NATIONAL CONVERGENCE TECHNOLOGY CENTER

Technology Recruitment Tips

Pick target audiences and customize activities to fit their interests

- Include parents, counselors, teachers and others who have influence over students' career choice.
- Go to where the students are: High School classroom visits; College commons areas and student gathering spots.
- In your recruitment events, involve college students already in the field and young professionals in the field, so students will have a role model with which they can identify.
- Target marketing materials to your target audience: including graphics, diversity represented and appropriate text.
    - Example: Posters, flyers we have developed
- Partner with businesses, TechPrep, counselors and school districts.
- Collaborate with existing college departments and programs (i.e., student recruitment, workforce development); and community based organizations (i.e., LULAC, Urban League, Chamber).
- Don't forget to focus on undeclared majors enrolled in technology courses – Make sure they know the advantages of declaring a major and make it easy for them to do so.

At all events: present speakers who identify with this group (i.e. college students and professionals), provide information about technology field, careers and education path

- **Meet-ups - Informational Sessions**
    - Targeted toward high school seniors and undeclared majors
    - Alternate locations and between morning/ evening, weekday/ weekend sessions
- **Technology Workshops – Hands-on Demonstrations**
    - Targeted toward high school students, their parents and teachers
    - Provide hands-on activities in specific technology field, plus information about careers and education paths
    - Engage business partners from technology field who speak to career potential and what students will do on the job
    - Offer both Saturday morning sessions and high school field trip opportunities during the school day
- **Tech Day – Career Exploration**
    - For high school and college students
    - Speakers and break-out sessions on technology topics
    - Provide information on technology career path/college degree plan

For more info, contact Mark Dempsey 972.377.1582 or visit www.connectedtech.org