



Penn State

Commission for Adult Learners

Executive Committee Meeting Agenda

Date: March 15, 2023

Time: 12:00 – 1:00PM

Attendees: Jeff Warner, JeanMarie Jacob, Kelly Wolgast, William Fritz, Michele Rice, Whitney Zimmerman, Biddy Brooks

[Link to Recording](#)

Welcome- Jeff Provided Welcome to CAL Executive Committee Meeting

[February 15](#) Minutes Approval- Jeff called for approval of February Minutes. All in favor and approved.

Membership Planning- Sponsors used to provide a list of people who they think would be good on the CAL. This does not happen anymore.

How do we get good members to join the CAL? What is the best way to recruit members?

- Think about it from the office and not the person. The office fits well with the committees. What perspectives are we missing?
- Are there past members we could ask to come back?
- Advertise in the news- requirements, expectations. Use Penn State news, faculty and staff communication methods. We need to get it out broadly. Get more campus and units represented.
- Supervisors need to support persons appointment.
- CAL should vet them and make sure they are in good standing.
- Increase exposure using social media at the colleges/campuses.
- Jeff wants to check with Renata to make sure we can advertise to get members.
- Utilize the Chancellors who are on CAL to find someone.
- Ask the individual who are rolling off to identify someone in their unit.
- We need to be cognizant of travel costs if we go back to in-person events.
 - Maybe meet face-to-face once or twice a year (SP, FA) and others meetings are remote
 - Visit the campuses and not always at UP.
- If Renata approves we will work on advertising.

Hendrick Conference – Since Chuck was not able to attend the meeting today, no other

updates other than what was discussed in the general meeting. There will be added expense since we will have to use Outreach marketing. C&I have limited marketing. Kelly made a recommendation that Outreach marketing do a survey of what opportunities exist to market for free. Chuck is working on this. Date and facility is set. It will be hybrid.

April- September not a lot gets done over the summer and we really should be done with the marketing campaign by Fall. We need to get this moving.

Jeff thinks we are working on being more visible and on more peoples radar and we could accomplish more. This is why we need an office that handles this – maybe someone in marketing/communications. They would take the information and create articles once or twice a year. This person would be familiar with the CAL. Right now we have an a-la-carte approach to CAL. We should make a recommendation that we have someone on the CAL where this is part of their job duty and not have to pay for attendance.

Update Provost Planning – Jeff has a lot of material to discuss with provost. Is there anything we are missing?

- Whitney said we used the adult learner dashboard to provide data and this does get updated in April so numbers will change.
- Matt Melvin’s position- VP of enrollment management- maybe the provost can get us in front of Matt. Question we may want to ask Matt is “are there goals in terms of adult learner enrollment at the University- is this a target population?”
- Institutionally are we at the point where we can bulk up enrollment with adult students?
- Are there parallel efforts taking place at the university about recruitment of adults?
- We could benefit from an articulation and transfer credit office as well.

Announcements-

- Kelley wants to use the General CAL list to send out for elections. There may be members who are not eligible to vote. Committee decided that Kelly can use the General CAL membership list and just “kick-out” any non-valid votes.
- We are getting a new admin for CAL – Stephanie is taking a new position but she will still be able to assist.
- Kelly and Jeff met with Clayton to discuss changes to Hendrick with keeping nominations on file for 2 years. We have a good road map for next year and starting it out in the Fall. We already have 3 on file for next year. They are also going to work on a ranking order for candidates.
- Jodi will come the first meeting of CAL next year.
- Kelly will not be at next months meeting.

Adjournment