

# Recruitment

Message: career opportunities

Electronics technicians

Software programmers/engineers

“others”

To whom:

Middle school

High school

JC/Vo-tech/Comm. Colleges

Build on previous work in getting the word out (other STEM careers)

# Recruitment

## Channels

-face-to-face:

Informal education

Mentoring teachers, middle-school

Continue "touching" at h.s., 2-yr, 4 yr programs

Web: Facebook/social networking, etc.

Mass media coverage

Electronics Technician- where do they come from and how do we get them?

Some sort of tech school, some post high school education, or community college

Most don't return to a 4 year degree

How to show prospective it's a socially acceptable career path?

How do we show them it's not a dead end job, show them mgmt opportunity/potential.

Have professional societies “adopt a school”- full engagement, build a drifter, build an ROV, do the electronics with the kids, get them fired up, it can target minorities

role-model- THERE is no substitute for hands-on.

Summer Institutes- like MATE, partnered with an industry person when the teacher gets home.

Junior Achievement has a model for the “adoption” idea. MMS- has also adopted a school

NFTE- has a model as well. It has curriculum and is used in under represented areas- a

funding opportunity with kids to start a micro-business.

How many of these do we want to do- we should pull them together. Do we need some prototypes first? Perhaps 4- one on each “coast”.

We need a new “Jacques” role model, maybe we also need a cultural change in our community of scientists. Jason Program was so successful. It is what we are talking about. It is a good channel. We need to say its a good thing to do to promote science.

Don't duplicate COSEE/ORION (though may collaborate/learn from them)

Action Item- Get a commitment from industry to come up with a marketing campaign as a mass media effort. We need a campaign. How is it gonna look. Who are we gonna target. Where is it going to be.

Computer coder to computer engineer.

It can be a built upon career. You can start at the bottom and go back for a higher degree.

## RETENTION?

The OSTO workforce needs some information about retention and re-training. Can we reach the folks who are being laid off in other fields? The issue of retention should be the issue of the corporation, getting kids started is our issue.

Re-tread :) People who are unhappy with current field, but some skills – look for displaced workers they are a good source of employees.