Improving Climate for Nontraditional Students

A Case Study

► Process Improved:
Climate on UW-Madison campus for nontraditional students

► Unit(s):
Adult and Student Services Unit in the Division of Continuing Studies

► Customers of the Process and Their Needs:
Community adults interested in returning to school and seeking a positive climate when they become students at UW-Madison

► Problem/Opportunity Statement:
How can we facilitate communication and demystify the large university for adults starting to think about a return to school?

► Changes Made:
Increased outreach visits to libraries, bookstores, government agencies, community agencies, community festivals and employer sites to expand access

► Results to Date and Expected:
Increase in number of adults served and adults attending workshops

► Lessons Learned:
Location and access are critical. We need to be out in the community answering questions and building networks. Follow-up is critical service.

► Next Steps:
Evaluation of outreach expanded services this summer and fall, then prioritizing sites based on results.

► Contacts:

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