Modification + PHIL 55 Living in Digital World
- Social media posting campaign, year-round (Winter & Spring)
Be creative. Have fun! Consider a student contest to boost enrollment.
- Post flyers in department space. Feature or spotlight a different course each week.
- Send flyers to departments with courses of related interest.
- List your summer courses on your website, or link to the Summer Session list of courses from your website.
- Give a 3-minute elevator pitch for your course at a meeting, workshop, or training session. Look for relevant events and partner up.
- Join colleagues at other events to promote your courses. Face time is important.
- Partner with Summer Session to post summer courses on social media.

Department Staff – Waitlists

- Set a 3-day response time back to students.
Move students into courses, or direct students to other related courses that have seats available.

Department Staff, Faculty – EASy Requests

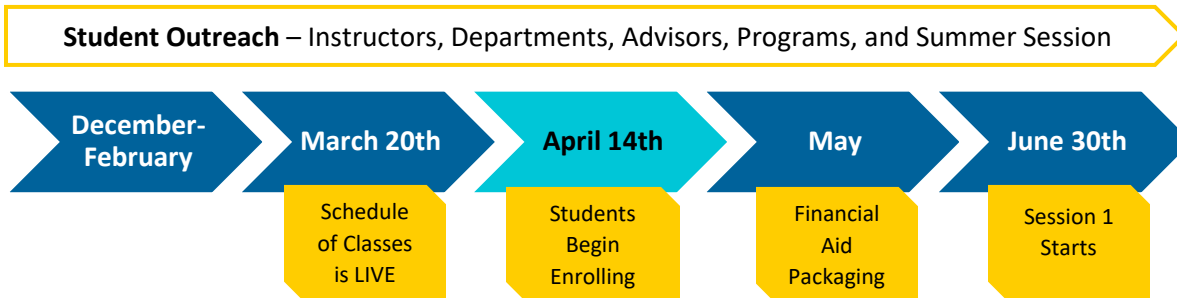
- Set a 3-day response time back to students.
Move students into courses, or direct students to a course with different prerequisites.

Summer Session – Focus on External, Campus-Wide Efforts

- ☑ Promotion of the full slate of summer courses.
- ☑ Partner with department staff to promote courses on social media and department websites.
- ☑ Promote courses with seats available on social media.
- ☑ Work with advising to add summer to 3-year and 4-year degree plans.
- ☑ Partner with college advisors to direct students to summer courses.
Example – Target seniors with 20 units or less to graduate. Encourage summer classes.
- ☑ Create a summer online gallery to feature creative ideas from across the campus.
- ☑ Start a recognition award for department staff doing great things in summer.
- ☑ Leverage advertising and promotion opportunities in the Price Center.
- ☑ Talk with students at table events. (Triton Days, dining halls, library walk, etc.)

Year-Round Planning & Collective Impact

Summer planning should be a year-round priority. A little more effort to grow summer enrollment can improve student graduation rates, reduce academic year workload for staff, and increase funding to academic units.



Did You Know

Academic units with eligible Summer Session courses will receive Department Incentive Package funding:

1. \$1,000 per course + \$50 per unit
2. An additional \$500 for each course on the [High Impact Course list](#).

Refer to the [Summer Session Guidebook](#) for details on which summer courses are eligible for funding.

Why do UC San Diego Students Enroll in Summer Courses?

- Jump-start for new students
- Catch-up for continuing students
- Opportunity to take courses impacted Fall/Winter/Spring Quarter
- Speed-up graduation
 - Taking just one course per summer can reduce time to degree by one quarter.
- Non-resident fee is NOT charged in summer. ([Tuition is charged per unit.](#))
- Most students take 2 or more classes. (Financial Aid requires 6 units.)

The following recommendations can have a collective impact to serve more students during the summer.

Optimize Your Course for Summer

Modality

Remote modality is highly desired by students in the summer. When possible, Summer Session encourages departments to offer a 50/50 split of in-person and remote courses.

Meeting Times

Courses that meet at times that are convenient for students tend to have larger enrollment.

Starting time after 9am
Ending time before 6pm

Note there is no summer campus shuttle after 6pm, and there are limited campus security escorts available in the evening.

Waitlists

Courses that have waitlists in Fall, Winter, or Spring Quarter typically have strong student demand in the summer.

Degree Requirements

Courses that meet a degree requirement tend to have larger enrollment than electives.

Course Description

Make sure your course has a description listed in the course catalog.

Deadlines to submit catalog updates can be found on the Academic Senate's webpage, <http://senate.ucsd.edu/catalog-copy/>

Labs

Laboratory courses with limited seats are in demand.

Travel Courses

Consider encouraging students to take 5-week Travel Study/Global Seminar types of programs.

Internships & Research

Summer is a wonderful time of year for internships and research projects.

Did You Know

Financial aid does not fully cover the cost of summer tuition & housing for our students. The high cost of summer housing in San Diego is an equity issue. Courses taught remotely allow students to live at home while making progress on their degree.

Remote Modality in Summer

Summer 2025 – Remote modality without an “R” designation is already approved by Academic Senate. Talk to your Department Chair about offering your course remotely.

Summer 2026 and Beyond – Effective summer 2026, courses **MUST** have an “R” designation to be offered remotely. Departments are strongly encouraged to start submitting R course approvals now.

Note that hybrid courses are similar to in-person courses for summer students.

A hybrid course requires students to be in-person in San Diego for some part of the class components. Hybrid courses do not help alleviate the cost of summer housing for our students.

Support is available from the Teaching + Learning Commons

The Engaged Teaching and Digital Learning staff is available to assist all current faculty and visiting instructors who are interested in teaching Summer Session.

Consultations address specific topics related to teaching summer courses, including but not limited to:

Course design, such as how to design and teach a ten-week course in five weeks

Evidence-based, learner-centered, and equitable teaching practices that **address equity gaps**

Fostering student **engagement & motivation**

For support with **in-person, hybrid, and hyflex courses**, contact the Engaged Teaching team at engagedteaching@ucsd.edu.

For support with designing and teaching **remote and technology enhanced courses**, contact the Digital Learning team at online@ucsd.edu.

Recruit Students for Your Summer Courses

Did You Know

Over 80% of summer students enroll by mid-May!

Start promoting your course in Winter Quarter, while students are making their summer plans.

Best Practices for INSTRUCTORS

Of Related Interest

Talk with colleagues who are teaching courses of related interest. Ask if you can give a brief (under 5 minutes) announcement about your summer course to their students at the beginning of their Winter & Spring Quarter classes.

Visiting Students

If faculty are working in collaboration with faculty from another campus, invite other students to come study at UCSD through the open enrollment benefit for all visiting students.

Post Flyers on Campus

Refer to Blink guidelines for posting flyers at various public spaces on campus, <https://blink.ucsd.edu/sponsor/marketing-council/publicize-on-campus.html#Flyers,-brochures,-posters,-sig>

Email Students in Major/Minor

Compose an email promoting your course and ask your department administrative staff to send it on your behalf to students in the Major/Minor.

Social Media

Ask your department to promote your course on their social media sites. Summer Session can repost to our Instagram account.

Collaborate with the Colleges

Compose an email promoting your course and ask the College Dean offices to send it on your behalf to students in their College.

Summer Session

Does your course have less than 15 students enrolled? If so, Summer Session will promote your course on our Instagram account. Just email a flyer with the course information (Session and course description/details) to summer@ucsd.edu.

Best Practices for DEPARTMENTS

Email Students with a D/F/W

Email students who previously received a D/F/W in department courses and encourage them to enroll in summer.

Link to Summer Session Website

Add a link to the Summer Session website from your department website, or even better, add information about your summer courses to your department website.

Details on Schedule of Classes

Schedule of Classes can communicate details about courses. Add text, descriptions, and notes about courses of related interest. Make sure to review what students see in WebReg to ensure it is clearly stated.

Promote Courses in a Series

Social media posts, department website, and emails to students in the major/minor should emphasize that students don't have to wait until next year to take the next class in a series.

Active Waitlist Management

If there is a waitlist for your department, update the information to help students understand if courses/sections will be increased or not. Keeping a long wait list is harmful to achieving enrollment goals.

Post Flyers

Post flyers promoting your summer courses in department space.

Best Practices for COLLEGE & DEPARTMENT ADVISORS

Incoming Students

Encourage incoming first-year and transfer students to take a class that does not require prerequisites to get a head-start in summer.

Outreach to Accelerated Students

Identify students on a fast track to graduate and send them a message to accelerate by earning credit during a 5-week summer session.

Outreach to Students Who Are Behind

Identify students who are behind in degree progress and send them email encouraging them to enroll in summer courses.

Include Summer in Degree Plans

Use 4-year or 3-year degree plans to show how summer courses can help students to vary the study load throughout a year. With remote courses, students can study from home to save on housing costs.

Contact Summer Session

The Summer Session staff is here to help if you have any questions or new ideas to share.

Be sure to [subscribe to the Summer Scoop](#) for weekly Summer Session updates.

[Follow us on Instagram](#) to support and promote our social media student marketing efforts.

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