Working with Local PA Careerlink to Support Enrollment of Displaced Workers

Sandra Feather
Director of Enrollment Management
Penn State Worthington Scranton
Objective

• To showcase the marketing, recruitment and retention efforts of a TAA funded adult learner
Worthington Scranton campus profile

- 1,178 fall 2013 official enrollment
- 97% Pennsylvania residents; highest of any campus
- 80% attend full-time
- 72.5% traditional-aged (17-23)
- 47.5% are male
- 45% first-generation college students
- 16% from minority groups

- AEC – adult education coordinator
  - Liaison to all department
Campus Household Income

• Median Family Income - $48,096
• Student Aid Recipients – 81%
• Average Need - $6,781
Careerlink

- Lackawanna County
- Displaced Worker – permanently laid off due to company closure
- Adult Worker Operations Director
  Cathy Gerard, adult guidance counselor
- Harrisburg TAA Supervisor
  James Reese
Marketing

- August – create and submit applications for approval
- Websites for careerlink and PSWS campus
- On campus collaboration
- On-site college fairs
Program Approval
Service Application for Student
Recruitment

• Encourage face to face information session
  – Emotional
• Application fee waived (no out of pocket expenses)
• Educational Gap – identify displaced worker
• Pre-transfer credit evaluation (transfer tool)
• Academic plan
• Semester by semester plan from academic adviser, including summers
• Total cost breakdown of tuition, fees and other by Bursar
April 5, 2011

To Whom It May Concern:

This letter is to verify that Helen # 992955629 has been admitted to the Associate Degree program in Human Development and Family Studies Penn State Worthington Scranton effective Summer 2011.

Below is a semester by semester breakdown of the courses and credits that Ms. Helen will need to complete in order to receive her degree by the end of the Spring Semester (May) 2013.

<table>
<thead>
<tr>
<th>SUM 2011</th>
<th>FALL 2011</th>
</tr>
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<tbody>
<tr>
<td>HDFS 129</td>
<td>HDFS 249</td>
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<tr>
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<td>HDFS 301</td>
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<tr>
<td>HDFS 315</td>
<td>MATH 004</td>
</tr>
<tr>
<td>3.0 CREDITS</td>
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</table>

**TUITION:** $3062.00  
**TUITION:** $6801.00

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<th>SPRING 2012</th>
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<td>HDFS 311</td>
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<td>AM ST</td>
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**TUITION:** $6801.00  
**TUITION:** $4960.00

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<td>HDFS</td>
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**TUITION:** $7344.00  
**TUITION:** $7344.00

**Program Total:** 66 credits

**Estimated Tuition:** $36312.00  
**Additional Costs:** $4200.00  
**Total Costs:** $40512.00

Please feel free to contact me with questions.
Retention

• Weekly emails for attendance
• Weekly office conversation re: progress
• Monthly Learning Center updates
• Career introductions
• Internship by career services 1st summer
• End of semester progress to careerlink
• Email semester completion to Harrisburg
Electronic Attendance

Create Trade Attendance

Participant Details

Attendance for multiple participants can be entered by using the "Add Additional Participants" button. Participants can be selected from the "Participants List" that is added to the page.

Participant Name: Ho, Lui
SSN (Social Security Number): 171240279
Address: 5/8 E ELM ST
City: SCRANTON
State: PA
Zip Code: 18505
Police Number: 980139
PA Certificate Name: PA, CAREERLINE, LACKAWANNA COUNTY

A. Participation and Attendance in Training

Abnormal Status: Incomplete (IC)

Check "Regular Attendance" for each day the student attended the training classes or other scheduled training activities. Enter "Absent but Absence Justified" for each day the student's absence was justified and for each day the training facility did not conduct training. Enter "Absent but Absence Not Justified" for each day the student's absence was not justified. An entry should be made for each day attendance was recorded.

Work Ending Date: 10/01/2010
Attendance Rejected: 

Number Of Days Training Schedule: 6 characters of 1000

Explain Days Marked "Absent but Absence Not Justified"

2. From the beginning of training and through the training week shown above, has the student made satisfactory progress in training?

If Yes, Explain:

3. Did the student terminate training during the training week shown above?

If Yes, Last Date Attended:

4. Is the training week shown above part of a break in training?

If Yes, complete questions through it:

a. Is the break provided for in the published schedule of the training program?

b. Date of break in training:

Break Beginning Date:

Break Ending Date:

On Return:

5. Is the student participating in the training program before the first began?

6. Is the student normally scheduled for this training program?

On Sunday:

On Holiday:

The answers in Part A are in accordance with our records and correct to the best of my knowledge:

Date Of Submission:

Submit For Review
Outcomes

• 5 years
  – 2010: 2 BUS, 1 HDFS
  – 2011: 4 BUS, 1 HDFS, 1 NURS
  – 2012: 2 BUS, 2 HDFS
  – 2013: 3 BUS, 2 HDFS, 1 IST & 3 NURS

• Graduates and follow up