Effective Outreach and Recruitment: Special Populations

August 20, 2015

The Webinar Begins At 3 PM Eastern
Webinar Details

• For this webinar you will be in listen only mode using your computer or phone
• Please ask questions via the question window
• This webinar is being recorded – you will be sent a recording link
Disclaimer: This material is based upon work supported by the National Science Foundation under Grants # 1205077 and # 1261893. 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.
The CCTA IS Led By

- **National Center for Convergence Technology (CTC)** based at Collin College in Frisco, TX (lead)

- **South Carolina ATE National Resource Center (SCATE)** based at Florence Darlington Technical College in Florence, SC

- **Florida ATE Center (FLATE)** based at Hillsborough Community College in Tampa, FL

- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** based at City College of San Francisco in San Francisco, CA

- **Networks Resource Center** based at the Maricopa Community College District in Phoenix, AZ
CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees
  - Success coaching
  - In-person convenings
  - Knowledge management / best practices
  - Peer-to-peer learning
CCTA Activities are Relevant for:

- Department of Labor grants
- National Science Foundation Projects and Centers
- Workforce-oriented programs of all kinds
Deliverables

• Topical Webinars and Teleconferences On
  – Existing and new solutions
  – Live/recorded with attendee Q&A
  – Archived on www.atecentral.net

• Other online media including videos and transcripts
Deliverables Continued

- Invitations to regional discipline-specific conferences
- Identify and document best practices
- Host convenings
Mike Lesiecki, Director, Maricopa Advanced Technology Education Center (MATEC)

Dr. Gemma Frock, Vice President, Education and Training at Aiken Technical College, Round IV TAACCCT

Pamela Silvers, PI, NSF ATE Grant: Skilled Workers Get Jobs 2.0: Appalachian Impact

Anthony Manupelli, Series Producer ATETV
Poll #1: Your Affiliation

A. I am involved with an NSF grant
B. I am involved with a TAACCT grant
C. Both
D. Neither
Aiken Technical College
Veterans to Careers

Dr. Gemma K. Frock
Organizations and Strategies to Connect with Veterans

- Community Workforce Investment Boards
- Economic Development Partnerships
- Military Installation Connections
- Social Service Agencies
Joint Efforts & Relationships
Community & Economic Relations

• Coordination for educational funds & grants
• Joint presentations & veteran outreach
• Tout the benefits for hiring veterans
Connections
Military Installations

- Military transition presentations
- Career Service Programs
- Military Occupational Specialty (MOS) crosswalks
- Army Continuing Education System (ACES)
Social Service Agencies

- Leveraging of resources & services
- Joint outreach
- Partnerships
Veteran Support and Services

- Understanding the depth & breath of MOS training and development
- AVETS: Accelerating Veterans Education & Transition
- AWP: Augusta Warrior Project
Veteran Support and Services

- Veterans to Careers
- Veterans Student Organization
- Veterans Lounge & Help Center
Individuals Safely Training to Achieve Climber Credentials
iSTACC Grant

- Increase opportunities for veterans to earn college credit for an entry level position in the telecommunication sector
iSTACC Grant

- Associate of Applied Science in Telecommunications
  - Stackable credential model
  - Industry recognized certifications
  - Articulation to a bachelor of science degree
Telecommunications
Stackable Credentials Leading to an Associate Degree

Tower Technician 1
(Authorized Climber)
- Orientation
- Introduction to Tower Construction
- Introduction to Wireless
- Safety-Responding to Emergencies (OSHA 10, First Aid, Basic Life Support, RF)
- Advance to Tower Safety (Rigging, fall protection etc.)
- Cable Accessories & Standards

Tower Technician 2
(Competent Climber)
- Tower Inspection & Maintenance
- Advance Rigging Techniques: Ginpole use on Monopoles
- Safety Standards: LTE Component Access, Anritsu
- Advance Climbing: Safety & Unsafe Conditions
- Interpersonal & Social Skills

Tower Technician 3
(Foreman)
- Crew Management & Leadership
- Project Management & Blue Print Reading
- Ethics & Telecommunications Decision
- Mathematics
- Technical Writing
- Social Science Interviewing skills

Specialty Area
- Antenna and Line
- Stacking/Ginpole
- Modification
- Plumb & Tension
- Microwave
- Broadcast
- Structural Welding

Face-to-Face Delivery
(Current Certificate) 16SH
Online Delivery
(Grant to Develop) 16SH
Online Delivery
(Grant to Develop) 16SH
Online Delivery
(Grant to Develop) 12SH (Total 60SH - AAS)

Associate of Applied Science in Telecommunications
60 Semester Hours (SH)
iSTACC Grant

- Distance learning and support opportunities
- Resources for recruiting and placement
iSTACC Grant

- Embedded foundational knowledge such as math, physics, engineering and technology
- Strong coordination with telecommunication companies
- Apprenticeship
iSTACC Is....

• A pathway to a job
• A pathway to a telecommunications career
• A pathway for seasoned employees to gain education for experience(s)
Take A Ways

- Leverage resources
- Strategically select and build relationships
- Seek out other veteran support agencies
More Take A Ways

• Do not assume a “veteran” is college ready

• Respect and acknowledge their rank and responsibilities held
Questions?
Strategies for Connecting With and Recruiting Females

Pamela Silvers
Underlying Facts

• Women do not see themselves in many STEM professions

• Marketing points – salary, job potential and the technology - tend to appeal to males
Skills that Appeal

• Help others
• Work in teams
• Solve problems
Marketing Materials

Theme – Picture Yourself

• Display board
• Posters
  • Notable women
  • Technology posters
• Bulletin boards
• Bookmarks
PICTURE YOURSELF IN TECHNOLOGY

NETWORKING TECHNOLOGY

COMPUTER INFORMATION TECHNOLOGY

MECHANICAL ENGINEERING TECHNOLOGY

SUSTAINABILITY TECHNOLOGY

COMMUNICATIONS TECHNOLOGY

INFORMATION SYSTEMS TECHNOLOGY

ABTech
Community College

PAMELA SILVES
ABTECH.EDU, 202/324.1921
WITIA@ABTECH.EDU

PICTURE YOURSELF IN A TECHNOLOGY CAREER

POSTERS

THESE WOMEN DID

PAMELA SILVES
abtech.EDU, 202/324.1921
WITIA@ABTECH.EDU

Some of the images from the NSF-Women in Engineering and Science (W2ES) project.

This material is based on work supported by the National Science Foundation under Grant Number 1244716.
Notable Graduates

Gail Fitzgerald

"It's never too late to Educate!"

EDUCATION: Associate of Applied Science In Electrical Systems Technology from Asheville-Buncombe Technical Community College in 2012; Associate of Arts from Brevard Community College, Melbourne, Florida in 1977

OCCUPATION: Electrical Test Engineer for Eaton Corporation in Asheville, North Carolina

KELLIE WHITTEMORE

NOTABLE GRADUATES FROM A-B TECH

"A-B Tech helped me make the leap from an administrative assistant to a specialist in technology. The level of support A-B Tech offers to students is wonderful, from top-notch technology, mentoring, and placement services, to the communication between students, faculty and staff. I wouldn't be in the career I'm in today without my degree from A-B Tech."

EDUCATION: A.A.S. in Information Technology from Asheville-Buncombe Technical Community College.

OCCUPATION: Information Technology Coordinator II at the Greater Asheville Regional Airport Authority.

This material is based on work supported by the National Science Foundation under Grant Number 1304797.
ABTech Community College

Computers Information Technology

Picture Yourself
Working in Teams
Finding Solutions
Helping Others

ABTech Community College

Mechanical Engineering Technology

Picture Yourself
Working in Teams
Finding Solutions
Helping Others

ABTech Community College
Recruiting
Determine what YOUR goal is

- Career awareness
- Recruiting
Career Awareness

• Middle school career days
• ESTEAM event (great PR)
• Women in History Month
Recruiting:
Go Where the Students ARE

- ASPIRE program
- GED students
- Innovative Expo
- JobLink
- Student Services
Resources

• National Center for Women & Technology (ncwit.org)
• Institute for Women in Trades, Technology and Science (iwitts.org)
Questions?
• Launched in 2009
• Free online recruitment videos
• 250+ videos available
• Educational pathways & Career Opportunities
Bilingual Videos

• 36 new videos
• Featuring Hispanics and Latinos
• Originations, not revisions
Bilingual Videos

- Educational pathways
- Technician requirements
- Technical careers
- Expectations & earnings
- Support
- High school prep
Bilingual Videos

- 8 Education partners
- National advisory board
- ATE panel of experts
- External evaluator
- User focus groups
Bilingual Videos

- ATETV.org
- YouTube, Vimeo, iTunes
- FTP/Drive
- Customizable
Questions?
Join Us – All Webinars 3 pm Eastern

• September 24—Effective Web Telecommunications- Design for Effectiveness Part I

In part I of this two part webinar series, you will select the best meeting style to accommodate the plus and minuses of the web and participate in designing a presentation for a remote audience.

• October 15—Effective Web Telecommunications- Design for Effectiveness Part II

Part II of this two part series focuses on the production aspects of web meetings. You will learn how meeting preparation is critical and how to effectively use today’s diverse technologies to engage your participants with voice, visual, video and interactive tools.
Join Us – All Webinars 3 pm Eastern

• November 19 – Bridge Learning Communities

This webinar will focus on the expansion of the Bridge to Bioscience Learning Community, a series of contextualized math, language, and hands-on skills courses that prepare students for success in biotechnology and related programs.
Q&A and Contacts

• Pamela Silvers, pamelajsilvers@abtech.edu
• Gemma Frock, frockg@atc.edu
• Anthony Manupelli, amanupelli@pelletproductions.com
• Michael Lesiecki, michael.lesiecki@domail.maricopa.edu