Campus Collaboration Leads to Development of Office for Adult Student and Veteran Services

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Why a Collaboration?

- National & local trends have changed demographics at Penn State DuBois
- Recruit and retain more adults and veterans
  - Currently 30% and 4%

High School Graduates in DuBois Service Area

Source: http://www.budget.psu.edu/HighSchoolProj/default.asp
Continuing Education (CE) staff discussion

- Adults a focus for CE
- Central point of contact/services
- Strengthen workforce connections with students
- Collaborate among departments
Campus Outreach Model

Campus
- Enrollment Services
- Academic Affairs
- Student Affairs
- Development

Outreach

Workforce
Growth of an Idea

0 Project for graduate class
  0 Design a career center
  0 Expanded idea
    0 Target adults/veterans
    0 From education through career planning
Population Needs

- Adults
  - Brush-up classes
  - Advocate when needed
  - Solid connection with career goals
- Veterans
  - Someone to take them through the process
  - Assistance with transition
  - A way to reconnect with other veterans
Benefits

- Students
  - Advocacy
  - Coordinated campus services
  - Coordinated community services
  - Longitudinal tracking – “cradle to grave”

- Community
  - Coordination with local industry and alumni

- Campus
  - Bring all services together and make referrals as needed
Launch of OASV

Office for Adult Student and Veteran Services
  Continuing Education Staff
    Adult Student and Veteran Services Coordinator
    Clearfield Outreach
    St. Marys Outreach
    Workforce & Economic Development
    Career Development Facilitators
  Collaboration with other departments on campus
OASV

- Resource Center
  - Funding from outside foundation
  - Computers and career & community resources
  - Available for reservations
  - Used for events
  - Student Intern location
Training and Focus

0 Staff trained in all areas on campus
0 Similar to Outreach staff training
   0 Admissions
   0 Financial aid
   0 Advising
   0 Career Services
0 Focus on recruitment and retention
Recruitment

- Partnership with Enrollment Services
  - Events on campus
    - Represent adults and help as needed
  - Events at Outreach Sites
  - Adult and Veteran specific
    - Recognized as Military Friendly
Programmatic Recruiting

- Partnership with Academic Affairs
  - Encourage web/hybrid courses at Outreach sites
  - Bring new programs to campus through VLN
  - Explore additional evening courses
  - Recommend courses for adult/veterans
    - PSU 008
Developed assessment process for incoming students

- Initial Intake Form
  - Determine needs (education, training, referrals, etc.)
- Check sheets for prospective students
  - Adult and veteran specific
  - Assist with each step
- Communicate with Admissions
  - Traditional students
Career Transitions Model

- Development of Individual Education and training plan
- Resource Center
Retention

- Partnership with Advising
  - Call all new adult students
  - Adult advocate
    - Help students get clarification
    - Participate in FTCAP
- Partnership with Student Services
  - Adult Learner Week
  - New Student Orientation
Retention

- Partnership with Career Services
  - Career Development Facilitators
    - Career exploration
  - Workshops
    - Portfolio, GRE information, etc.
  - Internship clarification
    - Make the connection with companies
- Professional Networking Luncheon
Retention

- Veterans
  - Assist with transfer of military credit
  - Transitions program
  - VA work study positions
  - Support Veterans Club

- Interns
  - Staffed Resource Center
  - Assist with creation of career-related materials for recruiting/retention
Overall – Big Picture

0 Apply Career Transitions Model
  0 Emphasizes relationship of student to campus
  0 Revolving process, reinforcing the importance of lifelong learning

0 Contribute to the campus
  0 CE and Development
    0 From kids to student to alumni to donor
Ongoing Communication

- Enrollment Management meetings
  - Recruiting
  - Retention
- Marketing
  - Utilize committee
Learned so far...

- OASV official opening November 2011
  - Adults do need connection
  - Interns helpful
    - Understand student needs for Resource Center
  - Recommendations for adult student communications
Challenges

- Process to change a culture
- Get the word out
  - Internal and external
- Economy recovery = adults back to work
- Competition from other educational institutions for Veterans
- Staffing for employer connections
Questions?

Thank You!