



# Penn State

## Commission for Adult Learners

### Executive Committee Meeting Agenda Date:

October 18, 2023

**Time:** Noon - 1:00PM

Attendees: Jessica O’Brien, Biddy Brooks, Bill Fritz, Chuck Greggs, JeanMarie Jacob, JoAnn Kelly, Michele Rice, Jeffrey Warner, Whitney Zimmerman

Welcome- Bill Fritz

June and September Minutes Approval- Approved together. Chuck made motion to approve, RuthAnn seconded motion to approve- Minutes for June and September 2023 are approved.

#### Discussion for Committees

Rice	Adult Learner-University Engagement and Outreach (Chair)
Flaig	Adult Learner-University Engagement and Outreach (Vice-Chair)
Laing	Adult Learner-University Engagement and Outreach
Rustic	Adult Learner-University Engagement and Outreach
Thornton-Roop	Adult Learner-University Engagement and Outreach
Ryoo	Adult Learner-University Engagement and Outreach
Greggs	Hendrick Planning (Chair)
Herstek	Hendrick Planning (Vice-Chair)
Matter	Hendrick Planning
Holst	Hendrick Planning
Steen	Hendrick Planning
Sekely	Hendrick Planning
Jacob	Recruitment (Chair)
Poole	Recruitment (Vice-Chair)
White	Recruitment
Vicaro	Recruitment
Zimmerman	Recruitment
Redmon Wright	Recruitment
Brooks	Removing Barriers (Chair)
Whalen	Removing Barriers (Vice-Chair)
McFeely	Removing Barriers
Prins	Removing Barriers
Everhart	Removing Barriers
Cameron	Removing Barriers
Kelly	Strategic Communication (Chair)
Corkery	Strategic Communication (Vice-Chair)
Fritz	Strategic Communication
Warner	Strategic Communication
Kunes	Strategic Communication

Chuck had some concerns about who needs to be at the table regarding recruiting adult students. We need to understand who and how are we recruiting adult learners. Who is responsible for this? Who is doing the social media- Strat Comm, Outreach? Trying to understand who is really responsible for recruiting adults and how are we recruiting them. We need to identify the need and find the resources to do the job.

Michele- What does outreach to adult learners look like? How are we engaging them? It seems like all the committees this year are intertwined so we can make some good recommendations.

JoAnn would like to know if the adult learner population at the UG level is going up? Is this impacting resident enrollment on the campuses? Right now, PSU focuses on recruitment of traditional RI (18-21) year old students. Messaging is very different for the adult population.

We need a comprehensive plan for how PSU is planning on recruiting adults.

JeanMarie (Chair of Recruitment Committee) shared that she sees Recruitment from a different perspective. It is not an issue to get in front of the adult student, we can fill the top of that funnel, but how do we deal with the interior barriers, PLA, transfer credit, Military credit cost, application fees) that present more of an issue with getting an adult to choose PSU.

Our application process to very cumbersome and now Matt Melvin is looking into this- someone at the VP level is supporting this.

We need to identify all these barriers and get them to the forefront.

We applaud Bill for getting these issues identified and getting the barriers identified and addressed.

Bill wants to identify the issues and pass them along to the units that can make the changes. CAL can make the recommendations. We can present the challenges. Good to have enrollment management at the table. Matt is very supportive. We don't have to take all year to make these recommendations- if we can put them together in the next couple of months- then we can strategize with Matt on how to get the word out.

Biddy likes the committee structure this year- since they are all connected. We have the same themes. Each committee has a purpose but, in the end, we can present an overall plan.

#### Budget Update

Bill spoke with Charlie Reese- we have \$13,000 in the budget currently. We expect the CAL conference to be around \$6000.00. That leaves approx. \$7000,00 for the Hendrick Conference. If we need more than that we can go back to the sponsors and ask for additional contributions or Renata may be willing to pick up. We are in a good place with the budget.

Chuck will contact the Hyatt to see about blocking rooms for the event. Michele suggested that the federal tap house could be a good place to have dinner the night before the Hendrick Conference.

The November agenda will be coming out soon.

Adjournment (No later than 12:50)