

BEAVER COUNTY VETERANS EXPO

Saturday, June 19, 2010

Hosted by Penn State Beaver

**Project supported by the
Commission for Adult Learners**

MARKETING

- Flyers and Posters
- Distributed to all VFW locations
- Sent to Butler VA Medical, Pittsburgh VA, Beaver County VA
- Contacted Beaver Vietnam Veterans President
- Worked with Beaver County Times to market 10 and 5 days prior to event
- Website feature
- On campus advertising
- ListServ email
- Digital Display



Beaver County Veterans Expo

For veterans and their families

**You served your country.
Now let us serve you.**

Explore your post-military educational opportunities.
See what local businesses, organizations and agencies can offer you.
Connect with other veterans and veterans groups.

**10 a.m. to 3 p.m.
Saturday, June 19**

Penn State Beaver
100 University Drive, Monaca PA 15061

Sponsored by:
Penn State Beaver and The Beaver County Times

877-JOIN-PSU • www.beaver.psu.edu/veterans-expo

Event Logistics

- 19 Organizations and Businesses
- All participants were requested to provide a service or discount to veterans
- Several organizations donated door prizes
- All visitors were asked to complete a registration form to be entered to win prizes
- All participants completed an anonymous survey of the event

Outcomes and Changes

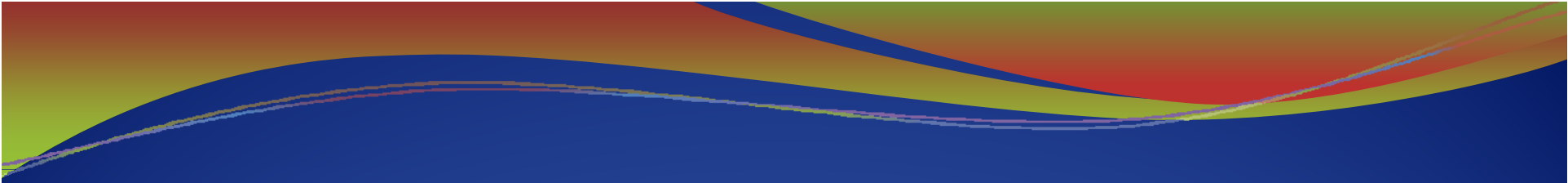
Survey Results

- All Participants found this to be a positive experience
- All participants would attend again
- Recommend including more participants
- Good networking opportunity



2011

- September
- Weeknight
- Shorter Hours
- Guest Speaker
- More strategic advertising
- Different location on campus
- Additional Incentives



Penn State Schuylkill's College Prep Program for Adults

Presented by: Shannon M. Wabby,
Adult Enrollment Coordinator



Penn State Schuylkill's College Prep Program for Adults

- Overview
- Audience
- Marketing Plan
- Program Goals
- Student Demographics
- Program Results
- Conclusions



College Prep Overview

- Five week, 15 hour workshop series
designed to introduce adults to a college
environment and prepare them for what is
expected of them in college



College Prep Audience

- Adults age 24 +
- Veterans/ Active Duty Members of the Armed Services
- Students returning to school after 4 or more years of employment, homemaking, or other activity
- People who assume multiple roles (parent, spouse/partner, employee & student)



Marketing Plan

- Electronic Billboards
- Local Chamber newsletters & monthly emails
- Local CareerLink office
- Radio ads
- Penn State Schuylkill website
- Newspaper ads



College Prep

Program Goals



Goal 1: Participants will gain a better understanding of the college process

- Undergraduate Admissions Presentation & Discussion
- Financial Aid Workshop, including completion of the FAFSA application
- Completion of the Penn State Undergraduate Admissions Application



Goal 2: Participants will be given the tools necessary to become a successful student

- Campus Tour
- Met with Current Adult Students
- Advising Session with DUS coordinator to discuss academic majors
- Review of Penn State computer systems: Elion, Angel, and webmail



Goal 2: Participants will be given the tools necessary to become a successful student, cont.

- Review of Technology used in a college classroom
- Introduction to the PSU library system
- Tutoring Center workshop
- Learning styles, study skills & time management workshops



Goal 3: Participants will develop a better understanding of their personal and educational goals

- Completed a Career & Educational Assessment through Career Services
- Met with an advisor to discuss potential academic majors and careers



Student Demographics

- 20 year-old female working in a factory
- Married 21 year-old female with a child who also works in a factory
- 45 year-old unemployed male
- 59 year-old female currently working in the human services field
- Two sixty+ year-old retired females



Program Results

- Three of the six students that completed the program are currently Penn State Schuylkill students.
- All three students have just completed their first year of college!



Conclusions

- The adult student population is better served through one on one meetings with the AEC, Academic Advising and the Financial Aid Coordinator.
- This population wants to know specifically about **their** situation, be it prior education/credits, possible majors and the cost/financial aid.
- Adult Students prefer a one stop shop approach to having their questions answered.



Conclusions, cont.

- We recognize that the remaining topics are covered through orientation, first year seminar and career services.
- As a result, a frequently asked question sheet for adults is being developed. This will be used in addition to the admissions process “cheat sheet”.



Contact Information

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**Adult Learner
Undergraduate Application
Fee Waiver Initiative**



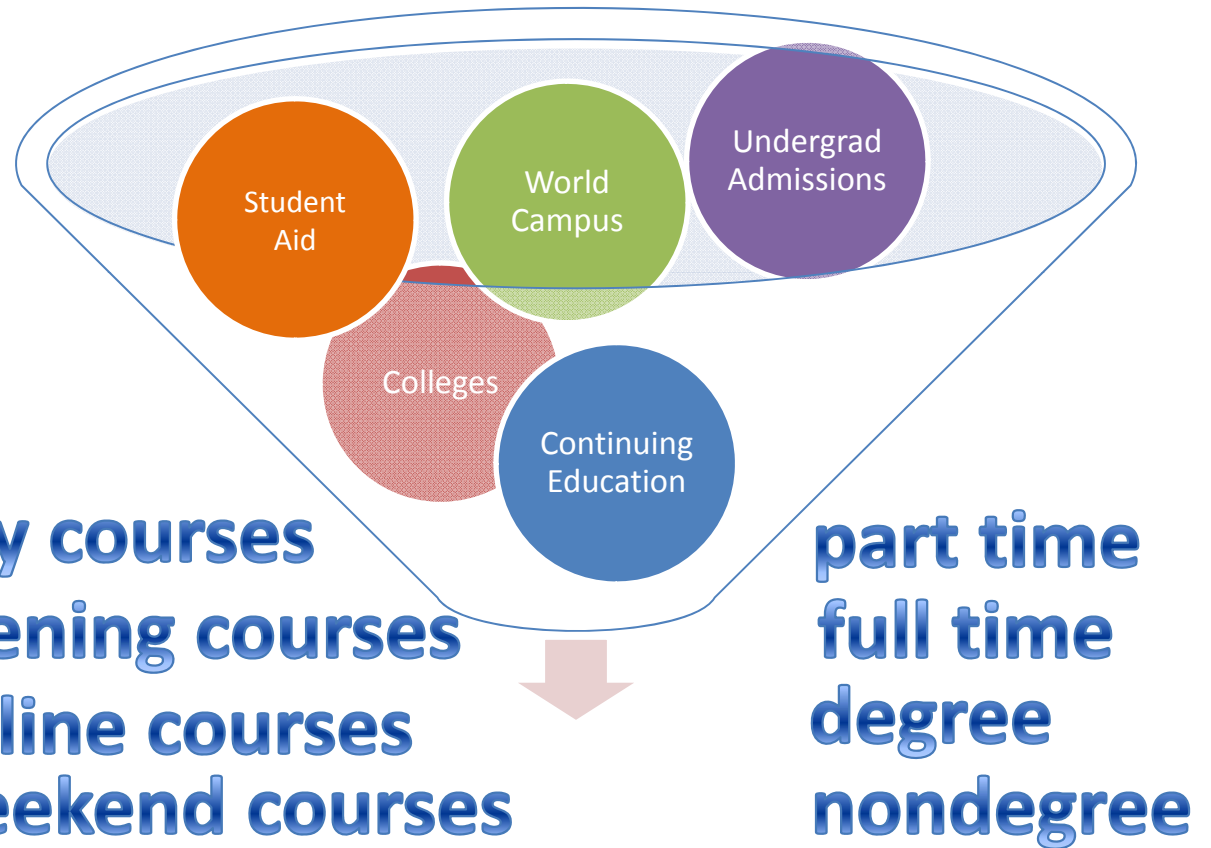
The Penn State Team

- Admission Services – Continuing Education at University Park and World Campus
- Student Affairs, Adult Learners at Penn State
- Undergraduate Admissions
- Office of Student Aid



Acknowledging Challenges

The student perspective: navigating the system





Acknowledging Challenges

Inside Penn State

Competition for Student Interest



How to represent all units?

How do we market?

Converting prospect to
applicant?



Our Purpose

One Penn State

- All information for prospective student in one place
- Recruit around Centre County and PSU
- Key audience:
 - Individual adult learners
 - Penn State employees



Recruiting Goal

Student- Centered Approach





Recruiting Events

Adult Learner Information Sessions

Outreach Building, Central
Pennsylvania Visitor's Center and
Bryce Jordan Center

Penn State Employees

Hetzel Union Building (HUB)



Results

Quantitative

Building the Enrollment Funnel
Moving prospects to applicants

Attendance:

285 attendees since beginning
48 attendees during incentive grant period

Yield since receiving the grant:

12 completed applications /acceptances
8 continued enrollments
6 – University Park
2- World Campus

Incentive Grant Award

\$750.00
12 students took advantage of the fee waiver



Results

Qualitative

Better relationships among units

Work toward common good

Information sharing and understanding

Better student experience

Organized first impression

Dedicated investment in students

Ready to begin application process

Market awareness

Focused attention on adult learner



Lessons Learned

The Big Four

- 1) Focused activities
- 2) Provide a clear next step
- 3) Have resources available to assist prospects
- 4) Know your post-event response
tracking
communication conversion plan



Marketing

Reaching Target Audience

Centre County

[Dedicated Web Landing Page](#)

Employees

Email to employees

Penn State Live posting

Postcard mailing to home address

Looking Forward:





Q&A

Questions?