

## *Hosting on campus events for adult learners*

A big part of the RBA Today initiative is providing services on students' schedules. Whether you're planning on-campus open houses or events for registration or orientation, the following tips can help you keep your students' needs and perspectives in mind.

### *Helpful Hints*

- ✓ **CONSIDER THAT ADULT LEARNERS OFTEN HAVE BUSY AND DIVERSE SCHEDULES.** Offer alternative times to fit their needs. Don't offer two different programs at the same time on the same day of the week in different weeks. Prospective students might have obligations on that night of the week and would not be able to attend.
- ✓ **DON'T WASTE THEIR TIME!** Make it worth their effort and their trip to attend your event. Make the event as comprehensive as possible. By providing all of the services students would need to enroll and register at one event, including opening the bookstore and allowing them to get their ID made, you are simplifying the process. This helps minimize obstacles for the student returning to school, especially if the student has limited time or access to transportation.
- ✓ **REASSURE THE PROSPECTIVE STUDENT** in the invitation that this event is for non-traditional students and that adult learners will be attending this event with their peers, not a group of 18-year-olds.
- ✓ **INCLUDE ADULT LEARNERS IN CAMPUS LIFE AND MAKE THEM FEEL VALUED BY THE INSTITUTION AND PROGRAM.** Many adult learners are interested in student organizations, attending campus events, etc. Another idea is provide a small gift – like a T-shirt or travel mug – to students who enroll. This will give the students a sense of belonging to the institution and program and a way to show school spirit.
- ✓ **MAKE GIVEAWAYS AT THE EVENT RELEVANT TO YOUR AUDIENCE.** Adult learners might find travel mugs, coffee mugs, items for their travel to and from work, or items for their office or desk more useful than banners and decorations that you might provide to a traditional student to decorate their dorm room. However, it seems that everyone appreciates a T-shirt and it's a way for the student to show school spirit and promote the program in their community.
- ✓ **DON'T MAKE ALL PORTIONS OF THE PROGRAM MANDATORY.** Presentations that are optional (e.g. a campus tour) should be held after all of the mandatory portions have been completed. This will prevent students from staying for portions that are not relevant or important to them and allow the students to have free time to explore on their own or leave campus to take care of other responsibilities.
- ✓ **CONSIDER PROVIDING CHILD CARE OR ACTIVITIES FOR CHILDREN.** Providing activities for children will give adult learners who are parents the opportunity to focus on the tasks they need to accomplish or the information they need to obtain while at the event. For students with older children, you may want to provide video gaming stations or other self-directed activities. If you have enough youth in attendance, you could organize a small gaming tournament and provide small prizes to the winners. For younger children, Jupiter Jump and other inflatables are always fun. Also, talk with other departments of the institution (i.e. science or education) about providing experiments or exercises for the kids.

- ✓ **ENCOURAGE THE PROSPECTIVE STUDENT TO BRING A SPOUSE, PARTNER, OR FRIEND** who might be interested in the program or to serve as support for the student. It is important for the members of students' support networks to understand the program and how they can be supportive.
- ✓ **HAVE A VETERANS' AFFAIRS REPRESENTATIVE PRESENT.** Veterans often have many needs and questions that might not be easily answered. Having someone well versed in veterans' needs and opportunities will help save time and frustration. Most institutions have a veterans' affairs contact and often times they are located in the student services or registrar's office. Contact this person in advance and request their attendance at the event to support the veteran students. It might also be helpful to have an online event or webinar where students can ask the veteran's affairs contact questions even without coming on campus.
- ✓ **HAVE A FINANCIAL AID REPRESENTATIVE PRESENT** to assist with financial aid questions.
- ✓ **CONSIDER YOUR STUDENTS' HOME LOCATION.** Utilize online resources, virtual meeting space and outside venues to accommodate students' schedules and availability. This also eliminates travel time and can prevent the need for the student to make arrangements for childcare, etc. Archive presentations online so that students can view the material on their schedule if they were unable to attend in-person.

***Services to provide or topics to cover at campus events for adult learners:***

- ✓ Overview of the Program – what to expect, academic requirements, anticipated time requirements, options for college credit for RBA, portfolio development, etc.
- ✓ Registration – Provide information for registration not only for this semester, but also for subsequent semesters. Many adult students feel more comfortable if they are able to anticipate their academic commitments well in advance.
- ✓ Financial Aid
- ✓ Academic Support Services
- ✓ Course Delivery Information – how to access online learning courses, etc.
- ✓ I.D.'s (and the benefits of having a university I.D.)
- ✓ Career Services
- ✓ Computing Accounts
- ✓ Bookstore (optional)
- ✓ Parking Pass (optional)
- ✓ Campus Tour (optional)
- ✓ Campus Dining (optional)

***We want to hear about your events!***

**Let us know at least one month in advance, and we will post your events on CFWV.com.**

You can submit your event by:

- ✓ emailing Jennifer Wood at [jwood@hepc.wvnet.edu](mailto:jwood@hepc.wvnet.edu);
- ✓ calling Jennifer Wood at (304) 558-4614; or
- ✓ submitting the online form at <https://www.surveymonkey.com/s/rbaoncampusevent>.

What you need to provide in your submission (regardless of your submission method):

- ✓ Contact Information - Please make sure that the contact information provided is for the person a student should contact if they need more information on the event or if they have any issues or questions.
  - Institution:
  - Address:
  - City/Town:
  - State:
  - ZIP:
  - Email Address:
  - Phone Number:
- ✓ Date and time of your event
- ✓ Any logistical details (e.g. location of the event, etc.)
- ✓ URL (web link) where prospective students can register
- ✓ A short description of the event