

CAMPUS

PSH plans to recruit in neighboring states

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Capital Times Staff

In an effort to increase enrollment and awareness both out-of state and locally, Penn State Harrisburg has expanded its recruiting territory and combined with Harrisburg Area Community College in a dual enrollment agreement, according to Ed Escalet, director of undergraduate admissions.

The Admissions Office at PSH is expanding its recruiting territory into New Jersey and New York. PSH recruitment was previously limited to Maryland and the commonwealth campuses of Pennsylvania.

The 12 percent decline in nationwide high school graduates over the last five years, expected to continue into 1995, has been substantial enough to warrant expanding this recruiting area, Escalet said.

Penn State Harrisburg does much of its recruiting from community colleges, according to Escalet. As HACC recruits, the students become more aware of PSH. A strong working relationship previously existed between the two schools, but this agreement formalizes that relationship and allows for earlier monitoring of the students' progress.

PSH and HACC advise the students to assure that they take the right classes so that the transfer process will be much easier. Local high school students and HACC students can now look at PSH as an option earlier.

Students realize they can stay in the area and still receive a four-year Penn State degree, Escalet said.

"This program will enable Penn State Harrisburg to reach the high school population through HACC," Escalet said. "Essentially, HACC will help

recruit students for us.

"HACC is in a tremendous growth period. As they grow, we draw more potential students."

HACC's enrollment is currently at 8,000 and the local community college is expanding into Lancaster County, Gettysburg, and Lebanon. About twenty percent of PSH students this semester came from HACC.

PSH will extend this agreement to other two-year schools. An agreement with Philadelphia Community College is currently in the talking stages, Escalet said.

New Jersey's many community colleges house large numbers of students, and 46 percent of New Jersey high school graduates attend out-of-state institutions. This makes New Jersey an obvious target for recruitment, he said.

Escalet added that New York high school students tend to feed into the New York system of higher education, but PSH wants to be an option for New York students.

PSH students currently come from Pennsylvania, Maryland, New Jersey, New York, and Ohio. Some graduate students come from as far away as Turkey, Arabia, China, Taiwan, and Japan. Sixty percent earned an associate's degree prior to attending PSH.

This fall PSH plans to visit 10 community colleges in New Jersey and six in New York. More could be added to the list in the spring, Escalet said.

The admissions office staff will be back at full strength for the new recruitment effort.

In the fall of 1988, the admissions office, normally with four employees, was staffed at two. Now working at full staff again, "we are able to tackle the things we need to do and expand a little bit," Escalet said.



photo by Denina C. Benson

Penn State Harrisburg ROTC members lower American flag at a veterans' memorial ceremony Nov. 9 in Vartan Plaza.

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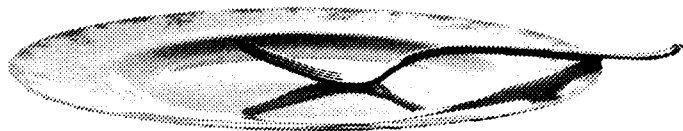
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