



COMMISSION FOR ADULT LEARNERS

October 14, 2009

324 Outreach Building,

University Park

10:30 a.m.

Minutes

Attended: Keith Hillkirk, Linda Higginson, Theodora Jankowski, Bob Farrell, Martha Jordan, Amy Pancoast, Joann Olson, Karen Schultz, Michael Mahalik, Jane Owens, Leslie Laing, Laura Swinyer, Judy Wills (note taker)

Attended by phone: Joel Rodney, Karin Foley, Galen Grimes

Unable to attend: Sharon Christ, Anna Grisworld, Jacob Moore, Spencer Lewis

Guests: Mary Ann Amato and Jeia Forsythe, Outreach Development Office

- 1) Keith Hillkirk called the meeting to order.

Martha Jordan gave an overview of the Commission's web site and what information is made available on the site

Keith Hillkirk and Martha Jordan met with the four Commission sponsors on October 13, 2009. Another potential sponsor was identified and will be approached about providing additional sponsorship. This will be instead of asking current sponsors to increase the amount of funding each provides. An additional sponsor would make twenty-five percent more funds available for Commission use, especially for the Hendrick conference. Recommendation was made to also approach Michael Adewumi from International Students Office as a possible partner/sponsor. Damon Sims is seeking information on adult learners University-wide to determine their needs and issues and will be hiring someone to do surveys similar to the 'Pulse' surveys done previously.

Recommendation that the Commission members should look at the University's strategic plan seeking language that is specific to adult or non-traditional learners.

- 2) Minutes from the September 9, 2009 meeting were approved by voice vote

- 3) Adult Learner Funding Opportunities-Mary Ann Amato-Major Gifts
Officer/Associate Director, Office of Outreach Development gave report 'Developing Support for Adult Learners' (slides attached). The report showed what Penn State has done to help unmet financial need of adult learners toward ensuring student opportunity. She also described the donor cycle and importance of engaging potential donors to discover what they are passionate about.
Mary Ann stated that potential donors are either alumni, friends of Penn State, or referrals. They are tracked by a development software system called ACS, which can be searched by different parameters. She also described what types of activities or events donors can be involved in.
- 4) Committee Reports (See attached)
Faculty Engagement
Prior Learning Assessment
Hendrick Conference Planning
- 5) New business-None
- 6) Adjourn meeting-The meeting was adjourned at 12:00 p.m.

The next meeting will be November 11, 2009 in 324 Outreach Building.

Respectfully submitted,
Judy Wills

Hendrick Best Practices for Adult Learners
2009-10 Conference Planning Committee

The Hendrick Committee met on October 7.

The Committee has agreed upon: **Innovation 2010: Opportunities for the New Decade** as the conference theme this year. The Penn State Federal Credit Union has agreed to sponsor our conference giveaway. Heidi Watson has replaced John Farris as our conference planner. John submitted the request for a reduced management fee and states that it was approved. We have agreed on a \$79 registration fee which represents a \$10 increase from last year and should accommodate any unexpected or increased expenses.

Spencer Lewis, from Development has joined the committee and felt the Dubin Lecture monies was a good fit for funding this event and has agreed allocate Dubin Lecture Fund to cover expenses for the Hendrick keynote speaker.

Spencer also suggested that the Commission could begin to explore outside sponsorship for the conference as there may be corporate or a foundation that would be interested in supporting the conference. This might be a way to offset the cost of students attending the conference as panelists.

In considering the implementation of a student track we will need to consider moving future conference dates to avoid conflict with finals week. In lieu of a student track, we would still like to offer 3 student panels: multi-generational panel, military panel, and World Campus & CE perspectives panel one offering during each break-out sessions.

We are still investigating some very interesting prospects for the opening panel and keynote address. The possibilities are

- Brian Bosworth, president of FutureWorks (<http://www.luminafoundation.org/podcast/2009-08-13.html>).
- Eric Hoover, senior reporter for Chronicle with expertise in challenges faced by adult learners (however he is a writer).
- Colleagues in Outreach suggested Gary Berg, the University of Phoenix, despite their poor student retention they have a good philosophy.
- Thomas Flint, author working with CAEL, who did a huge study on a self instrument universities can use to see if they are adult-learner focused.
- Paul Umbach from Pittsburgh to talk about trends as he did an economic impact study for Penn State.
- EduVentures might be used as a pre-conference event in lieu of opening panelist as they look at changing demographics and what we will look like in the next 10-20 years

Our goal is to have the tagline, logo for website and Save the Date email sent out during the first week of November that will coincide with Nontraditional Student Recognition Week with the Call for Proposals going out the first week of December.

Our next meeting scheduled for this **Wednesday, November 4.**

Conference Monday, May 10, 2010

Respectfully submitted,

Leslie A. Laing, Chair

Prior Learning Committee

The Prior Learning Committee discussed the need to identify short, mid and long range goals. A brief plan will be prepared and shared with the Commission.

Faculty Engagement Committee

Minutes of the Meeting on 7 October 2009, 2 pm

Meeting Location--Polycom

Members present: Farrell, Foley, Jankowski, Rodney, Swinyer,

Members absent: Bechtel-Wherry, Gleason, Grimes, Moore

Guests: None

Summary of topics discussed and actions taken:

Topic 1. Information on Committee—for new members

- a. Status of faculty survey developed in 2007 (Farrell). Previously distributed to all committee members)
- b. Status of faculty hand book appendix developed in 2007 (Farrell). Previously distributed to all committee members.
- c. . Status of student version of the handbook appendix developed Spring 2009 (Jankowski). Previously distributed to all committee members.

Actions Taken:

1. Continue as scheduled for items a and b
2. Committee to provide input on Student handbook draft.

Topic 2. Our direction this year—Discussion

- a. Comments on lack of engagement of University Park faculty with students *generally*
- b. Comments of effectiveness of mentoring adult students, though procedure spotty
- c. Problems with UP CE courses originally designed for adults non over-populated with traditional students.
- d. Offering courses for adult learners at half tuition.

Actions Taken:

- a. Given low attendance, no consensus on tasks for this year.
- b. Discussion on direction to continue at next committee meeting.

Items to be placed on the Commission and/or Executive Committee Meeting Agendas:

None

The next committee meeting date, time, and location:

11 November 2009, 8 am. Breakfast meeting at Penn Stater restaurant.

Submitted by: Theodora A. Jankowski



Developing Support For Adult Learners

Mary Ann Amato

Spencer Lewis

Commission for Adult Learners

October 14, 2009

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Case for the Adult Learner

Nearly 40% of U.S. undergraduates are over the age of 25.
Pennsylvania ranks 40th of 50 states in adult undergraduates.

- Ranks 29th in percent with bachelor's degrees
- Retirement reducing critical job skills

Pennsylvania must educate *150,000* additional adults to compete.

2008 ies National Center for Educational Statistics

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The Adult Learner at Penn State

1 in 7 Penn State undergraduates is an adult.

Through Resident Instruction, Continuing Education and World Campus, Penn State serves adults in:

- All 67 PA counties
- Every state in the Union
- 80+ countries worldwide

25,000 total Adult Learners with 15,000+ undergraduates.

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How Do Adult Learners Pay?

Cash — 50%

Employer assistance — 40%

Tuition assistance — 48%

Federal student loans — 25%

(overlap indicates multiple funding sources)



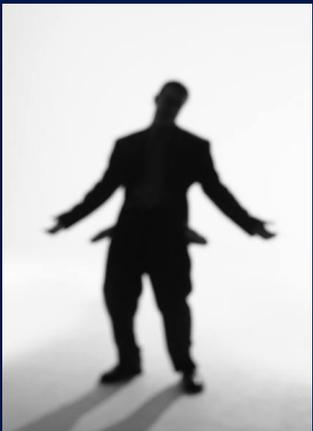
Chronicle of Higher Education, Feb 27, 2007

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How Do Adult Learners Pay?

In Pennsylvania, lack of financial resources is one of the biggest obstacles to getting more adults into postsecondary education.



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How Do Adult Learners Pay?

To recruit first-time adult learners, Continuing Education students and professional degree students, we must move beyond...

- Federal grants
- Student loans
- Traditional scholarships

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What Penn State Has Done...

Pursued additional resources, including support for students taking fewer than six credits.

- State funding
- Student support
- Nontraditional scholarships

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What Penn State Has Done...

- Osher Reentry Scholarships
- Charlene H. Harrison Adult Student Scholarship
- Edward I. and Dessa B. Keller Memorial Scholarship
- Fischer Family Scholarship for Continuing and Distance Education
- Joseph Daley Jr. Trustee Scholarship

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What Penn State Has Done...

- Marshal Ray Spayd Memorial Award
- Penn State Alumni Association Trustee Scholarship - World Campus
- Penn State University Women's Club Scholarship Fund
- State College Woman's Club Centennial Scholarship
- Steven and Brenda Schlotterbeck Trustee Matching Scholarship

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What Penn State Has Done...

- Suzanne Marie Seamans Memorial Scholarship
- Trustee Scholarship Fund - World Campus
- Tunno Family Nursing Scholarship - World Campus

2007/2008 \$111,186

2008/2009 \$320,243

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What Penn State Needs to Do...

THE GAP = \$56 MILLION



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How can we fill the gap for undergraduates?

ENDOWED SCHOLARSHIPS

- Minimum \$50K

ANNUAL SCHOLARSHIPS

- All Gift Levels

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Campaign Programmatic Initiatives

- Ensuring Student Opportunity
 - Enhancing Honors Education
 - Enriching the Student Experience
 - Building Faculty Strength and Capacity
 - Fostering Discovery and Creativity
 - Sustaining a Tradition of Quality

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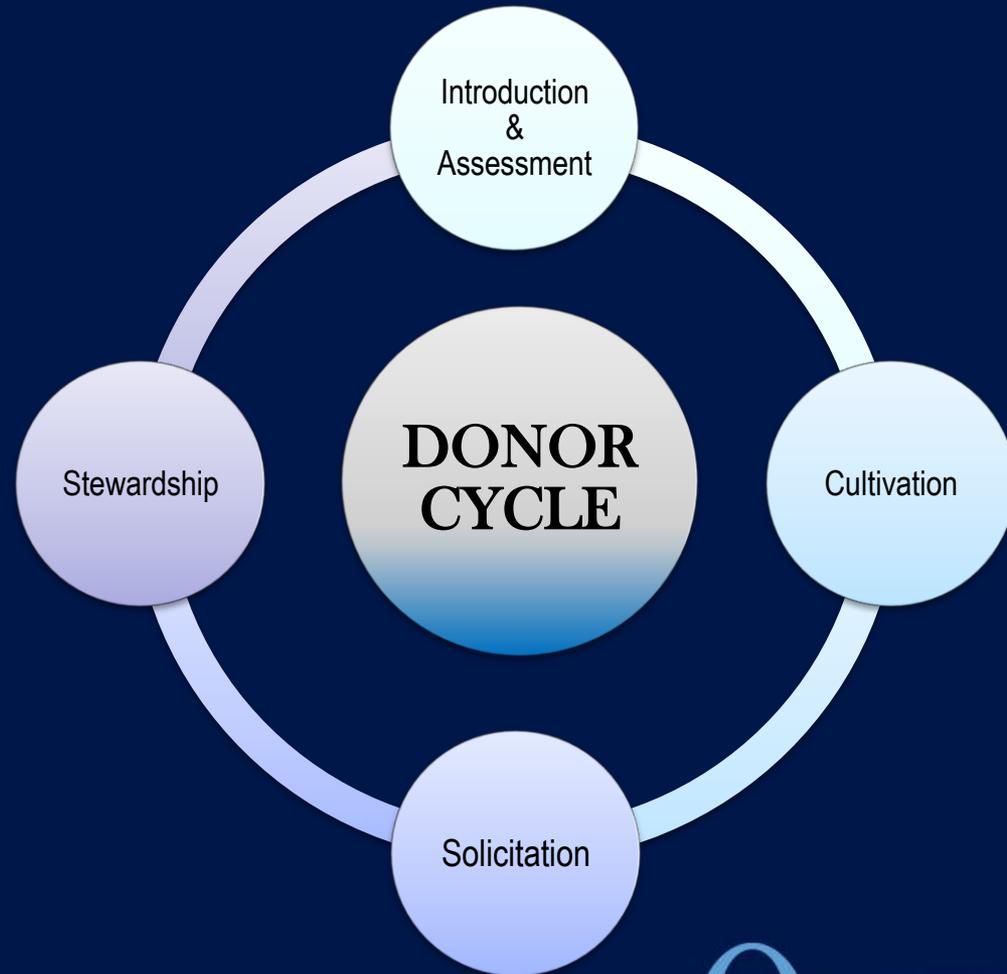


Ensuring Student Opportunity

Students with the ability and ambition to attend the University will have the opportunity, regardless of financial circumstances.

- World Campus Scholarships
- Continuing & Distance Education Scholarships
- 4-H Scholarships
- PSPB Internships
- Adult Learner Support
- Military Scholarships

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INTRODUCTIONS /ASSESSMENTS

- Adult Learner graduates from your programs.
- High job title.
- High levels of giving.
- Volunteer/staff recommendations.
- Individuals who self-identify with an area of interest for adult learner programs.

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CULTIVATION

- Personal visits by staff and volunteers
- Invitations to events
- Activities relating to Adult Learner programs
- Invitations to join committees or boards

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SOLICITATION

Is the donor ready to be asked for a gift?

DONOR COMMITMENT CONTINUUM

Ignorance	Awareness	Interest	Experience	Participation	Ownership
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Donor's Emotional Commitment to Mission of Organization

Chart courtesy of *Advancement Resources LLC.*

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STEWARDSHIP

Donor contact at least 4 times annually...

- Cards, letters, newsletters
- Events, personal visits
- Gift Acknowledgements

Should be written and sent within 10 working days, explain how gift is benefiting program and the impact of gift. No additional solicitations.

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