Presentation for the Strategic Advisory Committee (SAC)

INCREASING ADULT LEARNER ENROLLMENT & SUCCESS

February 16, 2018

Planning, Assessment, and Analysis (PAA) & College of Graduate Studies and Adult Learning
ADULT LEARNERS

Planning, Assessment, and Analysis (PAA) &
College of Graduate Studies and Adult Learning
THE ADULT LEARNER

- Age 25 or above
- Currently on campus, Ware Center, Dixon Center, and Online
- Can be full-time or part-time
- Desire flexibility, timeliness, and value
- Can be in-state or out-of-state students
- Often have employer reimbursement programs
- Veterans
- Career changers or seeking advancement
- May be “reentry adults”
Almost 23% of adults, 25 years or over, in the 6 county area, have some college or an associate's degree
(Note - does not include those with Bachelor's degree or higher or those with just HS degree or equivalent)

Estimated Population 25 years and over, Educational Attainment, 2016 American Community Survey (US Census)

- 25 years and over - Some college, no degree
- 25 years and over - Associate's degree

Berks: 44,133
Chester: 48,609
Dauphin: 32,397
Lancaster: 51,549
Lebanon: 14,827
York: 50,196
Educational Attainment Overview by Level

Estimated growth in the some college or associate degree level of attainment over 11,500 potential learners in 6 county region between 2016 and 2022

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<th>2016 Pop’n (n)</th>
<th>2022 Pop’n (n)</th>
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<tbody>
<tr>
<td>Some College</td>
<td>243,409</td>
<td>250,952</td>
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<tr>
<td>Associate’s Degree</td>
<td>112,376</td>
<td>116,406</td>
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<tr>
<td>Total</td>
<td>355,785</td>
<td>367,358</td>
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Source: EMSI (Economic Modeling.com)
Fall 2017 Millersville Undergraduate Adult Learners

Top 10 zip codes include:
17603, 17602, 17601, 17551, 17543,
17522, 17552, 17022 (Lancaster)
17402 17403 (York County)

Top 7 UG majors include:

- Nursing (n=212)
- Business Administration (n=70)
- Social Work (n=52)
- Psychology (n=46)
- Biology (n=43)
- Computer Science (n=32)
- English (n=30)
Competition for Adult Learners

STUDENT STORIES

Marilyn Bowers ’12

Associate’s and Bachelor’s Degrees Programs:

- Accounting
- Business Administration
- Corporate Communication
- Criminal Justice
- Health Care Administration
- Human Services
- Human Services with Behavioral and Addictions Counseling

Bachelor of Science degrees available through the Degree Completion Program:

- Business Administration
- Organizational Behavior/Applied Psychology
- Accounting
- Crime and Justice
- Information Systems
- Information Systems and Management
“By 2020, more than one third of Pennsylvania jobs and job openings will require a Bachelor’s degree or higher.”

Georgetown University Center on Education and Workforce (2016).
Current and Planned Initiatives (Online Degree Completion)

- RN-BSN Online
  - Fall 2015
- BA in Social Work Online
  - Spring 2018
- 2+2 General Business Degree Online
  - Fall 2018
OPPORTUNITIES

• Increase program offerings at the Ware Center
• Online and blended formats
• New programs tailored to the lives of adult learners
  ▪ accelerated, flexible schedules
• Partnerships with the regional business community.
• Articulation agreements with community colleges
• Credit for prior learning experience
CHALLENGES

• Brand recognition as an adult learner
  Institution
• Marketing specific to adult learners
• Competition
• Partnerships with local businesses
• An infrastructure built on traditional age students
  ▪ Policies
  ▪ Procedures

When you think of Millersville, what comes to mind?

What other challenges do we have?
BARRIERS FOR ADULT STUDENTS

- Mounting student loan debt
- Seeking an increased ROI
- Overall skepticism of advertising and higher education
- Low levels of consumer attention — distracted due to overload
- Finding time due to career and family demands
- Academic preparation and self-confidence

It is not just offering a program - it is about building a relationship.

Engaging Multiple Student Needs

Hesitant Returner
- Prospect wants to complete degree, but worries about her ability to achieve that goal
- Marketing illustrates support services available to degree completers

Directionless Drifter
- Prospect has no idea what career or program to pursue
- Marketing supports high-level career exploration using labor market data

Aspiring Career Changer
- Prospect has position in mind but needs to understand viable educational pathways
- Marketing illustrates program pathways to desired career outcomes

Skeptical Enrollee
- Prospect has program in mind but needs to understand career benefit
- Marketing provides examples of careers aligned to various programs

BUILDING IMPACT BY EMBRACING AGILITY

• Marketing
• Tuition Discount Program
• Prior Learning Assessment
• Adult Learner Recruitment
• Office Hours, Help Desk, Other Resources
• Course Locations
• Community Outreach
• Success Stories
• Student Support
ASSETS

- Ware Center
- Online Platform (with dedicated support)
- Dixon Center
- Price / Affordability
- New Program Process at System Level
- Strategic Initiatives Fund
- Program Portfolio
- Faculty

What other assets do we have that we can leverage to support adult learners?
ADDITIONAL QUESTIONS?