

Serving Adult Learners: Designing Retention Strategies for Student Success

Presenters

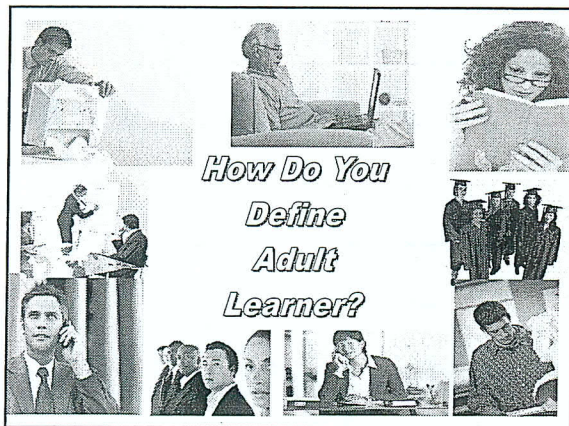
Halin Tavano

Susan Kottke

Michael Wolf

Summary

- Defining "Adult Learner"
- National trends
- Our student population
- What research says
- Empowering students to learn
- Removing the barriers to learning
- Wrap-up



Definition of an Adult Learner

An individual whose major role in life is something other than full-time student.

Arthur Chickering, National Commission on Higher Education and the Adult Learner

Facts & Figures of the 21st Century Adult Learner

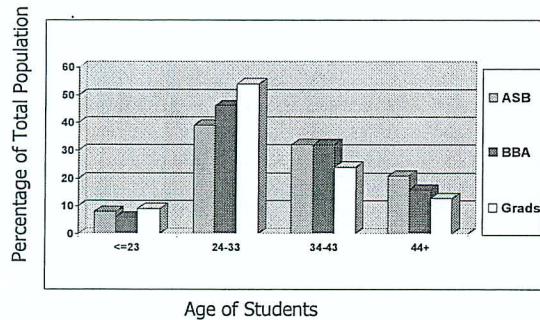
- 47% of "ALL" students are post 24-25 years old
- 35% of "ALL" undergraduates are Adults
- Median age is 38 years old
- From 1985-1996, Enrollment for Students over 35 yrs old increased by 65% (NCES, 1996)

Demographics and Projections in Adult Learners in the Academy, by Leo Bush

Our Adult Learner Program

- Cohort based degree completion program
- One course at a time
- Full time / year round
- Attend one evening per week
- Student Services

About Our Program



Malcolm Knowles

Being an effective instructor starts with understanding how "Adults" learn best

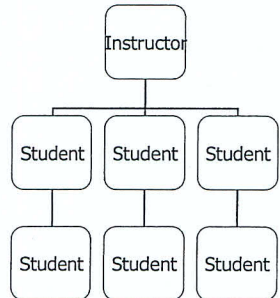
**Council for Adult and
Experiential Learning
C .A. E. L .**

SERVING ADULT LEARNERS IN HIGHER
EDUCATION PRINCIPLES OF EFFECTIVENESS
www.cael.org

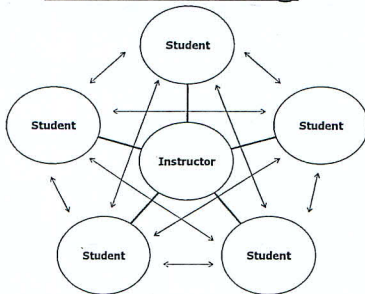
Comparing Traditional to Adult Learners

<u>TRADITIONAL LEARNERS</u>	<u>ADULT LEARNERS</u>
Other-Directed	Self-Directed
Similar	Diverse
Learner	Doer
Passive	Active
Future	Now
Receptive	Experienced

Traditional Learning



Adult Learning



How Adult Learners Retain Information

- 20% Of What They Read
- 50% Of What They See & Hear
- 80% Of What They Do
- 90% Of What They Do & Explain



**"If you always do
what you always
have done, you'll
always get what you
always got."**

Adam Urbanski,
President of Marketing Mentors Inc

What Can You Do?

Removing Barriers:
Ensuring Success

Address Needs and Wants

Have limited free time

Other priorities

Want convenience

Expect a workable plan

Expect to be treated like your best customer

Removing the Barriers to Learning With the Four C's

- Convenience
- Collaboration
- Communication
- Caring

Convenience

- Evening and weekend hours
- Tutoring
- Customer focus
- Open door policy

Collaboration

Student Services collaborates with other departments

- Academic Services
- Financial Aid
- Career Services
- Admissions



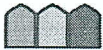
Communication

- Classroom visits
- Class representatives
- Leave of absence postcards



Communication

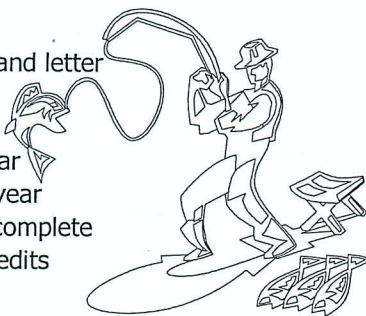
- Leave of absence postcards

 Medaille College <small>Accounting Learning Program</small>	
Return to Class Reminder	
<p>You are scheduled to return from your leave of absence on _____.</p> <p>• Books can be picked up at the reception desk after 5p.m., one week before the course starts.</p> <p>Please contact your study group prior to beginning the course.</p> <p>• If you do not plan to return at this time, please contact Student Services to discuss your withdrawal from the program.</p> <p>• Failure to return at this time will affect your financial aid distribution.</p>	<p>Ambeset Campus <small>20 Village Road</small> <small>Williamsville, NY 14223</small> Phone: (716) 421-1241 Fax: (716) 421-1246</p> <p>Rochester Campus <small>100 Corporate Woods</small> <small>Suite 100</small> <small>Rochester, NY 14223</small> Phone: (813) 373-8828 Fax: (813) 373-8827</p>

Caring

How We Get Back the One That Got Away!

- Follow up call and letter
- Contact:
 - 3x first year
 - 2x second year
 - 1x following year
- Send ways to complete outstanding credits



What Strategies Do You Use?

Questions?

**Benefits of Retaining
Adult Learners**

- It's more than the graduation rate...
- Motivated
- Bring experience
- Other students learn from them
- Instructors learn from them

The End
Thank You
