

NONTRADITIONAL STUDENTS

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Strategies to attract and succeed with adult learners

VOLUME 10, ISSUE 5

February 2008

Provide meals to keep students immersed in program

If you're an adult who is squeezing a weekend degree program into an already busy schedule, the last thing you need to worry about is how and where you're going to get breakfast or lunch. So why not simplify things for your students by making snacks and other meals a part of your weekend program?

Students participating in the Bachelor of Science in Organizational Leadership degree completion program at Illinois' Eureka College receive a

Use these strategies to recruit students for weekend programs

Recruiting students for her unit's Bachelor of Science in Organizational Leadership degree completion program is a challenge, said Karen Bruning, director of lifelong learning at Illinois' Eureka College.

"We strive to reach out," she said. "But we're a very rural campus, and we're kind of tucked away."

Here are some of the ways Bruning markets the program:

- **Open houses.** She works closely with area community colleges and makes sure her unit has a presence at these events.
- **Online ads.** Bruning runs them with some of her area's larger newspapers.
- **Mailings.** These are sent to students who have stopped out of programs at Eureka, as well as those who have earned their associates' degrees at community colleges.
- **Recruitment fairs.** Bruning attends area businesses' recruitment fairs. ■

hearty snack on Friday evening and a continental breakfast and lunch on Saturday.

By not having to leave campus to eat, adults can focus on just being students, said Karen Bruning, director of lifelong learning.

"We didn't want them to have to leave," she explained. "We wanted to build that networking time [into our program]."

Plus, students don't have to worry about paying for the meals because they are included in the cost of the program, Bruning said.

Here are more details about the Bachelor of Science in Organizational Leadership degree completion program:

Requirements. Students applying to the program must have already earned an associate's degree or at least 51 credit hours. The average age of participants is 33.

Cohorts. This program uses a cohort model, with groups starting about two to three times a year. The third cohort of the program started at the beginning of January.

The average size of each cohort is 14. The goal is to keep the number of students in each cohort fewer than 20, Bruning said.

So far, feedback from students regarding the use of cohorts has been positive, she added.

Structure. The program takes an average of 21 months to complete. Students must earn 61 hours, in addition to what they transfer in, to earn the degree.

To learn more ...

For more information about the Bachelor of Science in Organizational Leadership degree completion program at Illinois' Eureka College, visit www.eureka.edu/Academics/Programs/OrgLead. ■

They take one class at a time, with classes meeting every other weekend for three weekends.

On the weekends that students are in class, they meet for four hours on Friday evening and for two four-hour blocks on Saturday.

All courses are offered face-to-face.

The last weekend of each class, the professor from the next course comes to assign some homework. Books are also delivered.

“So students are always preparing for the next class,” Bruning said.

Most of the faculty teaching for the program are full-time Eureka faculty members with terminal degrees. However, there are also some adjunct instructors on staff.

PLA. Students cannot earn credit for prior learning.

For more information, you can contact Karen Bruning at kbruning@eureka.edu. ■