Online Summer Session Explorer
Laura Pedrick, UWM Online
Dylan Barth, Center for Excellence in Teaching & Learning
UWM Online: Array

• ‘1st 60 Credits’ online general education program + 10 online majors (Art History, Biomedical Science-Diagnostic Imaging degree completion, Communication, Community Engagement & Education, History, Information Studies & Technology, Nursing, Political Science, Psychology, Sociology)

• 10 online graduate degrees in Education, Information Studies, Nursing, Translation & 22 certificates

• 700+ online courses available each year

• Highest online enrollment in Wisconsin; wide array of courses, particularly in summer
Online Summer Courses as an Opportunity

• Summer session enrollment associated with
  – improved retention
  – increased likelihood of degree completion

• Potential for new revenue from special students

• Opportunity to experiment with Radius, new marketing approaches

• A strength area for UWM
Online as Share of Overall Headcount

Summer 2011 Headcount
- Online: 29%
- On Campus: 60%
- Hybrid: 5%
- Ind Stdy: 6%

Summer 2014 Headcount
- Online: 38%
- On Campus: 52%
- Hybrid: 4%
- Ind Stdy: 3%
Earth, Air, Fire and Water

A modern exploration of Aristotle’s four basic elements: Earth, Air, Fire and Water to forge a more intimate relationship with our home...

GEO SCI 105, LEC 201
- Class Number: 46484
- Credits: 3
- Instructor: Barry L. Cameron

Find an Online Summer Class That’s Right for You

UWM offers hundreds of online classes over the summer! Online summer classes allow you to move closer to earning your degree, catch up on credits, or get a jump on the next semester, even if you are not currently a UWM student. Browse this site for some of our online summer offerings, or click on the link to the right for our full listing!

Get Started
- View All 291 Online Summer Courses
- UWM Summer Courses
- General Summer Session Info & Schedules

Degree seeking students starting in summer:
- Apply to UWM first
Browse Featured Courses

American History: 1877 to the Present
Classical Mythology
Cultures of Online Games and Virtual Worlds
Earth, Air, Fire and Water
Entertainment Arts: Introduction to Film, Television and the Internet
Film and Literature: Focus on Young Adult Adaptation
Introduction to Women's Studies
Introduction to American Indian Studies
WMNS 201, LEC 201

- **Class Number:** 47282
- **Credits:** 3
- **Instructor:** Casey O'Brien
- **Dates:** 05/26/15–07/04/15

This course is designed as an introduction to the interdisciplinary field of Women’s Studies, an academic area of study focused on the ways that sex and gender manifest themselves in social, cultural, and political contexts. The primary goal of this course is to familiarize students with key issues, questions, and debates in Women's Studies scholarship, both historical and contemporary. In this online summer course, we will become acquainted with many of the critical questions and concepts feminist scholars have developed as tools for thinking about gendered experience. In addition, we will study examples of current trends in feminist activism. We will also learn to “read” and analyze gender, exploring how it impacts one’s understanding of and experiences in the world and online. The semester will conclude with a final project that asks student to create a mini feminist zine!
HTML Email Campaign to Non-Enrolling Students

Move closer to graduation with an online summer class from UW-Milwaukee!

, this summer you can do it all: work to save money for school, enjoy the outdoors, and move closer to graduation by taking an online summer class!

Summer school enrollment is now open!

Sample Classes:

- American History: 1677 to the Present
- Earth, Air, Fire and Water

See the full list of UWM online summer offerings.

SHOW ME!
Online Summer Session Website Traffic

Email sent

Page Views: 627
Unique Views: 467
Summer Online Headcount

Overall online enrollment up by 23% from summer 2014 to summer 2015
For Summer 2016

- OSSE working group to continue its work
- Target 40% of summer online courses
- New, multiple categories
  - Academic unit, grad/undergrad
  - GER type
  - Broader topic of interest
- Link to Transfer Credit Wizard
- Image resource center for instructors
For Summer 2016

• Ensure OSSE matches current course info
• Provide consortium financial aid info
• Develop marketing plan to include locations (M7 area, Northern Illinois, Minneapolis/ St.Paul)
• Contact
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  – Dylan Barth djbarth@uwm.edu