



# Hendrick Best Practices for Adult Learners Conference



## **The Penn State Video Learning Network: Bringing Adult Education to Your Hometown Campus**

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# Today's Discussion

- Overview
- Campus Experiences
- Serving Adult Learners
  - Penn State Lehigh Valley
- Future Program Opportunities
- VLN Contacts
- Summary

# Serving Adult Learners

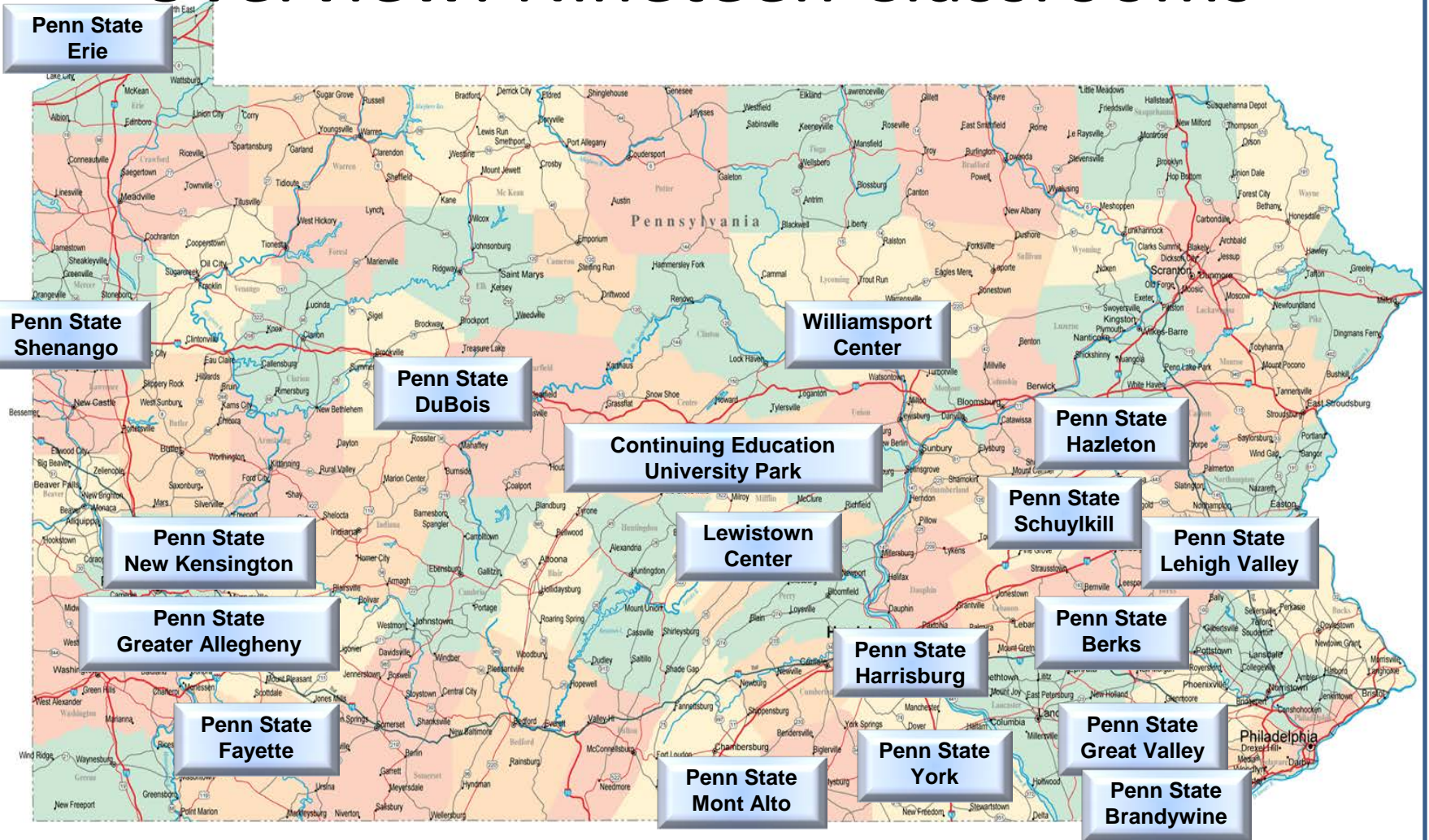
- Diane McAloon and Nancy Coco, Continuing Education
- Kathy Eck, Registrar
- Mike Morgan, IT
- Eric Ritter, IT
- Dean Shaffer, ID



# Overview: VLN Mission

- New Adult Learners
- Academic Quality
- Convenient Penn State Educational Opportunity
- Student-Centered Success
- Enrich Pennsylvania

# Overview: Nineteen Classrooms



# Overview: Current Programs

- Business
  - Certificate
  - 2BA
  - BSB
- Health Care
  - Nursing Management
  - RN to BS in Nursing



# Overview: VLN Successes

- Since Summer 2010 the VLN has grown from one classroom at Mont Alto to a system of nineteen classrooms.
- Enrollment has increased from 50 students in in four VLN classes in Fall 10 to 148 students in thirteen classes in Fall 11.
- Of the 500+ enrollments since 2010, sixty-five individuals were net new adult learners.

# Campus Experiences



*Penn State Greater Allegheny*



# Campus Experiences

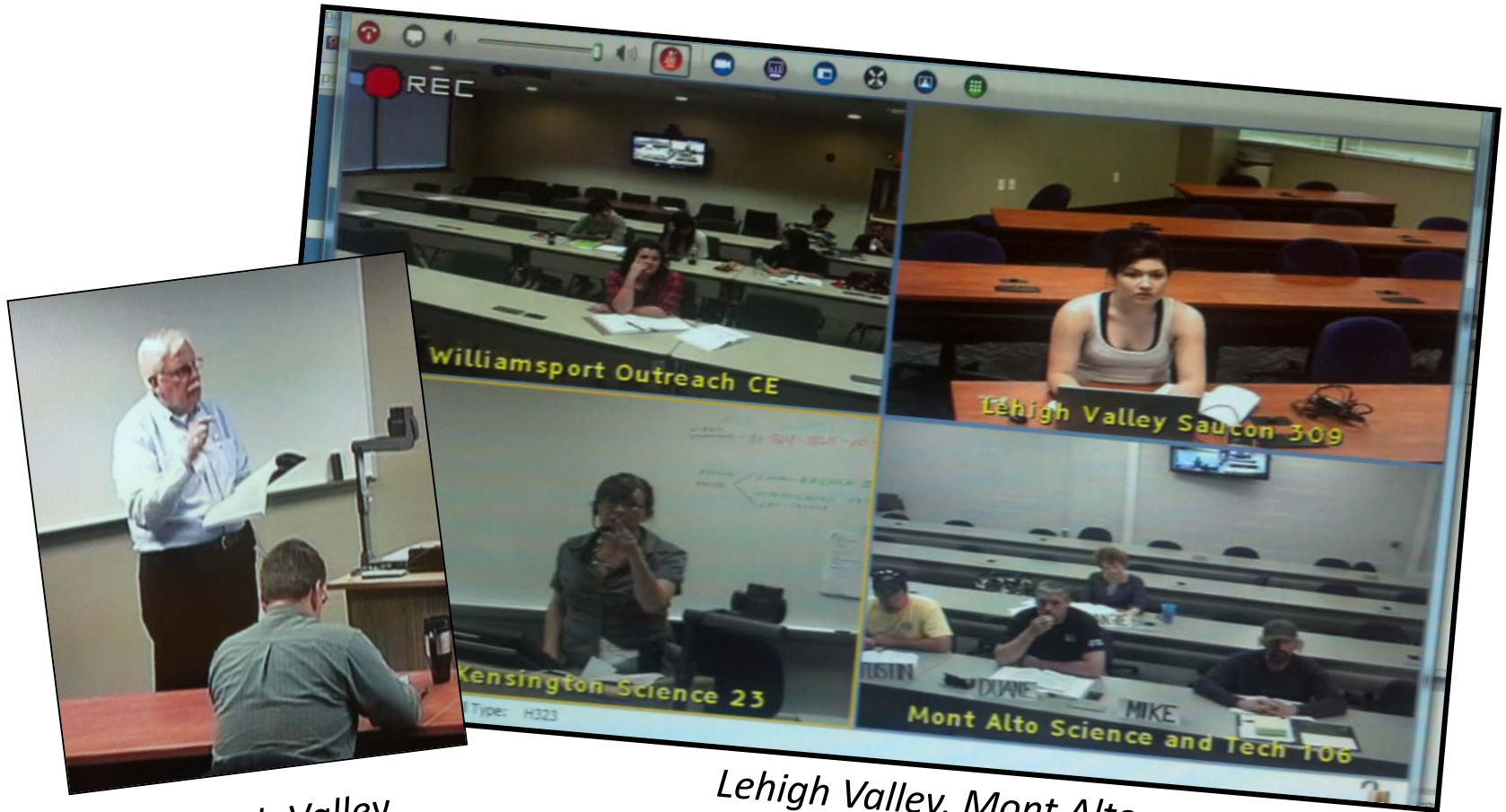


*DuBois and Fayette*



*University Park*

# Campus Experiences



*Lehigh Valley*

*Lehigh Valley, Mont Alto,  
New Kensington, and Williamsport*

# Serving Adult Learners

- Marketing and Learner Experience
- Recruitment and Admissions
- Registration



**“I don’t want a job; I want a career.”**

**Business Essentials for Professionals Certificate**  
(Four courses; 3 credits each)

When you're ready to aim higher, our Business Essentials for Professionals certificate can be your ticket to a more satisfying career. Our program focuses on teaching you solid business skills in communication, sales, marketing, and information systems, as it adds an impressive credential to your résumé.

- Gain business skills that you can start applying right away.
- Take courses with other adults—no evening, a week to seven weeks in a video-conference classroom. There is also an online learning component.
- Start with one course that meets your needs. Or take all four courses and complete the certificate in less than one year.
- Ask your advisor how you can apply these credits toward an associate or bachelor's degree in business administration.

**To register:**  
Jill Warner  
Phone: 717.721.4025  
Email: [jew102@psu.edu](mailto:jew102@psu.edu)

**PENNSTATE**  
York

[www.outreach.psu.edu/business-essentials](http://www.outreach.psu.edu/business-essentials)

# Serving Adult Learners



- IT Support
- Course Development
- Teaching with Technology

# Future Program Opportunities

- Using the state market data and campus feedback to identify and vet future programs.
- Working with VLN campuses to identify associate degree, baccalaureate degree, and professional certification programs.
- Working with Penn State Great Valley School of Graduate Professional Studies to look at possible VLN opportunities.

# VLN Contacts

- Contact Andy Petkac at [ajp2@psu.edu](mailto:ajp2@psu.edu) to be added to the newsletter listserv
- Contact Rosemarie Piccioni at [rup12@psu.edu](mailto:rup12@psu.edu) to be added to the VLN Core Team meeting
- Contact Annette Fetterolf at [ama1@psu.edu](mailto:ama1@psu.edu) to be added to the Operations Team
- Contact JeanMarie Jacob at [juj117@psu.edu](mailto:juj117@psu.edu) to discuss program opportunities

# Summary

- The VLN is all of us throughout the Commonwealth; thank you, everyone, for your role in this year's growth.
- We need everyone's ideas for the VLN's continued development and improvement; please continue to play a proactive role.
- If you haven't had a chance to, please get involved.