



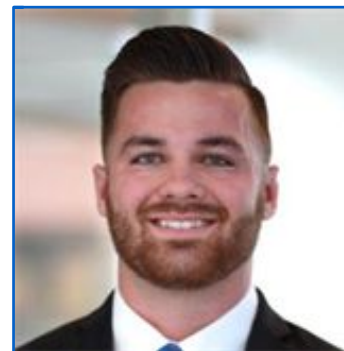
Penn State World Campus Conversion, Retention and Alumni Engagement

Board of Trustees Outreach, Development, and
Community Relations Committee

October 19, 2023

The Penn State World Campus Student

- **The average age** of the World Campus student population **is 31**.
- **The majority (76%) of Penn State's World Campus students** are pursuing their degrees part-time
- **Less than 10% of World Campus students** are full-time students who are considered first-time students.



Tim Kluska
Bachelor of Science in Finance



Stacey Gustavson
Master of Education in Higher Education

Conversion

UG application redesign tailored to online learners:

- Approximately **40%** of those who started the application each year did not finish it and get to this question. **Redesign has moved this question earlier.**
- Application now **skips** questions about high school experiences and activities based on the applicants' date of birth.



Application Setup

Welcome, William!

Let's start by customizing your application and identifying the majors available to you at Penn State

* required fields

How would you like to complete your degree? *

On Campus Online

Retention



Retained students to their second semester*:

- **75.1%** of adult learners (age 24 and older) were retained to their next term.
- **74.2%** of first-year students were retained over the same period.
- **70.9%** of military students were retained over the same period.

*Data available through 2021-22

Alumni Engagement

By the numbers:

- World Campus has graduated more than **36,000 students** from its degree programs.
- Over the past five years, an average of **8,615 course enrollments** in World Campus annually are attributed to students enrolled primarily at a residential Penn State campus.



PennState
World Campus

CONVERSION, RETENTION & ALUMNI ENGAGEMENT



Questions:

How might we engage and leverage Penn State's broad reach to positively impact our students' and graduates' sense of belonging in the myriad of locations they represent?

How might we leverage the opportunities created because of their positions in the workplace, military, and communities to increase engagement with others at Penn State?



Thank you!



PennState
World Campus

CONVERSION, RETENTION & ALUMNI ENGAGEMENT