

Strategies for Connecting With and Recruiting Females

Pamela Silvers

Boosting CTE Non-Traditional Gender Enrollment - April 2016

Underlying Facts

- Women do not see themselves in many STEM professions
- Marketing points – salary, job potential and the technology - tend to appeal to males



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Skills that Appeal

- Helping others
- Working in teams
- Solving problems



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Marketing Materials

Theme – Picture Yourself

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



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NOTABLE

NOTABLE WNC PE

JENNY GREER

Notable Graduates


Gail Fitzgerald

"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 at Eaton Corporation in Asheville, North Carolina

From A-B Tech



This material is based on work supported by the National Science Foundation under Grant Number 1304797.

NOTABLE GRADUATES


KELLIE WHITEMORE

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.



From A-B Tech




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PICTURE YOURSELF

WORKING IN TEAMS
FINDING SOLUTIONS
HELPING OTHERS





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ABTech Community College

\$3 BILLION

Number of technology engineering jobs in U.S. United States.

- 26% Higher wages for tech industry workers than non-tech industry workers.
- 17% Increase in demand for technology and engineering careers by 2018.
- 63% U.S. growth requires some form of postsecondary education or training.

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TECHNICAL SKILLS TRAINING, RESEARCH, AND SUPPORT FOR CHANGING AND EMERGING INDUSTRIES

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Recruiting

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Determine what YOUR Goal is

- Career awareness
- Recruiting

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Career Awareness

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



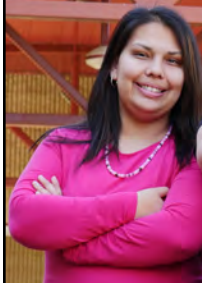
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Recruiting: Go Where the Students ARE

- ASPIRE program
- GED students
- Innovative Expo
- JobLink
- Student Services



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Resources

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- National Coalition of Women in Technology (ncwit.org)
- Institute for Women in Trades, Technology and Science (iwitts.org)



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Thank you

For more information contact:

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