



UNIVERSITY OF
SOUTHERN INDIANA[®]

Center for Adult Learner Success



Director

Kristie
Byrns



Marketing Manager

Paige
Rogers



Adult Learner Intake Specialists

Nicole
Glover



Courtney
Woehler



Laura
Acchiardo



Jennifer
Burke

RC
Lehman



**Adult
Learner
Support
Specialists**

“The pandemic is more than a public health crisis with severe economic implications. As we all know, it graphically revealed extreme inequities and engrained social problems, requiring a rethinking of how our institutions function. Universities can and should play a central role in that rethinking.”

- The Council for Adult and Experiential Learning (CAEL) -

70%

of students are working adults,
and more than two-thirds of them
work at least 15 hours per week ¹

1/4

of the student population
is over 24 years of age ²

1/3

of individuals who enroll in college
still lack a postsecondary
credential 8 years after enrollment ³



In Indiana

an average of 48.3% of adults ages 25-64 have attained at least an associate's degree

In Vanderburgh County

the attainment rate is only 39.7%



01

Lilly Grant: Phase I

Adult learner assessment report

02

Talent 2025 Partnership

40 organizations (regional businesses
and higher education institutions)

03

Michelle Weise

Adult learner symposium

04

Lilly Grant: Phase II

Three-strategy proposal

Meet Indiana workforce needs through career readiness/
advancement opportunities for adult learners



Pathways

Create/Expand USI
degree/certificate/
non-credit programs
for adult learners



Communication

Develop and implement
a communication/
marketing plan for adult
learners and area employers



Access

Design seamless
process/system from
admission through
graduation for adult learners



Outcomes and Performance Indicators
Create Metrics and Collect Data to Report Success

Performance Metrics and Targets



Pathways

3 employer partnerships

2 new program offerings aligned with skill gaps

20 displaced workers enrolled in a USI program



Communication

1,000 leads generated

15% enrollment yield

average response time of 48 business hours



Access

4 key processes aligned with needs of adult learners:

1. recruitment
2. admission
3. matriculation
4. enrollment



Learn

Research the adult learner market and meet with key stakeholders and campus resources



Plan

Use personal adult learning experiences and additional knowledge gained to develop an informed path forward to engage our target audiences



Implement

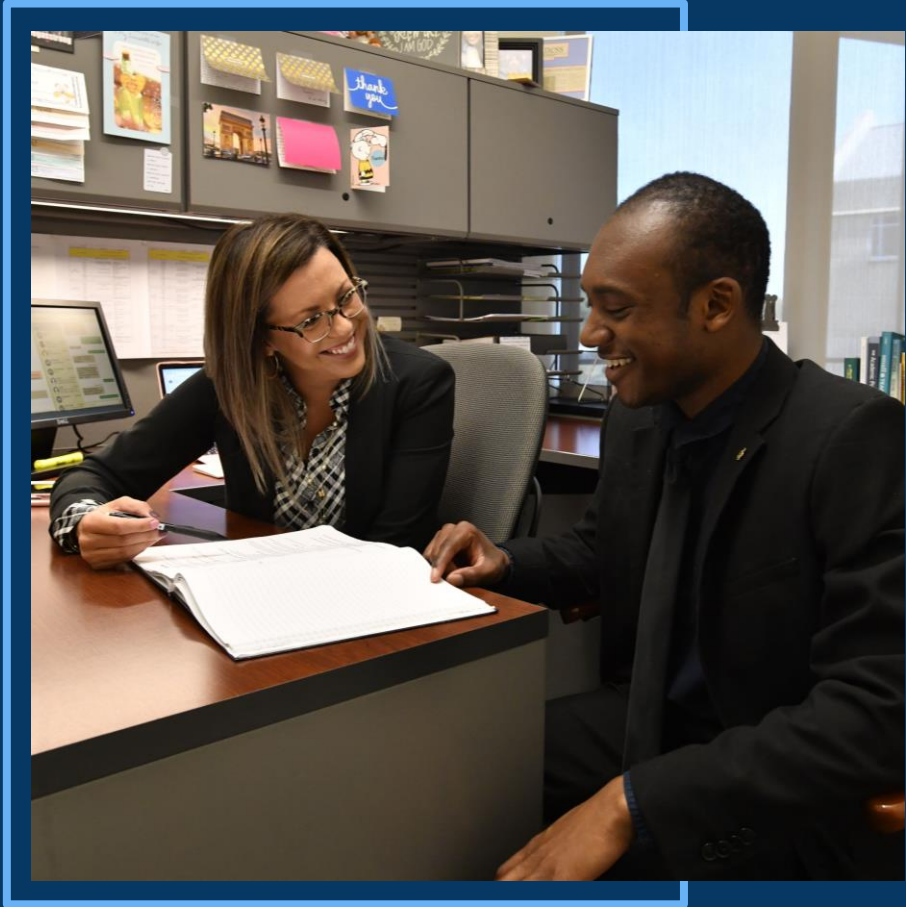
Utilize marketing and networking abilities to communicate USI's offerings specific to the adult learner population



Adjust

Analyze success of CALS efforts via enrollment statistics and feedback to then modify established plan of action

**We're here to improve
operational effectiveness
to enhance the experience
of adult learners.**





FROM HERE WE SOAR.

Feel free to contact me.

Kristie Byrns, Director
University of Southern Indiana
Center for Adult Learner Success

Email: klbyrns@usi.edu
Office: 812-465-1036
Cell: 812-483-0270