

# A Successful Approach for Increasing Adult Student Enrollment

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# Recommendations: The Committee to Attract and Retain Adult Students at Penn State

May 2006

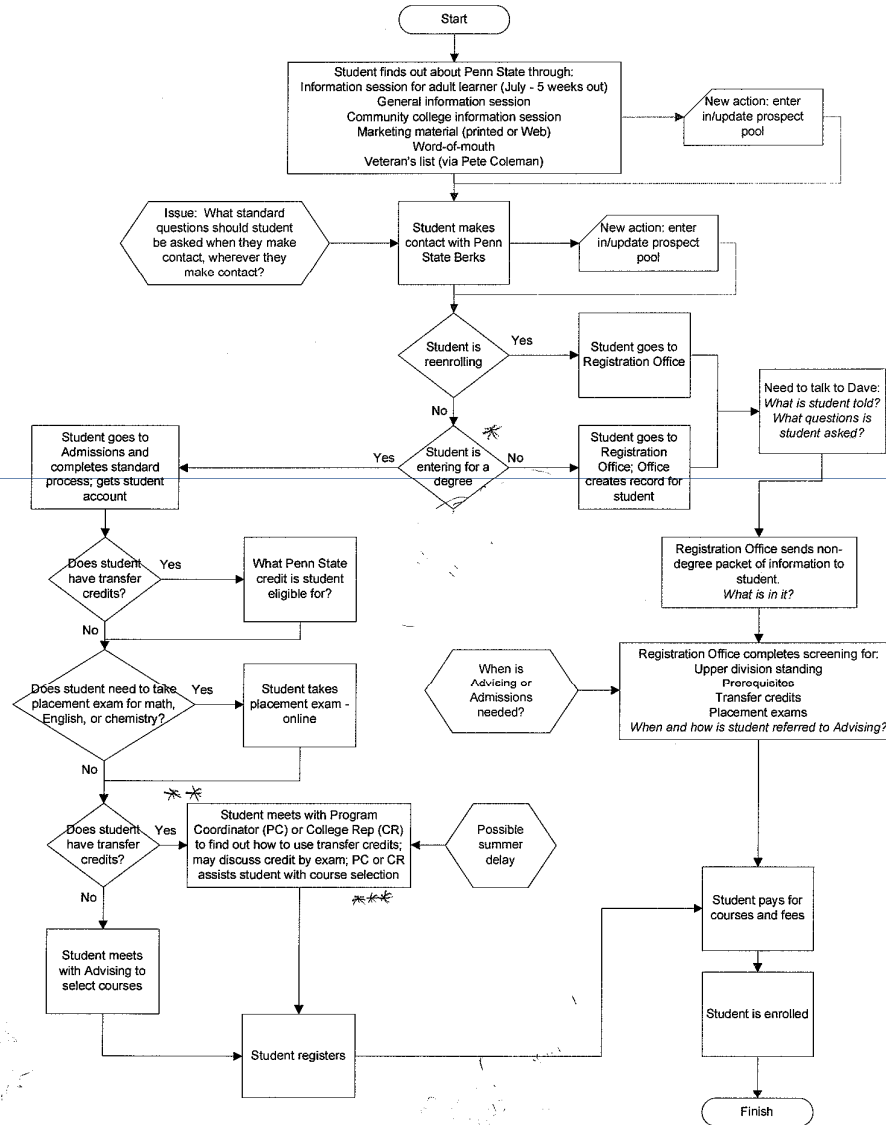
Major Recommendation:  
Implement “one stop shops” to  
serve adults.  
No systematic changes to the  
admissions or enrollment  
processes.

Create a “virtual” one stop shop  
at Penn State Berks. Assisted by  
the Penn State Office of Planning  
and Institutional Assessment

## Decisions:

1. Not to expand hours or to add staff
2. No changes in roles
3. Put more information on web site. Self-directed prospects
4. More focused advertising effort to drive students to the campus web site

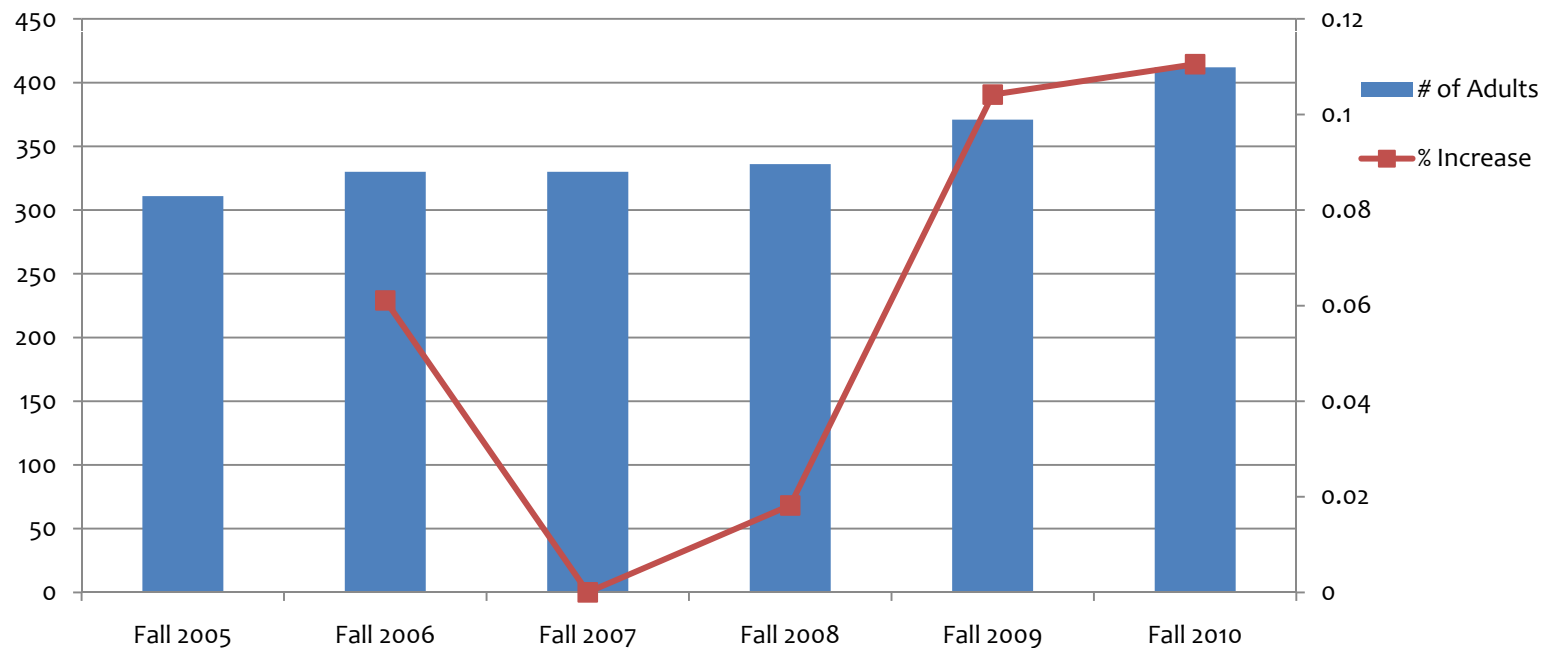
**Penn State Berks Adult Student Intake Process**



Berks Adult Student Intake Process 4/13/2007

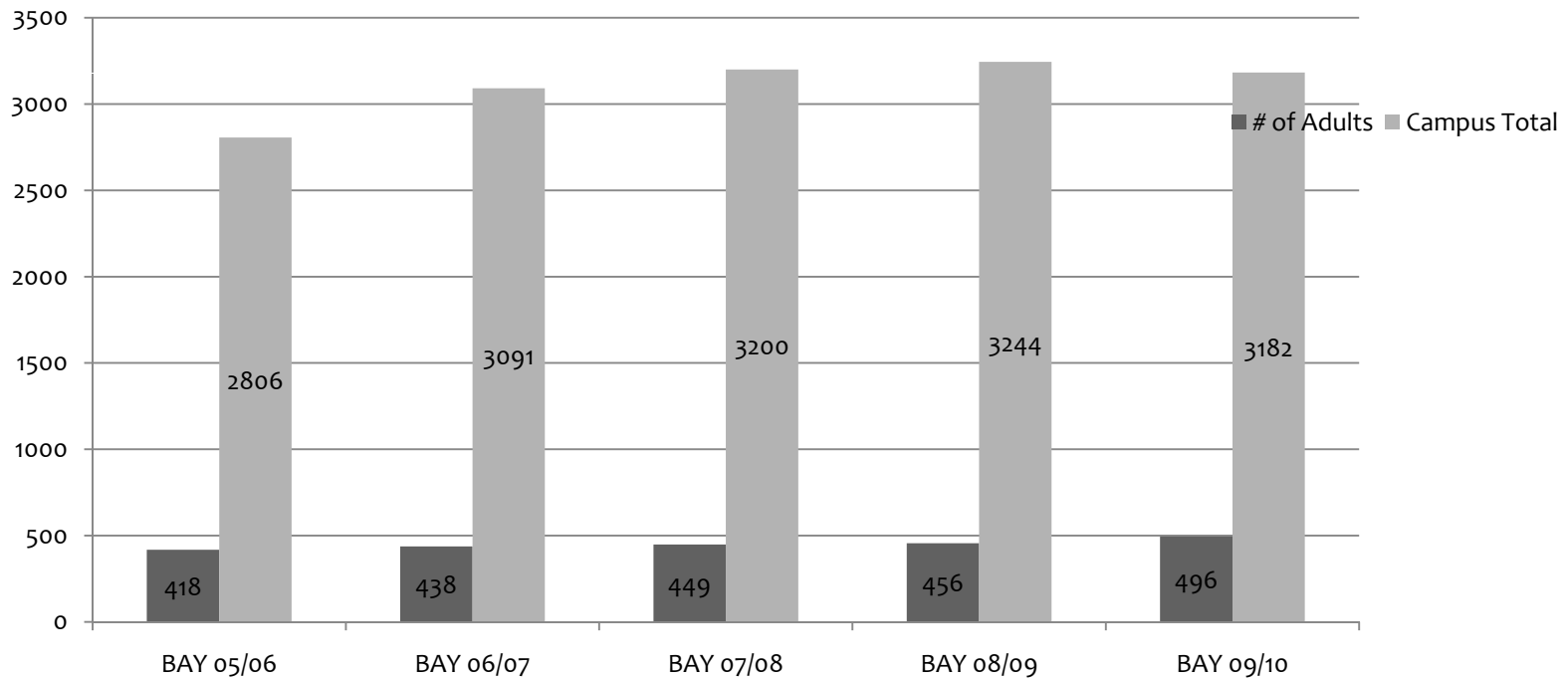
# Results

## Berks Adult Undergraduate Official Enrollment for Fall Semesters



# Adults represent an important constituency for the Berks campus

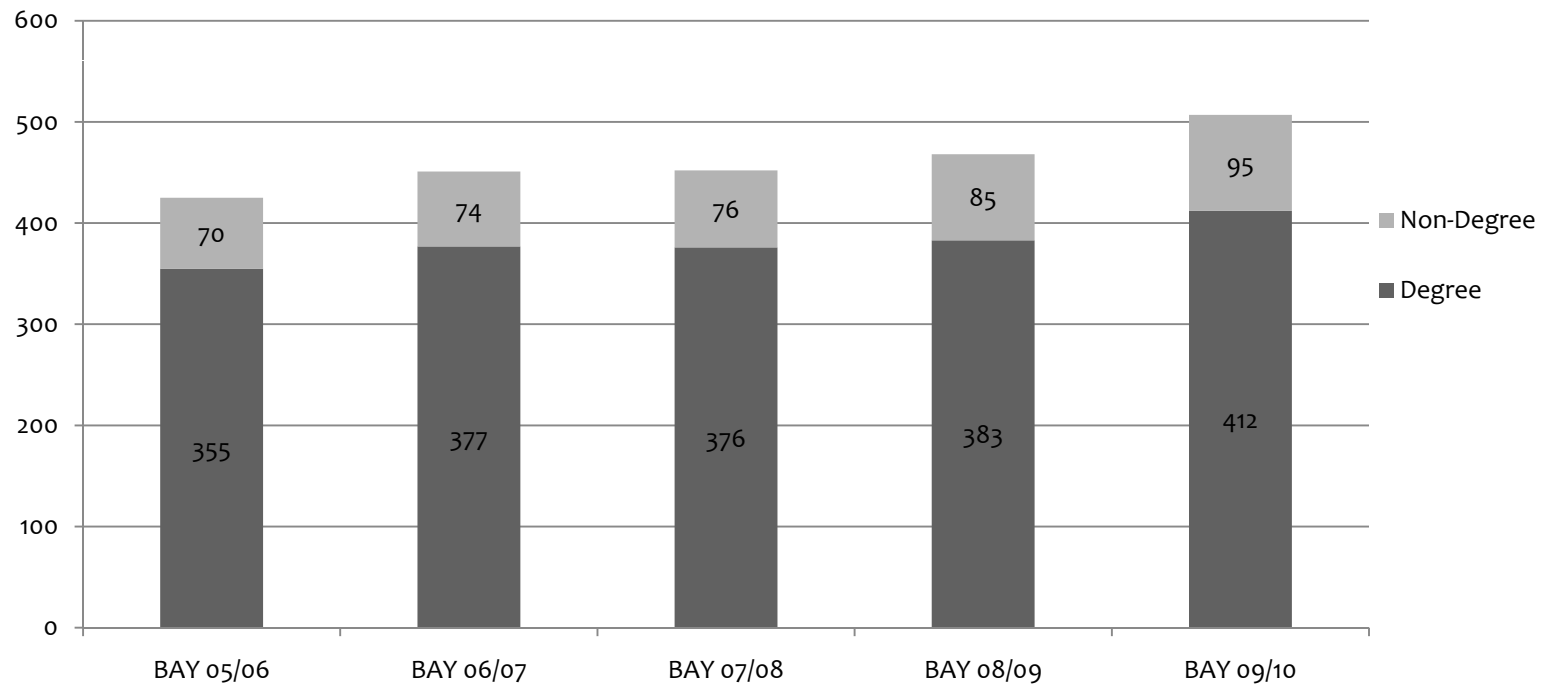
**Berks Undergraduate  
Adult Students by Budget Academic Year**



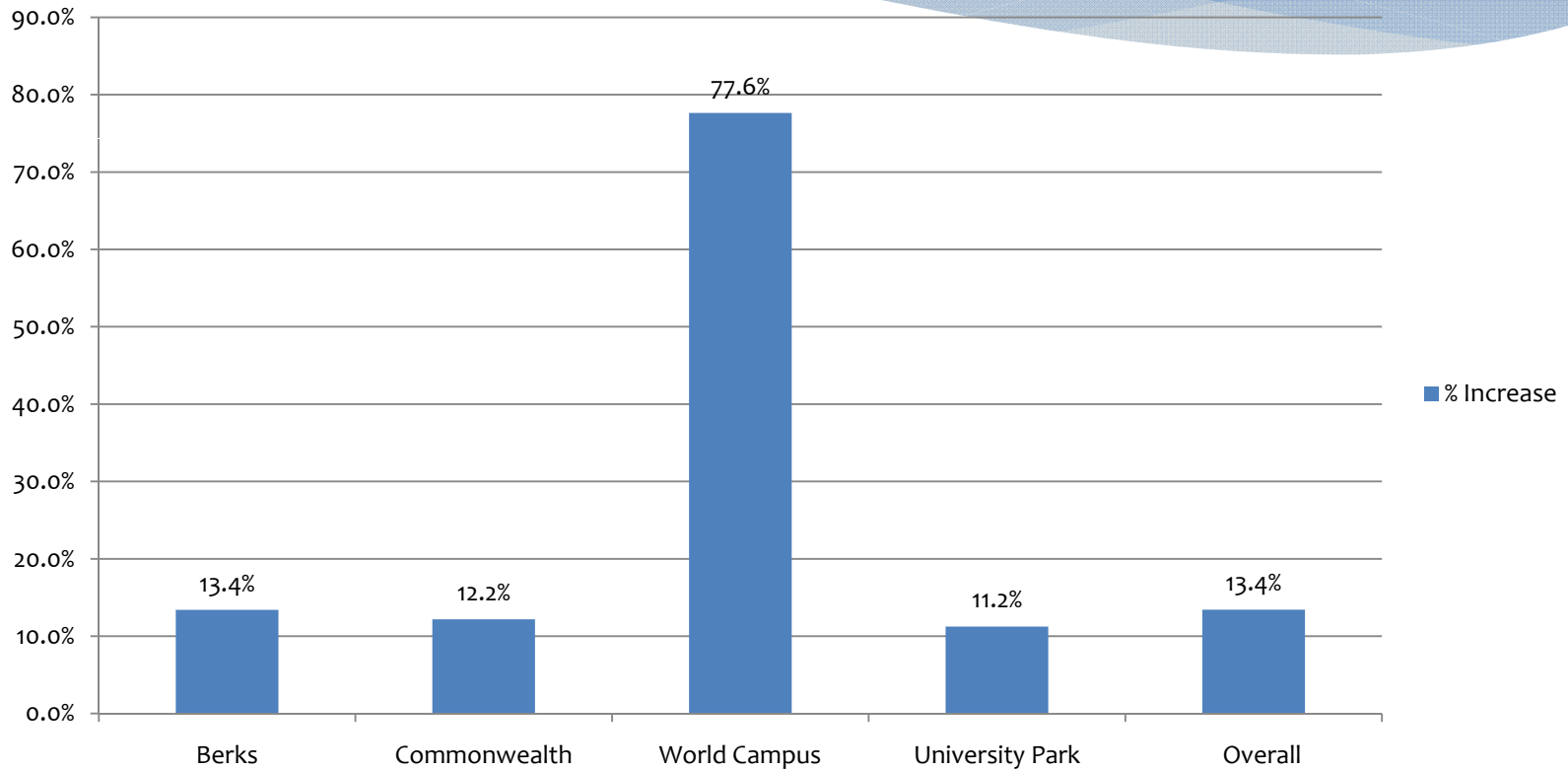


# Majority of Adults are Degree seeking students

**BERKS ADULT UNDERGRADUATES  
DEGREE & NONDEGREE**

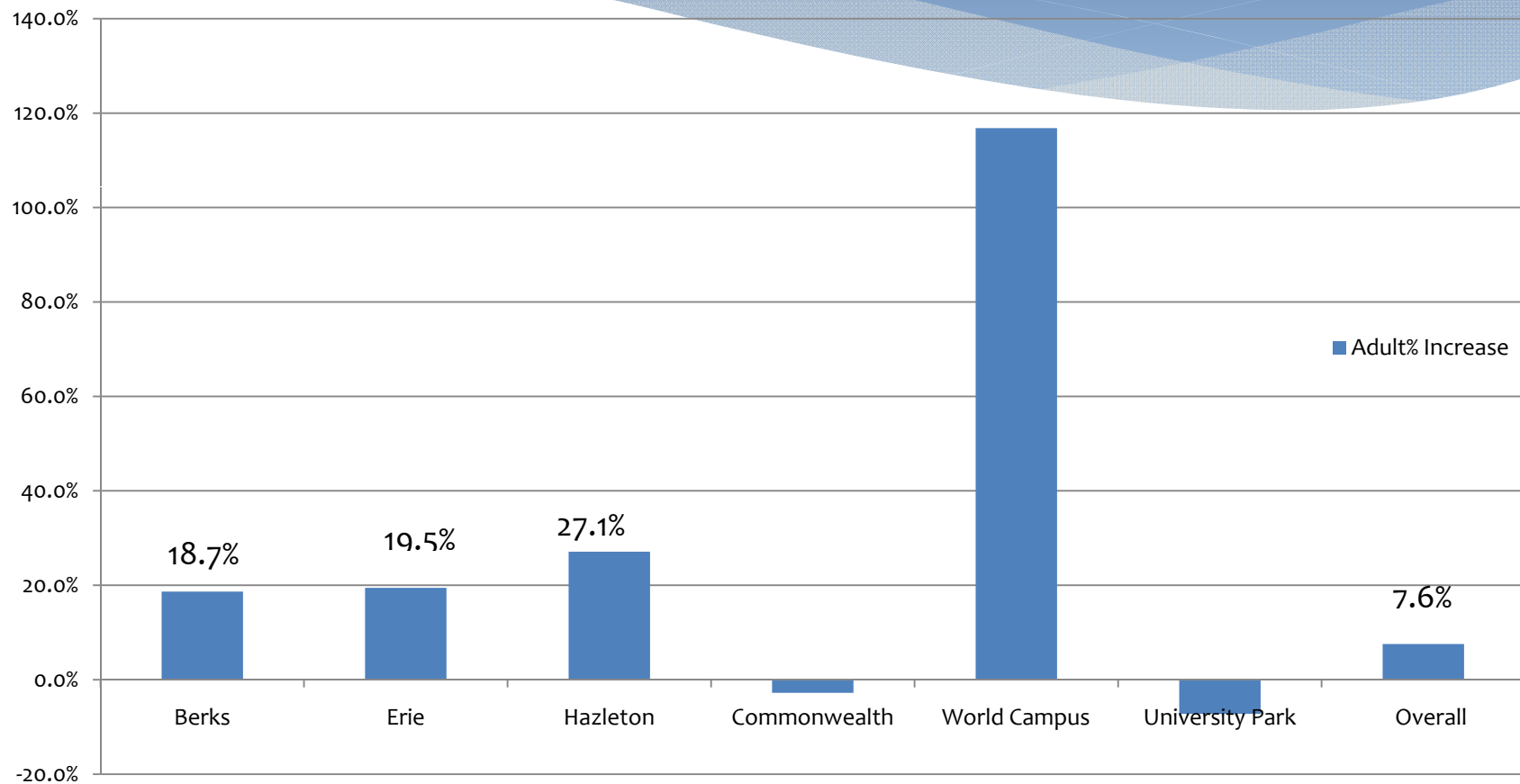


# Campus Undergraduate Enrollment 5 year % Increase BAY 05/06-09/10

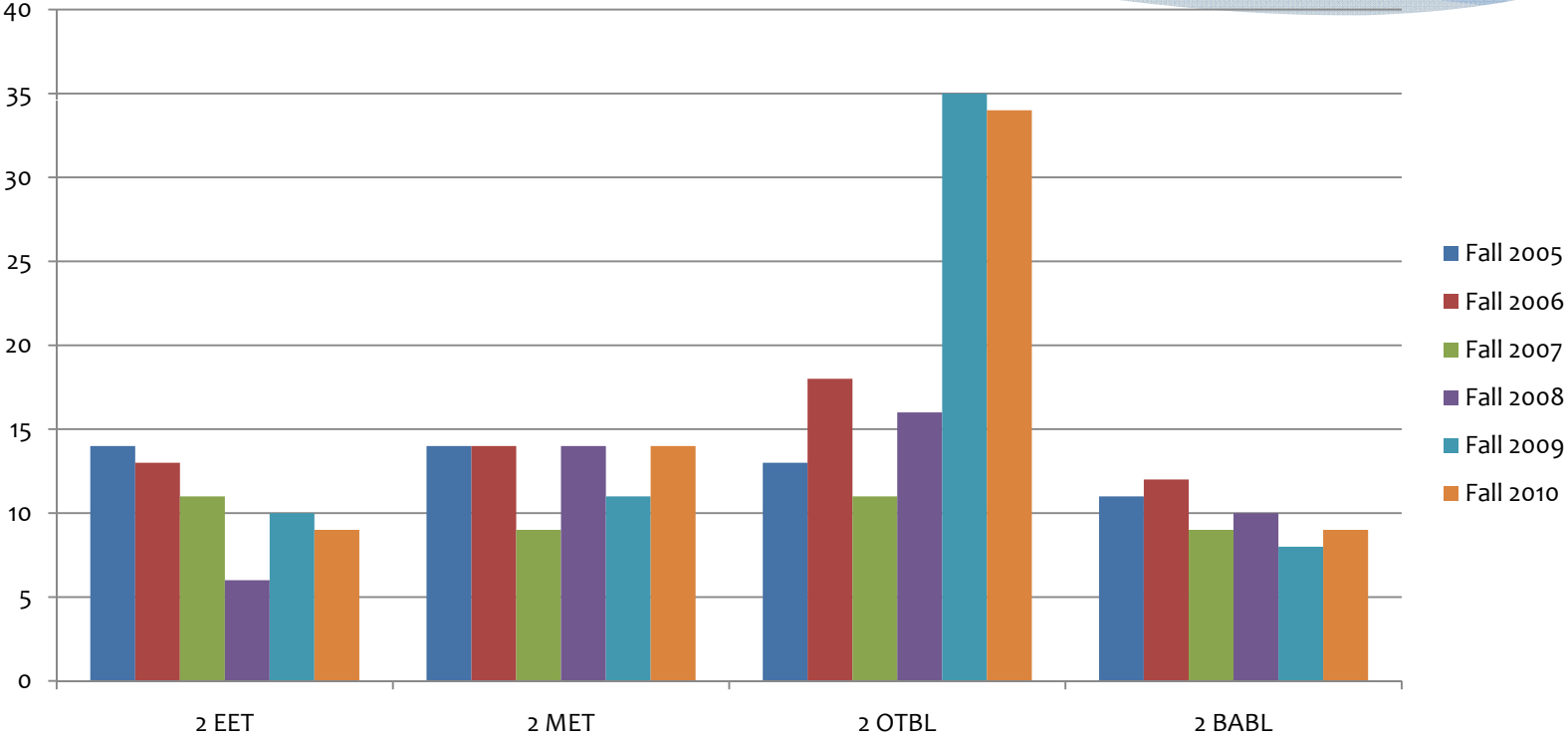


# Berks had the 3<sup>rd</sup> Largest Rate of Increase for the Commonwealth Campuses

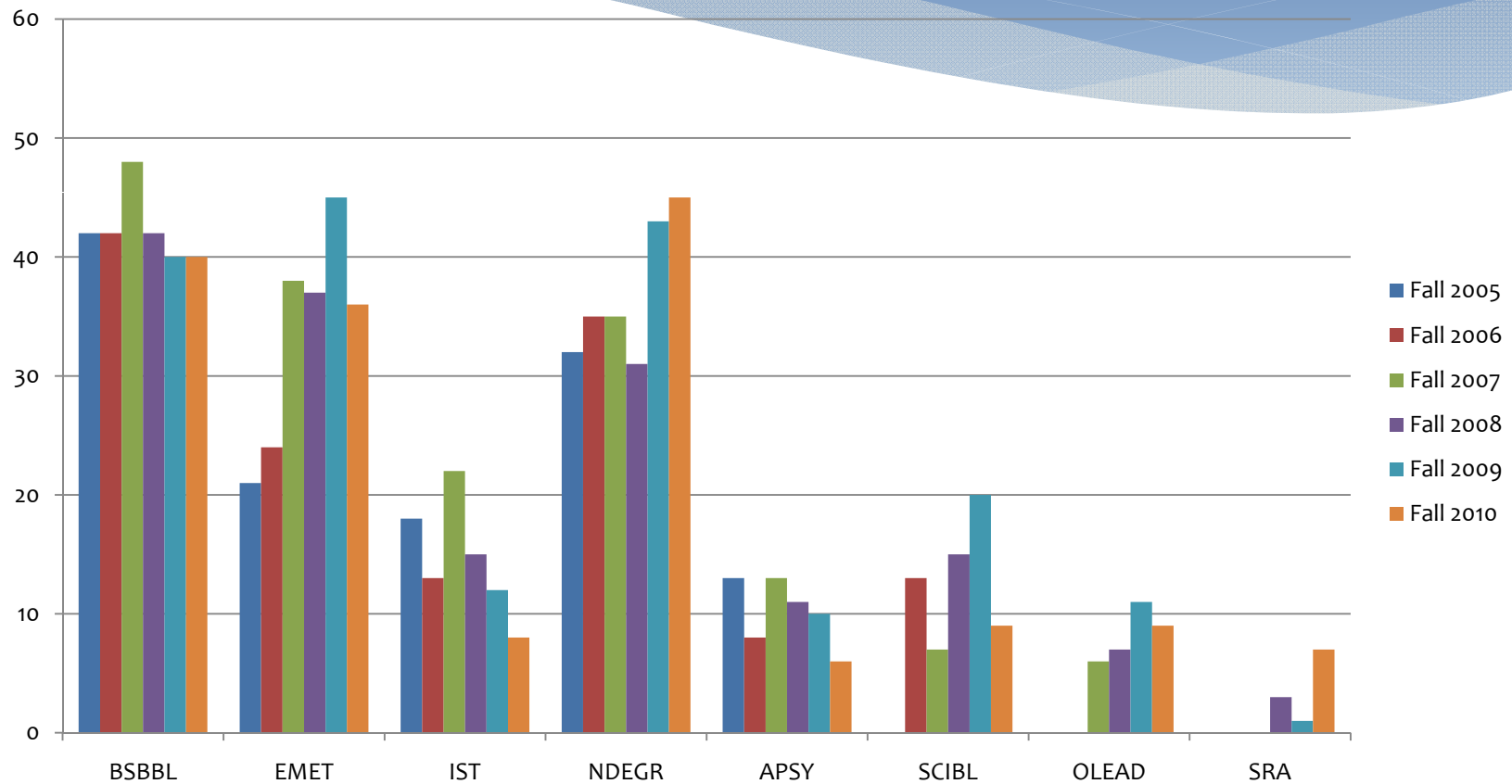
## Adult Undergraduate Enrollment 5 year % Increase



# Berks Adults in 2- year Degree Programs



# Berks Adults in 4-year Degree Programs



# Adult Inquiries at Penn State Berks

Some are:

- \* Similar to traditional age students
- \* Comparison shopping
- \* Re-enrollments
- \* Displaced workers with specialized funding and time constraints
- \* Transfers from other Universities or Community Colleges

# Adult Inquiries at Penn State Berks

- \* Some are not ready and need advising prior to applying
  - \* What options are available?
  - \* What careers might be useful?
  - \* How would they fit in?
  - \* What about transfer credits?
  - \* What about Financial Aid?
- \* Typically start looking 12-18 months prior to commitment to apply

# Case Study of Three Students

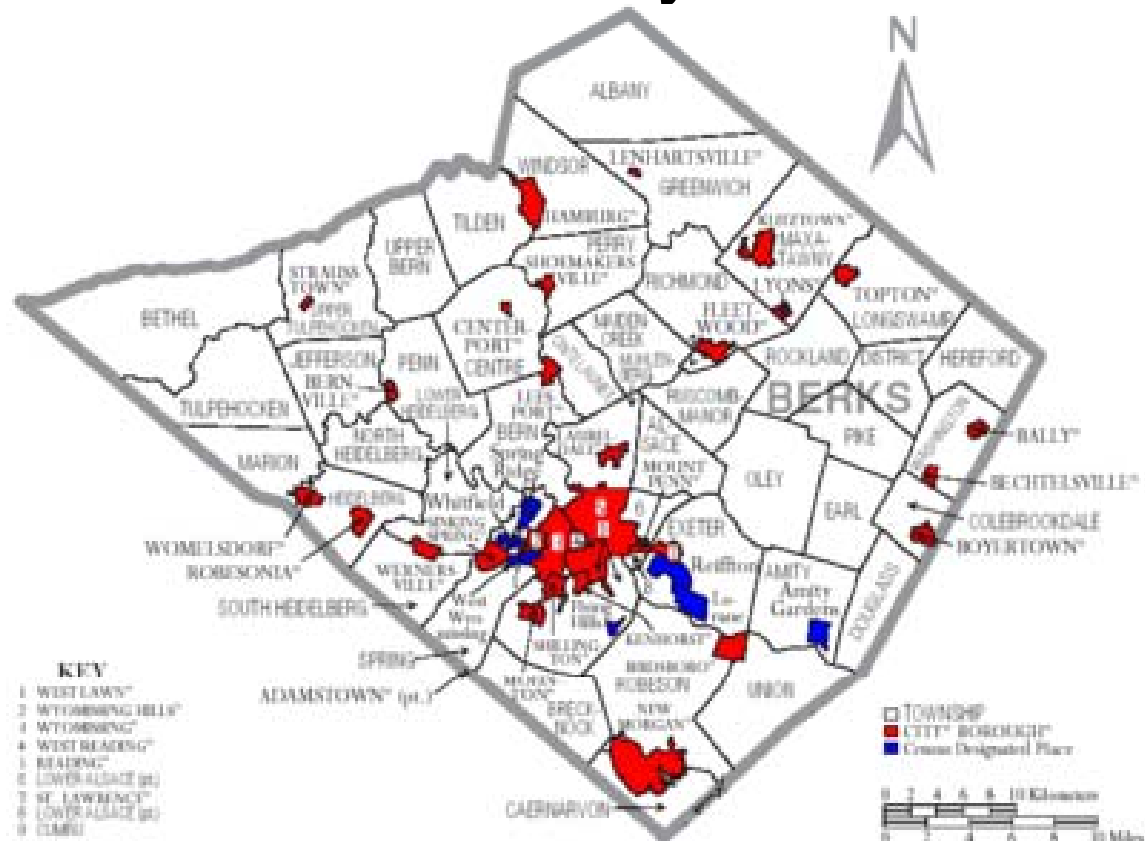
- \* SRA Major- Transferring Credits from 3 Colleges had two questions
  - \* Which of the over 200 credits accepted into Penn State count towards the SRA degree?
  - \* Is he an upper division student or not? Impact on tuition.
- \* EMET Major-Transferring Credits and Work Experience with Displaced Worker Funding
  - \* Time Limited for funding
  - \* Needed to start immediately



# Case Study of Three Students-Cont'd

- \* OT Major-Prior degree in the arts from an international school, wanted to use some of the credits to meet Gen Ed requirements
  - \* Needed portfolio review
  - \* No one at Berks able to provide review
  - \* Provided contact name at University Park

# Penn State Berks is Centrally Located in Berks County



# How do we compare?

Albright College	UMUC	Penn State
<ul style="list-style-type: none"> <li>❖ Degree Completion Program(DCP)               <ul style="list-style-type: none"> <li>➤ 24 months accelerated</li> <li>➤ Cohort based</li> <li>➤ Classes one night/wk</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Online, traditional or hybrid classes</li> <li>❖ Evening &amp; Weekend classes at 20 locations</li> <li>❖ Credit for prior learning</li> <li>❖ Credit for new learning on the job</li> </ul>	<ul style="list-style-type: none"> <li>❖ Online, traditional or hybrid classes</li> <li>❖ VLN classes</li> <li>❖ Evening classes guaranteed for some majors</li> <li>❖ Credit for prior learning</li> <li>❖ Semester format, except</li> </ul>
<ul style="list-style-type: none"> <li>➤ 5-7 week courses</li> <li>➤ Continuously available classes</li> <li>➤ Tuition is all inclusive (Books, etc.)</li> <li>➤ No technology or computer fees</li> </ul>	<ul style="list-style-type: none"> <li>❖ Undergraduate classes begin several times/year-staggered</li> <li>❖ Specific programs for US Service members &amp; their families</li> <li>❖ Technology fee required</li> </ul>	<ul style="list-style-type: none"> <li>VLN</li> <li>❖ Technology fee required</li> <li>❖ Adults integrated with traditional age students</li> </ul>
<ul style="list-style-type: none"> <li>❖ Degree Start Program (DSP)               <ul style="list-style-type: none"> <li>➤ General Credits accelerated in 24months</li> <li>➤ Classes one night/wk</li> <li>➤ 7 week courses</li> <li>➤ Transfer to DCP or traditional daytime program</li> </ul> </li> </ul>		

# Our Response

- \* Created a “one stop shop” within CE by hiring a Part-time Recruitment Coordinator to:
  - \* Help potential candidates navigate through the Penn State system
  - \* Provide transfer information & unofficial evaluation of transfer credits prior to the commitment to apply
  - \* Refer to appropriate administrative and academic departments
  - \* Provide all the educational options within Penn State, including the World Campus
- \* Minimal additional resources were added

# Our Response

- \* Modified CE website pages to include:
  - \* An adult candidate inquiry form, with follow-up from Admissions & CE
  - \* Information about the support from Recruitment Coordinator
  - \* Information about credit and degree programs, including certificates
  - \* Video specially targeted to Adult Students
  - \* Access to brochure that highlights credit and non-credit offerings

# Request for Information

<http://www.bk.psu.edu/Admissions/adultlearnerinfo.htm>

# Prospect Management

- \* Created database of inquiries
  - \* Allows us to understand the lead-lag time in decision making
  - \* Indicates majors of special interest to adults
  - \* Determines where transfers are coming from
  - \* Allows follow up by CE personnel
  - \* Collects demographic information

# Prospect Management

- \* Created List-Serve
  - \* Provides information on deadlines, new courses, etc.
  - \* Maintains communication with potential candidates
- \* Information Session during the summer
- \* Individual meetings throughout the year--day or evening



# An Efficient Approach to Increasing Adult Enrollments

- \* Added enrollment to existing capacity
- \* No increase or instructional expense or overhead
- \* Some additional part-time staff wages; 10-15 hours per week
- \* Some increased marketing expense

# Future Direction

## Expanding Enrollments

- \* Degrees offered via Video Learning Network
- \* Degrees offered in partnership with World Campus
- \* Greater CE involvement with promoting campus degree programs

# Questions?