



## Commission for **Adult Learners**

March 21, 2018

10:30 a.m.

324 Outreach Building/

Zoom <https://psu.zoom.us/j/831320473>

Minutes

Attendees: J. Campbell, Chair; A. Adams, J. Cross, S. Feather, L. Laing, E. McFeely, B. Redmond, D. Rodgers, R. Thornton-Roop, D. Smith, J. Wills, Recorder

Joined by Zoom: A. Adolph, D. Gruendler, A. Lozano, M. Rice, H. Sankey, E. Seymour, P. Staskiel, E. Wright

Sponsors and Guests: Provost Nicholas Jones, R. Engel, M. Hanes, D. Sims, R. Hart, C. Taylor

Unable to attend: G. Chinn, M. Corby, N. James, P. Johnson, H. McGarry, E. Shumac

1. J. Campbell welcomed members and asked lead member introductions before introducing Provost Jones.
2. Conversation with Provost Nicholas Jones

Dr. Jones opened the conversation by reiterating the importance of service to our adult learner constituency and noted that Penn State is a leader in this area.

Discussion points:

Penn State's adult learners fit into the strategic plan. First, tied to the Transforming Education theme, as part of the vision *One Penn State 2025*, the guidelines and vision set by the task force, co-lead by Drs. Renata Engel and Yvonne Gaudelius. The task force spoke with CAL when gathering information for its report.

The Chronicle of Higher Education just released a report on Adult Learners which can be used as reference to identify CAL's strategic plan for its next decade. A hard copy is available for members' reference by contacting J. Wills.

Where are we marketing to adults to even get them here? World Campus does tremendous amount of marketing, adults are their target population. Admissions offices do this as well. Periodic campus marketing conversations also occur regionally. Strategic coordinated admissions marketing videos include adults. Tracy Powell-Associate Vice President for Marketing, is very analytical and data driven and may be good point of contact around this.

Dr. Whitehurst noted a grant for regional opportunity center for those who did not complete high school or went directly into work force and provide resources to provide higher education.

Opportunity for improved coordinated efforts exists. For example: One big tent at recruiting events with way finder assistance to find best fit for individual needs.

Common practices at campuses have impact. Continuing Education offices reach out to community industry leaders, and campuses hold open houses for adults. Deeply rooted routine practices which serve a specific purpose.

Gaps in critical ways in how we support student, adult learners in particular. One factor that prevents degree completion is running out of aid, sometimes driven by part-time attendance. *Complete Penn State* could help here.

B. Redmond noted that in online programs he manages, academic advisors also counsel financial aid and career. On a broader scale this could have greater impact.

Need to connect the relevancy of what learners are studying to what they want to do upon completion.

D. Smith reviewed the Access and Affordability Committee's conversations from this year. Including that there is high proportion of first generation students among adults.

Need for better aligning of academic advising with career counseling. Helping students understand the career trajectory of majors they are considering and aiding in the process.

Consider how to break down siloes to meet needs of individual students.

Understanding of interconnection and how areas work together to help students make decisions. Integrate in a more holistic way and make more apparent to the student.

R. Engel spoke about Open Doors scholarship. Financial need piece, also programmatic piece. *Complete Penn State* has a case manager working with students. Looking at data will change how we do some things (for example students who stop out after filing intent to graduate). There is need to get PR around the philanthropic story this can tell.

Adams shared overview of the work of the Adult Learner Engagement Committee (ALEC) this year, including meetings with the Adult Enrollment Coordinators (AECs) and CAL's focus on providing direction and support to revitalize and reconnect this statewide network. The committee established a Canvas pride as a way for AECs to connect and share resources.

CAL leaders hosted a statewide AEC collaboration meeting and anticipate continue collaborative efforts.

There is concern about access to internships, obstacles that could be perceived or real. This aligns with broader conversations around engagement.

Encouraging adult learner leadership opportunities. World Campus works to develop virtual internships opportunities for online learners.

This year's summer leadership conference will have the first-ever adult learner track and is marketing this to adult learners to provide the opportunity for engaging and sharing skills they already have back to the University. (Adams will share with CAL scholarship and funding information for the conference, when available.)

As way to reach adults who want to learn in a traditional classroom setting, Adams described a Pittsburgh event that brought both online and RI populations together regionally.

The committee noted gap in brand for Penn State adult learners. They have reached out to vendors to look at items that would make adults feel more connected and could be easily mailed to adult learners.

Around the theme of Driving Digital Innovation theme of the Strategic Plan, there may be impediments that adults have or perceive. Changes may be intimidating to returning adults. There is need to ensure we have resources that are unique to the adult population to address this.

Following discussion, the Provost offered closing comments.

Penn State has the scope and resources to make a wide impact. Our challenge is to think about how to engage in innovative ways with adult learners, with commitment that no one else can quite get to and other states and institutions will emulate and be truly transformative and innovative in bold and creative, ways.

### 3. Announcements and updates

a. A. Adams made motion to approve minutes from February 21, 2018, as submitted. D. Smith seconded. Minutes were approved

#### b. Announcements-

The Short-term military leave language was approved by Faculty Senate.

L. Wright reported on her recent travel to attend the Adult Student Recruitment and Retention Conference at the University of Wisconsin, Madison. She had opportunity to meet Joseph Murray, scheduled keynote presenter for the upcoming Hendrick Conference, and attend his keynote and breakout sessions. (both will be repeated at Hendrick). She noted that during networking conversations with other institutions, Penn State was called out as national leader working with adults.

c. Sharing adult learner initiatives at campuses—One hundred twelve of the undergraduate scholastic award recipients University-wide were adult learners. J. Campbell will be sending messages of congratulations to these students and we will share the list with AECs to extend congratulations locally.

### 4. Liaison and Committee Reports

a. Access and Affordability Task Force-No additional report

b. Adult Learner Engagement Committee (ALEC)-No additional report

c. Hendrick Award and Conference Planning—Reminder to campus attendees—

The 2018 Shirley Hendrick Award will be presented at the April 3 Faculty/Staff Awards Reception. CAL leaders and sponsors will join the recipient, nominators, and support letter writers at the event. The recipient will be announced in Penn State News closer to the ceremony. Additionally, the recipient will attend the Hendrick conference as guest of CAL and be recognized during the lunch program.

Registration is open for the Hendrick Conference. Registration deadline is April 20. Members should register, and those presenting or volunteering at the event should contact S. Feather or J. Wills for additional instructions before completing their registration.

CAL will cover lodging May 8 for members coming from a distance who will attend both the May 8 dinner meeting and May 9 to gather with lodging for submitting a single rooming list.

- d. Military and Veteran Support Services—The committee is looking at offering Green Zone training and has worked on this with a director at another institution. They also reached out to the Commission on LGBTQA for ideas due to similarity of safe zone training.
- e. Faculty Senate Liaison-Legislation for April meeting concerning students in academic warning. Trying to address pain points with legislative changes.
- f. 20th Anniversary ad hoc committee—Wright continues work with Mike Dawson on the Penn State News article. Plans are progressing for the 20<sup>th</sup> anniversary celebration to be held after the May 8 year-end business meeting. Invited guests will include past CAL chairs, Shirley Hendrick Award recipients since 2011, when CAL took over administration of this award, and former CAL University Liaisons/Adult Advocates. Both Provost Jones and President Barron will attend and give brief remarks. The committee also invited Charlene Harrison and Martha Jordan to speak about CAL's accomplishments during its first and second decade respectively.
- g. Nominating Committee-A. Lozano announced the candidate slate and voting process for 2019-2020 Chairperson. The two nominees are S. Feather and P. Staskiel. No additional nominations came in from the floor. J. Wills will send electronic ballots to appointed members. The past-chair will not vote unless needed as tie breaker. J. Campbell will announce results at the April CAL meeting.

The meeting adjourned at 12:30 p.m.

Submitted by J. Wills