CONTENTS

Report Summary ................................................. 4

Metrics
Google Analytics Summary ................................. 5
Unique Page Visits to Summer School Websites ...... 6

Electronic Media
Online Courses .................................................. 7
Website .............................................................. 8
Online Ads .......................................................... 9
Movie Trailer & Video Ads ..................................... 10
Social Media ....................................................... 11
E-mail Campaign .................................................. 12
Radio Ads .......................................................... 13
Advising Newsletter PDF ........................................ 14

Print Media
Flyers & Inserts .................................................... 15
Magazines ........................................................... 16
Campus Paper: University Daily Kansas (UDK) ads ... 18

Community Awareness
On-Campus Promotions ......................................... 20
Campus Bus Ads .................................................... 21
Lawrence Community Banners ............................... 22
Edwards Campus Shared Promotion Activities .......... 23
Press Release ........................................................ 24
Strong Hall Lawn Promotion Event April 14, 2011 ... 25
REPORT SUMMARY

The Office of the Provost and KU Continuing Education (KUCE) partnered on a multifaceted marketing campaign designed to increase awareness of the University of Kansas Summer School 2011 program. The overarching plan began February 21, 2011 and culminated the week of June 30, 2011.

The KUCE marketing department chose Baby Jay as the summer school mascot, who symbolizes the embodiment of student youth, the spirit of summer and KU academics. Baby Jay’s likeness appeared in all print and online marketing vehicles encouraging students to enroll for on-campus and online courses. Baby Jay was shown in a series of poses with summer garb imparting the subliminal message that one could enjoy their summer, while also taking summer school courses at KU.

The campaign’s wide scope included advertising in an assortment of media as outlined in the following pages. At the center of the campaign was the website created especially for KU Summer School, jayhawksummer.com. All advertising pointed students to the website where they could access a large and layered hub of information. Students could easily identify their status, find out more about courses, and proceed to Enroll and Pay.

The marketing plan was measured, tracked, and identified through Google Analytics. Metrics identified as indicators of a successful campaign included increased numbers of enrollments, credit hours, and the number of people who accessed the site. Demographical information was also pulled from Google data, and it will be used to impact and influence decisions for future summer school marketing campaigns.

Summer School Marketing Committee:
Kyle Garcia, Director
Marketing and Communications
785-864-7857 • kylegarcia@ku.edu

Jackie Christy, Publications Manager
Steve Kinder, Website Manager
Shala Stevenson, Senior Graphic Designer/Marketing Illuminations Manager
# Google Analytics Summary

**Dashboard** jayhawksummer.com

**Feb 21, 2011 - Jun 30, 2011**

![Visits Graph](image)

**Site Usage**

- **9,598 Visits**
- **15,479 Pageviews**
- **1.61 Pages/Visit**
- **70.41% Bounce Rate**
- **00:01:12 Avg. Time on Site**
- **76.71% % New Visits**

**Visitors Overview**

- **Visitors 7,488**

**Traffic Sources Overview**

- **Referring Sites** 3,189.00 (33.23%)
- **Search Engines** 2,121.00 (22.10%)
- **Direct Traffic** 1,178.00 (12.27%)
- **Other** 3,110 (32.40%)

**Map Overlay**

![Map of Kansas](image)

**Content Overview**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>12,345</td>
<td>79.75%</td>
</tr>
<tr>
<td>/summer_online.php</td>
<td>2,196</td>
<td>14.19%</td>
</tr>
<tr>
<td>/?page=home</td>
<td>575</td>
<td>3.71%</td>
</tr>
<tr>
<td>/index.php</td>
<td>233</td>
<td>1.51%</td>
</tr>
<tr>
<td>/summerschool/</td>
<td>68</td>
<td>0.44%</td>
</tr>
</tbody>
</table>
## UNIQUE PAGE VISITS TO SUMMER SCHOOL WEBSITES

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>jayhawksummer.com unique page visits</td>
<td>9,598</td>
<td>10,125</td>
<td>-527</td>
<td>-4.7†</td>
</tr>
<tr>
<td>Alternate URL unique page visits</td>
<td>52</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total unique page visits to</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>jayhawksummer.com/alternate</td>
<td>9,650</td>
<td>10,125</td>
<td>-475</td>
<td>-4.7†</td>
</tr>
<tr>
<td>Edward Campus unique visits to summer page</td>
<td>7,810</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total unique visits Lawrence and Edwards Campus summer school website visits</strong></td>
<td>17,460*</td>
<td>10,125</td>
<td>7,335</td>
<td>72.4</td>
</tr>
<tr>
<td>* increased total unique visits 72.4% to Summer School website over 2010</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

`www.registrar.ku.edu`  
(from jayhawksummer.com to registrar/enroll)  
* increased interest 3.6 times higher to enroll over 2010

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kyou portal ad</td>
<td>2,241</td>
<td>759</td>
<td>1,482</td>
<td>195.3</td>
</tr>
<tr>
<td>KU.edu banner on KU homepage</td>
<td>2,076</td>
<td>1,207</td>
<td>869</td>
<td>72.0</td>
</tr>
<tr>
<td>QR code visits</td>
<td>128</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>jayhawksummer.com mobile visits</td>
<td>1,855</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook ad clicks</td>
<td>323</td>
<td>380</td>
<td>-57</td>
<td>15.0</td>
</tr>
<tr>
<td>Google AdWords clicks</td>
<td>600</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>($1.27 cost per click. Total cost = $731.33)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## UNIQUE PAGE VISITS TO REGISTRAR’S WEBSITE

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique visits to site</td>
<td>140,537</td>
<td>159,220</td>
<td>-18,683</td>
<td>-11.7</td>
</tr>
<tr>
<td>Unique page views</td>
<td>91,002</td>
<td>107,971</td>
<td>-16,915</td>
<td>-15.7</td>
</tr>
<tr>
<td>Pages visited</td>
<td>365,952</td>
<td>401,651</td>
<td>-35,699</td>
<td>-8.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>†7% increase in unique visits to the Summer School website relatively compared to Registrar’s website</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Undergraduate Online Summer Courses Available at KU

This list is subject to change. Check [www.timetable.ku.edu](http://www.timetable.ku.edu) for enrollment information. Check with an academic advisor before enrolling.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Title details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABSC 626</td>
<td>Applied Behavioral Science</td>
<td>Psychology of Adolescence</td>
</tr>
<tr>
<td>AMS 332</td>
<td>American Studies (AMS)</td>
<td>United States in Global Context</td>
</tr>
<tr>
<td>AMS 511</td>
<td>American Studies (AMS)</td>
<td>History of American Women: 1870-Present</td>
</tr>
<tr>
<td>C&amp;T 359</td>
<td>Curriculum and Teaching</td>
<td>Basic Processes of Reading</td>
</tr>
<tr>
<td>ECON 564</td>
<td>Economics</td>
<td>Topics in Applied Economics</td>
</tr>
<tr>
<td>ECON 582</td>
<td>Economics</td>
<td>Economic Development</td>
</tr>
<tr>
<td>ENGL 362</td>
<td>English</td>
<td>Foundations of Technical Writing</td>
</tr>
<tr>
<td>ENGL 570</td>
<td>English</td>
<td>Topics in American Literature</td>
</tr>
<tr>
<td>ENGL 690</td>
<td>English</td>
<td>Studies in: TBD</td>
</tr>
<tr>
<td>EUPS 580</td>
<td>European Studies</td>
<td>Directed Study</td>
</tr>
<tr>
<td>FMS 200</td>
<td>Film and Media Studies</td>
<td>Film and Media Aesthetics</td>
</tr>
<tr>
<td>HEIM 485</td>
<td>Health Information Management</td>
<td>Independent Study in Health Information</td>
</tr>
<tr>
<td>HEIM 567</td>
<td>Health Information Management</td>
<td>Health Care Quality Controls</td>
</tr>
<tr>
<td>HEIM 604</td>
<td>Health Information Management</td>
<td>Professional Practice Experience II</td>
</tr>
<tr>
<td>HEIM 640</td>
<td>Health Information Management</td>
<td>Health Information Systems</td>
</tr>
<tr>
<td>HIST 502</td>
<td>History</td>
<td>World of Ancient Greeks</td>
</tr>
<tr>
<td>HIST 531</td>
<td>History</td>
<td>History of American Women: 1870-Present</td>
</tr>
<tr>
<td>JOUR 310</td>
<td>Journalism</td>
<td>Visual Communications</td>
</tr>
<tr>
<td>JOUR 500</td>
<td>Journalism</td>
<td>Social Media</td>
</tr>
<tr>
<td>MATH 365</td>
<td>Mathematics</td>
<td>Elementary Statistics</td>
</tr>
<tr>
<td>MUSC 136</td>
<td>Musicology</td>
<td>Masterworks of Music</td>
</tr>
<tr>
<td>MUSC 298</td>
<td>Musicology</td>
<td>Introduction to Jazz</td>
</tr>
<tr>
<td>MUSC 336</td>
<td>Musicology</td>
<td>Masterworks of Music</td>
</tr>
<tr>
<td>NURS 362</td>
<td>Nursing (NURS)</td>
<td>Depression in Children &amp; Adolescents: Assessment &amp; Treatment</td>
</tr>
<tr>
<td>NURS 433</td>
<td>Nursing (NURS)</td>
<td>Introduction to the Professional Nurse Role</td>
</tr>
<tr>
<td>NURS 434</td>
<td>Nursing (NURS)</td>
<td>Technology to Enhance Client Safety</td>
</tr>
<tr>
<td>NURS 469</td>
<td>Nursing (NURS)</td>
<td>Independent Study in Nursing</td>
</tr>
<tr>
<td>POLS 615</td>
<td>Political Science</td>
<td>Campaigns and Elections</td>
</tr>
<tr>
<td>PRE 306</td>
<td>Psychology &amp; Research in Education</td>
<td>Development and Learning of the Adolescent</td>
</tr>
<tr>
<td>PRE 598</td>
<td>Psychology &amp; Research in Education</td>
<td>Special Course</td>
</tr>
<tr>
<td>PSYC 102</td>
<td>Psychology (PSYC)</td>
<td>Orientation Seminar Psychology</td>
</tr>
<tr>
<td>PSYC 626</td>
<td>Psychology (PSYC)</td>
<td>Psychology of Adolescence</td>
</tr>
<tr>
<td>PSYC 642</td>
<td>Psychology (PSYC)</td>
<td>The Psychology of Families</td>
</tr>
<tr>
<td>PUAD 694</td>
<td>Public Administration</td>
<td>Topics in Public Administration</td>
</tr>
<tr>
<td>RESP 402</td>
<td>Respiratory Care</td>
<td>Pulmonary Rehabilitation</td>
</tr>
<tr>
<td>RESP 425</td>
<td>Respiratory Care</td>
<td>Advanced Critical Care Procedures</td>
</tr>
<tr>
<td>RESP 490</td>
<td>Respiratory Care</td>
<td>Special Studies or Projects</td>
</tr>
<tr>
<td>RESP 663</td>
<td>Respiratory Care</td>
<td>Scientific Investigation I</td>
</tr>
<tr>
<td>RESP 664</td>
<td>Respiratory Care</td>
<td>Scientific Investigation Part II</td>
</tr>
<tr>
<td>RESP 665</td>
<td>Respiratory Care</td>
<td>Scientific Investigation Part III</td>
</tr>
<tr>
<td>RESP 671</td>
<td>Respiratory Care</td>
<td>Clinical Specialty Projects I</td>
</tr>
<tr>
<td>RESP 672</td>
<td>Respiratory Care</td>
<td>Clinical Specialty Projects II</td>
</tr>
<tr>
<td>SOC 332</td>
<td>Sociology</td>
<td>United States in Global Context</td>
</tr>
<tr>
<td>SPAN 322</td>
<td>Spanish</td>
<td>Spanish Grammar: Form &amp; Meaning in Context</td>
</tr>
<tr>
<td>WGSS 511</td>
<td>Women, Gender, &amp; Sexuality Studies</td>
<td>History of American Women: 1870-Present</td>
</tr>
</tbody>
</table>
WEBSITE: jayhawksummer.com
Generated 1,096 from site directly to Registrar’s Office website.

Also listed as:
jayhawksummerku.edu
jayhawksummer.org
jayhawksummer.net
summerschoolku.edu

Web link buttons for outside sites
ONLINE ADS

University Daily Kansan (UDK)

Udk Animated Ad, Leader Ad

KU Summer School
Enrollment opened March 26

Enrollment Begins April 1

JAYHAWK SUMMER.com

KU Summer School
Lawrence • Edwards Campus • Online

• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree

Timetable published March 11
Talk to your advisor:
www.advising.ku.edu

KU SUMMER SCHOOL

Kyou Portal: 2,241 clicks

JAYHAWK SUMMER.com
KU Summer School on-campus & online

• Earn KU credit
• Advance your degree
• Graduate in four

KU Homepage: 2,076 clicks

JAYHAWK SUMMER.com
Lawrence Edwards Campus Online

Enrollment Begins April 1
MOVIE TRAILER & VIDEO ADS  
Can be viewed on jayhawksummer.com

Jayhawksummer.com 15 and 30 second videos were running at the Southwind theatre in Lawrence starting March 25th and running through the week of June 13th. There were also placed on the student union monitors on campus, on the KUCE channel on YouTube and on the jayhawksummer.com website.
SOCIAL MEDIA

Facebook Page www.facebook.com/kusummerschool: 368 fans

Facebook Ad: 323 clicks

Plan Ahead. Earn KU Credit. Graduate in Four. Advance Your Degree.

Google AdWords

600 clicks
$1.27 cost per click.
Total cost=$731.33
E-MAIL CAMPAIGN

Targeted e-mails were sent to current Lawrence Campus KU students on April 7, May 9 and April 28, 2011.

A total of 26,133 people opened and viewed them.

Your photos are ready for tagging

Hello, fellow Jayhawk!

A few weeks ago, you signed a photo waiver during the Jayhawk Summer promotional event on the lawn outside of Strong Hall on the KU campus.

The photos from the event—including your pictures—are now available for you to enjoy. Tag your photos for your personal Facebook page and show your friends.

See selected photos on our Facebook page or see the full gallery on jayhawksummer.com

Thank you for your participation during our event and remember to visit jayhawksummer.com for all of your KU Summer School questions.

Summer School Online Class Listing E-mail

For more information about the KU summer semester and enrollment, visit jayhawksummer.com or become a fan of our KU Summer School Facebook page.
Radio Ads

Regional and Local Radio Advertising

- Great Plains Media Share Holder Plan
  KLWN 1320 AM  News Talk Radio
  Lazer 105.9 FM  Pop and Contemporary Music
  The Bull 92.9 FM  New-Country Music

- KU Students Radio Network Sponsorship Donor Program
  KJHK 90.7 FM

- The Vibe 95.7 FM Top 40

Radio Ad Scripts (with KU music)

Make your summer a Jayhawk Summer with summer school courses from the University of Kansas.

Where will you be this summer? Whether in Lawrence or at the Edwards Campus in Overland Park, take advantage of the increased flexibility and convenience of classes offered on-campus and online.

Earn KU credit to graduate in four, or accelerate your graduation date. Plan ahead and enroll today. Visit jayhawksummer.com to meet your educational goals. Have your summer AND take a class!

That’s jayhawksummer.com
Important KU Summer School enrollment dates approaching
By Eric Buselt, Marketing Coordinator, Continuing Education

The University of Kansas has recently released important dates for students interested in earning credits through Summer School in 2011.

Enrollment for Summer School courses begins April 1, with classes starting June 7. The last day to enroll before incurring late penalties is June 6.

A full timetable of summer courses is available online at www.jayhawksummer.com or www.timetable.ku.edu. Students can obtain printed timetable books through their academic advisors or by picking one up at the admissions office on the KU campus in Lawrence or at the Edwards Campus.

Summer School at the University of Kansas provides students with several educational options to continue earning credits between spring and fall semesters.

Summer graduate and undergraduate courses through KU are offered online and in the traditional on-campus format in Lawrence or at the Edwards Campus in Overland Park. Additional study-at-home options are also available through KU Independent Study year-round.

The wide range of courses and multiple formats allows students to earn credits over the summer while still being able to enjoy their favorite warm-weather activities.

Academic advisors at KU are a great source of information about the benefits of summer school. Students should discuss summer courses with their advisors before enrolling.

Important KU Summer School Dates:

June 1 – Enrollment opens
June 7 – First day of classes
June 7 – Late enrollment begins ($75 penalty)
June 13 – Last day to enroll online
June 14 – Late enrollment begins ($150 penalty)
June 20 – Last day to add, drop, change sections
Enrollment Begins April 1

KU Summer School
Lawrence • Edwards Campus • Online

Dates to Remember
Enrollment begins: April 1
First day of class: June 7
Late enrollment begins: June 7
Last day to enroll online: June 13
Last date to add, drop, change sections: June 20

Timetable published: March 11
Talk to your advisor: www.advising.ku.edu

• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree

JAYHAWK SUMMER.com

KU Summer School
Lawrence • Edwards Campus • Online

Dates to Remember
Enrollment begins: April 1
First day of class: June 7
Late enrollment begins: June 7
Last day to enroll online: June 13

Timetable published: March 11
Talk to your advisor: www.advising.ku.edu

• Plan ahead
• Earn KU credit
• Graduate in four
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Dorm Flyer

JAYHAWK SUMMER.com

KU Summer School
Lawrence • Edwards Campus • Online

Dates to Remember
Enrollment begins: April 1
First day of class: June 7
Late enrollment begins: June 7
Last day to enroll online: June 13

Timetable published: March 11
Talk to your advisor: www.advising.ku.edu

• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree
MAGAZINES

Graduation Guide

UDK Finals Guide

Alumni Magazine

Visitors Guide
MAGAZINES

3D Ad for Insider’s Guide and Basketball Wrap-Up Sponsorship

110969

Have your summer and take a class!
• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree

Talk to your adviser about your flexible and convenient options.

Where will you be this summer?

ENROLL NOW!

Have your summer and take a class!

3-D Paper Sunglasses to View 3D Ad
JAYHAWK SUMMER.com
KU Summer School
Lawrence • Edwards Campus • Online

Dates to Remember
Enrollment begins . . . . . . . . April 1
First day of class . . . . . . . . . . . June 7
Late enrollment begins . . . . . . June 7
Last day to enroll online . . . . . June 13

- Plan ahead
- Earn KU credit
- Graduate in four
- Advance your degree

Need another course? Talk to your advisor:
www.advising.ku.edu

Enrollment begins March 28
- Plan ahead
- Earn KU credit
- Graduate in four
- Advance your degree

KU Summer School
Enroll Now!

Thursday, April 14
Strong Hall lawn
10:30 a.m.–1:30 p.m.

- Have your photo taken with Baby Jay: 11–11:30 a.m.
- Free sunglasses, Frisbees, Koozies and other giveaways
- Free pizza while supplies last
- Live remote sponsored by The Lazer 105.9 FM

JAYHAWK SUMMER.com
KU Summer School Week
Enrollment Kick-Off • Please join us!

Coming Soon!
Need another course?
Talk to your advisor:
www.advising.ku.edu

Enrollment begins March 28
- Plan ahead
- Earn KU credit
- Graduate in four
- Advance your degree

KU Summer School
Enroll Now!

• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree

Consult your academic adviser before enrolling.
KU Summer School Week
Enrollment Kick-Off • Please join us!

**Tuesday, April 12**
Strong Hall lawn
10:30 a.m.–1:30 p.m.
Play ping pong.
Practice your putting.
Free snacks, bottled water & more.
This event is hosted by KU Continuing Education and Edwards Campus

JAYHAWK SUMMER.com
KU Summer School
Lawrence • Edwards Campus • Online
Enrollment begins March 28
• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree

**Thursday, April 14**
Strong Hall lawn
10:30 a.m.–1:30 p.m.
Have your photo taken with Baby Jay: 11–11:30 a.m.
• Free sunglasses, Frisbees, Koozies & other give-aways
• Free pizza while supplies last
• Live remote sponsored by The Lazer 105.9 FM
This event is hosted by KU Continuing Education

Dates to Remember
First day of class . . . . . . . . . . . . . . . . . . . . . June 7
Late enrollment begins . . . . . . . . . . . . . . . . . June 7
Last day to enroll online . . . . . . . . . . . . . . . . June 13
Late late enrollment begins . . . . . . . . . . . . . June 14
Last date to add, drop, change sections . . . . . . June 20

Consult your academic adviser before enrolling.
ON-CAMPUS PROMOTIONS

Bookmark (front)

Where will you be this summer?
Whether on-campus or online; in Lawrence or at the Edwards Campus in Overland Park; you can have flexibility and convenience.

Lawrence Campus
- Schedule of Classes
- How to Enroll
- Advising
- Academic Calendar
- Join Jayhawk Summer on Facebook to updates on courses and events!

Edwards Campus
- In Overland Park, Kansas
- Afternoon & Evening Classes
- Online Classes
- Undergraduate Courses
- Find Edwards Campus on Facebook!

Online Courses
- Online Summer Courses
- School of Nursing Summer Courses
- Independent Study
- Online
- Print
- Undergraduate Credit Courses
- Graduate Credit Courses
- Courses to High School Students (dual credit)

Plan Ahead
- Earn KU Credit
- Graduate in Four
- Advance Your Degree

Have your summer and take a class!
jayhawksummer.com

Bookmark (back)

JAYHAWK SUMMER.com
KU Summer School
Lawrence • Edwards Campus • Online

• Earn KU credit
• Graduate in four
• Advance your degree

Dining Card

Enroll Now!
Talk to your advisor:
www.advising.ku.edu

Magnet

JAYHAWK SUMMER.com
KU Summer School
Lawrence • Edwards Campus • Online

• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree

Magnet
LAWRENCE COMMUNITY BANNERS
Total banners installed: 64

6th & Rockledge (4)  
6th & Iowa (3)  
9th & Iowa (2)  
15th & Iowa (2)  
15th & Crestline (4)  
19th & Iowa (3)  
23rd & Iowa (4)  
19th & Naismith (2)  
23rd & Naismith (2)  
23rd & Louisiana (3)  
23rd & Massachusetts (4)  
23rd & Haskell (4)  
19th & Louisiana (2)  
15th & Wakarusa (4)  
Crestline & Clinton (4)  
Clinton & Kasold (4)  
31st & Iowa (4)  
Mass. Street from 17th–23rd (9)
EDWARDS CAMPUS SHARED PROMOTION ACTIVITIES

KUCE contributed funds to the KU Edwards campus campaign for UDK advertising to insure their campaign success. KUCE and the KU Edwards campus collaborated efforts on the campaign website and the Strong Hall lawn event. The website image rotated interchangeably, from the KU Jayhawk to KU Edwards campus ads.
KU providing first online summer school offerings

In addition to traditional summer courses, the University of Kansas is offering online summer courses for the first time. The online courses are currently taking enrollments for Summer 2010 and offer students a new educational option between fall and spring classes.

Students can take advantage of the increased flexibility online courses offer and earn credit toward “graduating in four” or accelerate their graduation date. High school students can jump-start their college careers with KU courses during the summer. Additional study-at-home options are also available through KU Independent Study year-round.

“We are excited to partner with the KU faculty to develop these summer online courses,” says Jean Yoo, KU Continuing Education director of Academic Outreach and Distance Education. “These offerings will allow students the flexibility to take KU courses from wherever they will be this summer and still learn from KU faculty.”

“These additional options give students expanded opportunities to meet their educational goals,” says Frederick W. Pawlicki, KU Continuing Education Executive Director.

For more information about the KU summer semester and enrollment, visit jayhawksummer.com or become a fan of our KU Summer School Facebook page.

New online classes being offered will include:

- PSYC 310 Methodology for Psychological Research
- GEOL 105 History of the Earth
- MEMT 150/760 Introduction to Music Therapy / Principles of Music Therapy
- MEMT 598/854 Music Therapy in Pediatrics
- MUSC 298 Introduction to Jazz

Important Dates:

- June 8 – Late enrollment begins ($75 penalty)
- June 14 – Last day to enroll online
- June 15 – Late enrollment begins ($150 penalty)
- June 21 – Last day to add, drop, change sections
STRONG HALL LAWN EVENT APRIL 14, 2011
Event Signage

JAYHAWK SUMMER.com
KU Summer School
Lawrence • Edwards Campus • Online

• Plan ahead
• Earn KU credit
• Graduate in four
• Advance your degree

Dates to Remember
First day of class ......................  June 7
Late enrollment begins .................. June 7
Last day to enroll online ................  June 13
Late late enrollment begins .............. June 14
Last date to add, drop, change sections . June 20

Talk to your advisor:
www.advising.ku.edu

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Enroll Now!
Talk to your advisor:
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Enroll in classes on-campus & online

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