

Welcome to MATEC NetWorks Webinar

Recruitment Tips

MATEC NetWorks is an NSF funded ATE Center supporting faculty in Semiconductor, Automated Manufacturing, and Electronics education

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MARICOPA
COMMUNITY
COLLEGES

NetWorks is a part of MATEC, a member of the Division of Academic and Student Affairs at the Maricopa Community Colleges.



National
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Foundation

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National Science Foundation.
DUE-0501626



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Webinar Procedures

- If you are listening by phone, please mute your phone by pressing #5.
- If you have questions during the presentation please submit them in the
————— Chat Window. —————→
- At the end of the session we will answer as many questions as we can. Please type your questions in the Chat Window.



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Raise
hand/smile/clap

Chat



Ctrl+F2

[illegible]

NetWorks Webinar

February 13, 2009

Recruitment Tips



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NetWorks Webinar Presenter



Terry Bartelt has been an instructor at Fox Valley Technical College in Appleton, Wisconsin since 1981. From 1995-2006 he was Chair of Electromechanical Technology Program. In 1996, he received a National Science Foundation (NSF) grant that supported the development instrumentation and process control courses at the college. In 2005, he received a second NSF grant to produce learning objects for the advanced courses in the Electromechanical Technology program. He has authored three textbooks, Industrial Control Electronics- Devices, Systems, and Applications, 3rd Ed, Delmar learning 2006; Instrumentation and Process Control, Delmar Learning 2007; Digital Electronics-An Integrated Laboratory Approach, Prentice Hall 2002.

920-735-4867
Barteltt@fctc.edu



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Population

Population:
225k in the
Fox Cities


435k in the
district

[Student Resources](#) ▶
[Staff Resources](#) ▶
[Employer Resources](#) ▶
[Employment Resources](#) ▶
[Alumni & Community](#) ▶
[Giving & Foundation](#) ▶
[Locations & Facilities](#) ▶


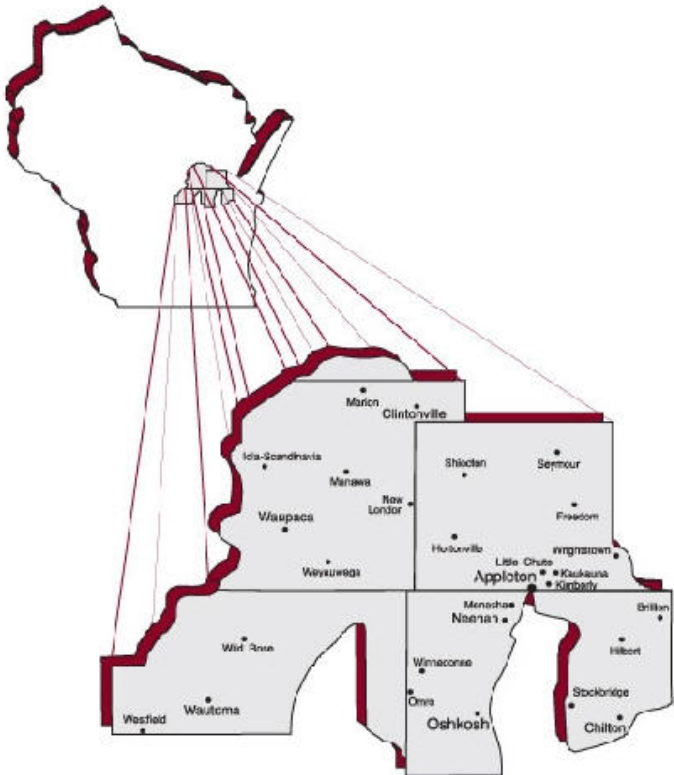
 
E-mail Blackboard



Last Page Visited
[District Map](#)
[FVTC Facts](#)
[What We Do](#)
[Home Page](#)

 RSS/XML

District Map



Maintained by:
Christine Britten

Last Modified:
6/13/2007 2:56:21 PM



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Enrollment



Electronic based program = 450 students



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Low Enrollments at Other Colleges



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What is FVTC's Secret?



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The Jackson State Community College Model



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Technical Division Recruiter



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Office space with instructors



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Learns to **perform**
a demonstration in each lab



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Tries to recruit
one
student each day



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Helps **students** enroll



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Works on **helping** with retention



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Identify
high school **counselors**
who are
community college **champions**



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Takes **one** of his students
to **talk** to high school classes



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FVTC Instructors Take Ownership



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Strategic Points of contact from first college inquiry to graduation

(Follows Jackson State Model)



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Alternative Program Structuring reaches a larger audience

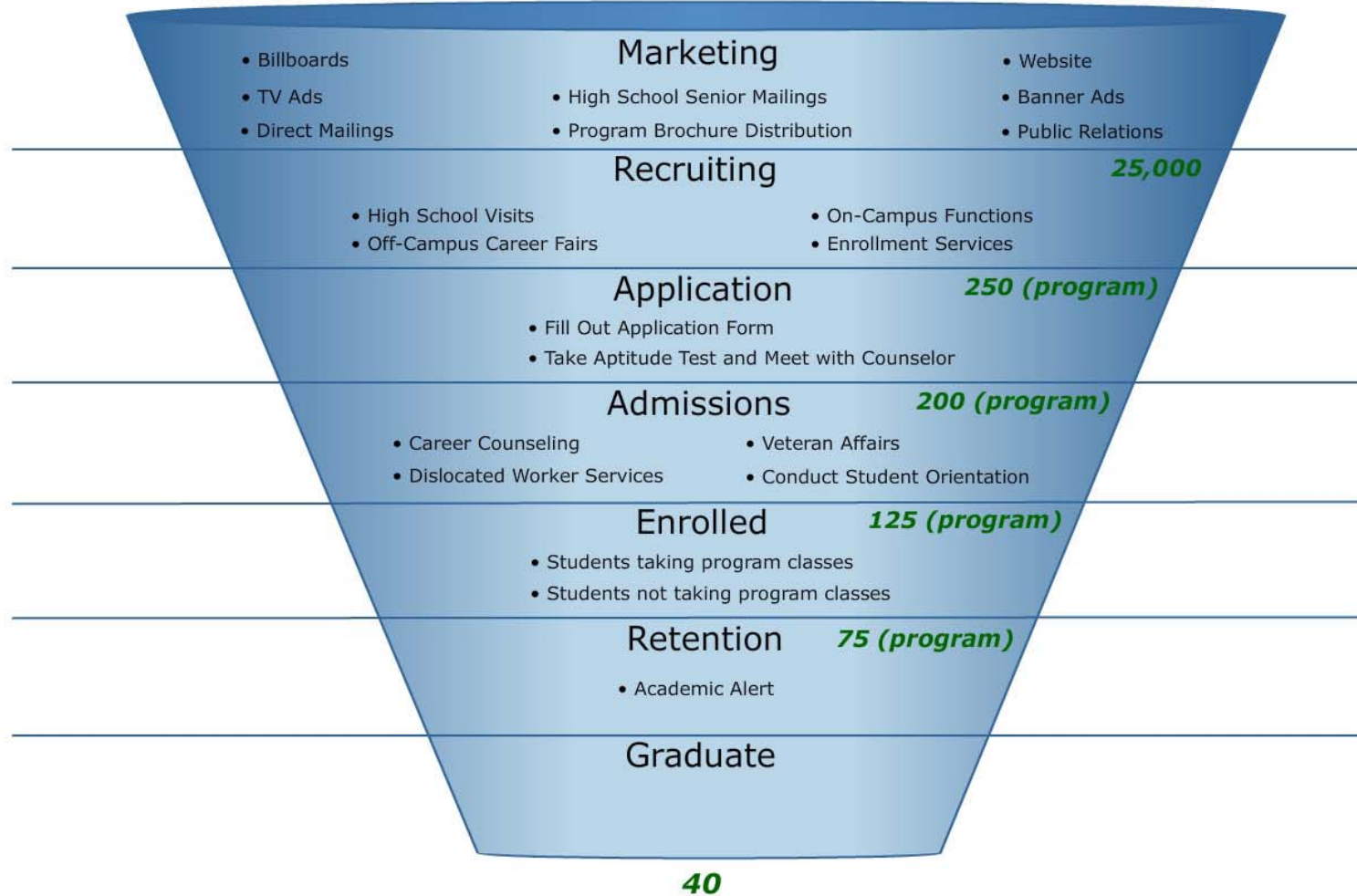


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Enrollment Funnel

150,000



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Non-Traditional Requirements

Faculty Take Ownership of Program
Building

Make an effort to recruit when the
opportunity arises

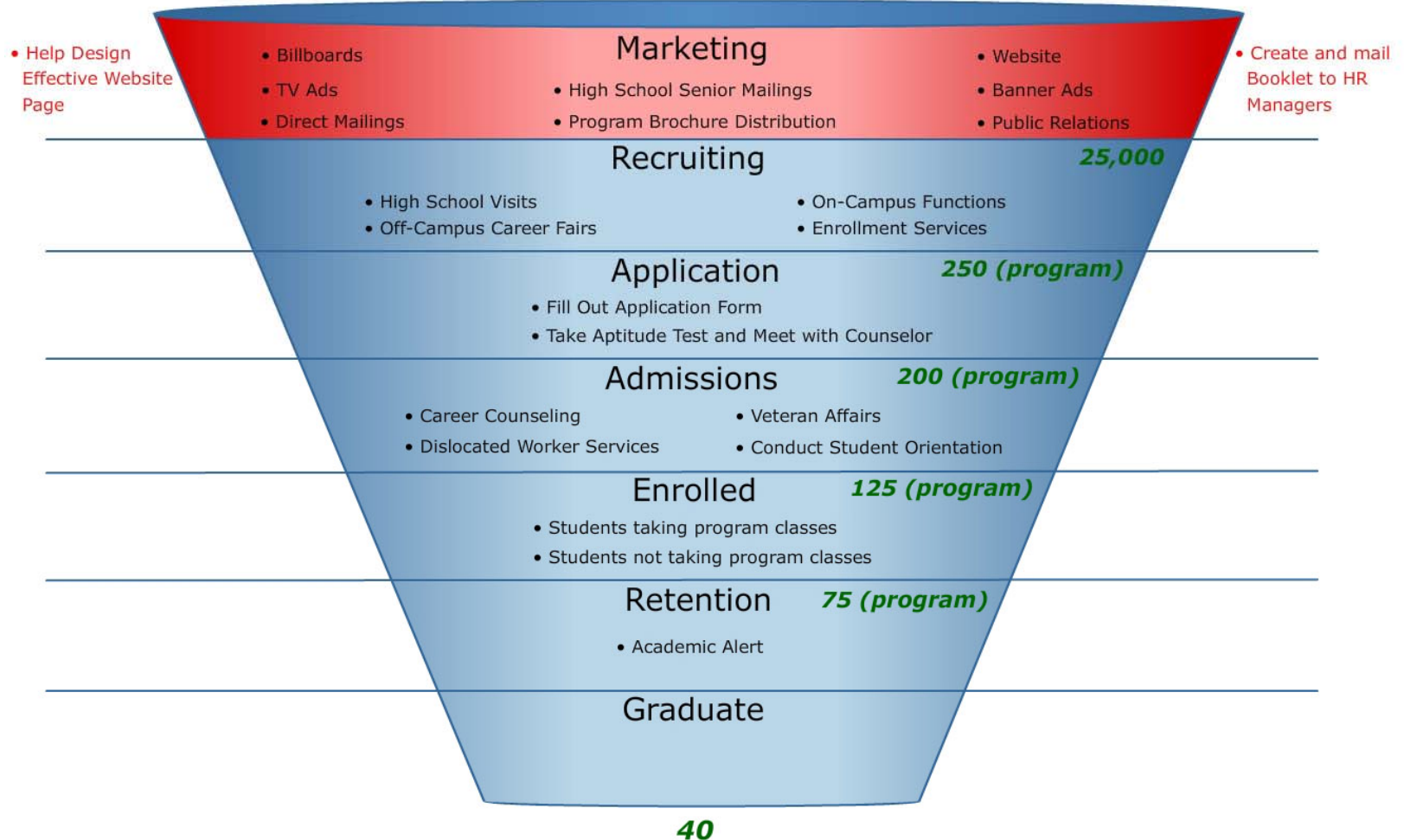


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Make a good school website page that includes

- Placement Percentages
- Starting salaries



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Make a good school website page that includes

- Companies who hire
- Graduate testimonials



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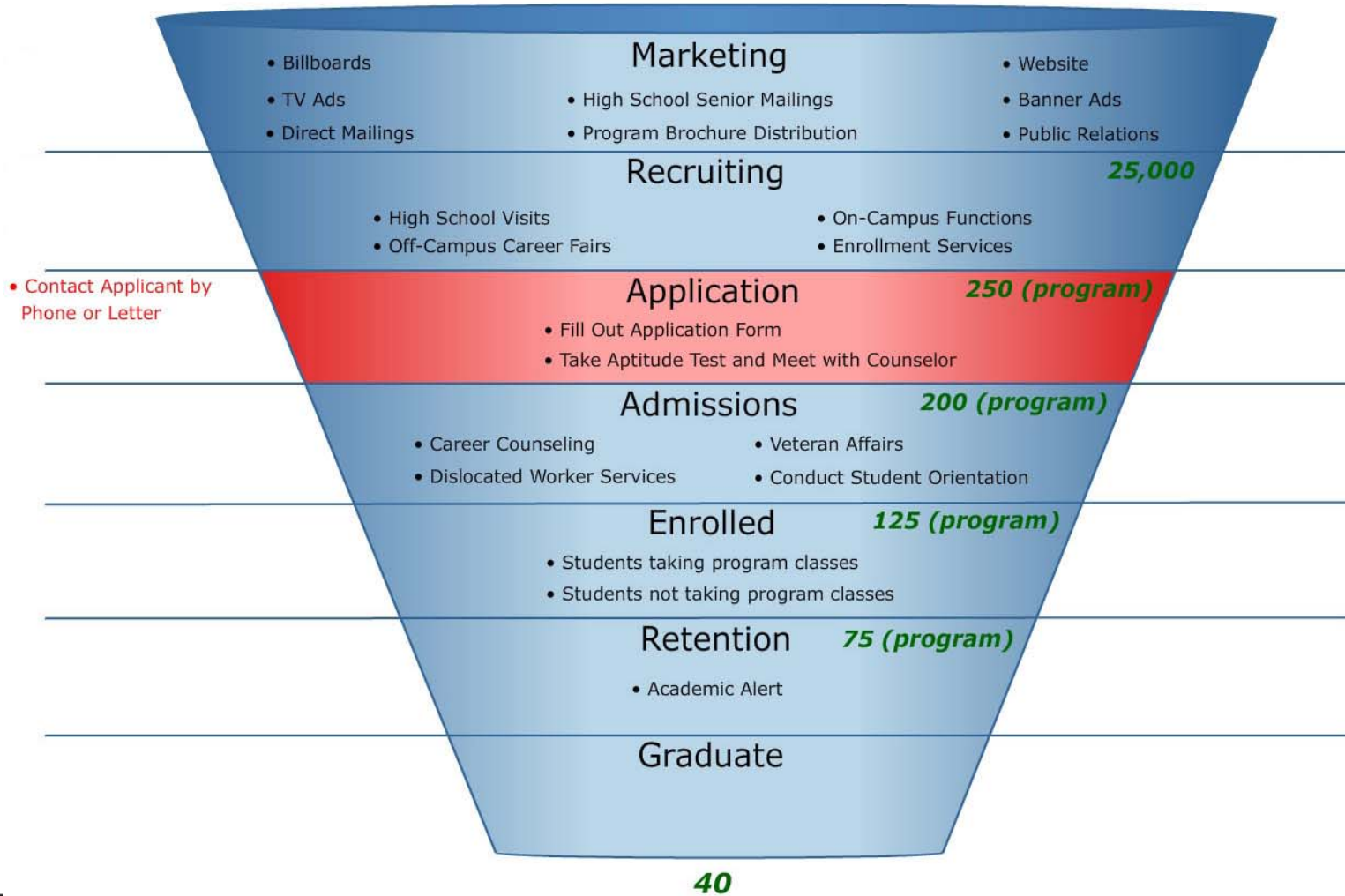


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Enrollment Funnel

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Dear David,

I have been informed that you filled out a form at Fox Valley Technical College, and indicated that you intend to enroll in the Electromechanical Technology program. I am an instructor in this program, and look forward to meeting you in the future.

There is a tremendous demand for Electromechanical technicians. Last year the placement office at FVTC received 21.7 requests for every graduate in our program. For the past 15 years, the starting salaries for our graduates have been in the top 5 of all 62 programs at our school. We recently received three grants to upgrade our curriculum, and to purchase new equipment that provide

Students who have inquired about your program

Please accept an invitation from me to meet me so that I can show our facility, and explain the type of subjects that we present to our graduates for a new career. We want to make sure that you are making an informed decision before you make a commitment to enter our program. I can be reached at (920)735-4867 to answer any questions you may have, or to make an appointment so that we can meet in person.

I look forward to meeting you in the near future.

Sincerely,

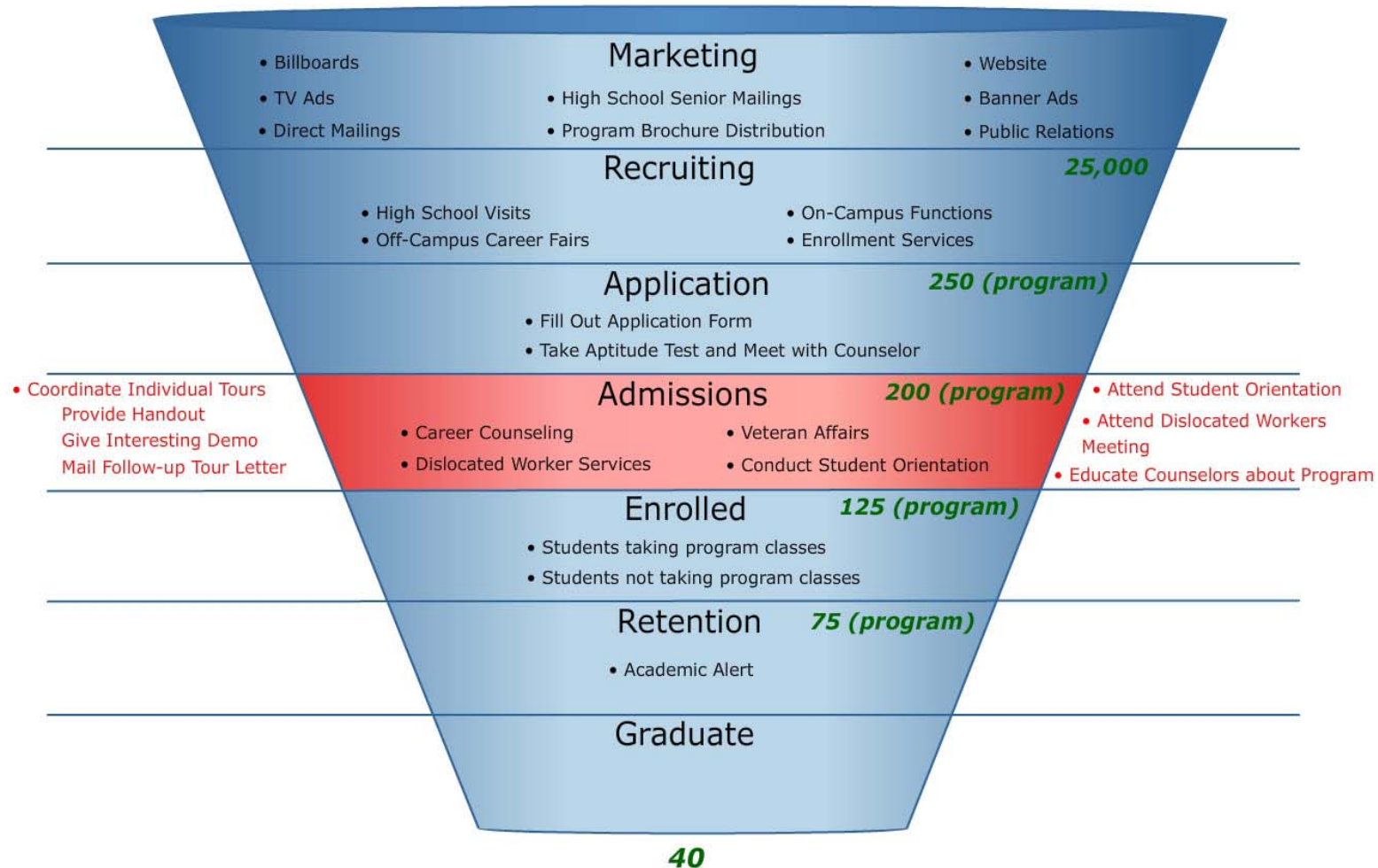


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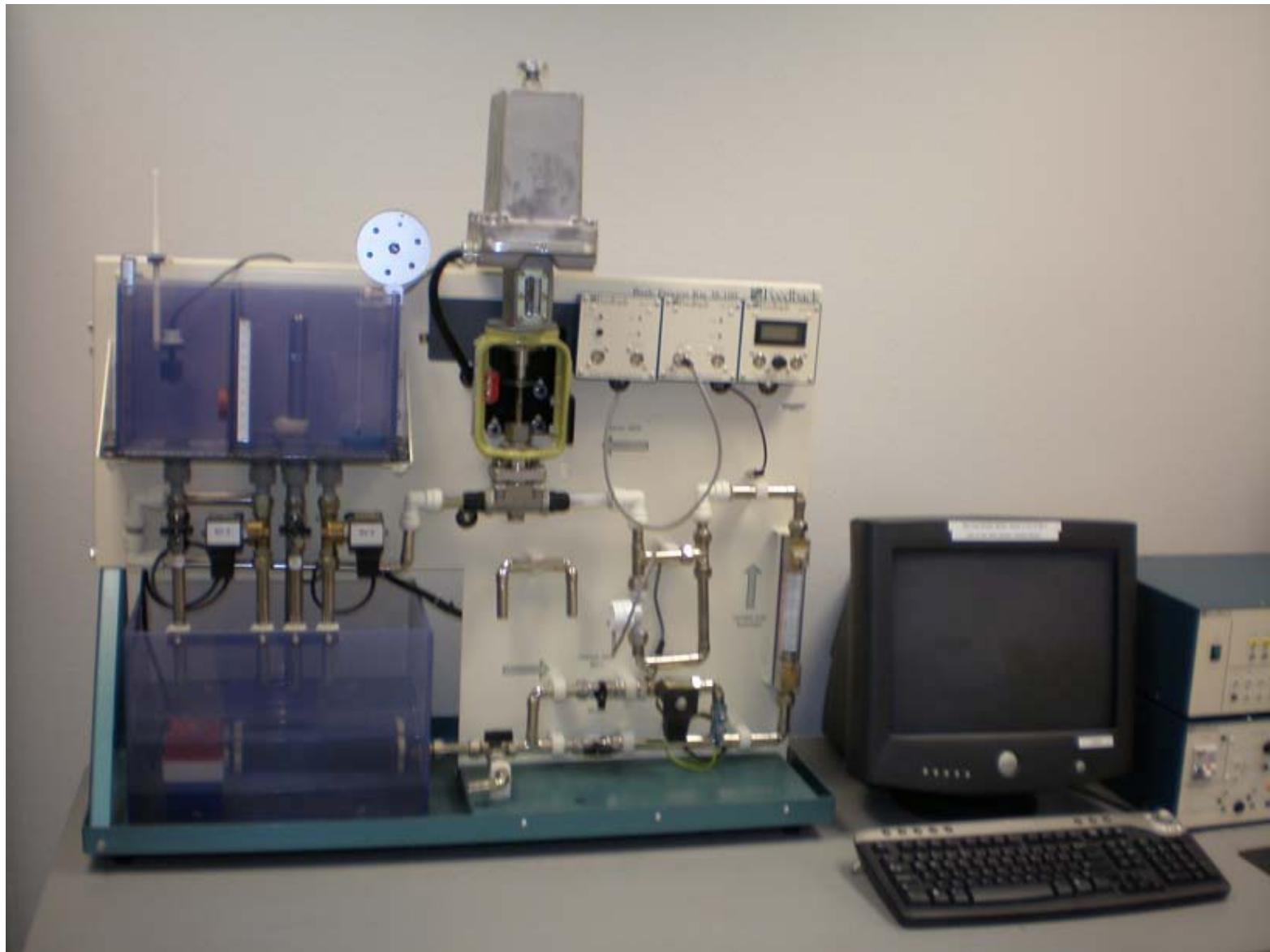


**Have a tour
that is
interesting
and
informative.**



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Give a demonstration or have them play a game.



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Provide a handout that includes salaries, companies who hire, types of jobs, etc.



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ELECTROMECHANICAL TECHNOLOGY PROGRAM

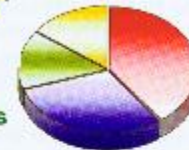


Information You Can Use

What is Electromechanical Technology ?

15% Fluid Power
Hydraulics/Pneumatics

15% Mechanical
Drive Systems



35%
Electronics

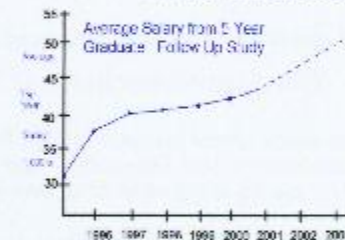
35% Computer Controlled Systems

Over 20 job listings for each graduate.

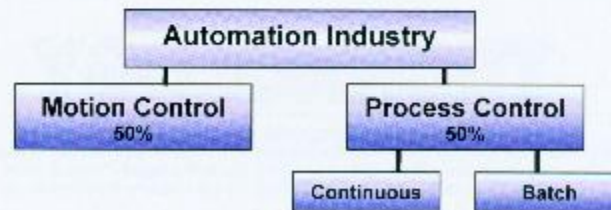
Starting wages have been #1 or #2 for the previous 3 years and within the top 5 of all 64 programs in the entire school over the last 20 years.
(See the graduate placement report for more details.)

Scholarships are also available targeted for just the Electromechanical Technology student from major industries in our part of the state.

100 % Placement



First in the state to offer training in process control as well as motion control.



Motion Control (examples)

- Parts Insertion
- Packaging
- Business Machines
- Machine Tool
- Graphic Arts

Continuous Process (examples)

- Paper Production
- Waste Water Treatment
- Plastic Production

Batch (examples)

- Food Industry
- Foundries
- Chemical Industry

Learn **Technical Skills** and become employed with an exciting future in the **Manufacturing Automation Field** combining **Electronics, Fluid Power, Mechanics, Instrumentation, and Industrial Computer Control Systems.**



The Electromechanical Technology Program at  **is unique unto itself.**

With extended hours of 7:30 am to 10 PM and the Self-Paced Individualized Instruction delivery method, flexible scheduling is unsurpassed by most other technical programs at FVTC. All technical credits of the Electromechanical Technology Program are offered in one-credit increments to facilitate customization.



Progress as quickly as you feel comfortable within a technical area or spend additional time as needed.



Theory is reinforced with many **Hands-On experiences.**



If you like to work with your head *and* your hands,

The Electromechanical Technology Program is for you.

Dual credit is now available to **High School Students** interested in the area of **Electromechanical Technology.** Get 1, 2, 3, or 4 high school credits **AND** college credits at the same time. **Ask your guidance counselor for more information.**

Over \$250,000.00 from grants and donations over the last few years have allowed us to become **state of the art** in training equipment and curriculum.

ELECTROMECHANICAL TECHNOLOGY



A Few of the Many Local Companies and Job Titles of Graduates

Kimberly-Clark-Miller Electric-Pensar-Allen Bradley-Menasha Corp-Plexus Wisconsin-Tissue Mills-Bemis Converting-Pierce Manufacturing-Raytheon Corp-Banner Packaging-Praxair-Scandia Plastics-Point Beach Nuclear-Artex-Waupaca Foundry-Control Systems-Ripon Foods, etc.

Field Service Technician, Industrial Control Technician, Manufacturing Processes Engineer, Industrial Maintenance, Installation and Calibration Technician, Research and Development, Engineering Technician, Controls Programmer, Maintenance Supervisor, Systems Technician, etc.



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Dear Jesse:

It was a pleasure to meet you yesterday. During the brief time we had to describe the Electromechanical program, a large amount of information was presented. It is very likely that I forgot to mention something, or you may have thought of a question after leaving the school.

I invite you to phone me at (920)996-2802 if you would like to have another discussion to clarify any questions that you may still have. I want to make sure that we provide all the information you need to make a correct decision about your future. The Electromechanical program is a very challenging yet very rewarding program. I am confident that you will do very well, we look forward to serving you in the future.

**After the tour,
send a follow-up letter
the next day.**

Sincerely,



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Stay in communication
with the college staff working
with displaced worker agencies.



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College Career Counselors who meet with incoming recruits

- **Attend** their meeting once a year to explain changes to program
- Show up at their office area **once** a month



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Recruiters and Counselors



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Tips have:

1. Increased Opportunities
2. Formed Partnerships in College



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Questions from the Audience

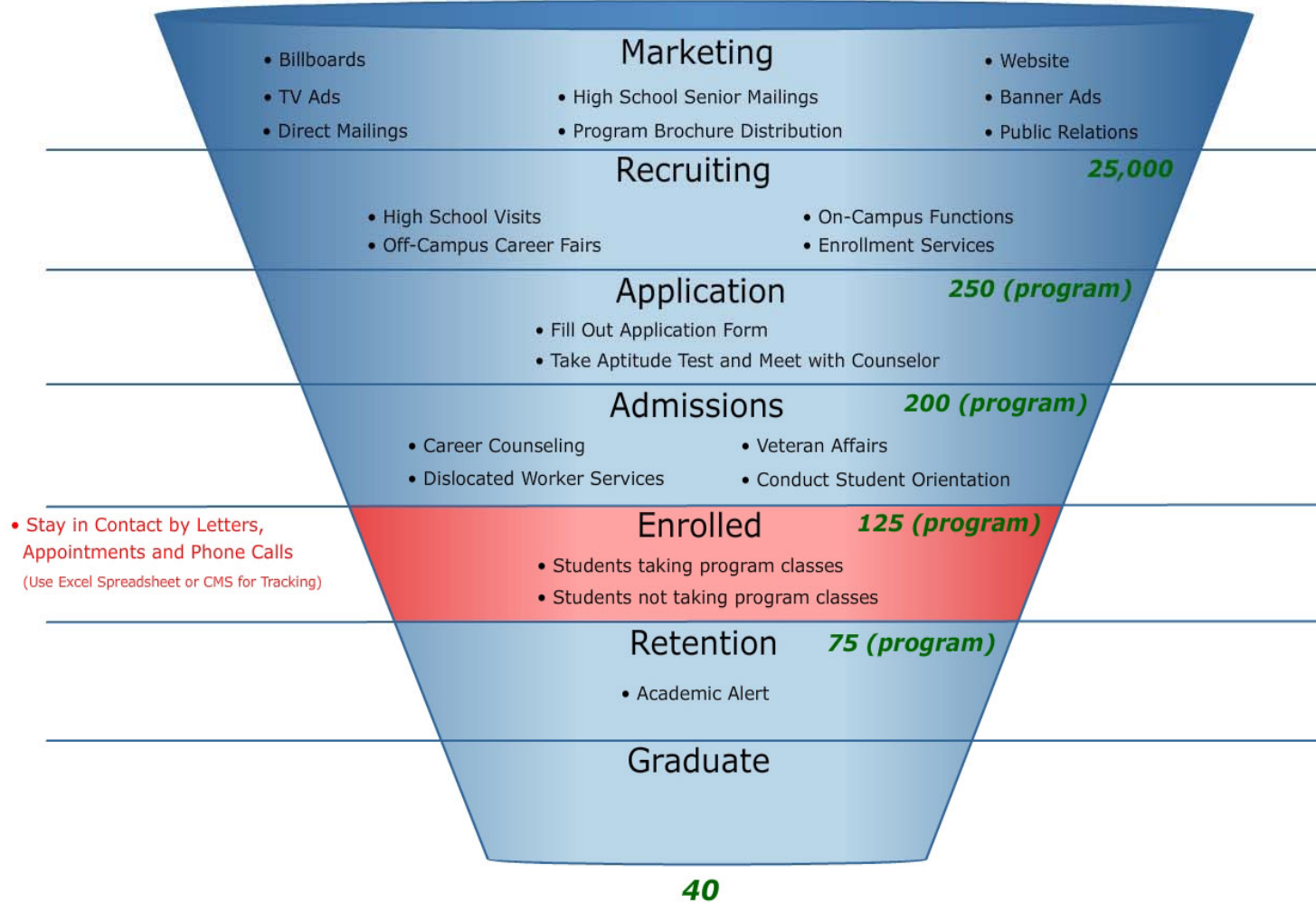


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Enrollment Funnel

150,000

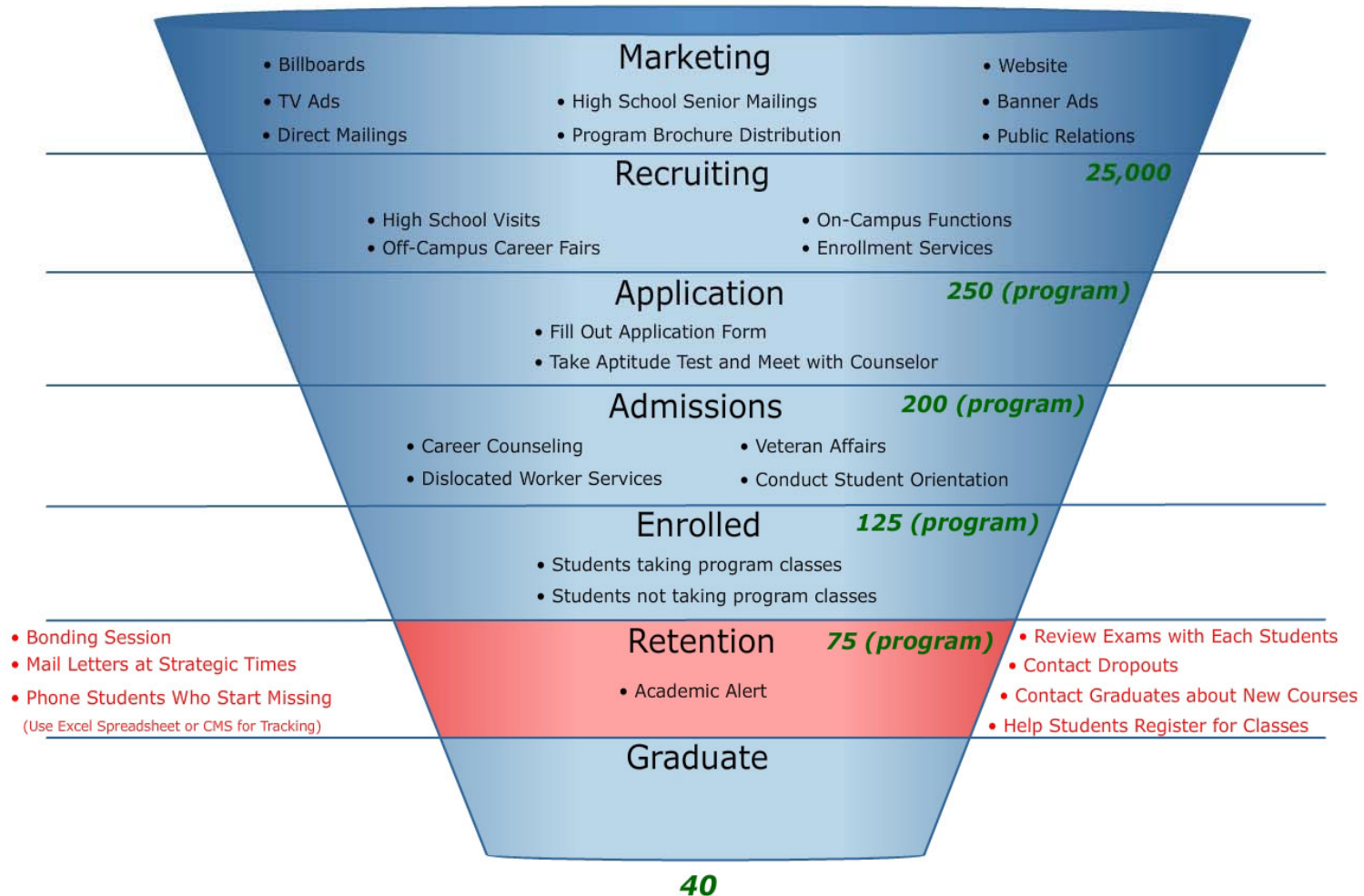


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Retention Key to Enrollments



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Start with 10 minute
individual bonding session
the **first** 2 days of the semester



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Send out a letter
after the first week



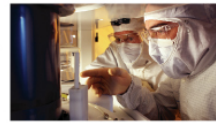
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Make a phone call
if a beginning student
misses 2 consecutive days



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Call veteran students
as soon as you notice
them not attending



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Contact students who have dropped out to invite them back

Use data base
or
Excel



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Stay engaged with students

- Say **hello** and **goodbye**
- Make the **rounds** in lab every hour



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Stay engaged with students

- Review exams **together** (focus on incorrect answers)
- Offer **mini**-lectures



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Stay engaged with students

Dear Wellington:

This letter is just a friendly reminder that Fall Classes will be starting on August 20th.

There is still plenty of time to sign up for your class or classes. We are encouraging everyone to utilize the online registration. Go to fvtc.edu and click on the registration and follow the prompts. You may also call in your registration at 1-800-735-3882 or come in person and sign up.

- Be an advisor **before** students **sign up** for next semester courses
- Send letters to **returning** students in the summer (phone the students who you think may drop out)



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**Use interns or workstudy
students to
create the database
and mail out letters**

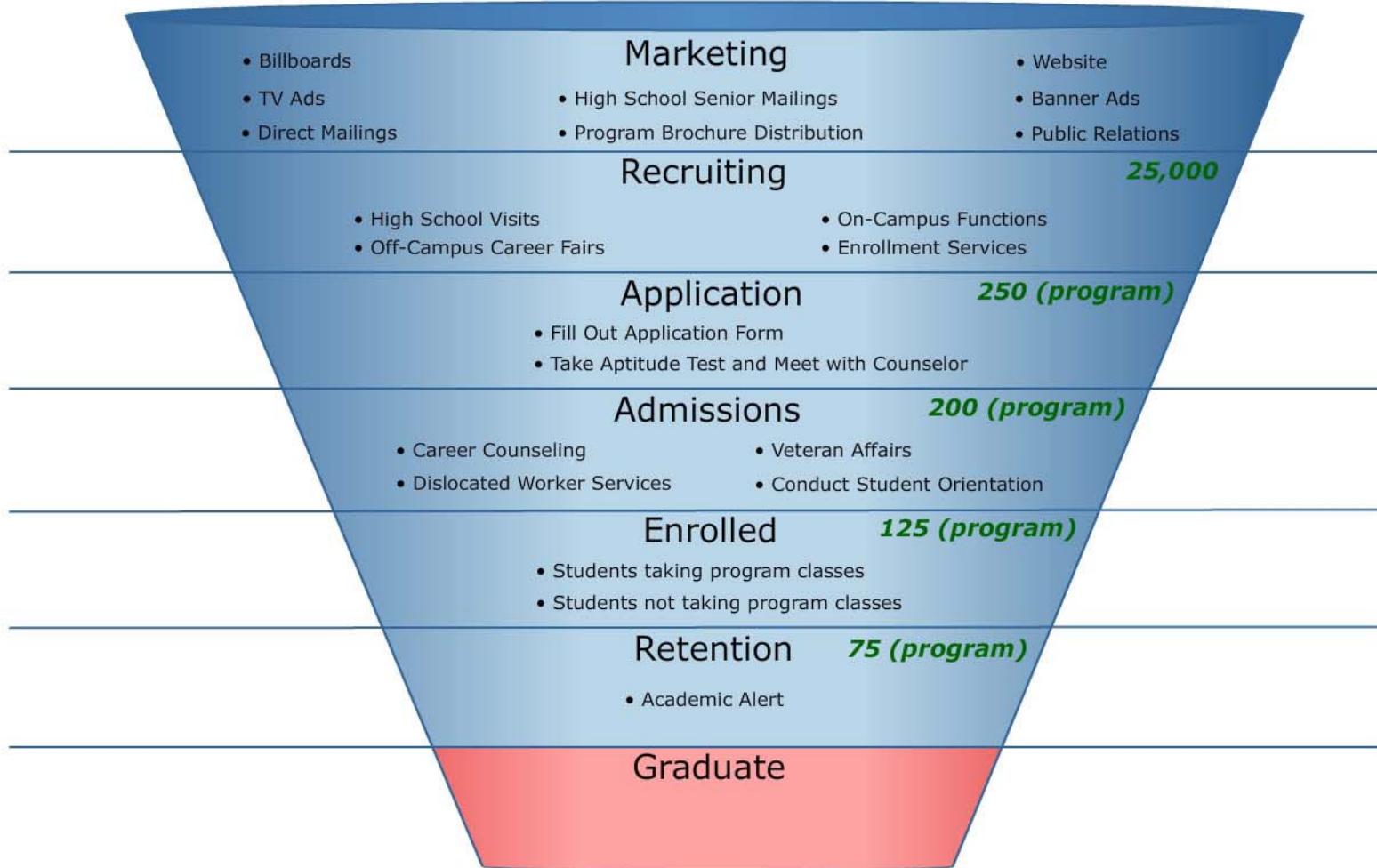


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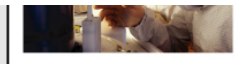
Enrollment Funnel

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40



End of first of 2 Major Strategies



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Focus on one student at a time.



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Questions from the Audience

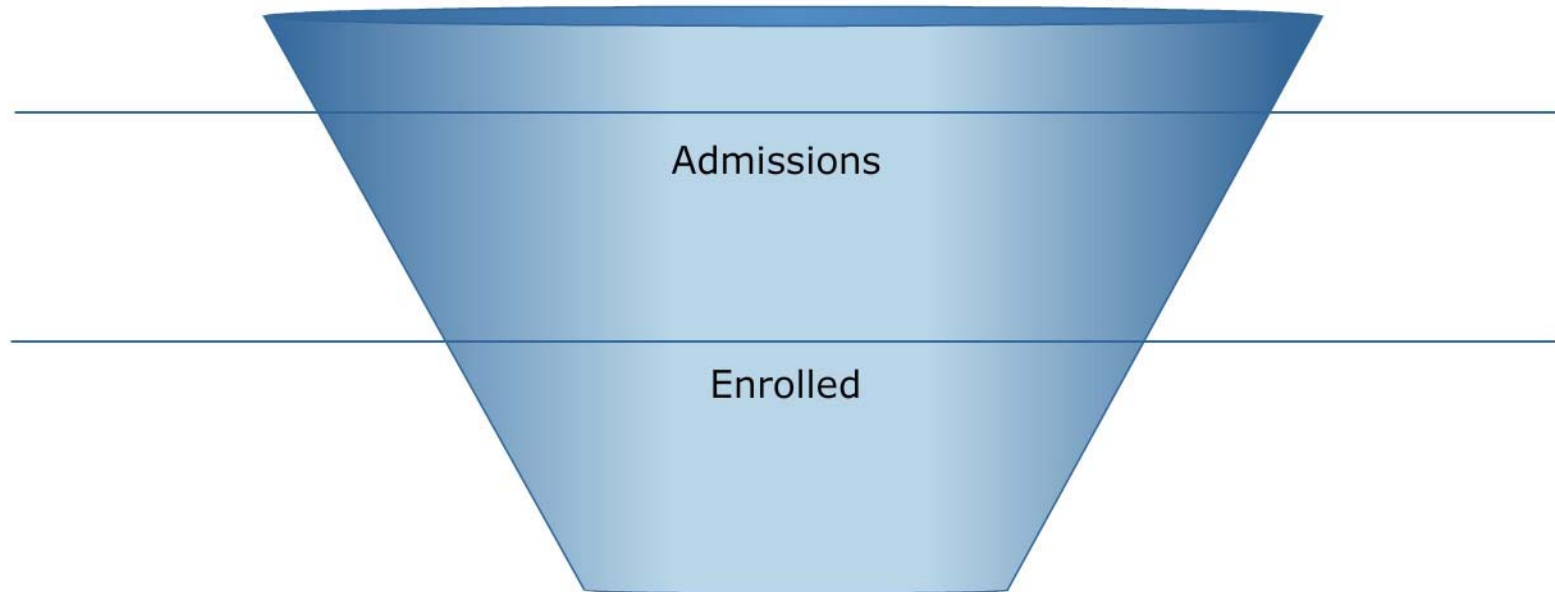


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2nd Major Strategy

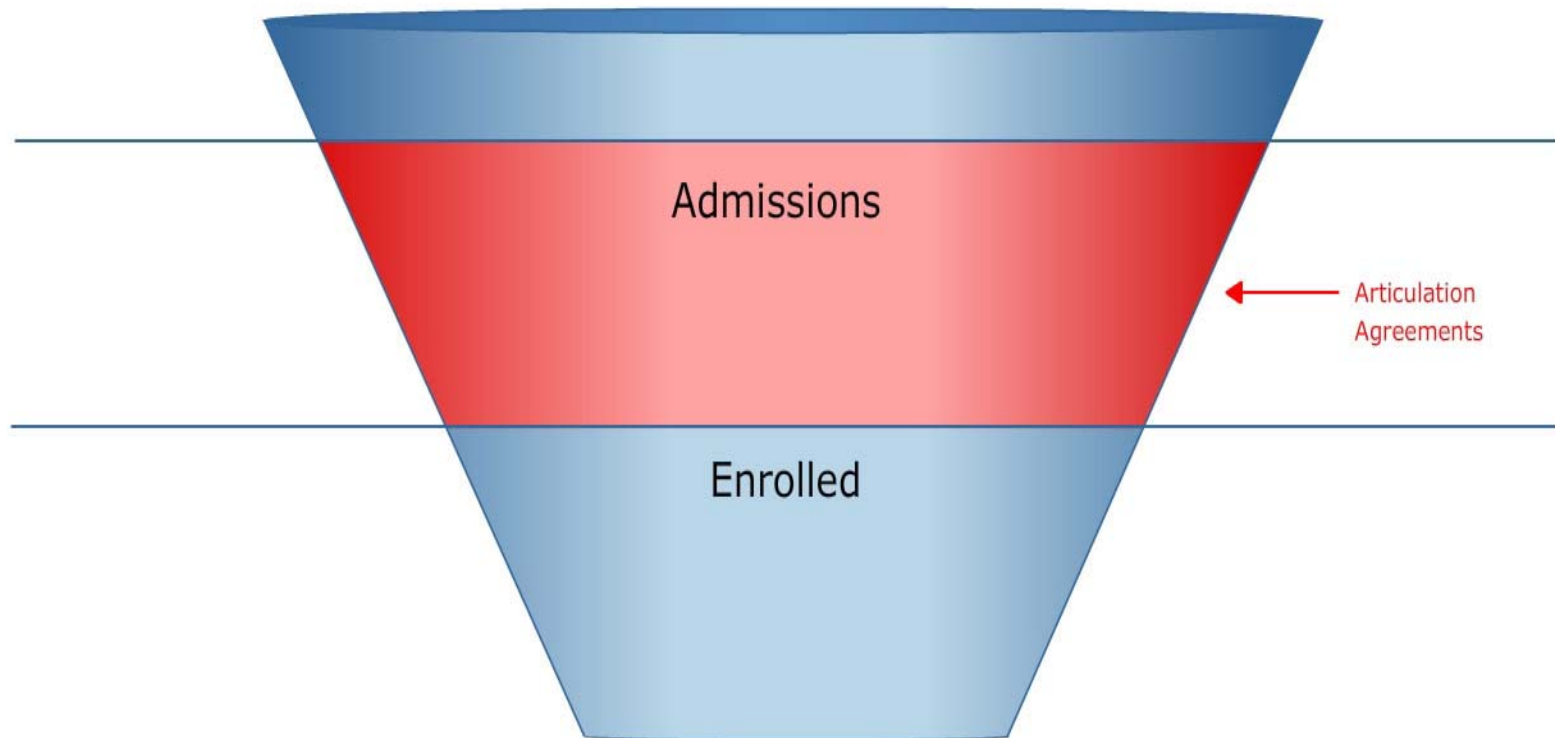
Alternative Program Structuring



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Articulation Agreements



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Find
interested high school teachers
to **collaborate** with
“Project Lead the Way”



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Offer high school teachers
evening and summer courses



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Offer **curriculum**
to high school teachers



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Find 4-year colleges
who will **accept** transfer credits



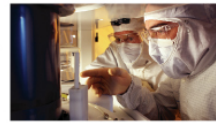
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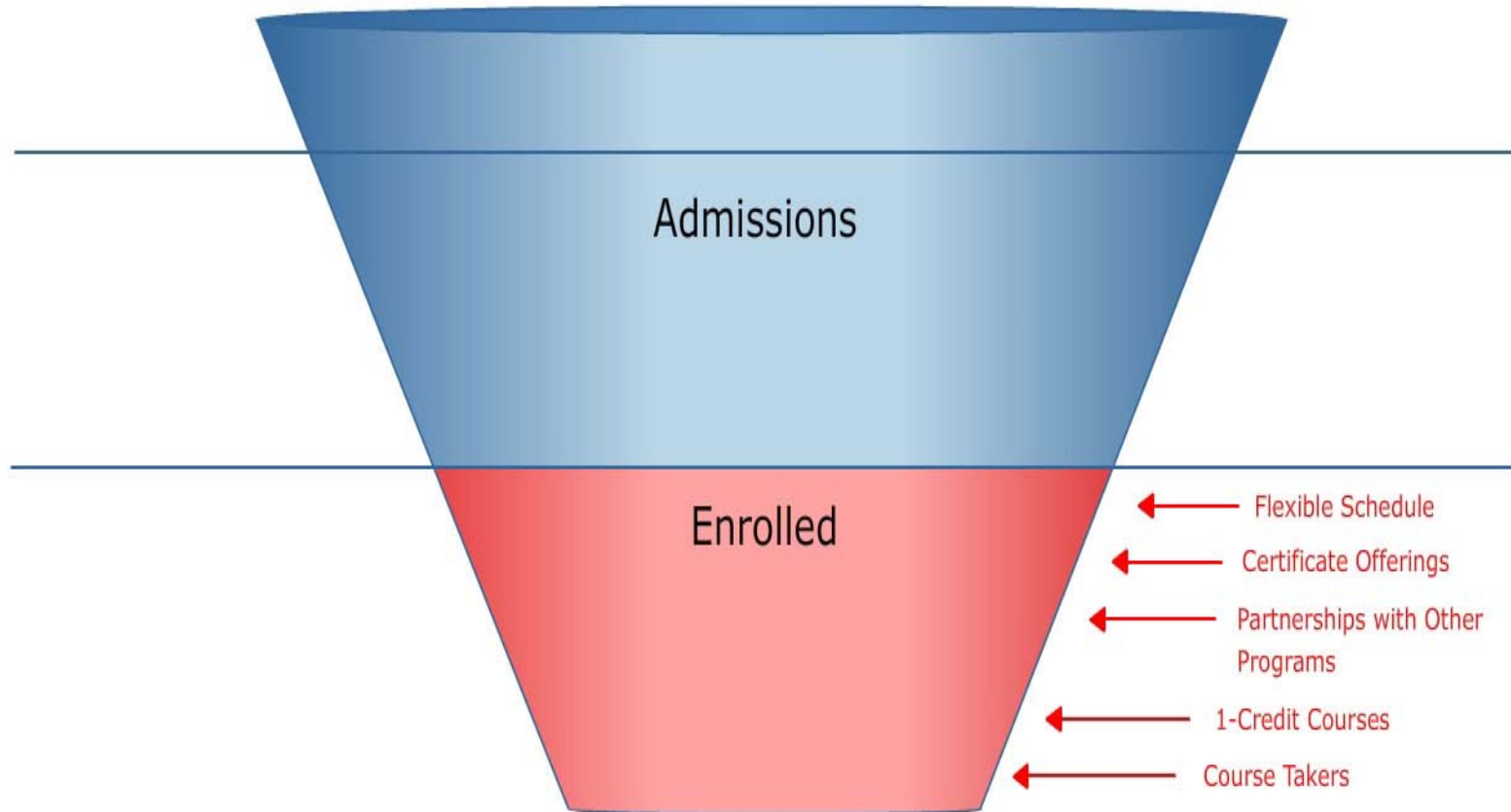
Emphasize how much **money**
will be **saved** by taking
the first **two** years
at the community college



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Focus on Course Takers



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Offer certificates



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Graduates to inform them of
updated courses
they may want to take



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Customized company certificates



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Create **relationships** with
business and industry partners
(HR and Plant Managers)



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Post certificate **brochures**
on company bulletin boards



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Electromechanical Technology – Appleton-Days

****Discuss with your instructor the number of lab hours required per week for each course.**

Unique #	Course Title	Course #	Cost
Semester 1			
92262	DC Circuits 1	10660110	
92266	DC Circuits 2	10660111	
92270	Pneumatics 1	10620162	
92274	Mechanical Linkages 1	10620160	
92278	DC Circuits 3-Aircraft/Electromechanical	10620103	
92320	AC Circuits 1	10660114	
92337	Hydraulics 1	10620154	
92341	Mechanical Drives 1	10620177	
Semester 2			
92346	Solid State 1	10660120	
92350	Digital Electronics 1	10660130	
92354	Hydraulics 2	10620155	
92358	Ladder Logic and Control Devices	10609170	
92362	System Troubleshooting	10620188	
92366	Electrical Generators and Power Distribution Systems	10620170	
92586	Mechanical Linkages 2	10620161	
Summer			
92590	Solid State 2	10660121	
92635	Digital Electronics 2	10660131	
92645	Mechanical Drives 2	10620178	
Semester 3			
92653	Industrial Solid State 1	10620152	
92661	Sensors	10620187	
92671	Programmable Logic Controllers 1	10609173	
92675	Programmable Logic Controllers 2	10620182	
92679	Advanced Programmable Logic Controllers 1 (Elective)	10620192	
92686	AC Circuits 2	10660115	
92690	Industrial Solid State 2	10620153	
92694	Electrical Motors	10609171	
92698	Electrical Machines – AC Motors	10620172	
92702	DC/AC Variable Speed Drives	10609172	
92769	Adv AC/DC Variable Speed Drives	10620190	
Semester 4			
92773	Pneumatics 2	10620163	
92777	Hydraulics 3	10620156	
92781	Servomechanisms 1	10620173	
92785	Servomechanisms 2	10620174	
92789	Electromechanical Systems 1	10620189	
92793	Process Variables and Measurements 1	10620183	
92797	Process Variables and Measurements 2	10620184	
92801	Instrumentation and Process Control 1	10620185	
92842	Instrumentation and Process Control 2	10620186	
92851	Advanced Systems Control	10620191	
Electives			
92857	Advanced Programmable Logic Controllers 2	10620193	
92865	Advanced Process Control	10620194	
92874	Industrial Operations 1	10620195	
92883	Industrial Operations 2	10620196	
92889	Robotics 1	10620197	
92893	Robotics 2	10620198	
92898	Electronics Shop Practices	10620169	

Mailings college
 booklets
 with semesters
 schedules
 are most
 successful



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Offer courses for other college programs as electives or required courses.

- Industrial Engineering – Mechanics
- Aircraft Maintenance – Hydraulics, Pneumatics and Basic Electronics



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Offer courses for other college programs as electives or required courses.

- Automotive – Electronics
- Mechanical Design – Electronics



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Questions from the Audience



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Consider Making Your **Program** Flexible



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Self-Paced format, or combined Lecture/Self-Paced

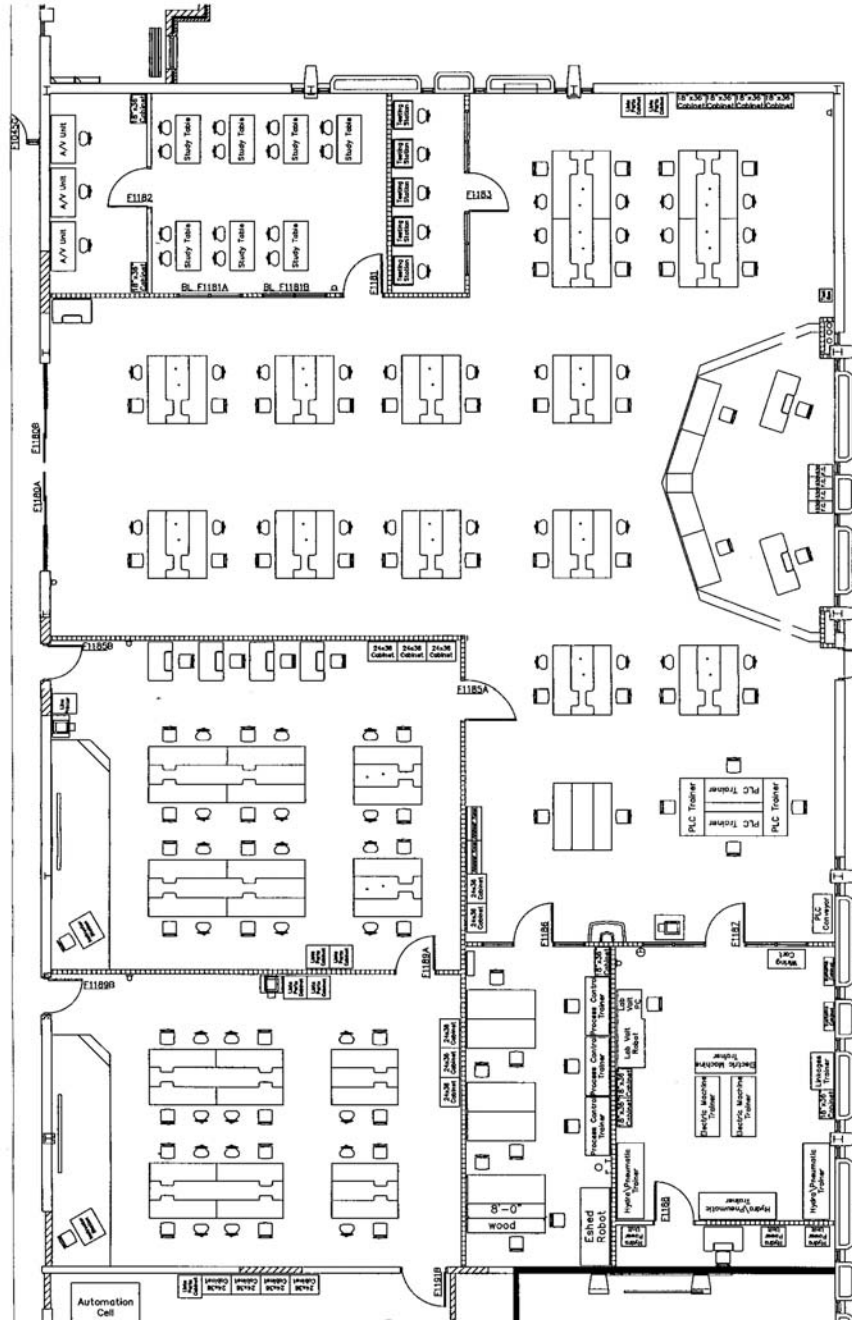


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Consider Making Your Program Flexible

- 7:30am to 9:30pm on Monday – Thursday
- 7:30am to 12:30pm on Friday





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All 1-credit courses
(Offered at **all** times,
never cancelled)



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9-week grading
periods
(2 per semester &
1 each summer)

Name _____ Registration Block Dates: 3/17/08 – 5/16/08
S.S.# _____ Section A/B M-Th 7:30 AM – 2:30 PM
Stack ID: 92262 F 7:30 AM – 12:00

Electromechanical Technology – Appleton-Days

****Discuss with your instructor the number of lab hours required per week for each course.**

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92898	Electronics Shop Practices	10620169	



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Accommodates:

- **Full-time** students
- **Part-time** students



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Accommodates:

- **Incumbent** Workers
- Customization is **easy**
- Certificate and program **courses** are the same



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Branch Campus

Branch Campus serves 45 electromechanical students.

Schedule

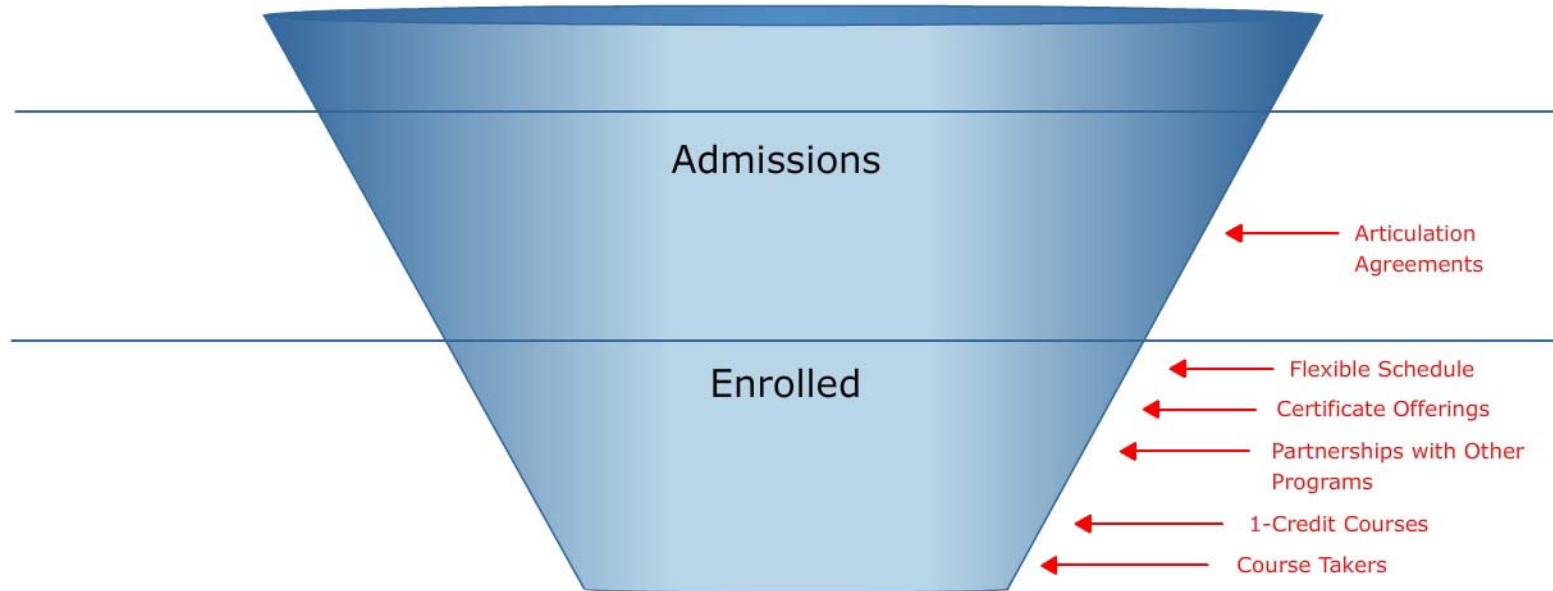
8AM to 1PM Monday – Thursday
3PM to 8PM Monday - Wednesday



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Summary of 2nd Major Strategy



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2nd Strategy Summary

1. Capitalize on articulation agreements
2. Collaborate with college partners
3. Offer extended hours and flexible schedule
4. Attract course and certificate takers



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Use Some of the Strategies



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Do the strategies work?

Neighboring District
Industrial Engineering Program
Jackson State Community College



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Find More Resources on Recruitment Tips

- www.matecnetworks.org
 - “recruitment”



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Webinar Recordings

To access this recording, visit
matecnetworks.org,
in the keyword search, type:
webinar recruitment



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NetWorks Next Webinars

February 27: Intro to Nano

March 6: Ways of Introducing
Nanotechnology Into Your Program

March 13: Recruiting the Displaced Worker

Visit <http://www.matecnetworks.org> and click
Free Webinars for a full calendar



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Certificate of Participation

If you would like a certificate of participation for
1.5 hours, please email
darlene.cieplinski@domail.maricopa.edu



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Help us become better

Please complete this quick 1 minute survey to help us become better and to let us know what webinars you would like to see in the future.

<http://www.questionpro.com/akira/TakeSurvey?id=1138420>



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