



# Helping Today's Students Find Their Place



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Action Ideas/Items			
Category	Goal	Timeline	Participants
<input type="checkbox"/> Recruiting <input type="checkbox"/> Retention <input type="checkbox"/> Engagement <input type="checkbox"/> Other			
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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





Look at the classroom  
differently



Traditional

$$5 + 4 =$$

9



Instead

•

9 =

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The definition of insanity is doing the same thing over and over again, but expecting different results

Albert Einstein  
(or Mark Twain or Benjamin Franklin)



# Our Goal For Students



. . . a sense of belonging



Have you ever  
skipped an event  
because you  
didn't felt like  
you belonged?





## Belonging Where?

- Recruiting
- Campus
- Program
- Other students
- Faculty

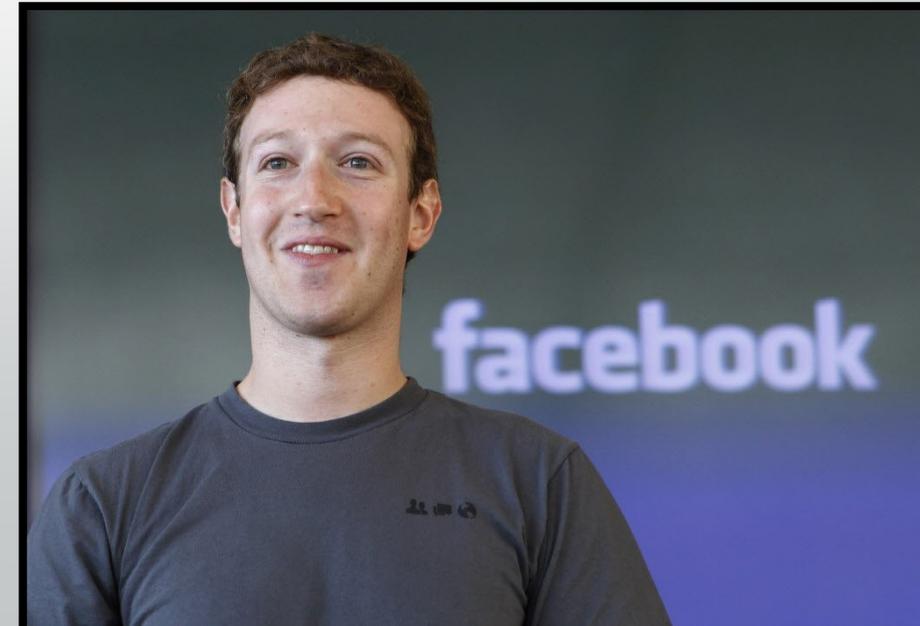




So what can we do?



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?



## Motivating Issues

- 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



# 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 Bird](#) // February 8, 2018

26 COMMENTS



ISTOCKPHOTO.COM/VM

The American dream – the idea that everyone is given an equal chance to succeed – is embedded in U.S. politics and culture. But the reality is that Americans start off in different places in ways that are sometimes difficult to overcome.

- Do you have first generation students?
- Do you have non-traditional students?

NEWS PSYCHOLOGY

## STEM professors' beliefs on intelligence may widen the racial achievement gap

Racial minorities can suffer lower grades if their teachers see intelligence as fixed

BY [BRUCE BOWER](#) 2:00PM, FEBRUARY 15, 2019



GET SMART STEM professors who believe that intelligence can't be changed may unknowingly lower the academic performance of all students, and underrepresented minority students in particular, a new study finds.

GRODENKOFF/ISTOCK.COM



# 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



## Reasons Women Choose Careers

- Help others
- Work in teams
- Solve problems





## Reasons Men Choose Careers

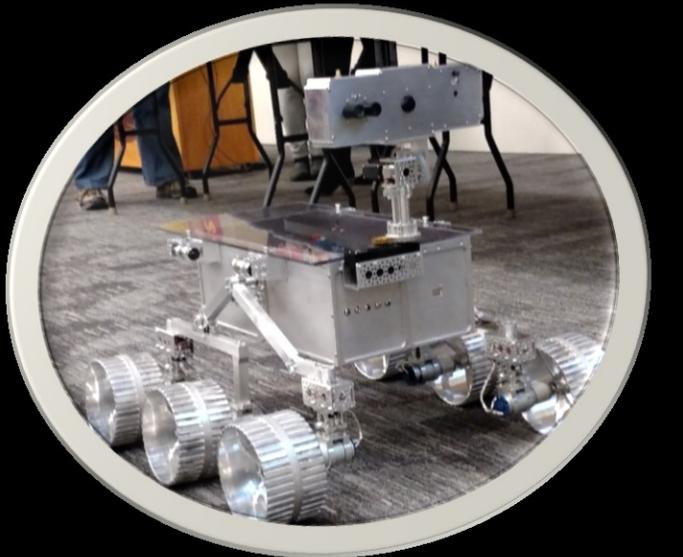
- Job potential
- Good salary
- Use technology





# 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



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 Technicians make a difference every day.



At A-B Tech, our 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.



Visit [www.abtech.edu/content/civil-engineering-technology/civil-engineering-overview](http://www.abtech.edu/content/civil-engineering-technology/civil-engineering-overview)

or

For more information, contact:

Pamela Silvers

Asheville-Buncombe Technical Community College

(828) 398-7249 • [WIT@abtech.edu](mailto:WIT@abtech.edu)



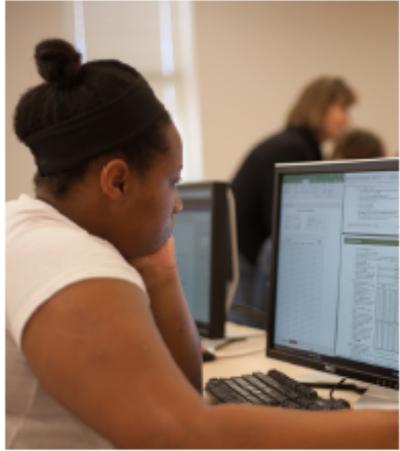
THIS MATERIAL IS BASED ON WORK SUPPORTED BY THE NATIONAL SCIENCE FOUNDATION UNDER GRANT NO 1521535 AND 1800920

# Civil Engineering (AFTER)

# Information Technology: Information Systems A.A.S. (BEFORE)

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.

## Computer Information Technicians make a difference every day.



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.



For more information visit:  
[www.abtech.edu/academics/academic-programs/business-and-hospitality-education/information-technology-information](http://www.abtech.edu/academics/academic-programs/business-and-hospitality-education/information-technology-information)

or contact:  
Pamela Silvers

Asheville-Buncombe Technical Community College  
(828) 398-7249 • [WIT@abtech.edu](mailto:WIT@abtech.edu)



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# Information Technology: Information Systems A.A.S. (AFTER)



## Marketing Materials

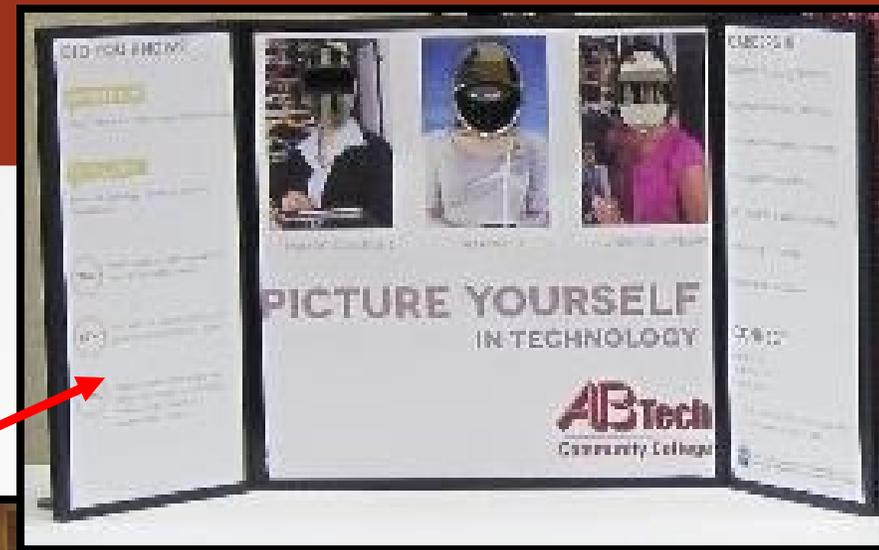
### Theme - Picture Yourself

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



# SKILLED WORKERS GET JOBS 2.0

## APPALACHIAN / IMPACT





SKILLED WORKERS GET JOBS 2.0  
**APPALACHIAN / IMPACT**

**PICTURE YOURSELF  
 IN COMPUTER TECHNOLOGY**

**IT: Information Systems**

**IT: Systems Security**

**IT: Network Management**

**ABTech**  
 Community College

Pamela Silvers  
 Asheville-Sunshine Technical  
 Community College  
 (828) 298-7249  
 WTI@abtech.edu

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**PICTURE YOURSELF  
 IN A TECHNOLOGY CAREER**



**THESE WOMEN DID**

For more  
 information contact:

Pamela Silvers  
 (828) 298-7249  
 WTI@abtech.edu



Some photos adapted from the 100 Women Leaders in STEM for STEERwomen.org  
 This material is based on work supported by the National Science Foundation under Grant Number 1204797.



# NOTABLE PEOPLE IN TECHNOLOGY

## DR. SALLY RIDE

*"Our country needs a new generation of visionary scientists and innovators to ensure our future*

## IN TECHNOLOGY



...rity."

**EDUCATION:** Bachelor degrees in physics and English and a master's degree in physics all from Stanford University.

**BIOGRAPHY:** Acclaimed NASA astronaut, President of the University of Sally Ride Science, and Professor (Emeritus), University of California, San Diego. Best known as the first woman in space aboard the Space Shuttle Challenger in 1983. Founded Sally Ride Science, to pursue her long-time passion: motivating girls and women to pursue careers in science, math and technology.



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...from the 100 Women Leaders in STEM by STEMconnector®.

# 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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SKILLED WORKERS GET JOBS 2.0  
**APPALACHIAN / IMPACT**

# Notable Graduates

## Gail Fitzgerald

## From A-B Tech

*"It's never too late to Educate!"*



# NOTABLE GRADUATES FROM A-B TECH

## KELLIE WHITEMORE

"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.



**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

**OCCUPATION:** Tester III for Medium Voltage Drives Line for Eaton Corporation in Asheville, North



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**ABTech**  
Community College

**16.9 million**

Number of technology / engineering jobs in the United States.

**70%** Higher wages for technology workers than non-technology workers.

**18%** Expected growth of technology and engineering careers by 2022.

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

Pamela Silvers  
Asheville-Buncombe Technical Community College  
(828) 398-7249  
WIT@abtech.edu

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**Computer Engineering 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



**IT: Network Management**

**PICTURE YOURSELF**

WORKING IN TEAMS  
FINDING SOLUTIONS  
HELPING OTHERS

**ABTech**  
Community College



# 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

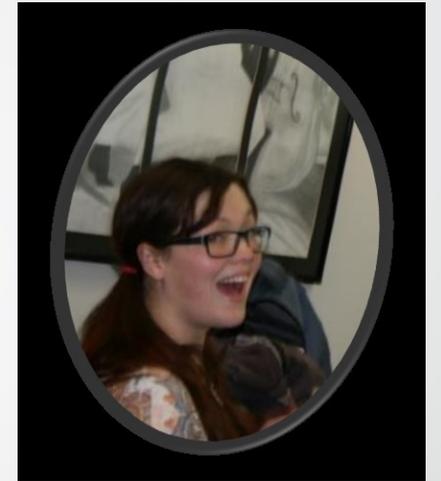




## Recruiting: Go Where the Students ARE

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

**Wherever you have  
NON-Traditional Students**



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



Thank you