

Adult Computer Skills Training Altoona Campus

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The Initial Need

- **Many adult learners do not enroll equipped with a plethora of computer knowledge**
- **Their experience is often limited to accessing email and playing games on their home computers, provided they even own a personal computer**
- **Consequently, in a classroom situation they find themselves at a significant disadvantage compared to the traditional students who are far more technically advanced**
- **From a variety of sources, adult learners have consistently asked for training in the specified areas of the program**

Goals and Benefits

- **Provide the adult learners with the computer skills necessary to become active participants in the university network and their individual classrooms.**
- **The adult learners gained important computer skills required to establish self-confidence, make connections with faculty and staff and other students within their classes; and, feel a greater connectedness to the university.**
- **The students experienced more success with their increased academic confidence in their computer skills, thus having a positive impact on both recruitment and retention.**

Recruitment and Retention Initiative

- **The training program was devised to target both currently enrolled and incoming SU/FA adult learners**
- **The focus was on areas that adults have requested and identified as needed areas**
- **The goal was to provide basic computer skills training**

Recruitment and Retention Initiative

- **Four training sessions were focused on:**
 - **Introduction to Computers**
 - **Navigating eLion and ANGEL**
 - **Mastering Power Point**
 - **Utilizing Webmail, Word, Excel**

Recruitment and Retention Initiative

- **The sessions consisted of 4 - 1.5 hour early evening sessions, which enabled the adults to come after school or work**

Targeted Audience

- **Currently enrolled and incoming SU/FA adult learners were the primary beneficiaries of the program**

Benefits of the Program

- **Currently enrolled and incoming SU/FA 2009 adult learners were the primary beneficiaries**
- **The adult peers/instructors**
- **Program Coordinators and all involved benefited from developing a connection with the adult learners**
- **The general campus community benefited from a recruitment/retention perspective**

Marketing

- **Program promotion:**
 - **Emails via the adult list serve**
 - **Posters and flyers on bulletin boards**
 - **Ad in the local newspaper to attract new adult students to the campus**
 - **Campus university wide television message system**
 - **Student newsletter**

Program Timetable

- **Summer 2009**
- **Fall 2009**

Timetable of Events

- | | | |
|-------------------------------|--|---------------------------------|
| • Early April | Schedule class dates and times | Program Coord. |
| • Late April/Early May | Begin Advertising | CE Staff & Univ. Rel |
| • Late April/Early May | Schedule classrooms | Adlt Cntr/CE Staff |
| • Early May | Hire Instructors | Program Coordin. |
| • Ongoing | Maintain Registration Data | CE Staff |
| • June | Copy class materials for students | AC & CE Staff |
| • June | Facilitate Program | PC's/Instructors |

Timetable of Events

- The first program was offered in the Summer (June)
- The second program was offered in the Fall semester (starting the second week of classes)
- Similar timeline was followed for the Fall semester program

How this program furthers the recruitment and/or retention of adult learners

- **Provides a supportive academic climate for adult learners**
- **Enhances the recruitment, retention, customer satisfaction, and status of adult learners**
- **Rectifies the problem of negativity with adult learners because of their lack of computer skills**
- **Fosters coordination and information exchange regarding programs and services that attract and retain adult learners to Penn State**
- **Advocates for adult learners by providing services to assist them with their educational goals**

Long Term Plan

- Continuing Education will pick up the costs for offering the program
- Become part of orientation for all incoming adult learners in need of basic computer skills

Expenses

Expenses for Summer 2009 AL Training

| INSTRUCTOR | Amount: |
|------------------------|-----------------|
| Instructor - Session 1 | \$50.00 |
| Instructor - Session 2 | \$50.00 |
| Instructor - Session 3 | \$50.00 |
| Instructor - Session 4 | \$50.00 |
| TOTAL AMOUNT | \$200.00 |

| ADVERTISING | Amount: |
|-------------------------|-----------------|
| 2x3 Ad - Altoona Mirror | \$110.00 |
| 2x3 Ad - Altoona Mirror | \$110.00 |
| 2x3 Ad - Altoona Mirror | \$110.00 |
| TOTAL AMOUNT | \$330.00 |

| MISC. EXPENSES | Amount: |
|--|-----------------|
| Printing Expenses (100 pgs copied @ \$1.00 per page) | \$100.00 |
| Postage for Confirmation Letters (10 @ .44 cents ea) | \$4.40 |
| STAA Accounts (15 for 30 days x .10 cents per day) | \$45.00 |
| TOTAL AMOUNT | \$149.40 |

Expenses for Fall 2009 AL Training

| INSTRUCTOR | Amount: |
|------------------------|-----------------|
| Instructor - Session 1 | \$50.00 |
| Instructor - Session 2 | \$50.00 |
| Instructor - Session 3 | \$50.00 |
| Instructor - Session 4 | \$50.00 |
| TOTAL AMOUNT | \$200.00 |

| ADVERTISING | Amount: |
|-------------------------|-----------------|
| 2x3 Ad - Altoona Mirror | \$110.00 |
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| 2x3 Ad - Altoona Mirror | \$110.00 |
| TOTAL AMOUNT | \$330.00 |

| MISC. EXPENSES | Amount: |
|--|-----------------|
| Printing Expenses (180 pgs copied @ \$1.00 per page) | \$180.00 |
| Postage for Confirmation Letters (3 @ .44 cents ea) | \$1.32 |
| STAA Accounts (3 for 30 days x .10 cents per day) | \$9.00 |
| TOTAL AMOUNT | \$190.32 |

Program Assessment

- **Students completed an evaluation after each individual session**
- **The evaluation measured:**
 - **The instructor**
 - **Program content**
 - **Student satisfaction**
 - **Importance/value of the topic covered**
- **A form was completed at the end of the program**
 - **Measuring the value of the overall program**
 - **The impact on the students academics**
 - **The feelings of connectedness with faculty, staff and other students**
 - **The evaluations included open ended questions to retrieve feedback from students**

Thank You

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