



High Impact Technology Exchange Conference

Educating America's Technical Workforce

Fairmont Scottsdale (Arizona)

July 19–22, 2009

Title: Enrollment-Building Strategies for Technology Programs

Date/Time: Sunday, July 19, 1:00 PM – 5:00 PM

Location: Fairmont Scottsdale Resort

Description: This workshop will identify innovative, low cost and time-effective strategies used by technical and community colleges to build and maintain high enrollment in electronics and other manufacturing programs that train technicians. One segment of the workshop will identify recruitment and retention strategies that require small but meaningful strategic points of contact by faculty from the time a student first inquires about enrolling in a college to his or her graduation. The other segment of the workshop describes alternative program structuring to reach a larger student population, including ways for technicians to upgrade their skills.

Presenters:

Terry Bartelt, Fox Valley Technical College

Mark Viquesney, MATEC NetWorks



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