Courtship to Marriage
How to woo adult learners and keep them through graduation

Who is an adult learner

❖Needs time to examine options

❖Needs reassurance of the new venture

❖Apprehensive about making a decision

❖Brings a web of items to untangle

❖Often brings a mix of emotions and second guessing

The Courtship

❖ The "every other year" prospect

   ❖ This relationship is one that you are comfortable with.

   ❖ It's not serious, but you know there's someone waiting in the wings.

   ❖ Doesn't *really* want to take the leap, but doesn't want to lose the connection.

      ❖ Make certain you reach out to this person. Even if you receive mailing lists from another source or emails go out with the Admissions marketing campaigns, keep your own list in order to keep this type of prospect in the know.

      ❖ They are loyal and will eventually matriculate

The Courtship

❖ The "I'm here, but this really isn't the right time" prospect

  ❖ This relationship brings that mix of emotions

  ❖ Wants the reassurance that this is the right thing to do

    ❖ Be certain to meet with this person when they come, even if it is only for a few minutes. They want to be certain that someone is there for them.

    ❖ Diffuse those inaccurate emotions, but be certain to be upfront about their legitimate concerns and point out resources and tips on how to manage the insecurities.

The Courtship

❖ The "how can I attend with so much going on in my life" prospect.

   ❖ This relationship demands your best strategic thinking

   ❖ This relationship brings the web to untangle

   ❖ Expects answers before they can commit.

      ❖ This prospect expects all answers; work to give all possible solutions.

      ❖ Connect them with campus resources.

PennState

Hendrick Best Practices for Adult Learners Conference

Recruitment activities at Penn State Behrend

❖Information Events

❖Webinars

❖Individual appointments upon request

❖Job fair participation

❖Company outreach

❖Career Services appointments

The Marriage

❖Exhibit similar characteristics from courtship.

❖Develop programs with all in mind.

❖Connect with campus resources

Retention Activities at Penn State Behrend

❖Academic Transition Program

❖Academic Enhancement Series

❖Adult Learner News

❖Advising
  ❖Designated populations
  ❖Academic difficulty
  ❖Newly admitted

❖Course planning with schools

Retention Activities at Penn State Behrend

❖Liaison with schools and support offices.

❖Chancellor Advisory Council

❖Enrollment Management Team

❖Academic Advising Council

Does it work; Pros and Cons

❖ **Adult Learner Profile**

   ❖ Fall 2018 term

      ❖ 339/ 247 of those full time. Overall population 4152

   ❖ Pros

      ❖ Solid percentage; has remained steady

   ❖ Cons

      ❖ The half-time evening student suffers

      ❖ No persistence numbers

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❖ Adult Learner Profile
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Pros and Cons

❖Recruitment Activities
  ❖Pros
    ❖New format

  ❖Cons
    ❖Interest is waning

Pros and Cons

❖ Retention Activities
  ❖ Pros
    ❖ Campus support
    ❖ Faculty support

  ❖ Cons
    ❖ Monetary resources
    ❖ Faculty support

Where to go from here?

❖ Count Me In
  ❖ Look at all areas from campus culture to special populations

❖ Adult Learner Goals
  ❖ Virtual Lounge on Canvas Pride
  ❖ Mentoring activities for Vets
  ❖ Reinstate priority registration
  ❖ Attend school meetings to discuss adult learners
  ❖ Lunch chats at companies

Where to go from here?

❖Adult Learner Goals cont.
  ❖Review of programs marketable to adults in local area
  ❖Needs analysis of certificates
  ❖Work with local school to offer certificates to parents
  ❖Survey parents of campers on short term training
  ❖Develop a working relationship between Personal Counseling staff and Veteran's Administration counseling staff

Contact

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