

PROGRAM:

Kids College at Walla Walla Community College

OBJECTIVES:

Provide an opportunity for elementary school students to spend time on a college campus and, therefore, become more comfortable on a college campus. This will help them gain confidence in tapping into future opportunities provided on a college campus.

Kids College also serves as a marketing and recruitment tool for the college.

LOCATION:

College Campus

DESCRIPTION:

For ten years, Kids College has kicked-off summer break with a week of afternoon adventures that has provided a collection of classes and activities for students, grades third through sixth.

Classes and activities are led by community representatives and college instructors who provide interactive experiences in an invigorating college environment.

Enrollment is capped at 125 students. A fee is charged which covers 100% of the cost to run Kids College.

IMPLEMENTATION TIMELINE:

PREPARATION ACTIVITIES:

January/February – Begin recruiting teachers.

March/April – After recruiting Kids College teachers, designate classes, create flyers and market Kids College. Marketing the program includes: distributing registration flyers to area grade schools, college website, community service announcements and newspaper advertisements.

May/June – Finalize contracts with instructors and Kids Camp assistants, student registration, acquisition of supplies.

Mid-June – 5 days of Kids College.

FOLLOW-UP ACTIVITIES:

The last half of June – Clean classrooms, pay instructors and support staff, reports and bookkeeping.

COSTS OR COST CONSIDERATIONS:

The major project cost considerations were the following:

Instructors' Salaries	\$4,553
Assistants	876
Supplies	1,588
Advertising	1,000
Snacks	537
Water bottle Souvenirs	614
Total Expenses	\$9,168
Revenue	
Regular Enrollments x 123	10,947
Discount Enroll/Scholarships x 8	392
Supply Fees x 125	1,250
Total Revenue	\$12,589

CONTACT INFORMATION:

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RESOURCES:

Class Proposal/Instructor Proposal
Kids College Registration Flyer