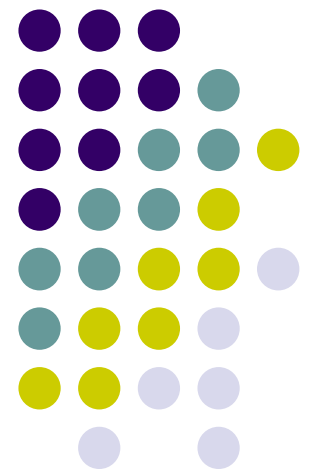


The Video Learning Network: An Overview

Hendrick Best Practices
for Adult Learners Conference
Monday, May 16, 2011



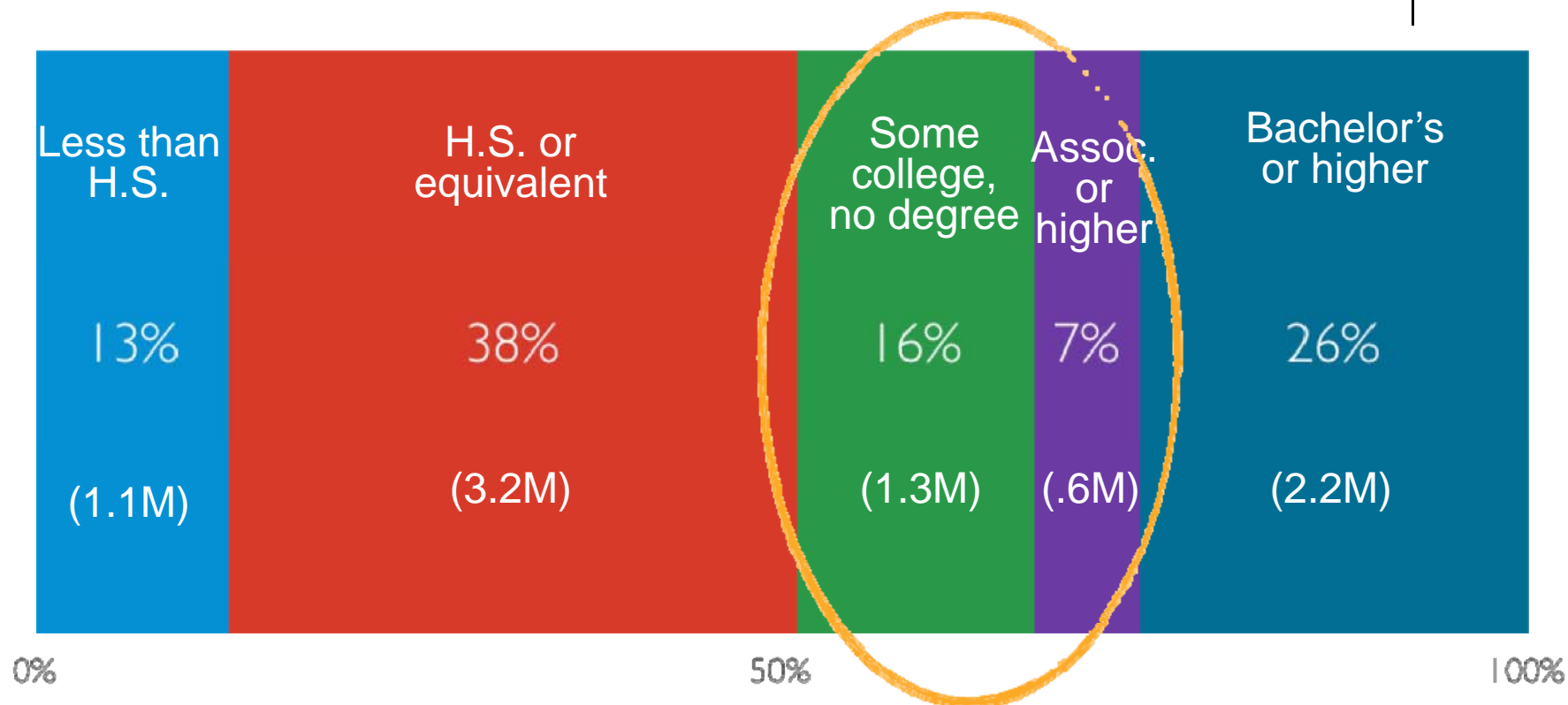


Today's Discussion

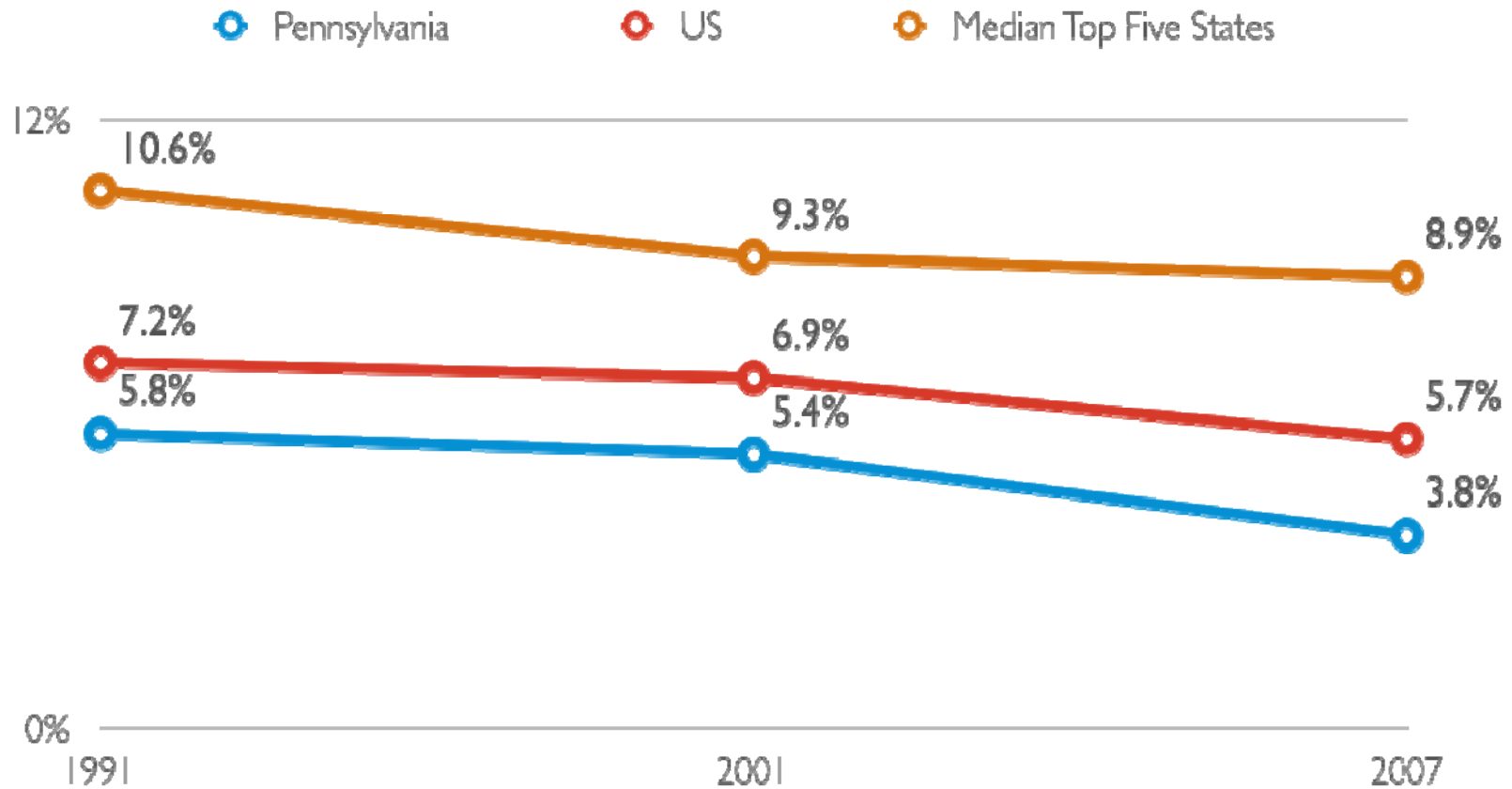
- Pennsylvania Adult Learner Market
- Penn State Response
- Video Learning Network
- Program Strategy
- Enrollments
- Q & A



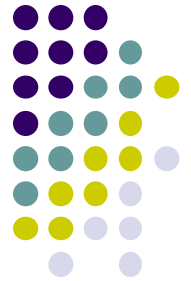
Pennsylvania Adult Learner Market



Pennsylvania 25-49 Year-Olds Without a Bachelor's Degree Enrolled in College



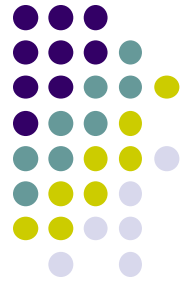
Pennsylvania 25-49 Year-Olds Without a Bachelor's Degree Enrolled in College



Annually 3.8% of 1.9 Million Enroll in College:

- 14,000 individuals enroll at Penn State
 - 8,000 Commonwealth Campuses
 - 3,000 University Park
 - 3,000 World Campus
- 58,000 individuals enroll at other institutions

Pennsylvania 25-49 Year-Olds Without a Bachelor's Degree Enrolled in College



Penn State Could Attract 1% of 1.9 Million:

- 19,000 individuals enroll at Penn State
 - 11,000 Commonwealth Campuses
 - 4,000 University Park
 - 4,000 World Campus
- 53,000 individuals enroll at other institutions



Multi-Campus System





Penn State Response

- Leverage our multi-campus system and online learning capabilities to increase adult learner access to credit programs
- Focus on adult learner needs:
 - Convenience
 - Flexibility
 - Continuous Progress
 - Learning Styles



Penn State Response

- Prepare adults for the changing workplace
 - Technology Literacy
 - Globalization
- Provide adults with blended learning options:
 - Traditional classroom courses
 - Asynchronous online distance education
 - Synchronous interactive video courses
 - Faculty/student and student/student interaction

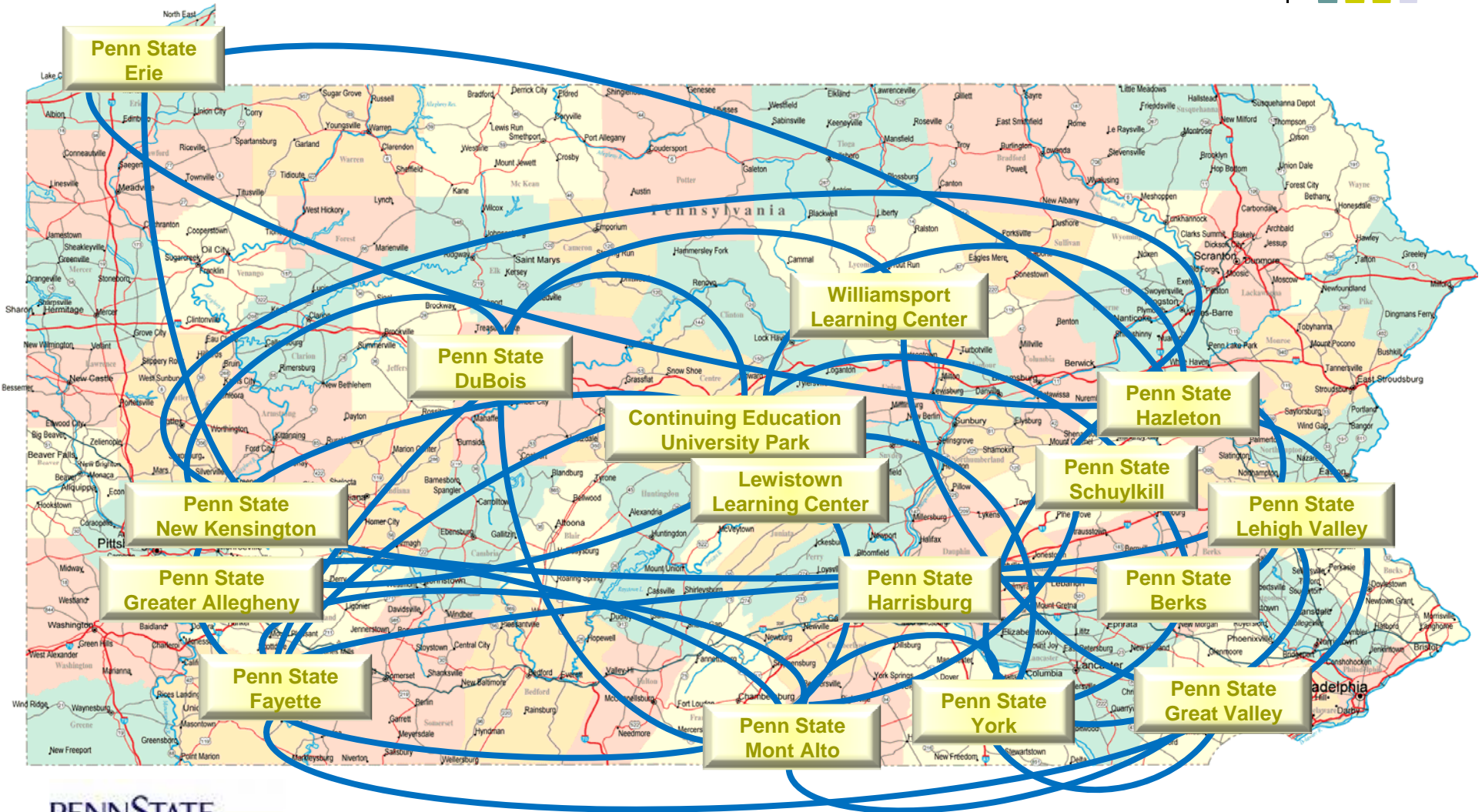


Penn State Response

- Install high definition (HD) video conference classrooms at several locations



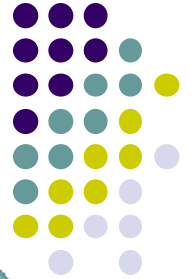
Video Learning Network





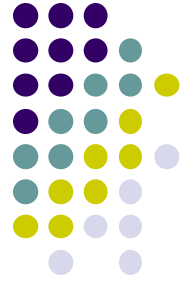
Classroom Features

- Identical technology
 - consistent, high quality interaction
- Touch screen replaces multiple remote controls
- Students use push-to-talk microphones
- Dual monitor video conference system allows students to see instructor and content simultaneously



Penn State Video Learning Network (VLN)

...not your grandfather's video
conference experience!



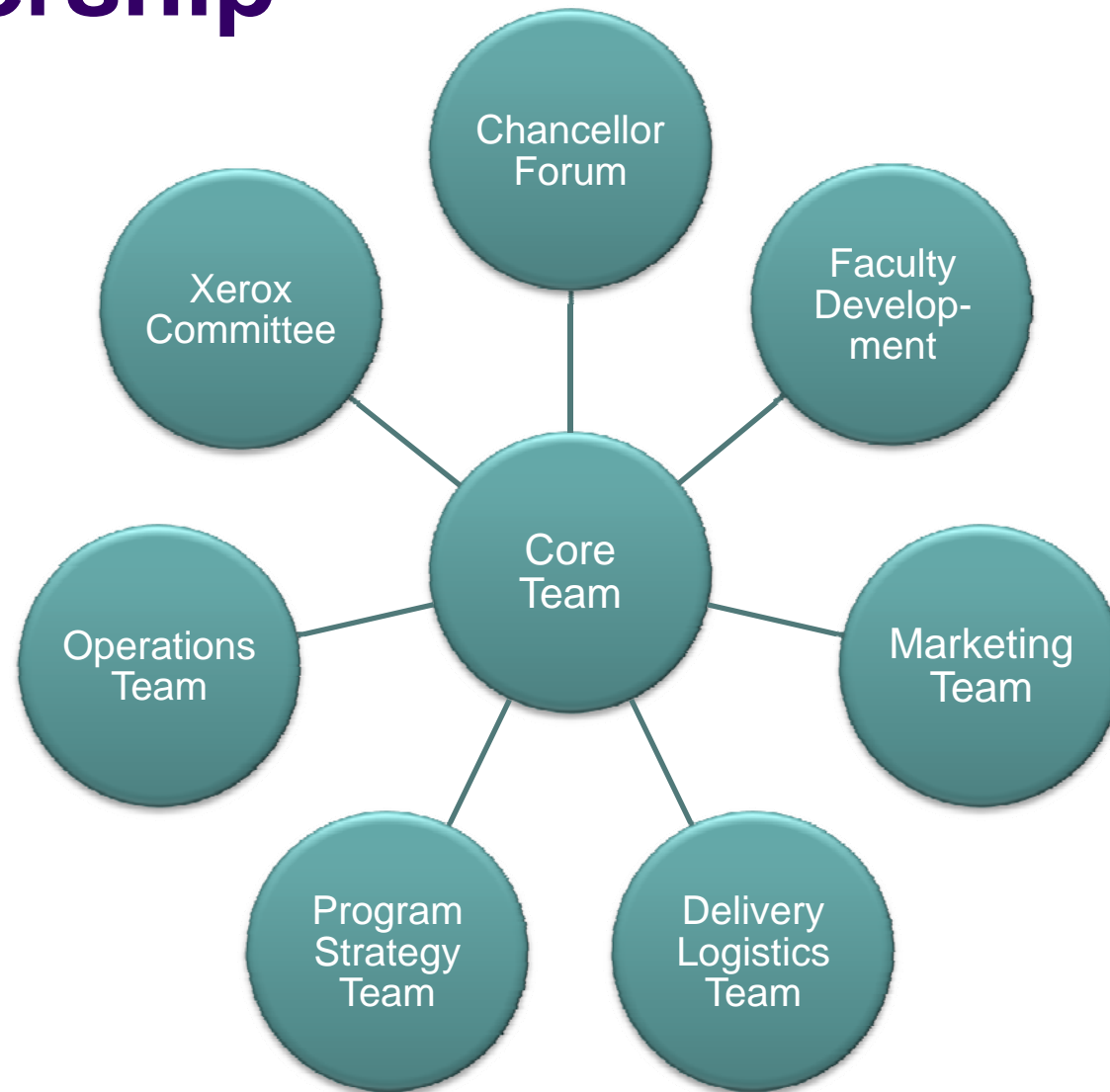
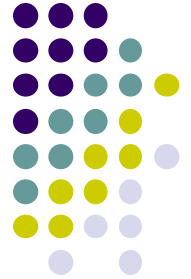
Vision

- Attract net new adult learners to Penn State
- Make Penn State more accessible to adults
 - Evenings and weekends
- Increase the number of adults in Pennsylvania who hold bachelor's degrees
 - Economic and workforce development
- Act as ONE Penn State

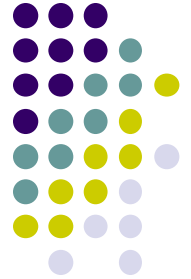


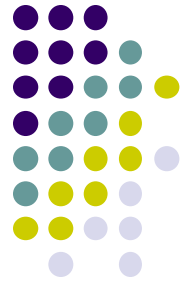
Wayne Smutz, Associate Vice President Academic Outreach
and Executive Director World Campus, June 2010

Leadership



Program Strategy





Program Strategy

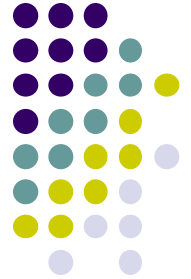
- Target 1.9 million Pennsylvania residents with some college but no degree
 - working professionals and career changers who need workplace credentials
- Market-driven credit certificates designed to attract net new adult learners
 - Two year schedule allows adult learners to plan education to fit their lifestyles
 - Most programs can be completed in fewer than 12 months



Program Strategy

- Integration with existing Commonwealth Campus and World Campus degree programs
 - “Step-up” milestones for incremental achievement
- Niche degrees derived from Penn State strengths
 - A university committee will evaluate potential degree programs

Program Portfolio

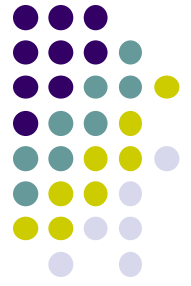


Business
Maria Kirby

Health
Stephanie Tyworth
Janetta DeOnna

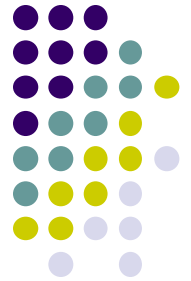
Education
Ed Donovan

Engineering/Tech
Wes Donahue



Program Portfolio

- Business Essentials for Professionals
- Counseling Youth at Risk
- ESL for K-12 Teachers
- Facilitating Career Development
- Health Policy Administration
- Labor Studies and Employment Relations
- Lean/Sigma Implementation for Professionals
- Nursing Management
- Professional Development Series for School Nurses

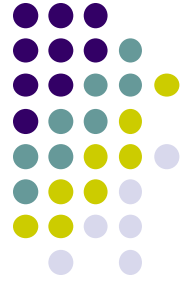


Enrollments

Semester	Courses	Enrollments
Summer 2010	1	14
Fall 2010	4	50
Spring 2011	14	140

Achievement: 35 net new adult learners!

Questions?



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