

### In what ways can we best utilize the Maker Space to enhance academic excellence?

- offer some space to the community to bring in people to the building to see some work taking place
- attract high school STEM students to makerspace
- It can be a good space for defining problems and considering solutions as a valuable learning exercise. I'm not sure we have the student expertise required for true industry-level solutions (especially in medical tool and technology applications)
- be local leader in VR and augmented reality applications
- Host events at local companies
- Summer programming when students have more time
- Certificate in entrepreneurship
- Add an entrepreneurship class or major / minor
- visualization of space and potential use
- offer continuing ed and accredited classes there particularly focused on topics related to some projects there
- LVEDC - showcase the new Makerspace like they showcased Crayola
- Is there a Maker Space website?
- Develop list of potential problems needed to be solved and start discussions in courses
- Provide transportation and publicize within the Allentown school district
- edsgn 100 sponsored by company project
- show success of maker space as reason to bring master degree programs to psu-lv
- Promote interested/externships with local companies
- Advertise and highlight that undergraduate students own the IP of their projects.
- Bring students to the space and let them feel "at home" so that they are open to experimenting.
- Many small manageable projects to reach the most students
- Dual enrollment opportunity/Women in Science and Engineering

## Slido Poll Results

All Campus Day  
January 6, 2017

- Attract top quality interns
- take surveys of local industry to establish needs
- Need to figure out who will own the ideas /results / products that corporations ask faculty and students to work on
- Potential art space for larger projects
- Ease transportation between campus and the maker space site
- Get Engineering Club involved
- Provide mentorship
- Expanded lab space
- Early project success to promote concept
- To create prototypes for labs, business concepts, proof of concept ideas
- Establish collaborations with industry partnerships in specific areas of community need
- Specifically encourage female engineering students, for whom societal impact tends to be important, to get involved
- Coordinated "Dog and pony" shows to multiple companies to let them know about this MakerSpace
- Synergies with what we are teaching in class and opportunities to make products
- Partner with STEM faculty.
- SRA space
- Can also use as a recruitment tool by staging events/opportunities for high school and middle school students
- Encourage student internships to work on various projects
- Provide internships to students
- Off site classes held there
- More corporate collaborations to come up with real world problems
- free parking

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How can we best communicate our fundraising priorities at various events or functions?

- LinkedIn
- host event that has the opportunity to donate different levels that are tied to specific things. Such as donate \$250 to cover one student's books, Or donate \$1000 to cover one course for one student etc. making the levels accessible to all.
- "Paving a way to student success" names on pavers/bricks
- More Patti and her team!
- When employees attend extra events to support campus, alumni, give them a little flex time
- students who receive scholarships write letters of impact to the funders
- Patti and her team are doing an awesome job
- Showcase additional majors that can be started at psulv such as engineering, biology, chemistry, etc
- look for common point of interest
- Bricks that establish a new walkway and community garden to the promenade shoppes
- Allow students to share their own stories about how financial support has helped them to pursue their dreams.
- Publicize companies that have matching gifts programs for alumna and others
- Fish where the fish are - target deep pockets!
- An annual report that shows how we've invested in campus, community, and students
- Capture the reasons: Why do students love it here?
- highlight metamorphose success
- stand and walk around. Don't sit and hide.
- Bricks
- what are 3 statements - what are we the best at? similar to the three campus initiatives
- Continue alumni more( like Shane McGee)
- inform community more often of progress
- Encourage faculty and staff to join local boards and advertise their participation as we are Penn State in your local community

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- Senior class gift--early giving program and s of one at commencement
- yreat large donors with the dignity they deserve for their gifts
- post graph or chart in easy site on campus and the web site w goals and updates
- create a shadow/mentor program with alumnae and business professionals with our students
- Tell the story of scholarship recipients
- ensuring recipients acknowledge scholarships by sending thank you letters and the impact.
- example: University of the Sciences in PA - banners all around the campus "Salary after attending average \$95,800 - top 10 in the nation" What are we "top 10" at?
- Targeted goals...(ei: repaint the building)
- Highlight Penn State Lehigh Valley alumni and their accomplishments
- Flash mobs?? :-)
- ensuring recipients acknowledge scholarships
- Now that 3 imperatives are published - give more definition and knowledge about signature focuses, launchBox including initiatives,
- capture stories and promote why large benefactors give and what they receive in turn for their gifts!
- profile donors about why they give and publicize
- Plant seeds in current students about opportunities to give back to campus post-graduation/ once established in careers.
- Our alumni
- establish themes every year and target activities that support the priorities across the board/campus
- More PSU swag to wear in the community
- Emphasize success stories from previous scholarship recipients, to demonstrate the effectiveness of donating to Penn state
- Highlight naming opportunities
- Knowing exactly what the items are under each focus area
- Move out of comfort group to meet and talk with people you haven't met yet.
- include. fundraising updates and needs on regular emails/constant contacts sent to alums
- Quick video at events explaining campaign

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- provide PSU gear for faculty and staff to wear in public walking advertisement
- Our students and their accomplishments!
- Event connecting scholarship recipients with donors. Matching donor with recipient to make personal connection
- Campaign reps to target different populations
- Sponsor, donor, and recipient jointly discuss value
- Highlight student experiences and how gifts benefit
- Gala event
- Sponsoring local events
- Don't be shy.
- wine and cheese
- Stories of past recipients of scholarships
- More takeaway promotional materials
- Have students speak about what scholarship means to them
- Raffle tickets with questions about PSLV funding priorities
- Have people present who will benefit and can energetically advocate for the projects of interest.
- Traveling exhibit about fundraising initiatives at all psu community and alumni events
- Infographic
- The more you give, the more you get!
- Demonstrate ROI--what are we doing, what can additional resources help us do for/with students
- Great swag!
- More sweat!
- The website!

### What specific recruitment and retention strategies can Penn State Lehigh Valley utilize to aid in our enrollment efforts?

- Revise the HDFS course to focus on academic concerns: writing & study skills, academic integrity, library resources & research skills, application of degree programs to future jobs/careers.
- Right editorials in the paper
- Changing mindset for students college is more work than high school
- Make sales calls using 3rd party
- Put a dome over the basketball court
- give swag bag as incentives for activities like open houses
- Engage families in understanding new majors
- more outreach programs for ist - women in technology, coding camp, etc.
- Pathway to non-traditional adult teaching credential
- Free coffee for faculty and staff
- Clear pathways to jobs after getting degree
- Gym!!
- More family involvement
- Build a dorm & gym
- Less open door policies
- clarify how notifications work in starfish - what is the difference between starfish and the new "form for early intervention?"
- More open door policies
- Host an on campus Declare Fair event to celebrate deciding on a major- making a push for our degree programs
- Implement metamorphosis ideas such as signage at entranceways and Penn State logo and one center hall and I on staircase
- More food options
- Build a dorm

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- Appeal to parents of potential students with extra incentives to attend Penn state such as free textbooks
- better food service
- Attach study/tutoring hour to courses that tend to challenge students
- Science and technology bldg Yes!
- better food
- Include students in scholarship committees for Women's commission/
- camp like sessions in may with schools
- Upgrade, improve and expand, the Lions den. Add selection, coffee bar, and more food trucks
- increase dual enrollment courses
- More community service projects - faculty, staff, students
- Smart boards
- flag all "change of campus" and transfer from other university for the mentor program.
- Outreach to boy scout/girl scout troops to help them earn badges in academic related areas
- Science and technology building
- Metamorphose continuation - show results from first year actual projects
- Improved campus climate
- money for technology innovation
- Get into more high schools / every high school in the area
- Invite famous graduates to talk at events
- Satisfy employee and staff needs and their joy will "trickle down" to students. A better atmosphere overall.
- High school recruitment program
- Pictures of students having fun learning...post everywhere
- Replace indoor benches with softer seating
- Online advertising
- Another building
- joint projects with high school classes
- More open house events

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- Publicize employment rates upon completion of internships
- Use OER resources to minimize textbook costs
- build a sense of community
- Advertise at movie theater
- work study opportunities to keep students on campus
- Reach out to parents high school students about Penn State Lehigh valley: programs, cost, scholarships, internships and job placement
- More hangout space for students
- showcase the expertise of faculty to students
- Post-bac opportunities for students to continue with us
- Improve FTCAP to reduce "cheating"
- Advertise at Artsquest events
- Have each student pair up with staff and faculty. This would mean a faculty and staff member would have multiple students to contact and get to know. This could be one meeting a semester.
- Reduce sterile environment by softening common areas
- Yes coffee bar
- Better retention of faculty and staff
- Major expo for DUS for LV majors run by coordinators
- Promote more 2 + 2 programming
- Retention specific -- Send out reminder for Early Intervention Form link during 3rd/4th week of classes
- coffee bar
- Maximize social networks such as Twitter Facebook and Instagram
- Scholarship contact for students who are seeking additional money for assistance with their tuition and expenses.
- Sponsored open lunches or dinners
- Internships
- create a leave behind DVD about specific majors highlighting the value of a major after graduation
- Public/ or shuttle for Transportation from Bethlehem area to campus.

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- Virtual reality and other forward thinking technology
- Build dorms and a gym
- Study skill support
- Leverage Psu brand
- Celebrate internships up posters on campus billboards are articles in Lehigh valley magazines
- more visible student space
- pre-college pathways
- Out advertise our local competitors
- Onsite at high schools
- More scholarship based and need based stipends/awards/etc
- More 4 year degrees
- Converting non-credit students
- Advertise Scholarships
- Mentoring throughout our network
- Student housing
- have penn state LV info at EVERY alum and community event...brochures,swag
- \$
- Make students aware of resources
- fun engaging activities
- Scholarships
- Large group events
- Student union
- Invite community org into building to add in enhancing awareness
- Mentoring throughout our network
- It comes down to money
- meet with arts administrators in the community
- Scholarships