The Video Learning Network: An Overview

Hendrick Best Practices for Adult Learners Conference
Monday, May 16, 2011
Today’s Discussion

- Pennsylvania Adult Learner Market
- Penn State Response
- Video Learning Network
- Program Strategy
- Enrollments
- Q & A
Pennsylvania Adult Learner Market

Pennsylvania 25-49 Year-Olds Without a Bachelor’s Degree Enrolled in College

Pennsylvania 25-49 Year-Olds Without a Bachelor’s Degree Enrolled in College

Annually 3.8% of 1.9 Million Enroll in College:

- 14,000 individuals enroll at Penn State
  - 8,000 Commonwealth Campuses
  - 3,000 University Park
  - 3,000 World Campus
- 58,000 individuals enroll at other institutions
Pennsylvania 25-49 Year-Olds Without a Bachelor’s Degree Enrolled in College

Penn State Could Attract 1% of 1.9 Million:

- 19,000 individuals enroll at Penn State
  - 11,000 Commonwealth Campuses
  - 4,000 University Park
  - 4,000 World Campus
- 53,000 individuals enroll at other institutions
Multi-Campus System
Penn State Response

- Leverage our multi-campus system and online learning capabilities to increase adult learner access to credit programs
- Focus on adult learner needs:
  - Convenience
  - Flexibility
  - Continuous Progress
  - Learning Styles
Penn State Response

- Prepare adults for the changing workplace
  - Technology Literacy
  - Globalization

- Provide adults with blended learning options:
  - Traditional classroom courses
  - Asynchronous online distance education
  - Synchronous interactive video courses
  - Faculty/student and student/student interaction
Penn State Response

- Install high definition (HD) video conference classrooms at several locations
Classroom Features

- Identical technology
  - consistent, high quality interaction
- Touch screen replaces multiple remote controls
- Students use push-to-talk microphones
- Dual monitor video conference system allows students to see instructor and content simultaneously
Penn State Video Learning Network (VLN)

...not your grandfather’s video conference experience!
Vision

- Attract net new adult learners to Penn State
- Make Penn State more accessible to adults
  - Evenings and weekends
- Increase the number of adults in Pennsylvania who hold bachelor’s degrees
  - Economic and workforce development
- Act as ONE Penn State
Leadership

- Chancellor Forum
- Faculty Development
- Xerox Committee
- Core Team
- Operations Team
- Marketing Team
- Program Strategy Team
- Delivery Logistics Team
Program Strategy
Program Strategy

- Target 1.9 million Pennsylvania residents with some college but no degree
  - working professionals and career changers who need workplace credentials
- Market-driven credit certificates designed to attract net new adult learners
  - Two year schedule allows adult learners to plan education to fit their lifestyles
  - Most programs can be completed in fewer than 12 months
Program Strategy

- Integration with existing Commonwealth Campus and World Campus degree programs
  - “Step-up” milestones for incremental achievement
- Niche degrees derived from Penn State strengths
  - A university committee will evaluate potential degree programs
Program Portfolio

Business
Maria Kirby

Health
Stephanie Tyworth
Janetta DeOnna

Education
Ed Donovan

Engineering/Tech
Wes Donahue
Program Portfolio

- Business Essentials for Professionals
- Counseling Youth at Risk
- ESL for K-12 Teachers
- Facilitating Career Development
- Health Policy Administration
- Labor Studies and Employment Relations
- Lean/Sigma Implementation for Professionals
- Nursing Management
- Professional Development Series for School Nurses
# Enrollments

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Achievement: 35 net new adult learners!
Questions?
Contacts

Ed Donovan
ejd6@psu.edu
412.242.3054

Rose Piccioni
rup12@psu.edu
412.675.9045

Kathleen Poll
kjp10@psu.edu
814.867.2134

Annette Fetterolf
ama1@psu.edu
814.865.3501