

PENNSTATE



DuBois

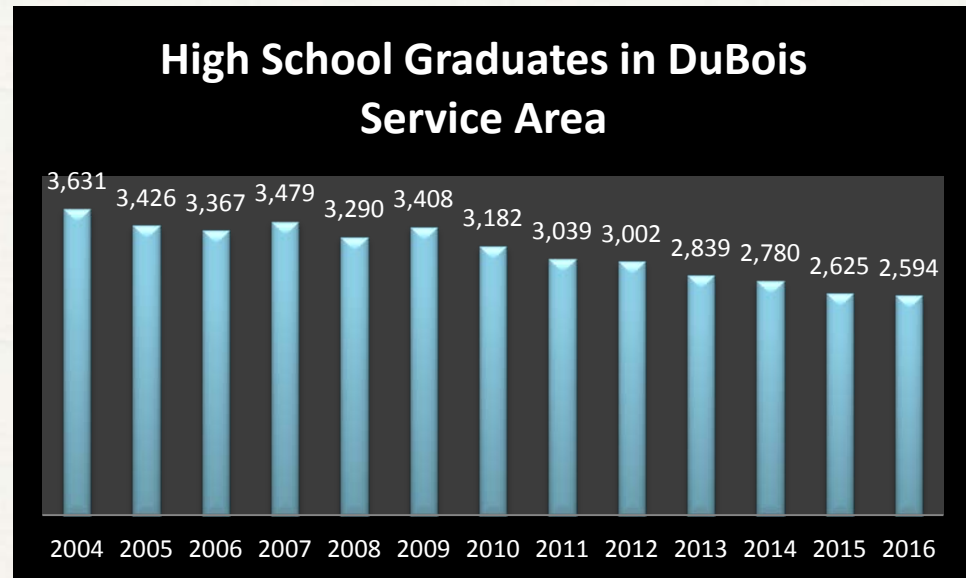
***Campus Collaboration
Leads to
Development of
Office for
Adult Student and
Veteran Services***

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Why a Collaboration?

- National & local trends have changed demographics at Penn State DuBois
- Recruit and retain more adults and veterans
 - Currently 30% and 4%



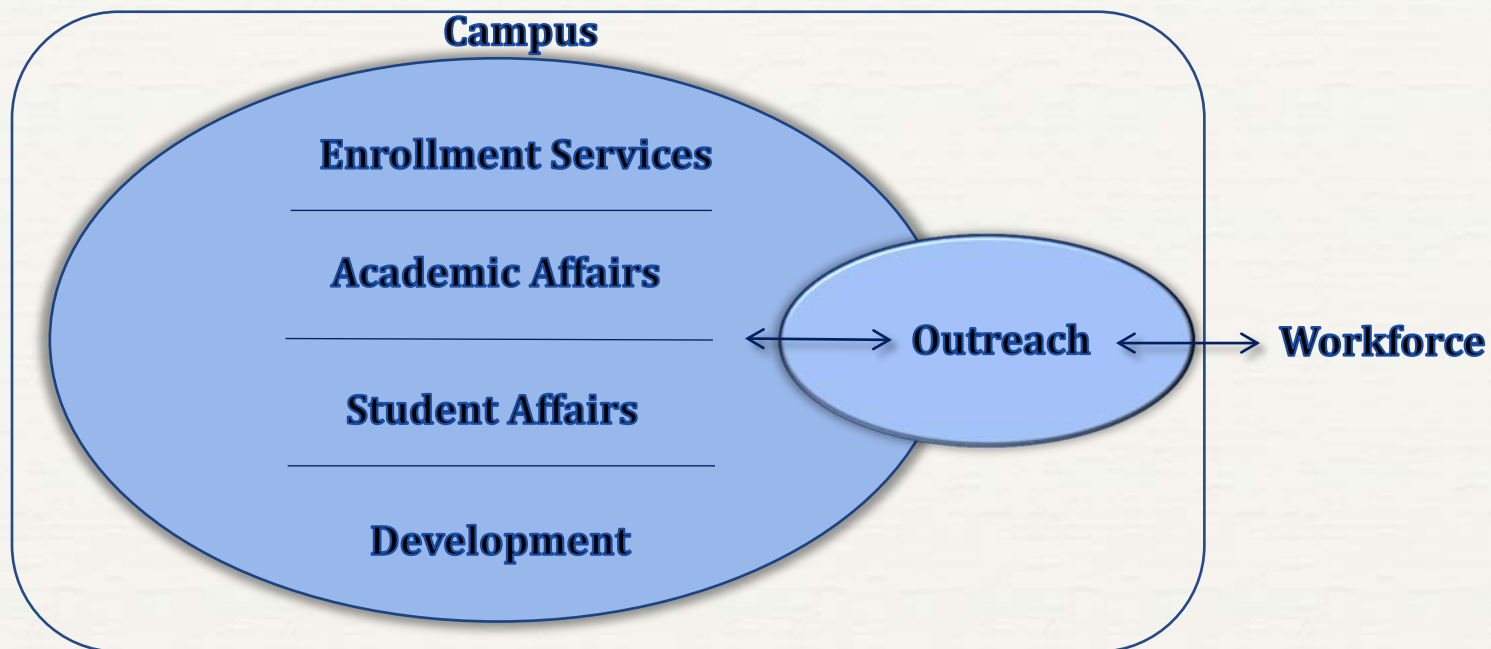
Source: <http://www.budget.psu.edu/HighSchoolProj/default.asp>

Growth of an Idea

- Continuing Education (CE) staff discussion
 - Adults a focus for CE
 - Central point of contact/services
 - Strengthen workforce connections with students
 - Collaborate among departments



Campus Outreach Model



Growth of an Idea

- Project for graduate class
 - Design a career center
 - Expanded idea
 - Target adults/veterans
 - From education through career planning



Population Needs

o Adults

- o Brush-up classes
- o Advocate when needed
- o Solid connection with career goals

o Veterans

- o Someone to take them through the process
- o Assistance with transition
- o A way to reconnect with other veterans



Benefits

◊ Students

- ◊ Advocacy
- ◊ Coordinated campus services
- ◊ Coordinated community services
- ◊ Longitudinal tracking – “cradle to grave”

◊ Community

- ◊ Coordination with local industry and alumni

◊ Campus

- ◊ Bring all services together and make referrals as needed

Launch of OASV

- Office for Adult Student and Veteran Services
 - Continuing Education Staff
 - Adult Student and Veteran Services Coordinator
 - Clearfield Outreach
 - St. Marys Outreach
 - Workforce & Economic Development
 - Career Development Facilitators
 - Collaboration with other departments on campus



OASV

- o Resource Center
 - o Funding from outside foundation
 - o Computers and career & community resources
 - o Available for reservations
 - o Used for events
 - o Student Intern location



Training and Focus

- Staff trained in all areas on campus
 - Similar to Outreach staff training
 - Admissions
 - Financial aid
 - Advising
 - Career Services
- Focus on recruitment and retention



Recruitment

- Partnership with Enrollment Services
 - Events on campus
 - Represent adults and help as needed
 - Events at Outreach Sites
 - Adult and Veteran specific
 - Recognized as Military Friendly



Programmatic Recruiting

- o Partnership with Academic Affairs
 - o Encourage web/hybrid courses at Outreach sites
 - o Bring new programs to campus through VLN
 - o Explore additional evening courses
 - o Recommend courses for adult/veterans
 - o PSU 008



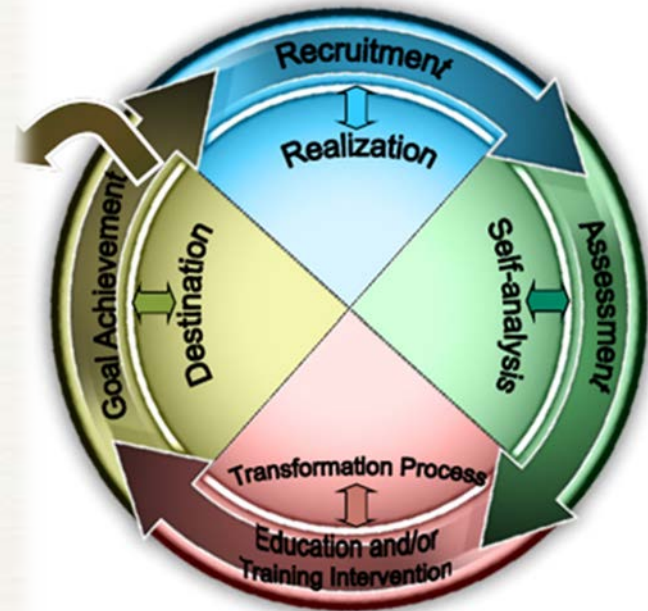
Intake Process

- Developed assessment process for incoming students
 - Initial Intake Form
 - Determine needs (education, training, referrals, etc.)
 - Check sheets for prospective students
 - Adult and veteran specific
 - Assist with each step
- Communicate with Admissions
 - Traditional students



Career Transitions Model

- Development of Individual Education and training plan
- Resource Center



Retention

- o Partnership with Advising
 - o Call all new adult students
 - o Adult advocate
 - o Help students get clarification
 - o Participate in FTCAP
- o Partnership with Student Services
 - o Adult Learner Week
 - o New Student Orientation



Retention

- Partnership with Career Services
 - Career Development Facilitators
 - Career exploration
 - Workshops
 - Portfolio, GRE information, etc.
 - Internship clarification
 - Make the connection with companies
 - Professional Networking Luncheon



Retention

o Veterans

- o Assist with transfer of military credit
- o Transitions program
- o VA work study positions
- o Support Veterans Club

o Interns

- o Staffed Resource Center
- o Assist with creation of career-related materials for recruiting/retention



Overall – Big Picture

- Apply Career Transitions Model
 - Emphasizes relationship of student to campus
 - Revolving process, reinforcing the importance of lifelong learning
- Contribute to the campus
 - CE and Development
 - From kids to student to alumni to donor

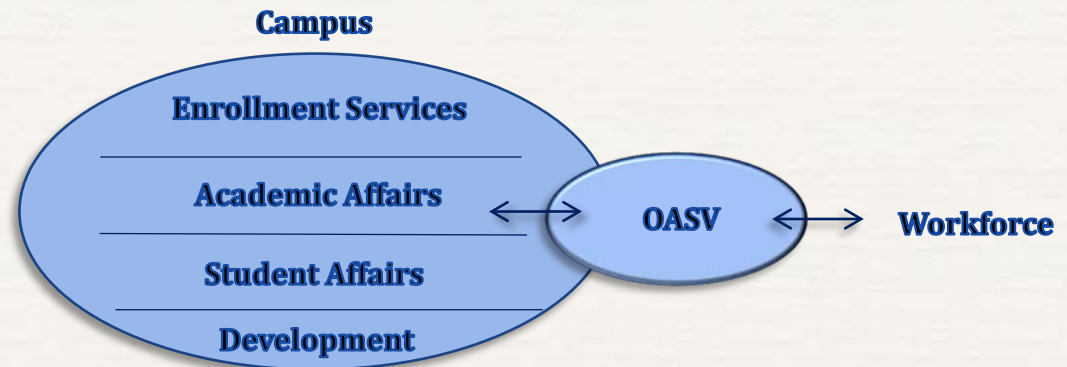
Ongoing Communication

- Enrollment Management meetings
 - Recruiting
 - Retention
- Marketing
 - Utilize committee



Learned so far...

- OASV official opening November 2011
 - Adults do need connection
 - Interns helpful
 - Understand student needs for Resource Center
 - Recommendations for adult student communications



Challenges

- Process to change a culture
- Get the word out
 - Internal and external
- Economy recovery = adults back to work
- Competition from other educational institutions for Veterans
- Staffing for employer connections



Questions?

Thank You!