



WELCOME

Agenda

Part 1

- Short presentation of the School of Economics and Business
- Overview of organised summer programmes since 2000
- Academic programme (Planning and designing)
- Optional programme
- Administration of applications
- Financial planning and budgeting

Break (10.15 - 10.45)

Part 2

- Marketing and communications
- Implementation process and support services (before)
- Implementation process and support services (during)
- Programme evaluation and support services (after)
- Best practices and lessons learned
- Experience with online summer programmes

School of Economics and Business



- Established in 1946.
- One of the largest members of University of Ljubljana.
- Leading research institution in Slovenia and South-East Europe in the fields of business and economics.
- EQUIS, AACSB, AMBA international accreditations – top 1% of business and economics schools in the world.

Among
top 1%
in the
world



153

Full-time Faculty

249

Staff

96

Professional staff



CO2 emissions decreased by 640 tonnes, or by 46% from 2011 to 2017.



Enabling gender diversity: 49% of the school's faculty and 40% of governing body are women.



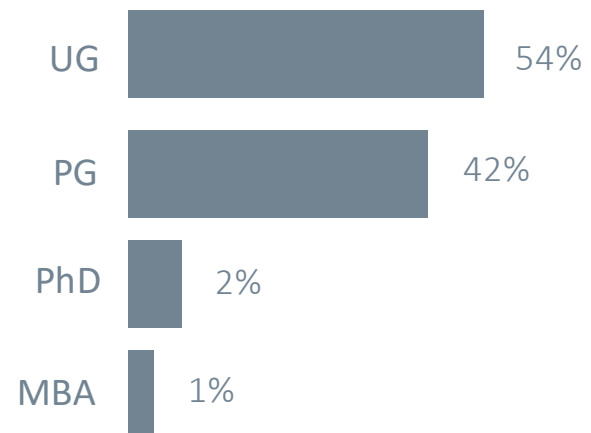
Green Flag awarded in 2018 as a part of the Eco-School programme rewarding school's sustainable actions.



Over 1,000
International students



70 nationalities



~ 5,000

STUDENTS

Partnerships



Internationalisation



Double degree

Semester mobility

Buddies for exchange students

Summer programmes

Short-term mobility

Overview of organized summer programmes since 2000

Short-term programmes in the summer	Started	Ended
Ljubljana Summer School, Take the Best from East and West (21 editions)	July 2000	ongoing
Jean Monnet Module or Networks (5 editions)	July 2003	July 2017
Tailored programmes for groups of students from one institution, maximum 1 week	2007	2019
Erasmus+ Intensive programme, How to do Business in South-East Europe (3 editions)	July 2010	July 2012
Ljubljana Doctoral Summer School (8 editions)	July 2013	ongoing
Joint Summer School (Toulouse – Ljubljana) (6 editions)	June 2014	ongoing
Norway Grants, How the Cultural Background Influences Social Responsibility (2 editions)	July 2014	July 15
Cultural Management Summer Programme (6 editions)	July 2015	ongoing
Global School Empirical Research Methods (3 editions)	August 2017	ongoing



Summer Programmes at the SEB LU

Short-term programmes in the summer	Started	Ended
Ljubljana Summer School, Take the Best from East and West (21 editions)	July 2000	ongoing

- Duration: 3 weeks in July
- Number of courses: around 25
- Target group: undergraduates, graduate students and recent graduates
- Teaching staff: SEB + international call -> Internationally experienced lecturers from all around the world
- Field of study: business and economics
- ECTS: 6-7 ECTS per course
- Social programme: sport events, cultural events, trips
- Budget: collected fees



Summer School video



Experience Ljubljana Summer School video

1st Ljubljana Summer School in 2000



Ljubljana Summer School *Take the Best from East and West*



Summer Programmes at the SEB LU (in English)

Short-term programmes in the summer	Started	Ended
Jean Monnet Module or Networks (5 editions)	July 2003	2017



- Duration: 3 weeks in July
- Number of courses: 1
- Target group: undergraduates, graduate students or doctoral students
- Teaching staff: related to the EU topic
- Field of study: economics
- ECTS: 6 ECTS
- Social programme: limited
- Budget: EU co-funding

Jean Monnet *Summer School*



Summer Programmes at the SEB LU

Short-term programmes in the summer	Started	Ended
Tailored programmes for groups of students from one institution , maximum 1 week	2007	2019

- Duration: 1 week in July
- Number of courses: 1
- Target group: undergraduates and/or graduate students
- Teaching staff: SEB LU and guest lecturers/practitioners
- Field of study: business
- ECTS: variable
- Social programme: sport events, cultural events and trips around Slovenia
- Budget: collected fees

Tailored programmes for groups of students from one institution



Summer Programmes at the SEB LU

Short-term programmes in the summer	Started	Ended
Erasmus+ Intensive programme, How to do Business in South-East Europe (3 editions)	July 2010	July 2012

- Duration: 2 weeks in July
- Number of courses: 1
- Target group: undergraduates (last year), graduate students
- Teaching staff: from partner institutions participating in the project
- Field of study: business
- ECTS: 6 ECTS
- Social programme: sport events, cultural events and trips around Slovenia
- Budget: EU co-funding

Co-funded by the
Erasmus+ Programme
of the European Union



Summer Programmes at the SEB LU

Short-term programmes in the summer	Started	Ended
Ljubljana Doctoral Summer School (8 editions)	July 2013	ongoing

- Duration: 1 week modules, 2 weeks in total in July
- Number of courses: around 8
- Target group: doctoral students, post-docs, academic staff, professionals
- Teaching staff: international call -> Internationally experienced lecturers from all around the world + SEB LU
- Field of study: business and economics
- ECTS: 4 ECTS per course
- Social programme: cultural event and dinner
- Budget: collected fees

Ljubljana Doctoral Summer School



Summer Programmes at the SEB LU

Short-term programmes in the summer	Started	Ended
Joint Summer School (Toulouse – Ljubljana)	June-July 2014	ongoing

- Duration: 3 weeks in June/July in TOULOUSE + 3 weeks in July in LJUBLJANA
- Number of courses: 4 courses in total (2 in Toulouse, 2 in Ljubljana)
- Target group: undergraduates, graduate students and recent graduates
- Teaching staff: international call -> Internationally experienced lecturers from all around the world + SEB LU
- Field of study: business and economics
- ECTS: 6-7 ECTS per course
- Social programme: sport events, cultural events and trips
- Budget: collected fees

Joint Summer School (Toulouse – Ljubljana)



Summer Programmes at the SEB LU

Short-term programmes in the summer	Started	Ended
Norway Grants, How the Cultural Background Influences Social Responsibility (2 editions)	July 2014	July 15

- Duration: 2 weeks in July
- Number of courses: 1
- Target group: undergraduates (last year) and graduate students
- Teaching staff: from partner institutions participating in the project
- Field of study: business
- ECTS: 6 ECTS
- Social programme: sport events, cultural events
- Budget: co-funding from Norway Grants



Norway Grants, How the Cultural Background Influences Social Responsibility



Summer Programmes at the SEB LU from 2000

Short-term programmes in the summer	Started	Ended
Cultural Management Summer Programme	July 2015	ongoing

- Duration: 1 week
- Number of courses: 1
- Target group: students, researchers
- Teaching staff: SEB, Academy of Music, Academy of Fine Arts and Design, Academy of Theatre, Radio, Film and Television
- Field of study: interdisciplinary (Management, Culture, Art)
- ECTS: /
- Social programme: cultural events
- Budget: collected fees

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Poletna šola
 kulturnega menedžmenta

Poletna šola
 kulturnega menedžmenta

2020
 od 6. julija do 10. julija

v prostorih Ekonomske fakultete

KULTURA

Summer Programmes at the SEB LU

Short-term programmes in the summer	Started	Ended
Global School Empirical Research Methods (3 editions)	August 2017	ongoing

- Duration: 1 week modules, 2 weeks in total in August
- Number of courses: around 8
- Target group: doctoral students, post-docs, academic staff, professionals
- Teaching staff: selected by GSERM
- Field of study: business and economics
- ECTS: 4 ECTS per course
- Social programme: cultural event and dinner
- Budget: collected fees



Global School of Empirical Research Methods



Why SEB organises summer programmes?

- Part of internationalisation strategy of UL and SEB
- Internationalising programmes & curriculum
- SEB recognition worldwide
- Internationalisation at home
- Attracting exchange and full-time international students
- To reach balance in mobility of students with some partner institutions
- Special agreements with partner institutions
- Establishing and building strategic partnerships
- Co-financing by EU or Norway Grants
- Using the infrastructure in the summer

University of Ljubljana Strategy 2012-2020

1.3 University of Ljubljana Vision

By 2020, the University of Ljubljana will be recognized as an internationally open and excellent research university, creatively contributing to the quality of life.

3.5.1. Increase offer of the degree study programmes in foreign languages, especially on the second and the third cycle, summer schools; at the same time taking due consideration in developing the Slovenian scientific terminology.

<https://www.uni-lj.si/university/strategy/>

Role of SEB Management

- Vice-dean for Study Affairs approves the final list of courses
- Vice-dean for Study Affairs confirms the course recognition process and rules for SEB students
- The management regularly receives progress and final reports
- Dean officially welcomes students and staff
- Dean meets with the teaching staff
- The management encourages SEB teaching staff to network with teaching staff at summer programmes (research seminars, events and trips for staff)
- The management encourages SEB professional staff to contribute to summer programmes (SEB library, PR, research department etc.)

Role of SEB Management



Academic programme (Planning and designing)

- The summer school profile should be in line with the university's profile
- Profile examples:
 - *A programme on a specific topic developed by your institution*
 - *A programme on specific topic offered by an alliance of different institutions*
 - *A programme organized by a research university in association with a company*
 - *A programme with general courses targeting a specific group of students*
 - *A programme presenting samples of everything your institution can offer (offering a variety of courses)*
- The profile of the summer school depends on the objectives of the summer school and on what you are able to offer
- Your programme needs to be consistent and balanced

Academic programme (Planning and designing)

- Building a summer school programme takes time
- We have changed formats throughout the years

Current Ljubljana Summer School model:

- Open call for course proposals (SEB and international faculty)
- The summer school organizer collects the applications
- The collected course proposals are sent to Vice-dean for study affairs for an overview and comments
- The International Relations team helps with preparing a shortlist
- Final decision is based on our previous experience, academic background of applicants, interestingness and appropriateness of the topic, overall balance of topics and level (Bachelor and Master)
- The summer school organizer validates the courses in accordance to accredited courses at the institution (Study Affairs Office + Vice dean for Study affairs)
- The final list is approved by the Vice-dean for study affairs

Academic programme (Planning and designing)

The programme dates depend on several factors:

- Content of the programme
- Your institution's academic calendar
- Duration of the summer school period
- The target group
- The availability of teaching staff
- Availability of classrooms
- Availability of suitable accommodation during summer

Current Ljubljana Summer School model:

- 3-week programme in July
- Up to 25 courses for Bachelor and Master students
- Daily schedule (morning and afternoon sessions)
- Students can register for one or two courses

Optional programme

- Optional programme is an essential part of the summer school
- Events should be organized for students and for teaching staff
- A summer school team is important for delivering a great optional programme
- Recruit students, involve student organizations – they always have great ideas for events
- The optional programme should offer everyone the opportunity to get to know the city, the country and to network
- Present your culture and give everyone the opportunity to present their own
- Connect with local authorities
- Organized weekend trips around the country (and to neighbouring countries/cities)

Social events

Cultural Events / International Evening / Sport Events / Slovenian Evening





Administration of applications

Our back-end application system supports:

- Online applications
- Registration of student details
- Creation of official Letters of acceptance (as many students need to obtain visa)
- Generation of student lists for course leaders
- The online application form should be easy to navigate
- When designing the application form, think about the data you really need

Launching the application form: 5 to 6 months before the start

Deadline for applications: 3-weeks to 1 month before the start


Financial planning and budgeting

COURSE FEE:

- course tuition with study materials/software
- Certificate of attendance and Transcript of records
- welcome package
- access to the library and IT facilities
- organised social activities/events
- organised lunch
- non-refundable service fee.

OPTIONAL FEE:

- Hospitality package: accommodation with internet access, daily breakfast, lunch on weekdays
- Trips around Slovenia
- some social events.



Early-bird and
late-payment
fees

Financial planning and budgeting

COSTS for the SEB:

- teaching fee („gross gross“ payments)
- public transport fee for students and teachers
- accommodation costs for teachers
- costs for summer team & summer coordinator
- study material/software costs
- promotion costs before & during programme
- welcome package costs
- postal costs, notary costs, bank costs
- costs for social programme for students
- costs for social programme for teachers
- costs for lunch on weekdays for teachers

Contract arrangements with partner organisations

- Accommodation for students
- Accommodation for teachers
- Lunch for students and teachers
- Public transportation
- Organized weekend trips
- Social events



Questions

Thank you for attention during Part 1

We will continue with **Part 2**
after the break



Marketing and communications



- Recruitment starts with communicating the right message to the right people
- We want students to see our summer school as their summer school
- Decide on content and style of promotional materials
- Programme website should offer complete and clear information
- Creating a good e-mailing list is key
- A well-designed brochure should be sent to partner institutions (printed and digital version)
- Use different e-channels to communicate with prospective students
- Involve the course leaders to promote their courses
- Be responsive and communicate with partners on a regular basis

Marketing and communications



Information provided on the website:

- General information about the summer school (background, target group)
- Information about the institution (students can assess the quality of the institution)
- Detailed information about the programme/courses (content brief, duration, location, fees, information about credits)
- Information about accommodation (with photos)
- Information about the facilities (with photos)
- Information about optional programme
- Information about the country and city and how to get there (with photos)
- Information about application process
- Contact information

<https://summerprogrammes.ef.uni-lj.si/>

Marketing and communications



- Promotion on Facebook, LinkedIn and other social media where your institution is present
- The course leader(s) can promote the courses on their own channels and within their own networks
- Direct contact within institutional networks/alliances
- Learn from and connect with other summer school coordinators (EAIE Summer Schools community)

Summer Schools online platforms:

<https://www.summerschoolsineurope.eu/>

<https://www.summer-programs.org/>

<http://unicasummerschools.eu/>

Our strongest marketing tool is the "word of mouth"!

Implementation process and support services

Before the programme

- Pictures, testimonials, video and informative website
- Social media (Facebook, Linked-in, Instagram, WhatsApp) announcements
- Replying to email questions asap
- Preparing classrooms and halls according to each course implementation
- Arranging accommodation list of room-mates
- Arranging social programme and trips with subcontractors
- Special arrangements with public transport

Implementation process and support services

Before the programme

- Finalising course arrangements with teaching staff
- Clarification of responsibilities with teaching staff, summer team, international relations office
- Uploading course materials
- Informing SEB Management & PR

Implementation process and support services

During the programme

- Welcoming students in the student dormitory & Registration
- Guiding students to SEB premises on the 1st day
- Welcoming event at SEB premises (kick-off)
 - Morning coffee for teachers
 - Official welcome in the morning for students, teachers, staff
 - Social event in the evening for students and teachers

Implementation process and support services

During the programme

- Summer School office (team)
 - Direct support to student and teaching staff
 - Supporting teaching staff (with course materials, regularly checking classrooms & set-up, providing IT support)
 - Questions regarding library, events, lost & found
 - Birthday & surprise gifts
 - Announcements & photos in the social media
- Online evaluation of programme and each course

Programme evaluation and support services

After the programme

- Collecting final grades from teaching staff
- Closing payments
- Preparing and sending certificates of attendance & Transcript of Records
- Contacting partner universities
- Thank you emails to students and teaching staff
- Final report including budget report, analysis of programme evaluations
- "Stay on the sunny side" mailing list
- Starting the new cycle

Summer Programme Timeline

Preparing financial and programme final reports;
Work on new call for course proposals

Course proposals review & selection;
Programme setup;
Website and student application preparation;
Financial planning

Student application and website launch;
Official announcement through various channels

Marketing and communications;
Dealing with student applications and payments;
Support services and arrangements for students and teaching staff before the programme;
Arrangements with subcontractors;
Finalising official and social programme, Recruiting Summer Team, Training Summer Team

Summer school execution;
Programme evaluation;
Certificates for students,
Payments for teaching staff and other contractors;
HOLIDAYS!

Sep

Oct

Nov

Dec

Jan

Feb

Mar

April

May

Jun

July

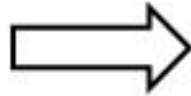
Aug

Best practices and lessons learned

- Full support from the management is very important
- Summer Programme work is very specific and difficult to explain
- Essential skills: cross-cultural communication, big picture thinking ability, time-management, flexibility, teamwork, passion for work, patience, negotiation skills, crisis management skills!!
- Organisation of the programme is an all year-around process, summertime is the cherry on top
- Work during summer school exceeds a normal working day
- Be there for your students and create a great environment for them
- Pay special attention to the teaching staff
- Everyone is there to work hard, but also to enjoy the city and network
- The programme might be set, but anything can go wrong by summer!

Experience with online summer programmes

We were not prepared for this unexpected change ...



Experience with online summer programmes

What were the initial doubts?

- Students missing the experiential part which is key.
- The academic quality and outcomes may not be the same.
- How to cope with different time zones (course leaders and students)?
- Uncertain credit recognition.
- Harder to attract students.
- Less financially sustainable.
- A very short timeline for making the change.

Experience with online summer programmes

Reasons for going online

- Research among course leaders and students showed a positive feedback.
- We wanted to offer students the opportunity of earning ECTS credits as they have planned + attract new students.
- It was an opportunity to explore and test new possibilities.
- Support from the school management.

Experience with online summer programmes

The online setup

- Adjustment of the programme format and timetable.
- Re-calculation of costs.
- Revision of the course syllabuses.
- Technology (who will use what).
- Complete update of the programme website and application form.
- Communication with enrolled students and partner institutions.
- Promoting courses instead of overall programme.

Experience with online summer programmes

Changing the mindset

- The „normal“ summer school cannot be transferred to the online environment.
- Do not promise what you cannot deliver.
- Keep in mind the different profiles (not all students expect the same and many of them do not know how the „normal“ summer school works).
- Your role as a summer school organiser is different.

Experience with online summer programmes

What can be offered besides courses?

- Welcome / Farewell sessions (pre-recorded or live).
- Informal meetings with students (meet the team, ice breaking games, quizzes etc.).
- Informal meetings with course leaders.
- Platforms for informal communication (for all participants, for specific course participants).

Experience with online summer programmes

Feedback from students after the online programme

- A great learning experience / Change of perspective.
- Course leaders could prepare more detailed technical instructions beforehand (computer software and programs).
- Online courses offered more flexibility in terms of time.
- They would prefer working in classrooms for group work and more social interactions.

Experience with online summer programmes

Feedback from teacher after the online programme

- A great learning experience / Change of perspective.
- Online delivery is more demanding and time consuming.
- Difficult to track actual presence at all times.
- Smaller online classrooms (10-20 students).
- Individual assignments can work better than group work.
- Mixed feelings about the total length of the programme.

Experience with online summer programmes

Our conclusion & questions for the future

- The online experience was great, but we do want to offer students a true summer experience on campus!
- Will summer schools ever come back to their initial style?
- How would blended/hybrid summer schools work?
- Will universities recognize online summer school on a long run?
- How to stand out in an online environment?



Questions



**KNOWLEDGE
FOR
PROGRESS**