Helping Today’s Students Find Their Place:
Marketing and Recruiting to Increase Diversity in STEM programs

Pamela Silvers
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Starting Points

- Our focus has been on increasing female enrollment in traditionally male programs
- We are looking at the 30,000 foot view - so broader generalizations
The definition of insanity is doing the same thing over and over again, but expecting different results.

Albert Einstein
Our Goal For Students

... a sense of belonging
Have you ever skipped an event because you didn’t feel like you belonged?
Think how our students might feel
Belonging Where?

- Recruiting
- Campus
- Program
- Other students
- Faculty
So what can we do?
Motivating Factors

- Student do not see themselves in many professions
- First generation students do not have role models in their family
- Marketing points tend to focus on traditional students
When you think computer professional, who comes to mind?
If I say college student, who comes to mind?

Do these pictures look like your students?
The Impact of Parents' Education Levels

First-generation college students are less likely to persist and graduate than are children of college-educated parents, a national study finds.

By Grace Ward // February 8, 2018

- Do you have first generation students?
- Do you have non-traditional students?
How to keep promising low-income and first-gen college students from dropping out

By Tiffany Huitt, Opinion Contributor

- #1 reason students dropped out was a lack of money and resources
- #2 reason students cited for not continuing with college was an inability to navigate college obstacles

https://thehill.com/opinion/education/438498-how-to-keep-promising-low-income-and-first-gen-college-students-from
Questions
Marketing
Why do we tell students to major in a Technology or Engineering Program?
Reasons Men Choose Careers

- Job potential
- Good salary
- Use technology
Reasons Women Choose Careers

- Help others
- Work in teams
- Solve problems
Adapt Your Message to HOW Students Choose Careers

- Men ➔ Salary, job potential and the technology
- Women ➔ Help others, work in teams and solve problems
Marketing Materials
Theme - Picture Yourself

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

PO

ST

ERS

PICTURE YOURSELF
IN A TECHNOLOGY CAREER

THESE WOMEN DID

SKILLED WORKERS GET JOBS 2.0
APPALACHIAN IMPACT
NOTABLE PEOPLE IN TECHNOLOGY

DR. SALLY RIDE

“Our country needs a new generation of visionary scientists and innovators to ensure our future.”

EDUCATION: Bachelor degrees in physics and English, master’s degree in physics all from Stanford University.

OCCUPATION: Acclaimed NASA astronaut, President of Sally Ride Science, and Professor (Emeritus), University of California, San Diego. Best known as America’s first woman in space aboard the Space Shuttle Challenger in 1983. Founded Sally Ride Science, a nonprofit to inspire the next generation of young girls to pursue careers in science, technology, engineering, and mathematics.

NOTABLE WNC PEOPLE IN TECHNOLOGY

JENNY GREER

"When I began college 16 years ago, I couldn’t even turn on the computer. My education taught me design principles, how to figure things out on my own under pressure, and how to critique and sell my ideas and designs. Now, I’m developing full-scale branding and marketing campaigns for companies nationally and designing mobile and ecommerce web sites. Best of all, I’ve been a business owner for the past 8 years. A career in technology allows you the ability to work remotely. My education gave me the confidence to pursue my dreams. The sky is the limit!"

EDUCATION: B.F.A. in Visual Communications from Auburn University.

OCCUPATION: Small Business Owner, Creative Director, Branding Consultant, Project Director, Graphic Designer, Illustrator, Artist, Information Architect at Sound Mind Creative in the River Arts District in Asheville, NC

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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.

Notable Graduates
Gail Fitzgerald

"It's never too late to Educate!"

从 A-B Tech

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


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Consider YOUR message for someone unfamiliar with the career.
Civil Engineering (BEFORE)

A course of study that prepares students to use basic engineering principles and technical skills to carry out planning, documenting and supervising tasks in sustainable land development and public works and facilities projects. Includes instruction in the communication and computational skills required for materials testing, structural testing, field and laboratory testing, site analysis, estimating, project management, plan preparation, hydraulics, environmental technology, and surveying.
Civil Engineering (AFTER)

The Civil Engineering Technology curriculum trains future technicians to help make our community a better place. Civil Engineering Technicians ensure clean rivers and streams, design efficient and sustainable buildings (often retrofitting old ones), improve safety on roads to help reduce accidents, develop mass transit alternatives, ensure safe drinking water, preserve natural ecosystems for wildlife, and design infrastructure that saves lives.
The Information Systems curriculum is designed to prepare graduates for employment with organizations that use computers to process, manage, and communicate information. This is a flexible curriculum that can be customized to meet community information system needs. Course work will develop a student’s ability to communicate complex technical issues related to computer hardware, software, and networks in a manner that computer users can understand. Classes cover computer operations and terminology, operating systems, database, networking, security, and technical support. Graduates should qualify for employment in entry-level positions with businesses, educational systems, and governmental agencies that rely on computer systems to manage information. Graduates should be prepared to sit for industry-recognized certification exams.
At A-B Tech, the Information Systems Technology curriculum trains future technicians to help make our community a better place. Information Technology (IT) professionals use their knowledge of computer hardware and software to create a positive impact on every person. Every aspect of society—from family-owned businesses needing digital protection to large corporations needing to operate efficiently—rely on the support of IT Technicians.
Recruiting
Determine YOUR Goal

- Career awareness
- Recruiting
Career Awareness

- Middle school career days
- ESTEAM event (great PR)
- Women in History Month
High Schools

- Check the data
- Students vs. personnel
  - Innovative Expo
Recruiting: Go Where the Students ARE

- Displaced and unemployed worker programs
- GED students
- Undeclared majors
- NC Work Centers
- Admissions and counseling staff

Wherever you have NON-Traditional Students
Questions
My mission in life is not merely to survive,
but to thrive
and to do so with some passion, some compassion, some humor and some style

Maya Angelou - American Poet
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