

Building Relationships with Adults in Your Community

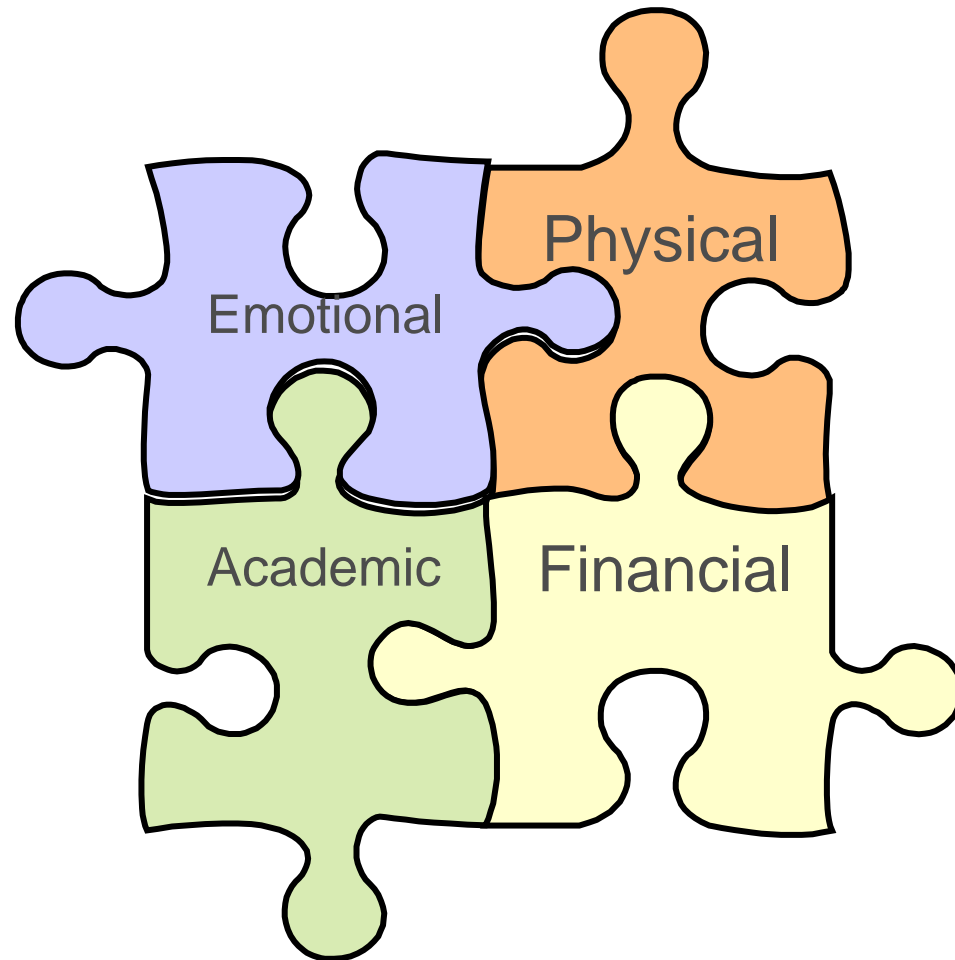
Presented by:

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Recruiting adults is like building a puzzle





Building Relationships with Adults in your Community

Emotional Issues:

- Will I be the oldest in the class?
- Will the faculty treat me differently?
- Can I make it academically?
- Can I afford it?
- Will I fit in?
- Am I admissible to college?



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Physical Issues:

- Time management/work schedule
- Course scheduling
- Computer skills
- Study habits
- Child care/family support



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Academic Issues:

- Degree available
- Academic background
- Qualified for admissions
- Transfer requirements meet



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Financial Issue:

- How do I pay for school?
- How do I buy books?
- How do I apply for financial aid?
- Are there scholarships for adults available?



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Adult Need/Want list:

- Quick programs
- Specific in-demand majors
- Convenience - location
- Free/affordable parking
- Adult Lounge/Study Area
- Classroom learning options
- Affordable program
- Employability



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How do campuses recruit/communicate to prospective adult learners?

- Mailings
- Emails
- Newspaper advertising
- TV or radio advertising
- Phone calls
- Community Partnerships



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Veterans Outreach

- Create competitive publications
- Rona List
- Reserve Centers
- Social Media
- Veteran Work-Study
- Veteran Student Club - Community event
- Network - other colleges and campuses
- Veteran Job Fairs
- CLEP testing services
- Evaluation of military credits
- Scholarship money



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Transfer/Community College Outreach

- Establish transfer agreements with local community colleges
- Attend college transfer fairs
- Be available to transfer counselors to provide transfer guidelines
- Be on-site, regularly, for interested transfer students
- Scholarship money for transfer students

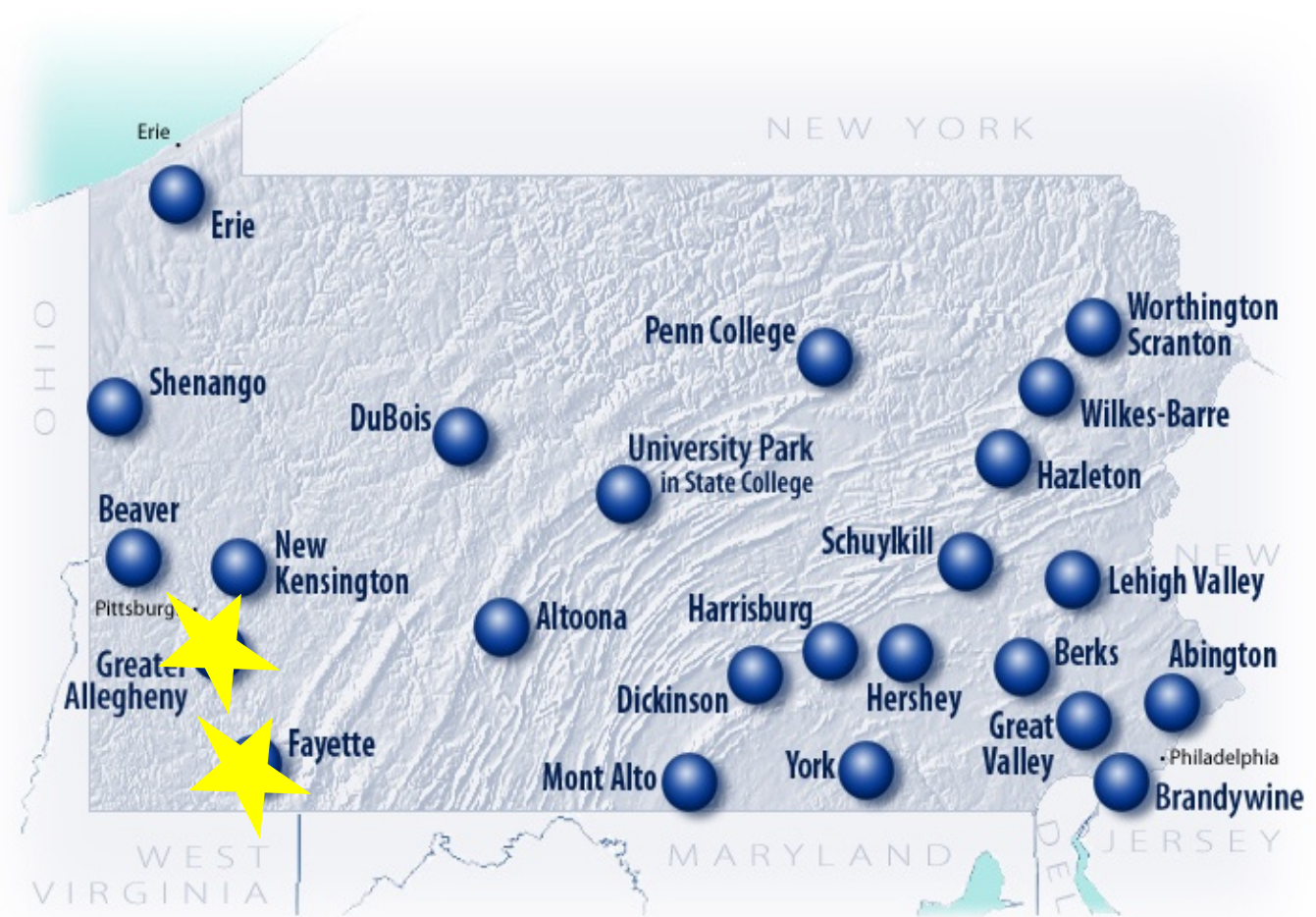


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Community Organizations

- Partner with county PA CareerLink
- Partner with IU1 - Adult Learner Program
- Partner with campus Continuing Education Office
- Partner with local businesses

Building Relationships with Adults in your Community



Penn State Fayette



Penn State Fayette, *The Eberly Campus*, offers the first two years of the more than 160 Penn State baccalaureate majors, plus,

Four complete baccalaureate majors:

Administration of Justice

Business

Nursing (RN to BSN)

Human Development & Family Studies

Nine complete associate degrees:

Building Engineering Technology

Electrical Engineering Technology

Nursing

Human Development & Family Studies

Business

Letters, Arts, and Sciences

Information Science & Technology

Mining Technology

Physical Therapy Assistant





Vital Statistics of Fayette County

- 24% of adults do not have a high school diploma
- 8.5% of adults have below a ninth grade education
- 1.3% of adults with below a fifth grade education
- 3.5% of population on public assistance
- 20.7% below poverty level (Only Philadelphia has higher %) USDA Economic Research Service 2010)
- 43.5% of persons in poverty are female households with no husband present. (2010 American Fact Finder)
- 35% of families in Fayette County were economically distressed, that is, failing to earn a wage that would adequately provide food, shelter, child care, health care, and other basic necessities (2009 by PathWays PA)



Penn State Fayette



What works?

- Adult Learner Program
- Campus visit/fee-waiver event
- Partnership with PA CareerLink
- RN to BSN program with local community college
- Strong relationship with Continuing Education
- In-demand majors
- Strong veterans presence

Penn State Greater Allegheny



Penn State Fayette, *The Eberly Campus*, offers the first two years of the more than 160 Penn State baccalaureate majors, plus,

Three complete associate majors:

Business
Letters, Arts and Sciences
Science

Seven complete baccalaureate degrees:

Business
Communications
English
Information Science and Technology
Letters, Arts, and Science
Organizational Leadership
Psychology





Vital Statistics of Allegheny County

- 6.8 % of Allegheny County residence are unemployed
- 26.7% of county residence have household incomes of \$24,999 or less
- 8.8% used food stamps in the past 12 months
- 11.7% of county residence are between ages 18 to 64
- 4.6% decrease in population between 2000 and 2010
- There are 12 other colleges or universities within county limits.

Penn State Greater Allegheny



What works?

- Connecting with the reserve centers
- Transfer fairs
- Good relationships with local community college
- Flexible work hours - after 5:00 - to meet with prospective adults
- Word of mouth



Building Relationships with Adults in your Community

To Summarize -

- Campus designate an Adult Enrollment Coordinator
- Campus provide focus group /support system for adult learners
- Campus provide want/need list for prospective adult learners

Questions/Ideas



- Re-enrollments
- Existing student referrals - 'bring a friend to campus'
- Provide off-campus programs
- Purchase lists of adults in community

Contact information



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