BEAVER COUNTY VETERANS EXPO
Saturday, June 19, 2010

Hosted by Penn State Beaver

Project supported by the Commission for Adult Learners
MARKETING

• Flyers and Posters
• Distributed to all VFW locations
• Sent to Butler VA Medical, Pittsburgh VA, Beaver County VA
• Contacted Beaver Vietnam Veterans President
• Worked with Beaver County Times to market 10 and 5 days prior to event
• Website feature
• On campus advertising
• ListServ email
• Digital Display

Beaver County Veterans Expo

For veterans and their families
You served your country.
Now let us serve you.

Explore your post-military educational opportunities.
See what local businesses, organizations and agencies can offer you.
Connect with other veterans and veterans groups.

10 a.m. to 3 p.m.
Saturday, June 19

Penn State Beaver
100 University Drive, Monaca PA 15061

Sponsored by:
Penn State Beaver and The Beaver County Times

877-JOIN-PSU • www.beaver.psu.edu/veterans-expo
Event Logistics

- 19 Organizations and Businesses
- All participants were requested to provide a service or discount to veterans
- Several organizations donated door prizes
- All visitors were asked to complete a registration form to be entered to win prizes
- All participants completed an anonymous survey of the event
Survey Results
• All Participants found this to be a positive experience
• All participants would attend again
• Recommend including more participants
• Good networking opportunity

2011
• September
• Weeknight
• Shorter Hours
• Guest Speaker
• More strategic advertising
• Different location on campus
• Additional Incentives
Penn State Schuylkill’s College Prep Program for Adults

Presented by: Shannon M. Wabby, Adult Enrollment Coordinator
Penn State Schuylkill’s College Prep Program for Adults

- Overview
- Audience
- Marketing Plan
- Program Goals
- Student Demographics
- Program Results
- Conclusions
College Prep Overview

- Five week, 15 hour workshop series designed to introduce adults to a college environment and prepare them for what is expected of them in college
College Prep Audience

- Adults age 24 +

- Veterans/Active Duty Members of the Armed Services

- Students returning to school after 4 or more years of employment, homemaking, or other activity

- People who assume multiple roles (parent, spouse/partner, employee & student)
Marketing Plan

- Electronic Billboards
- Local Chamber newsletters & monthly emails
- Local CareerLink office
- Radio ads
- Penn State Schuylkill website
- Newspaper ads
College Prep
Program Goals
Goal 1: Participants will gain a better understanding of the college process

- Undergraduate Admissions Presentation & Discussion

- Financial Aid Workshop, including completion of the FAFSA application

- Completion of the Penn State Undergraduate Admissions Application
Goal 2: Participants will be given the tools necessary to become a successful student

- Campus Tour
- Met with Current Adult Students
- Advising Session with DUS coordinator to discuss academic majors
- Review of Penn State computer systems: Elion, Angel, and webmail
Goal 2: Participants will be given the tools necessary to become a successful student, cont.

- Review of Technology used in a college classroom
- Introduction to the PSU library system
- Tutoring Center workshop
- Learning styles, study skills & time management workshops
Goal 3: Participants will develop a better understanding of their personal and educational goals

• Completed a Career & Educational Assessment through Career Services

• Met with an advisor to discuss potential academic majors and careers
Student Demographics

- 20 year-old female working in a factory
- Married 21 year-old female with a child who also works in a factory
- 45 year-old unemployed male
- 59 year-old female currently working in the human services field
- Two sixty+ year-old retired females
Program Results

- Three of the six students that completed the program are currently Penn State Schuylkill students.

- All three students have just completed their first year of college!
Conclusions

- The adult student population is better served through one on one meetings with the AEC, Academic Advising and the Financial Aid Coordinator.
- This population wants to know specifically about their situation, be it prior education/credits, possible majors and the cost/financial aid.
- Adult Students prefer a one stop shop approach to having their questions answered.
Conclusions, cont.

- We recognize that the remaining topics are covered through orientation, first year seminar and career services.
- As a result, a frequently asked question sheet for adults is being developed. This will be used in addition to the admissions process “cheat sheet”.
Contact Information

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Adult Enrollment Coordinator
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The Penn State Team

- Admission Services – Continuing Education at University Park and World Campus
- Student Affairs, Adult Learners at Penn State
- Undergraduate Admissions
- Office of Student Aid
The student perspective: navigating the system

- Student Aid
- World Campus
- Undergrad Admissions
- Colleges
- Continuing Education

Day courses
Evening courses
Online courses
Weekend courses
Part time
Full time
Degree
dondegree
Inside Penn State

Competition for Student Interest

How to represent all units?
How do we market?
Converting prospect to applicant?
One Penn State

- All information for prospective student in one place
- Recruit around Centre County and PSU
- Key audience: 
  - Individual adult learners
  - Penn State employees
Student-Centered Approach

Recruiting Goal

Advising
Career Counseling
Course Delivery Options
Scheduling Options
Financial Aid
Admissions
One-Stop Shop
Adult Learner Information Sessions
Outreach Building, Central Pennsylvania Visitor’s Center and Bryce Jordan Center

Penn State Employees
Hetzel Union Building (HUB)
Quantitative
Building the Enrollment Funnel
Moving prospects to applicants

**Attendance:**
285 attendees since beginning
48 attendees during incentive grant period

**Yield since receiving the grant:**
12 completed applications /acceptances
8 continued enrollments
6 – University Park
2 - World Campus

**Incentive Grant Award**
$750.00
12 students took advantage of the fee waiver
Results

Qualitative

Better relationships among units
   Work toward common good
   Information sharing and understanding

Better student experience
   Organized first impression
   Dedicated investment in students
   Ready to begin application process

Market awareness
   Focused attention on adult learner
The Big Four

1) Focused activities

2) Provide a clear next step

3) Have resources available to assist prospects

4) Know your post-event response tracking communication conversion plan
Reaching Target Audience

Centre County

Dedicated Web Landing Page

Employees

Email to employees
Penn State Live posting
Postcard mailing to home address
Looking Forward:
Questions?