



**ATECENTERS**

# 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

# Brought To You By

**CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE**

With Additional Support by the ATE  
Collaborative Impact Project

**ATECENTERS**

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

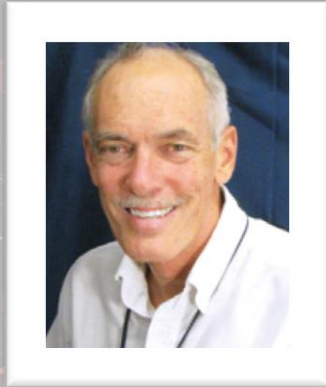
- Topical Webinars and Teleconferences On
  - Existing and new solutions
  - Live/recorded with attendee Q&A
  - Archived on [www.atecentral.net](http://www.atecentral.net)
- Other online media including videos and transcripts

# Deliverables Continued

- Invitations to regional discipline-specific conferences
- Identify and document best practices
- Host convenings



# PRESENTERS



**Mike Lesiecki, Director,**  
Maricopa Advanced  
Technology Education Center  
(MATEC)



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



**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 TAACCCT 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

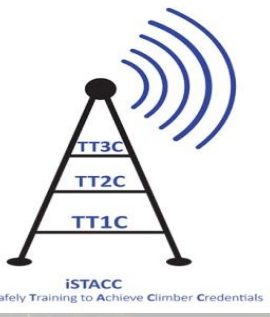




# Veteran Support and Services

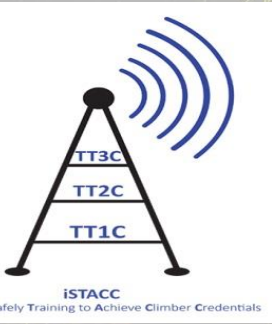
- Veterans to Careers
- Veterans Student Organization
- Veterans Lounge & Help Center





# Individuals Safely Training to Achieve Climber Credentials

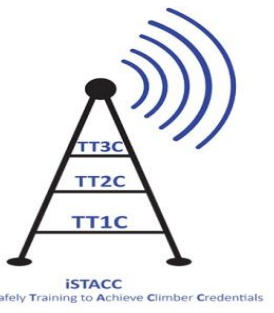




# iSTACC Grant

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

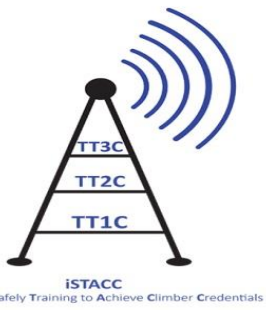




# iSTACC Grant

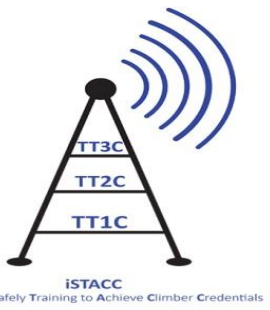
- Associate of Applied Science in Telecommunications
  - Stackable credential model
  - Industry recognized certifications
  - Articulation to a bachelor of science degree





## Telecommunications Stackable Credentials Leading to an Associate Degree

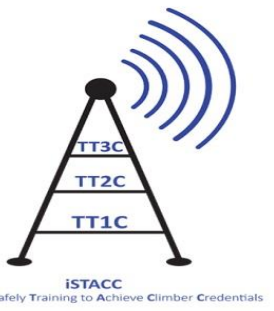
Tower Technician 1 (Authorized Climber)	Tower Technician 2 (Competent Climber)	Tower Technician 3 (Foreman)	Specialty Area
<ul style="list-style-type: none"> <li>• Orientation</li> <li>• Introduction to Tower Construction</li> <li>• Introduction to Wireless</li> <li>• Safety- Responding to Emergencies (OSHA 10, First Aid, Basic Life Support, RF)</li> <li>• Introduction to Tower Safety (Rigging, fall protection etc.)</li> <li>• Cable Accessories &amp; Standards</li> </ul>	<ul style="list-style-type: none"> <li>• Tower Inspection &amp; Maintenance</li> <li>• Advance Rigging Techniques: <u>Ginpole use on Monopoles</u></li> <li>• Safety Standards: LTE Component Access, Anritsu</li> <li>• Advance Climbing: Safety &amp; Unsafe Conditions</li> <li>• Interpersonal &amp; Social Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Crew Management &amp; Leadership</li> <li>• Project Management &amp; Blue Print Reading</li> <li>• Ethics &amp; Telecommunications Decision</li> <li>• Mathematics</li> <li>• Technical Writing</li> <li>• Social Science Interviewing skills</li> </ul>	<ul style="list-style-type: none"> <li>• Antenna and Line</li> <li>• Stacking/<u>Ginpole</u></li> <li>• Modification</li> <li>• Plumb &amp; Tension</li> <li>• Microwave</li> <li>• Broadcast</li> <li>• Structural Welding</li> </ul>
<b>Face-to-Face Delivery (Current Certificate) 16SH</b>	<b>Online Delivery (Grant to Develop) 16SH</b>	<b>Online Delivery (Grant to Develop) 16SH</b>	<b>Online Delivery (Grant to Develop) 12SH (Total 60SH = AAS)</b>
<b>Associate of Applied Science in Telecommunications</b> 60 Semester Hours (SH)			



# iSTACC Grant

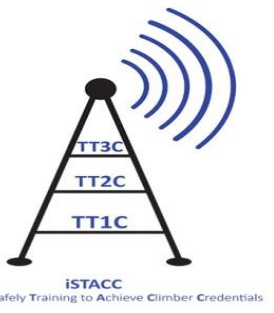
- Distance learning and support opportunities
- Resources for recruiting and placement





# 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



# Theme – Picture Yourself

- Display board
- Posters
  - Notable women
  - Technology posters
- Bulletin boards
- Bookmarks







# PICTURE YOURSELF IN TECHNOLOGY

**NETWORKING TECHNOLOGY**

**COMPUTER INFORMATION TECHNOLOGY**

**SUSTAINABILITY TECHNOLOGY**

**MECHANICAL ENGINEERING TECHNOLOGY**

**COMPUTER ENGINEERING TECHNOLOGY**

**INFORMATION SYSTEMS TECHNOLOGY**

**ELECTRONICS ENGINEERING TECHNOLOGY**

**FACT: THERE ARE 17.4 MILLION TECHNOLOGY AND ENGINEERING JOBS IN THE UNITED STATES**

**ABTech Community College**

PAMELA SILVERS  
ABTECH.EDU | 828.264.1921  
WIT@ABTECH.EDU

# POSTERS

# PICTURE YOURSELF IN A TECHNOLOGY CAREER



## THESE WOMEN DID

For more information contact:

**Pamela Silvers**  
(828) 398-7249  
WIT@abtech.edu

Some photos adapted from the NSF Women Leaders' Institute for STEM careers.

This material is based on work supported by the National Science Foundation under Grant Number 1204797.



# Notable Graduates

Gail Fitzgerald

From A-B Tech

*"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



Tester III for Medium Voltage Drives  
for Eaton Corporation in Asheville, North

# NOTABLE GRADUATES

KELLIE WHITTEMORE

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.



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# BOOK MARKS



COMPUTER INFORMATION TECHNOLOGY

## PICTURE YOURSELF

WORKING IN TEAMS

FINDING SOLUTIONS

HELPING OTHERS



7.6 MILLION

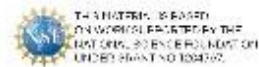
Number of technology / engineering jobs in the United States.

**26%** Higher wages for technology workers than non-technology workers.

**17%** Expected growth of technology and engineering careers by 2018.

**63%** U.S. jobs that require some form of postsecondary education or training.

Farrisa Silvers  
(828) 303-7249  
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MECHANICAL ENGINEERING TECHNOLOGY

## PICTURE YOURSELF

WORKING IN TEAMS

FINDING SOLUTIONS

HELPING OTHERS



# 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](http://ncwit.org))
- Institute for Women in Trades, Technology and Science ([iwitts.org](http://iwitts.org))



# Questions?



# Bilingual Videos

**Anthony Manupelli**

**Pellet Productions**



- 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

- ATE TV.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](mailto:pamelajsilvers@abtech.edu)
- Gemma Frock, [frockg@atc.edu](mailto:frockg@atc.edu)
- Anthony Manupelli, [amanupelli@pelletproductions.com](mailto:amanupelli@pelletproductions.com)
- Michael Lesiecki, [michael.lesiecki@domail.maricopa.edu](mailto:michael.lesiecki@domail.maricopa.edu)