

Recruitment and Retention: 10 Strategies That Can Work for You

The information provided is extracted from NSF publications or comes from presenters' knowledge and experience as ATE PIs. It does not speak for the National Science Foundation

Thursday, July 27
8:15 – 9:00 am

The Problem

➤ “How to make it happen”

Introductions

Pamela Silvers, Co-Principal Investigator
Mentor-Connect: Forward: Leadership Development and Outreach for ATE
Professor Emeritus - Asheville-Buncombe Technical Community College
Email: pamela.silvers@fdtc.edu

Terry Bartelt, Involved in over 15 grants including NSF ATE projects.
Author of 3 textbooks, instructor emeritus at Fox Velley Technical College;
Email: barteltt@gmail.com

Esperanza Zenon, Professor, River Parishes Community College,
PI - Advanced Industrial Instrumentation Control Technician Training
Email: ezenon@rpcc.edu

Recruitment

- 10 Establish a strong working relationship with the recruiting “team or people” on your campus
- 9 Share program data and stats with IR and Administration when available
- 8 Do Your Own Recruiting
- 7 Recruit Part-Time Students
- 6 Use strategic marketing materials

What you say:

We are going to increase female enrollment

We will retain all students

We will broaden participation

10

Establish a strong working relationship with the recruiting “team or people” on your campus

- Participate in recruiting visits when possible
- Share recruiting materials specific to your programs with the team
- Share potential contact with the recruiting team
- Invite recruiting team to industry fairs and events

Recruit



Share program data and stats with Institutional Research and Administration when available

- Program specific surveys and data
- Suggest ways to measure and address gaps
- Share feedback from industry partners

7

PICTURE YOURSELF IN TECHNOLOGY




➤ Include targeted populations in marketing materials



10

Recruit



Do Your Own Recruiting

- Faculty take ownership of program building
- Make an effort to recruit when the opportunity arises

Goal: 1 Student per Week

8


Retain

Retention

- 5 Maintain strong connections with industry
- 4 Offer alternative learning formats
- 3 Be intentionally inviting
- 2 Plan how you will do group work
- 1 Be authentic



11

Recruit




Recruit Part-Time Students

- Offer alternative, flexible schedules
 - High school teachers via evening and summer courses
 - High school students via dual credits
- Offer certificates
 - Customized company certificates
- Inform graduates of updated courses they may want to take

9


Retain



Maintain strong connections with industry

- Work with industry to establish KSAs and relevant curriculum
- Invite industry to interact with students in classroom or college settings
- Arrange for industry partner site visits for incoming and current students

12

Retain 

Offer Alternative Learning Formats


Hours of Operation

- 7:30 am to 9:30 pm on Monday - Thursday
- 7:30 am to 3:30 pm on Friday

Instructor Schedules (3 Instructors)

- Section A 7:30 am to 12:30 pm (M-F)
- Section B 9:30 am to 11:30 am (M-F)
12:30 pm to 3:30 pm (M-F)
- Section C 3:30 pm to 9:30 pm (M-Th)


13

Retain 

Offer Alternative Learning Formats (Continued)

Conversion from Multi-Credit Courses

- All 1-credit courses
- Stacked Classes (Offered at all times)
- Customized Certificates (National Certifications)
 - Ideal for upgrading technicians working in the field
 - Elective Courses for other programs
 - Easier to give advanced standing/credit transfer
 - Accommodates accelerated students
 - Minimizes penalty for incompletions
 - Accommodates students who need to take a light load

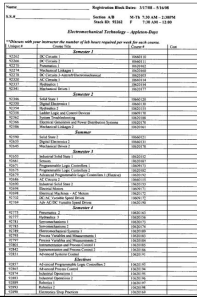
Retain 

Offer Alternative Learning Formats (Continued)


8-week grading periods

(2 per semester & 1 each summer)

- Students can start the program 5 times each calendar year
- Classes seldom canceled
- Courses offered at all times
- Accelerated learning
- Equipment Savings




14

Retain 

Be Intentionally Inviting

	Intentional	Unintentional
Inviting		
Uninviting		

17


Retain 

Offer Alternative Learning Formats (Continued)

Advantage - Flexibility

Accommodates


- Full-time students
- Part-time students
 - Incumbent workers
 - Swing shift workers
 - Students with families (single parents)



15




Retain



➤ Plan how you will do group work

- Determine what YOUR goal is
- Planned vs. random groups
- Avoid bias when creating groups
- Activities - Make sure everyone gets the experience



19

Contact Us:



Esperanza Zenon ezenon@rpcc.edu

Terry Bartelt barteltt@gmail.com

Pamela Silvers pamela.silvers@fdtc.edu


22




“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou





20



Leadership Development and Outreach for ATE

NSF DUE #1840856

Elaine Craft, Principal Investigator
SC ATE Center of Excellence
Florence-Darlington Technical College - Florence, SC 29501-0548

This material is based upon work supported by the National Science Foundation Grant No. 2227301. Any opinions findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

23



QUESTIONS

21