

Vitalization Workgroup 9: Visioning
Variable Learning Formats
Town Hall 2/28/17

“Prime Time”: A New Scheduling Strategy for Eastern Illinois University

How might altering our academic calendar help us recruit more students?

What we need:

- A unique way of marketing our programs to the needs of our typical undergraduate recruit
- A reason for recruits to choose EIU before our competitor institutions
- A way to accelerate time to graduation, thus saving our students money

“Prime Time” Scheduling: The Basics

1. Shift to a 13-week semester (from a 15-week semester)
2. Create a new academic term (a 3-week January term or a 3- or 4-week May term)
3. Shift to a two-day-a-week class schedule (M/Th and Tu/F OR M/W and Tu/Th)
4. Reserve Wednesday or Friday for 1-day/week classes, committee meetings, office hours, campus events, long labs

Why a 13-week semester?

- gives students four extra weeks to earn summer/winter course credits or employment income
- promotes faster time to completion for degrees
- lowers accommodation costs for students, thus giving EIU “Cost of Attendance” marketing advantage over competitor institutions

Logistics

- Fall Semester begins day after Labor Day
- Spring Semester either:
 - ends two weeks early (mid-April) with the creation of a January term
 - or
 - ends at the usual time (end of April) with the creation of a May term
- Class length either:
 - increases from 150 min/week → 173 min
 - or
 - stays the same at 150 min/week (plus 2 x 2.5h OR 1 x 5h innovative programming)

Why M/W-Tu/Th OR M/Th-Tu/F schedule?

- Eliminates unbalanced time differential between MWF and TTh schedule
- Creates “Prime Time” Wednesdays or Fridays for alternate programming, office hours, meeting scheduling, faculty and student collaboration, long labs, innovative pedagogies, community engagement, etc.

Please provide us feedback using the survey link found on the Vitalization website.