



April 16, 2014  
324 Outreach Building, University Park  
10:30 a.m.  
Minutes

Attended: Paula Milone-Nuzzo, Chair; Chair; Sueann Doran, Martha Jordan, Apryl Kadish, Leslie Laing, Sonya Leitzell, Albert Lozano-Nieto, Mike McNeese, Paula Pierce, Terry Speicher, Pat Shope, and Judy Wills, Recorder

Joined by Polycom: Francis Achampong, Diane Chamberlin, Gary Lawler, Kevin Snider, and Ken Thigpen

Unable to attend: Jamie Campbell, Paula Hogard, Durell Johnson, Bert McBrayer, and Maria Schmidt

Guests: Sue Copella, Pennsylvania State Data Center ; Rebecca Gardner, Senior Director, Marketing Research and Communications, Penn State Harrisburg; Bill Harvey, Senior Director, Marketing Research and Strategy, Penn State Outreach and Online Education and Daad Rizk, Financial Literacy Coordinator, Outreach and Online Education

- 1) Paula Milone-Nuzzo called the meeting to order.
  - a) Announcements
    - i) Francis Achampong announced that the Mont Alto campus received a grant toward a veterans' resource center. Target timeline would be to open by year-end. Newswire announcement is available at <http://www.ma.psu.edu/34601.htm>.
    - b) Ballot results for 2015-16 Chairperson. Paula Milone-Nuzzo announced that Francis Achampong will be chair-elect for 2014-15 and 2015-16 Chairperson.
- 2) Presenters
  - a) New Program Data Dashboard--Rebecca Gardner, Senior Director, Marketing Research and Communications, Penn State Harrisburg; and Sue Copella, Pennsylvania State Data Center demonstrated the dashboard.
    - i) Data is broken out in six categories: graduates by type of institution, job postings by occupation, occupations by degree, degrees by region, employment by occupation (current through 2010), and degrees conferred by county (based on location of institution).
    - ii) Sue Copella will build Userids for Commission members and send glossary and training document with access confirmation messages.
    - iii) The group discussed the information and posed questions:

Do the jobs listed specify level of degree required? Yes.

Are occupational codes included? Yes, but they are general.

Was there a study on regional demand? Can use supply and demand of degrees within a region to gauge decisions around marketing or offering specific programs in a given region.

- b) B2B initiative –Bill Harvey, Senior Director, Marketing Research and Strategy, Penn State Outreach and Online Education (Slides provided to members via email.)
  - i) The initiative addresses challenges of online enrollment growth, competition, costs and attrition due to stop-outs through providing opportunities for success by strategically targeting specific populations: business-to-business, military, and international. Targeting specific audiences allows for focused marketing efforts in generating requests for information (RFIs).
  - ii) The focus of the presentation was business-to-business opportunities for growth. Harvey’s staff works to develop relationships with companies fitting a specific profile: those with ten thousand or more employees and which offer tuition reimbursement. Modest tuition reduction is offered. Harvey shared eighteen-month results for tuition revenue and clients served.
  - iii) Penn State’s brand is strong among employers matching the profile. World Campus departments work with each company on specifics per each company’s own preferences and terms and matching with specific programs of interest for needs of the company’s work force.
  - iv) Client companies are across the United States, and for two clients within PA, Harvey’s group also coordinates with campuses through Madlyn Hanes and Jane Owens to avoid duplication of efforts. Campus chancellors are given option to participate and those who opt in are asked to absorb any tuition reduction which may be involved.
  - v) Harvey gave an overview of clients, noting trend of companies to outsource management of tuition reimbursement to third parties. Two major management companies are World Campus clients, the other clients work directly with schools often based on programs relevant to the particular business or industry.
  - vi) Focus going forward will be to finalize processes, develop a client support organization, expand geographic sales coverage, and leverage campus partnerships.
  - vii) The group discussed the information and asked questions.

Is there any conflict between tuition reduction and student aid? There is an internal group looking at this.

Are there a minimum number of students per company to qualify for tuition reduction? No, the agreement with each company outlines what services each party provide, no money is exchanged. Harvey will send template of the agreement to any interested members upon request.

Are programs offered on-premises at a client location? No, the World Campus programs are either online or in partnership with a campus.

What about international companies? None are specifically set up, although some of the current clients have work sites abroad with participating employees.

Is the University-approved goal of 45,000 World Campus head count driving efforts? The landscape and culture is changing and there is need for innovative thinking to reach enrollment goals.

For students who like online learning, but not exclusively, are there plans for regional study groups? Harvey would be willing to consider and test the concept. Opportunities exist which are not yet leveraged; however, the challenge is often in the execution.

What about utilizing PLA as a selling point and looking at company training programs? Pat Shope spoke with area reps David Furchner and Chuck Labitan about using frequency of PLA requests by companies as a means to provide metrics to reinforce need for PLA with academic partners.

What if a client's employee applies via their landing page, but does not qualify academically for admission? Only the landing page with information leading to the admission application is company-specific. The application process and acceptance criteria are the same as for any prospective new student to Penn State.

How can campuses be effective partners in the process? There are two areas of potential opportunity: how to drive students to campuses from client companies and how campuses can provide faculty resources or programming. The initiative is tied to the University model and given growth objectives. Harvey is in process of meeting with colleges to gauge how to best accomplish these objectives and how much involvement they want.

Is there a spreadsheet of programs by company? No, employees have access to any program offered by the University. His or her particular program would be chosen by the participating employee. One current challenge is to identify opportunities to grow existing programs.

- 3) Updates and Committee reports
  - a) University-wide initiatives-None reported
  - b) Faculty Senate Liaison-No report
  - c) Awards and Recognitions Committee-Paula Pierce reported that the committee selected three of the recognition recipients to participate in their breakout session at the Hendrick conference. The committee is considering how to honor recognition recipients and evaluating the process for future years.
  - d) Hendrick Conference Planning Committee-

Judy Wills reported the committee sent a 'Still Time to Register' message through its communication channel and currently there are two hundred registrants.

The committee is finalizing logistical details for catering, facilities, parking, attendee information packets, signage, and AV needs.

Travel and lodging arrangements are complete for the keynote speaker.

Wills and Apryl Kadish will present a draft of overall program flow and roles for the general program for approval at the Executive Committee meeting.

The committee will reserve an information table among the poster sessions in Alumni Hall and invited committee chairs to submit information for placing at the table.

Wills reminded members to register by the registration deadline April 22.

- e) Military Support Services Committee-Sueann Doran reported that the committee is working on content for its breakout session at the Hendrick conference and is developing an idea of military friendly references to share as take-aways for the presentation.
- f) Prior Learning Assessment (PLA) Committee

Pat Shope reported that the committee is continuing discussion of PLA webinars and challenges of getting assistance. No update is available on the Task Force recommendations.

The group discussed how the Credit by Exam pilot may help agribusiness as a recruitment tool. Four courses have been tentatively identified with potential of thirty-three to thirty-six possible credits by PLA using Credit by Exam and Credit by Portfolio analysis.

Paula Milone-Nuzzo asked the committee to learn the timeline and deliverables involved on intention to expand the pilot to IST.

The group provided information for a badging workshop help April 14. The workshop will run again and a piece of the content will be part of the 'Disruption or Innovation: What's Happening in Higher Education?' at the Hendrick conference.

PLA report is not yet available because there is still a data entry backlog in admissions.

- 4) May 14 meeting with sponsors and year-end report information.

Wills reported that all five sponsors are tentatively expected to attend the meeting. Milone-Nuzzo will follow-up with sponsors to encourage participation at the Hendrick conference.

Jodi Harris, Data Operations Manager, Outreach Analytics and Reporting, will give an updated adult learner profile and data report.

Leslie Laing recommended including discussion of a recent memo from Dr. Erickson which encouraged University-wide support of veterans and military families. The memo directs questions to the Governmental Affairs office.

Milone-Nuzzo asked committee chairs to submit year-end summaries by May 1 for compiling into her report. Chairs should submit to Wills, [jcw25@psu.edu](mailto:jcw25@psu.edu) and Wills will send all reports to Milone-Nuzzo. The reports should include what each committee accomplished this year and goals for the upcoming year.

- 5) The group approved minutes of March 19, 2014 by voice vote.
- 6) Milone-Nuzzo adjourned the meeting at 12:40 p.m.

Respectfully submitted,

Judy Wills

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