

# Technology at Your Fingertips: Innovative Models for Student Recruitment

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**National Career Pathways Network Conference 2007**



- Largest single-site career center in Ohio
- Located 11 miles northwest of Dayton, Ohio
- 27 partner high schools located in 5 counties
- School district surpasses 4,000 square miles
- 3-building campus located on a 240-acre site
- 10 acres under roof – 430,000 sq. feet
- Youth Connections – Alternative School
- Career technical satellite programs offered in seven partner schools



- Two modern farm buildings and an aircraft hangar
- 20 acres of woods with a  $\frac{3}{4}$  acre stocked pond
- 120 acres of farm land
- Student enrollment of approximately 1,900
- 50 career technical program offerings including 10 College Tech Prep programs, 15 College Tech Prep Option programs and 4 special needs programs
- Career Exploration Lab for eighth graders



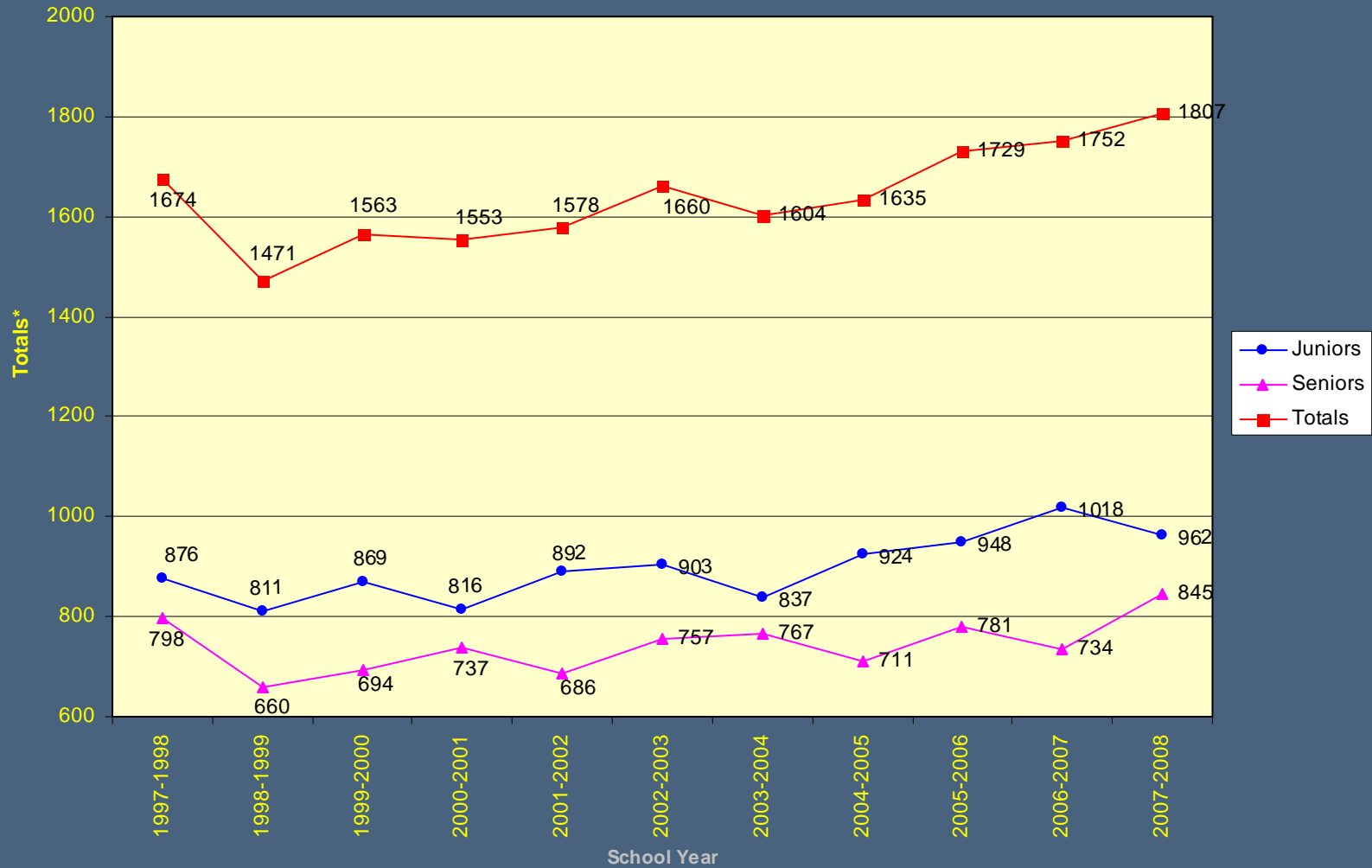
- Daniel M. Hull and Dale P. Parnell Partnership Excellence Award - 2007
- Exemplary Program Recipients
  - School-to-Apprenticeship model
  - Precision Machining program
- Best Practices Recipient
  - Youth Connections
- High Schools That Work
  - Best Practices Award – One of the top 50 schools
  - NAEP Test Scores
- CTSO National Award Recipients



# MVCTC ENROLLMENT TRENDS

1997-2007

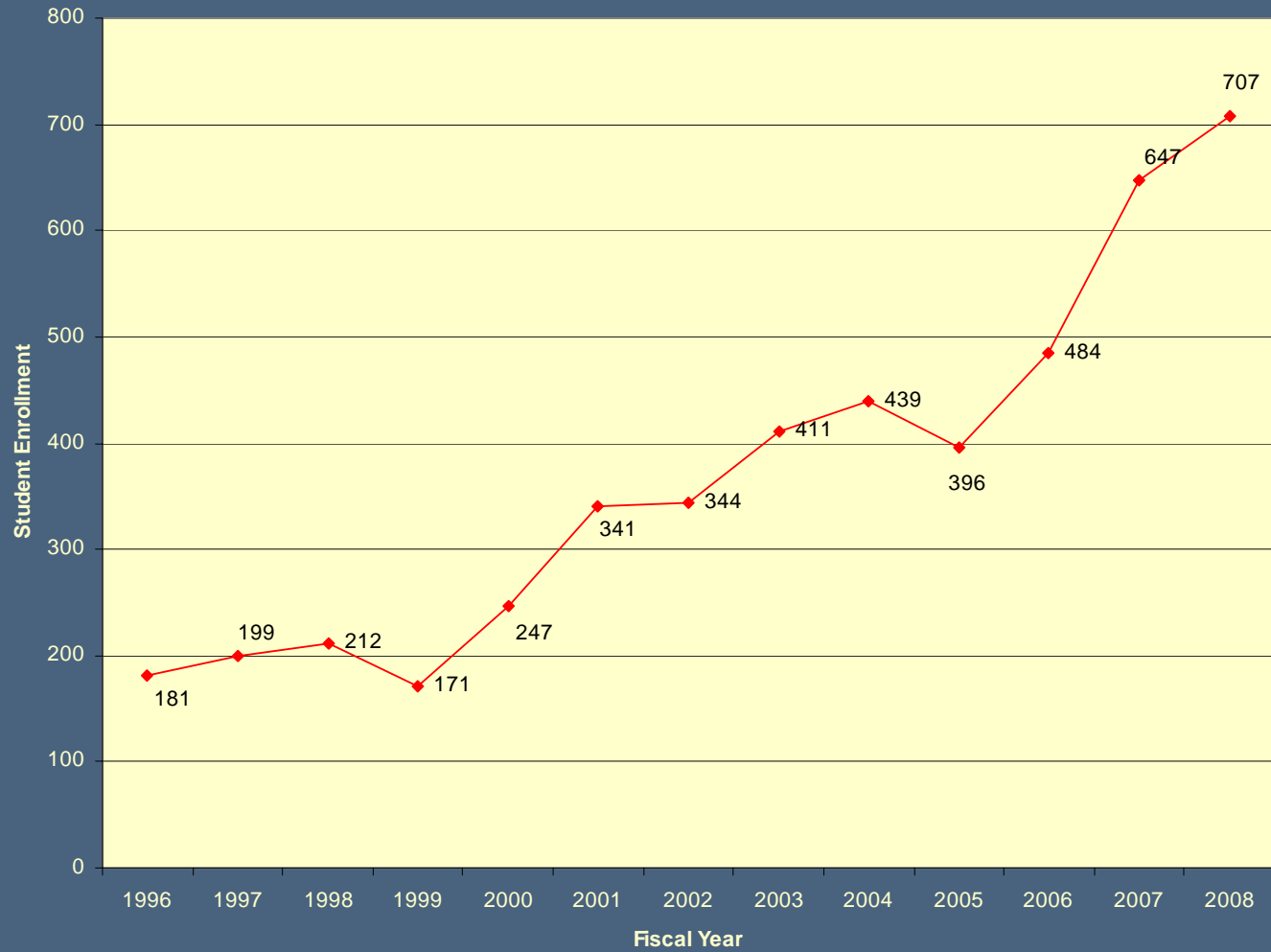
September 11, 2007



\*Totals do not include super seniors and adults enrolled in high school programs.



## Tech Prep Total Enrollments





# Tech Prep Incoming Criteria

- GPA 2.0 or higher
- On track for graduation – no deficiencies
- C or better in College Prep Algebra
- C or better in Biology for Allied Health Technologies Tech Prep, Biotechnology Tech Prep, and Sports Medicine Tech Prep
- Good attendance



# Winning Students

- Recruitment materials
- Student Ambassador Program
- Emphasize school's strengths
  - Technology
  - Rigorous Academics
  - College Connections – Tech Prep
  - Employment Preparation
  - Diverse student population – new friends
  - Sports and extra-curricular activities at home school
  - Wide variety of career technical program offerings



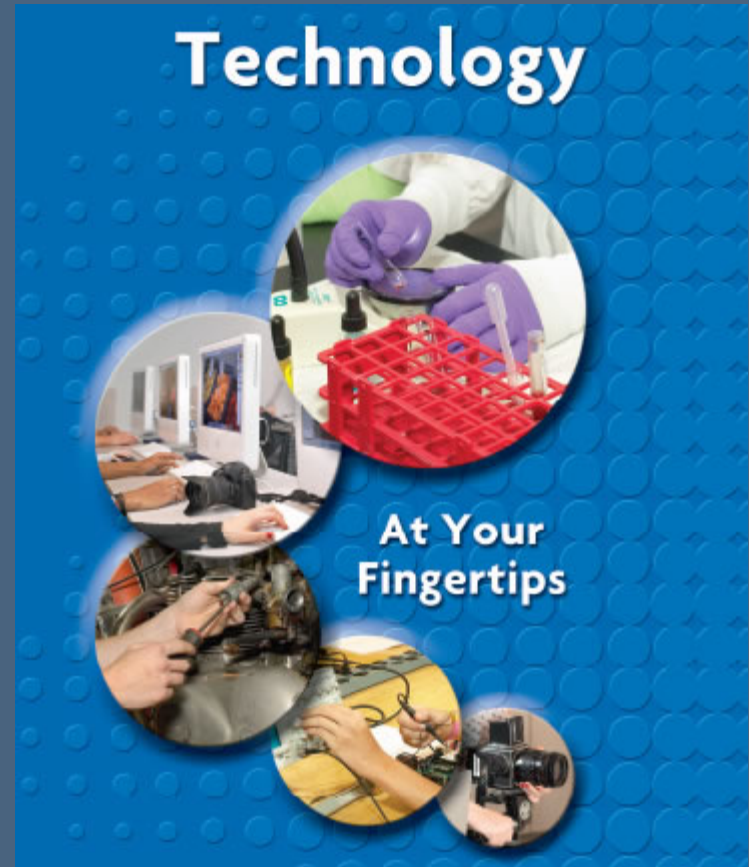
# Recruitment Activities

- Fall Visits to member high schools
- Sophomore Career Exploration Day
- Open House
- College Information Night
- Spring Visitation Days
- Spring Visits to member high schools (target low enrollment career programs)
- Breakfasts at member schools for accepted students



# Recruitment Materials

- Printed
  - Updated every year
  - Four-color
  - Photos of current students
  - Career teachers and supervisors sign off on all changes





# Other Printed Recruitment Items

- Postcards
- Letters
- Brochures
- Newsletters
- Shirts
- Posters for home schools
- Giveaways, bags, etc.

# Student Ambassador Program





## Student Ambassador Program...

- Nominated by MVCTC instructors
- Check GPA and attendance
- Interviewed by Enrollment Coordinator
- Two days of leadership training in spring
- One day of leadership training in early September



# Student Ambassador Program...

## Duties include:

- Junior Welcome Day
- Fall visits to member high schools with enrollment coordinator
- Welcome new students on first day of school
- Tours of MVCTC
- Focus group
- Spring visits to member high schools
- Breakfasts at member schools for new students
- Student representatives on MVCTC committees



# TEACHER CAREER CAMP

June 11 – 15, 2007

Participants included 73 elementary, middle and high school teachers and administrators from our partner schools.





# Highlights

- Each participant visited 10 career labs
- Some of the activities included:
  - Building a bird feeder
  - Extracting their own DNA
  - Driving a gator
  - Welding
  - Drawing a 3-dimensional object
  - Building a pin-hole camera
  - Operating a backhoe



# Features

- Lunch provided each day
- Career Camp T-Shirt
- Introduction to Collins Writing
- Stipend of \$159
  - Ashland University 1 Semester Hour Credit
    - Create a lesson plan



# Market Your Strengths

- Rigorous academics
- Technology
- College Connections/College Tech Prep
- Employment Preparation
- Successes



# College Connections

- The MVCTC Class of 2007 earned over \$960,000 in college scholarships
- Two options to ensure success at the next level
  - Articulation Program
  - College Tech Prep Program





# College Connections...

- Articulation Programs
  - Over half of our career technical programs have articulation agreements with colleges and universities
  - Students can earn 2 to 72 college credits depending on his/her career technical program
  - Aviation Maintenance Technology students can earn an Associate's Degree while at MVCTC



## College Connections...

- College Tech Prep
  - 10 College Tech Prep career technical programs
  - 15 College Tech Prep Option career technical programs
  - \$699,000 in Sinclair Community College Tech Prep scholarships awarded to 233 Class of 2006 Tech Prep students





# Successes

- Students
- Parents
- Employers
- Community Partners
- Associate School Districts
- MVCTC Faculty and Staff



# Successful because...

- We enrich both the academic and occupational competency of curriculum
- We provide an advanced technological experience for all students
- We have a commitment to professional development for all staff and faculty
- We expand and nurture the partnership, linkage, and collaboration of MVCTC with all stakeholders
- We strive to create and maintain a world-class culture for both secondary and adult learners



# Mission Statement

We are dedicated to providing premier educational choices and advanced employment preparation for youth, adults, and organizations of the Miami Valley.





# Contact Information

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