

10 Tips and Hints for Writing Effective Recruitment & Retention Plans for your NSF ATE proposal

The information provided is extracted from NSF publications or comes from presenters' knowledge and experience. It does not speak for the National Science Foundation.



Live Webinar

Wednesday, June 26, 2024
2:00 - 3:00 p.m. ET





Getting Started

- Using the chat box, tell us how many viewers are in the room with you
- Ask questions in the chat
- Questions will be answered during the webinar
- Change the view in the upper right-hand corner





Housekeeping

- Registered participants will receive link to the webinar recording within one week
- Registered participants will receive e-mail with any attachments shared in Chat
- Attendees may request a Certificate of Completion by emailing Mentor-Connect@fdtc.edu - include your name as you want it to appear and the name of the webinar

Introductions



Elaine Craft, Principal Investigator

Mentor-Connect: Forward: Leadership Development and Outreach for ATE
Florence-Darlington Technical College, SCATE Center of Excellence

Email: Elaine.craft@fdtc.edu



Tiffany Scherado

Co-Owner of Lifetime Transmissions and Transmission Exchange
Facilitator of Amazing Women in Automotive since 2021

Email: tiffany@amazingwia.com

Pamela Silvers, Co-Principal Investigator

Mentor-Connect: Leadership Development and Outreach for ATE
Retired: Asheville-Buncombe Technical Community College

Email: pamela.silvers@fdtc.edu

Deb Strubel

Grants Specialist & Inside Sales, Education
Phillips Corporation

Email: dstrubel@phillipscorp.com





Program Solicitation

“The ATE program is interested in projects addressing issues in rural technician education and projects that broaden the diversity of the entry-level technical workforce including strategies to recruit veterans into technician education programs.”



What proposals say:





The Problem

- Generic “broadening participation” is less convincing than a plan that targets specific underserved or underrepresented populations.





- Reason for this Webinar
 - Basically . . . I didn't know what I didn't know





- 10 → Provide current data
- 9 → Conduct your research
- 8 → Be specific
- 7 → Use external experts
- 6 → Gain high-level college support
- 5 → Include details in 15-page description
- 4 → Make it easy for industry partners
- 3 → Provide recognitions
- 2 → Don't forget retention
- 1 → Include budget for activities



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Include Diversity Goal/Objectives

- Provide both current and recent past enrollment and demographic information
- Provide context via overall college enrollment and college and community demographics
- Discuss why you are including diversity? Who do you want to attract/serve and why? This builds *Rationale*.

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Conduct Research

- See what other ATE funded projects are doing
- What guided your plan?
- Cite research and/or best practices that you used or will use - you will not be the first to do something
- Adapt ideas to your program



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In order to be effective, you must be specific.



Statement such as...

“We will recruit more female students.”

...is not as effective as

“We will increase female enrollment by 45% over three years.”



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Use resources to help develop specific programs

Groups such as AWiA, have already done a lot to develop a network of women and businesses that want to support your goal.

Ask for support in getting ideas that will work for your school and community but do it EARLY!!

AWiA is a non-profit volunteer organization which means partnering is affordable, but it can take time to create a program just for you



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Examples of Services

On-going support for staff during project period.

Training on select topics (virtual or in-person), such as becoming female friendly.

Networking resources including volunteers, associations, and businesses that can help you reach set goals.

Assistance in developing programs and activities to increase female recruitment and retention. Such as recruit more female students by creating an on campus female student group to create cohesiveness and a sense of community.

Email - Tiffany@Amazingwia.com to find out more!



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ncwit.org

Academic membership is free!

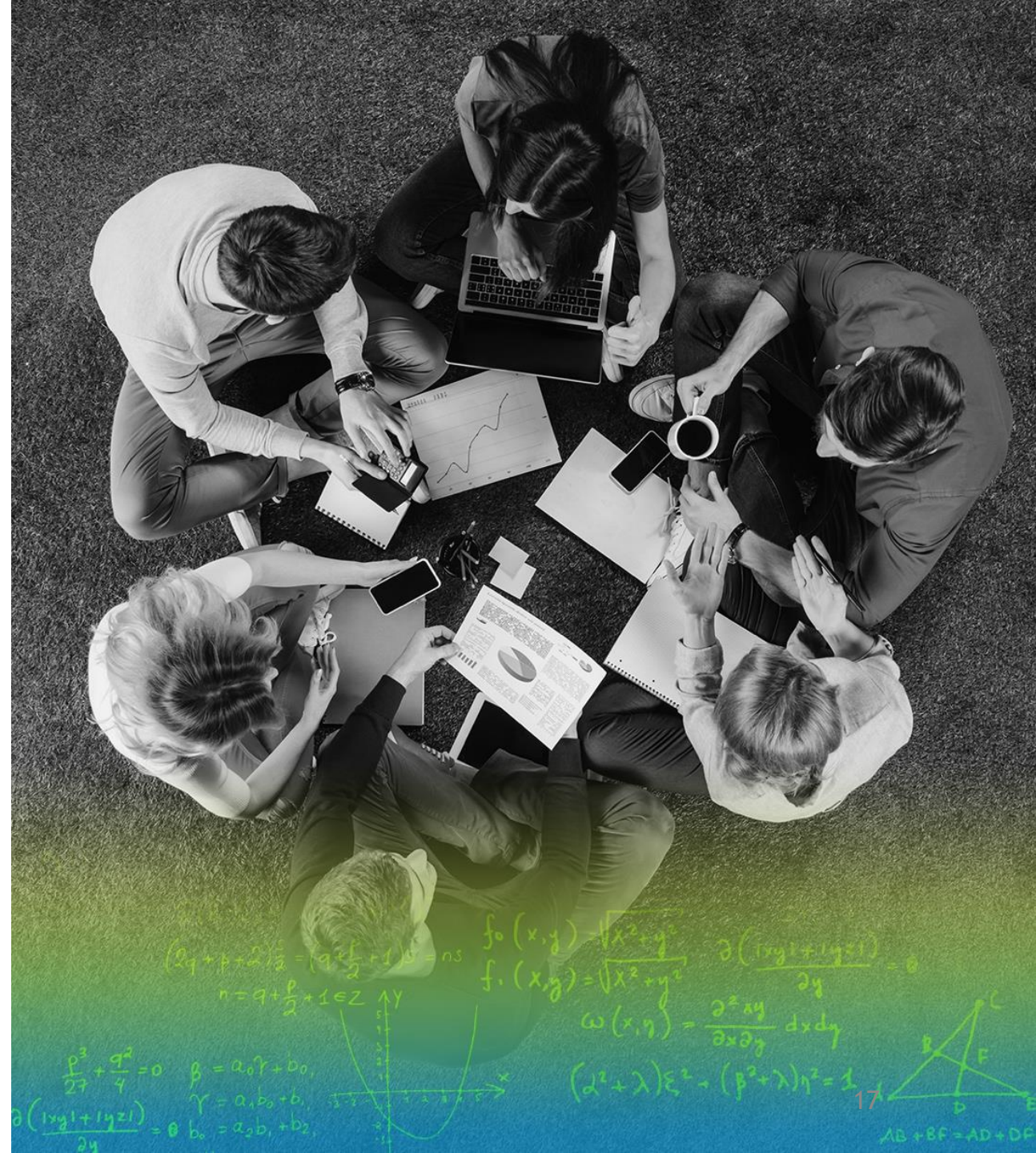
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National Center for Women & Information Technology (NCWIT)

**Increase the influential and meaningful
participation of women and girls**

*– at the intersections of race/ethnicity, class,
age, gender identity, sexual orientation,
disability status, and other historically
marginalized identities –*

**in the field of computing,
particularly in terms of innovation and
development**





HSI ATE Hub*

- [Mentor-Connect.org](https://mentor-connect.org) > Library > HSI (search word)
- Four webinars available
 - *Culturally Responsive Instruction at HSIs - Strategies that Work*
 - *Culturally Responsive Technician Education - Asset or Deficit Models*
 - *Impacts of Culturally Responsive Practices in Technician Education: Student and Faculty Perspectives*
 - *Strategies to Engage ALL Students in Your Classroom*
- >38 research papers or other resources specific to Hispanic populations

*DUE #2055362



Reminder

- Put your questions in the chat box
- We are collecting them and will answer questions at the end of the webinar





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Gain High-Level College Support

- Waive Admissions Application Fee
- \$1K Scholarship for Successful Participants



Stevens College's Interest and Support for the Project

This project has a well-defined role in the College's recruiting efforts that will not duplicate other College strategies, and it has college-wide support at the highest level.

The Board Supports This Project with Application Fee Waivers and \$1,000 Tuition Reduction

The College Board of Trustees has approved two incentives for participants to ensure project success:

1. Application fee waivers to project participants who apply to the College.
2. A \$1,000 tuition reduction (\$500 in the first and second semesters) to participants who complete one industry tour day, a college tour, immersion workshop, apply *and are enrolled*.

Both these incentives are at no cost to the grant. (See commitment letter in Other Documents.)

TIP: You can include a resource like this in your Facilities, Equipment and Other Resources documents



Add Action Steps for Recruitment/Retention Activities

- Step by Step Path for Participants

OBJECTIVE 3: Improve Retention by Improving Female Students' Sense of Belonging at Stevens and in STEM Fields

ACTIVITY 5: Hold Monthly Informal Group Mentoring Discussions for Females

Monthly informal group mentoring discussions will be held over lunchtime in a “bring your own lunch tray or brown-bag” format. The kickoff luncheon each year will be a pizza party, using grant funds. All female College students will be invited. Female technicians from industry (see commitment letters) will be invited to describe their industries, jobs, background, and discuss topics, such as communication, internships, interviewing, negotiation skills, work/life balance. This activity will be coordinated by the College’s part-time Women’s Center Director who will increase her hours with this grant so that she can facilitate relationship building among females campus-wide. The College’s Career Service Director will also present information on internship opportunities as part of her normal duties, at no cost to the grant. Activity will benefit all female Stevens College students who attend (estimated 150 over three years).

Action Step for Participants: Build a relationship with at least one female on campus or in industry and reach out for help as needed to persist in education.

Action Step for Activities, Example 2



ACTIVITY 6: Create and Distribute New Welcome Packs for All Incoming Stevens Females

In collaboration with the Stevens College Women's Center, new welcome packs will be created and distributed to all incoming females at Stevens College. The packs will include lists of on-campus resources (clubs, intramurals, Women's Center hours); off-campus resources within walking distance (grocery stores, delis, hair salons, houses of worship); and other information (date rape awareness and self-protection strategies). In Year 1 the material will be distributed as soon as possible after the grant term starts. In Yrs 2 and 3, resources will be updated and distributed during orientation or the first week of classes. Activity benefits all incoming female students (an estimated 100 over three years).

Action Step for Participants: Choose at least one group, club, or activity and participate in it. Reach out to Women's Center for help as needed to persist in education.

From
Skilled Women Get STEM Jobs: Recruiting and Engaging Female Students
(DUE 1565717)
Thaddeus Stevens College of Technology





Make It Easy for Industry Partners

Tips for Letters of Commitment:

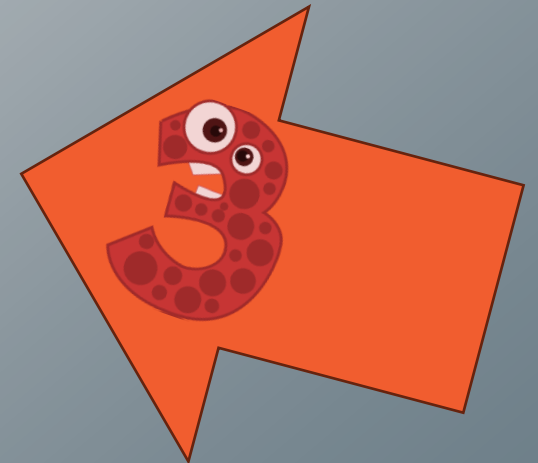
- Draft 3-4 different templates
- Use 1 non-busy person to request/receive all
- Suggest options employers can commit to do
- Give a “reply by” deadline but at least 7 days prior to your planned submission

See <https://www.phillipscorp.com/phillips-training>



Provide MEANINGFUL Recognition

- **Social Media Posts (tag donor-with prior approval)**
- **Equipment Labels**
- **Room Plaques**
- **Written & Oral Reports/Tours**
- **Meet & Greets with students**
- **Classroom presentation opportunities**



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Include Retention Plans

- How do you keep the students once in your program?
- Who can influence?
- Why do students not stay?
 - flexible programming





Plan Your Budget

- Include resources
- Stipends
- Consultants





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QUESTIONS





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**MENTOR
CONNECT**

Leadership Development and Outreach for ATE

NSF DUE #2227301

Elaine Craft, Principal Investigator

SC ATE Center of Excellence

Florence-Darlington Technical College - Florence, SC 29501-0548



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