Adult Student Program Development

Academic program development and program management is a critical skill for many jobs in higher education. A growing market in higher education is adult and nontraditional students, and that demographic has needs and requirements that are different from the traditional-aged undergraduate student population. For example, most adult students work, have families, and have very limited time to take classes. Hence, offering classes at night, on weekends, or in hybrid online and night/weekend formats is essential to attract adult students.

This initiative focuses on learning the essential skills associated with academic program development, including marketing and market research, engaging with academic units, working with campus facilities, student services, and enrollment management. The individual who successfully completes this fellowship will have gained experience in each of these areas through the identification, development, and administration of one undergraduate program offered at night or on weekends on the Marquette University campus.

This initiative will be supervised by the Chief of Digital Learning and will interact with administrators in the above areas as well as with select faculty.