October 15, 2008
Minutes

Unable to attend: V. Carter, B. Curley

1. S. Christ called the meeting to order and welcomed new members. Each member gave a short introduction.
2. Announcements:
   - S. Christ, M. Jordan and R. Egolf will attend a Faculty Senate joint meeting of the Student Life and Outreach committees on October 21. S. Christ and M. Jordan will give an informational report on adult learner issues, including barriers to success, which will also report on what the University is doing to help adult learners with these issues. In December, S. Christ and M. Jordan will report to Dr. Weidemann on Key Barriers to Adult Learner Enrollment and Degree Attainment. The barriers were identified via a questionnaire sent out by Dr. Wayne Smutz and include: administrative services, degree program, cost/financial aid, marketing, credit acquisition, and child care. Next steps would be to determine what issues over which Faculty Senate has appropriate jurisdiction to help overcome the barrier. A suggestion was made to discuss all issues so that the Faculty Senate is aware of all barriers.
   - A draft membership roster was distributed to those in attendance and emailed to those unable to attend. Action item: Members should email J. Wills at jcw25@psu.edu with any changes or corrections to his or her own entry for updating. An updated membership roster will be added to the web site after any necessary changes are made.
   - Members were asked to find adult students to speak at the February 18, 2009 meeting. Action item: B. Brooks, L. Laing, and B. Farrell agreed to find students for the panel at their respective campuses.

3. The minutes of the September 17, 2008 meeting were approved.

Action items on pending business from September 17 meeting:
   - M. Jordan will update her presentation outlining her adult learner advocacy role and distribute electronically to Adult Enrollment Coordinators at each campus.

An equal opportunity University
- **M. Jordan** will follow-up with A. Griswold regarding the availability of part-time student scholarships and financial aid update scheduled for the November 19 meeting.
- **S. Christ** to get copy of E. White’s history of the CAL to post on the CAL web site under ‘Resources’.

4. **Adult Enrollment Coordinators Presentation-B. Brooks, S. Christ**

- B. Brooks gave a history of the Adult Enrollment Coordinators’ (AEC) role, sharing the history and purpose of the group. The group, originating in spring of 2007, has goals to serve as the primary point of contact for adult learners, to increase information sharing on best practices, and to use data to improve recruitment and retention. They are organized regionally into East and West regions.
- S. Christ distributed a draft Three-year Adult Enrollment Coordinator Strategic Plan started by Charlene Harrison (attached). The AEC group will work on developing the draft and further its initiatives. The AEC committee will work with the campus AECs to finalize the draft. They will also look at campus web sites for common elements and compare with other schools’ web site content for adult learners. **Action item:** S. Christ will send the ‘It Shows’ link to each AEC. AECs will work as catalysts to follow up with chancellors on having all campus web sites link to the ‘It Shows’ page as a resource tool.
- M. Jordan reported that the vacancy left by Charlene’s retirement is being redefined. Martha had surveyed the Chancellors and Adult Enrollment Coordinators at each campus for thoughts on what each felt was important considerations for defining the role.
- M. Jordan also shared examples of marketing resources which have been created at UP. She distributed an Adult Learner Welcome brochure and recruitment package that was piloted locally for CE at University Park: A pocket folder using the “It Shows” campaign, stuffed with locally pertinent materials.
- **Acton items:** S. Christ will send a copy of the draft Three-Year Strategic Plan electronically to those unable to attend the meeting.

5. **Committee updates**

- **Hendrick Conference Planning Committee- L. Laing** reported that the committee is searching for keynote speakers and working on developing a theme for the 2009 conference. The committee is considering rearranging the flow of the conference to end with the keynote speaker and awards after lunch. (Attachment 1)

- **Adult Enrollment Coordinator Committee- B. Brooks and S. Christ** highlighted work of the DuBois and Lehigh Valley campuses. DuBois will launch at CLEP testing site funded in part by a CAL Incentive Grant. They also are working on a mentoring program and developing a portfolio of alternative delivery courses.
Lehigh Valley is using an online tutorial called SMART THINKING, career services success series, technology mentoring, and Saturday advising. The adult learner population of the Lehigh Valley campus has increased from 29% to 33%. (Attachment 2)

- Faculty Engagement Committee-B. Farrell reported that the committee had identified the contact person at University Park to set-up and send out the faculty survey university-wide.

The committee is waiting to hear from Blannie Bowen, Vice Provost of Academic Affairs regarding the Adult Learner appendix to the Faculty handbook. Action items: S. Gleason will report back on whether Blannie has agreed to include the appendix. Once approved the committee will forward a copy of the Appendix to J. Wills at jcw25@psu.edu to include on the CAL web site.

- Incentive Grants and Awards Committee-M. Jordan reported that proposals for next year’s Incentive Grants will go out in November. The incentive grant monies are awarded in the spring for use in during the spring, summer and following fall. Action item: M. Jordan will email recipients of last year’s incentive grants to ask for evaluation reports on how the grants were used. These will be shared with the Commission when received. She also recommended that the Incentive Grants be a topic of discussion among the campus AECs. (Attachment 3)

6. Other discussion topics
- B. Farrell and J. Rodney shared a scenario which occurred during a Meet the Chancellor lunch at York campus. A second-year military student shared his extreme frustration about being unable to get a formal evaluation of prior credits until he was admitted to a degree program. The student is currently in non-degree status due to a math deficiency but intends to pursue an HDFS degree. The Commission discussed the issue and suggested some courses of action for the specific scenario to include the following: do an informal evaluation but make the student aware that the results are not guaranteed unless accepted into a degree program, investigate the option available to adult learners to waive a unit of math. S. Christ and J. Rodney will work on details of the specific scenario.

The Commission considered how to handle the situation as it comes up in the future. The suggestion was made to determine what the rationale is for the current procedure to determine if it is another barrier to tackle. Action item: A. Pancoast and S. Christ will investigate the rationale of the current policy. If necessary, they will check with T. Timmerman for further insight on how it impacts veterans.

- Damon Sims, Vice President of Student Affairs will attend and speak at the November 19 CAL meeting. Members were asked if there were particular topics or concerns that they would like Mr. Sims to address.
The meeting was adjourned at 12: 15 PM. The next meeting will be Wednesday, November, 19, 2008, in 330 HUB-Robeson Center.

Respectfully submitted,
Judy Wills
Attachment 1 Hendrick Conference planning committee report

The Hendrick Committee met on September 19 to discuss the timeline, potential keynote speakers and the restructuring of the conference. Quite a number of committee members were missing and so the discussion was limited.

The committee is proposing a “panel of experts” comprised of administrators for a variety of adult learner services for the opening session in place of the pre-conference sponsor panel offered last year. We are also discussing the option of having all of the breakout sessions before lunch and hosting the awards and keynote during an extended luncheon toward the end of the day. We will also be considering having prior Incentive Grant recipients host information tables or a poster session.

We also explored the following titles as possible theme for this year’s conference:
- Generational Complexities,
- Traveling the Adult Learner Continuum,
- Moving Adult Learners from Peripheral to Mainstream,

Some of the solicited breakout sessions might include offerings about:
- Identifying and Supporting a wide variety of adult learners
- Identifying gaps for supporting our military students
- adult learner engagement tips and techniques
- awakening and discovering career aspirations in the adult learner

We intend to discuss these with the remaining committee members at our next meeting scheduled for Friday, October 17.

Respectfully submitted,

Leslie A. Laing, Chair
Attachment 2, Adult Enrollment Coordinators committee report

Adult Enrollment Coordinators Committee Report
October 15, 2008

Featured programs/services:

- Penn State Abington – Steve Mostert and Jane Owens
  - Adult Learner Recruitment and Retention Committee. Committee has 2 sub-committees – recruitment and retention – each chaired by one of the AECs. Each committee is made up of key faculty/staff representing various segments of campus life. Focus areas have been on local tasks and improvements, support issues, veterans and prior learning.
  - Created a data template which allows for data informed decisions to be made regarding degree and course schedules as well as delivery formats
  - Executed aggressive targeted campaigns for stop-outs, college graduates, returnees to college and more.
  - Held a new adult learner orientation.
  - Enhanced Alpha Sigma Lambda.

- Penn State DuBois – Scott Yeager
  - Successfully launched their CLEP program. Full scale marketing of the service will begin soon. DuBois will become the CLEP Center for North-Central Pa.
  - Establishing an adult learner mentorship program. This is a student-driven initiative. This group will also have some involvement in campus recruitment and student persistence efforts.
  - Continuing Education staff is developing a portfolio of alternative delivery courses for the campus. Goal is to plan out a meaningful series of courses over the next three years that will provide adult learners the opportunity to meet their educational goals in web-based, hybrid and compressed schedule formats.

- Penn State Lehigh Valley – Priscilla Johnson
  - Implemented SMARTTHINKING, an on-line, 24 hr – 7 days a week tutoring service and also provide increased peer-tutoring for adults.
  - Offer 18 Career Services Programs for Adult and Nontraditional Students including topics such as Extreme Resume Makeover, Mock Interviews, Dinner and Dress for Success and more.
  - Offer Adult Learner Success Series including topics such as financial planning, mentoring and networking, women in the workplace and others
  - Launched “Campus Connections” a newsletter for Adult and Nontraditional students.
  - Provide Saturday advising at Corporate Learning Center and Fogelsville campus.
  - Increased adult population from 29% to 33% for FA08 semester.
Attachment 3, Incentive Grants and Awards committee report

In lieu of having Charlene's replacement, Martha Jordan will work on the follow-up needed for the Incentive Grants. An e-mail will be sent to each 2008 awardee as a reminder to complete their evaluation and send it Jordan when the activity is finished. She will update last year's call for proposals document for the website and send e-mail announcements in November to the same population that received them in the past. She suggested that the AEC committee encourage campuses to discuss and submit proposals for 2009.

Submitted by Martha Jordan