

HITEC Presentation

<https://www.highimpact-tec.org/sessions-2023/>

Thursday 10:30–11:15

Starting a Project to Address Diversity, Increase Enrollments, and Meet Industry Needs

The ACABT grant is well into its first year and just starting to get rolling. Working with community-based organizations and industry and internally at the college has been challenging, but it is all starting to come together. This presentation will cover the efforts of Milwaukee Area Technical College (MATC) to bring project information to underserved areas of Milwaukee. These efforts include (1) finding and working with CBOs, (2) understanding funding mechanisms for scholarships and grants (local, state, and federal), (3) reviving industry relationships that provided letters of commitment two years old, and (4) recruiting efforts (and challenges) for workshops hosted in the community to market the opportunities.

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MATC ACABT NSF GRANT



<https://sites.google.com/matc.edu/bas>



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Starting a Project to Address Diversity, Increase Enrollments, and Meet Industry Needs

A Year One Summary of an NSF ATE Project Grant

Access to Careers in Advanced Building Technology

Bonnie Griffin & Ted Wilinski

Milwaukee Area Technical College, Milwaukee WI



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ACABT Goals

1. Meet Industry Need for Skilled and Advanced Building Automated Systems Technicians (BAS) and Facilities Maintenance Technicians (FMT)
2. Increase recruitment and retention of students from underserved communities



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ACABT Goal 1 - Meet Industry Needs

Advisory Committee Participation

- Development of digital badges, pre-apprenticeships
- Contributed to revisions to the curriculum to best meet industry needs



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ACABT Goal 2 - Increase Recruitment and Retention

Proposed three workshops - facilitated four workshops

- Approximately 654 registered / 84 Attended



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CBOs - Community Based Organizations



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ACABT Goal 2 - Increase Recruitment and Retention

Proposed seven outreach activities / facilitated 15

- Targeted recruitment efforts for BAS program
 - Videos
 - Social Media Push
 - Strengthen internal partnership with advisory, pathways, student services
 - Partnered with community based organizations (CBOs)

Retain 50% of ACABT students

- Currently working with Pathway advisors to determine best practices



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ACABT Year One Key Learnings

1. Effort it takes (everything, everywhere, all the time)
2. Better understanding of an aspect of CBOs and what drives them
3. The numbers, from recruitment to the classroom so far
4. Benefit to the college's program (in this case, Building Automated Systems)





Industry Partners

1. Addressing changes since initial proposal and LOCs
2. Recruiting industry partners for speaking at workshops
3. Part time employment to students while taking classes toward digital badges or pre apprenticeship.
4. Benefit to programs
 - a. Speak in classes
 - b. Donations
 - c. Hiring our students (full time)





Internal Educational Partners

Leveraging internal resources

- Marketing
- Recruitment
- Workforce development) to increase enrollment of a new program

While respecting already established internal department dynamics



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Re-Branding



1. Changed name to BAS from ABS
2. Changing the perception of a career in the trades

As evidenced by the HPBOP, The BEST Center (hpbop.org)



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Workshop & Lab

Training and Careers in **Building Automated Systems** *and* **Facilities Maintenance Technician**

Monday, June 12

Silver Spring Neighborhood Center, 5460 North 64th Street, Milwaukee

Agenda

10 AM	Introduction <ul style="list-style-type: none">● Overview of the day - Employ Milwaukee and <u>MATC</u> - <u>Ted</u>, Erik, and Courtney<ul style="list-style-type: none">○ MATC Digital Badges and PreApprenticeship○ Funding, Grants available○ Job Opportunities while taking courses at MATC
11:00 AM	10 min Break
11:10 AM	Hands On Lab - Thermostats & Voltages used in controls
Noon	Lunch - Guest Industry Speaker - Paul Schueller@franklinenergy.com
12:30 PM	15 min Break
12:45 PM	Hands On Lab - Using a Digital Multimeter
1:45 PM	Wrap Up <ul style="list-style-type: none">● Survey● Review of the day and the Opportunities● Call To Action:<ul style="list-style-type: none">○ Enroll in courses at MATC○ Complete a Digital Badge or PreFMT
2:00 PM	Workshop Ends



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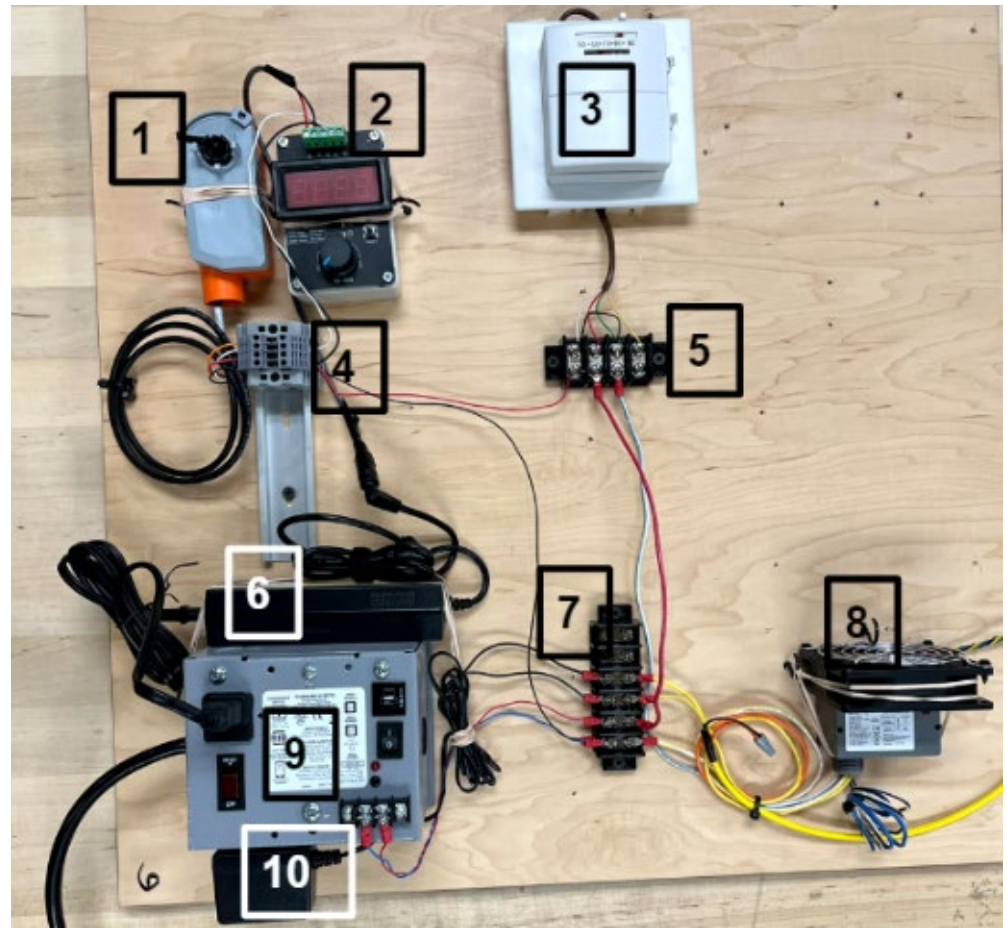
2:00 PM

Workshop Ends



Workshop & Lab

- Trainers attract people
- Food an issue
- Checklist
- Handouts
- Rooms too hot! (but used as a troubleshooting example for workshop)



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Take Aways!

1. Takes a mammoth effort
2. It is the numbers, the more marketing and being out there the better.
3. Having a person at the workshops who can register people on the spot is important
4. Having a hands on activity is important
5. Having a give away seems less important
6. Having multiple people to help onsite is important:
 - a. Sign people in as arrive
 - b. Help with hands on
 - c. Register people
 - d. Explain different programs
 - e. Industry representatives





Questions?

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