

Project Overview New Faces of Manufacturing Technology

Address proposal and budget narrative in 4-6 pages. The Proposed Budget Worksheet that follows is an additional page that must be included with the application.

- 1) *How does this project encourage the successful recruitment and retention of males or females within a CTE Program of Study that leads to an occupation that is nontraditional by gender? (Males in nursing or early childhood education/teaching K-3. Females in STEM-related careers or the trades.)*
 - *What are the major activities or strategies that will be carried out and by whom?*
 - *How do proposed activities at the secondary level link to postsecondary component, or vice versa?*
 - *What is the timeline for this project?*

The Women in Manufacturing Project will build upon the previous three Perkins Nontraditional grants and lead to the successful recruitment and retention of students (nontraditional by gender) in the Manufacturing Technology/Welding which is a Program of Study at Southwestern Oregon Community College with articulation and/or alignment with 7 high schools in the region. Manufacturing is on the list for High Wage, High Demand jobs in Oregon according to OLMIS. This project brings nontraditional experiences to young women in high school and implements recruiting and retention strategies within the Programs of Study in attempt to strengthen nontraditional participation and retention in both secondary and post-secondary Manufacturing Technology/Welding Programs of Study.

The project will employ three strategies to achieve recruitment and retention goals:

- Expose students to nontraditional role models
- Expose students to nontraditional career opportunities
- Give students a positive hands-on experience in a nontraditional career

Major Activities:

- Southwestern will host the **New Faces of Manufacturing Technology** event at the Southwestern Coos Bay campus in February or March 2013. High school girls and staff will be invited to attend. Schools will be asked to send staff who are willing to participate in the hands-on activities and to advocate for manufacturing technology careers.
- The **New Faces of Manufacturing Technology** agenda for participants will allow them the opportunity to explore the career fair booths, learn about Southwestern's Manufacturing Technology/Welding and Computer Information Systems pathways, meet current nontraditional Southwestern students and professionals, and to complete a manufacturing project. The career fair will have representatives from many aspects of manufacturing career opportunities, ranging from mechatronics specialists, industrial engineers to production welders, available in booths with materials relating to their career. Whenever possible, the representatives will be female to offer the nontraditional perspective as well as career insights.

- Project will involve the production of 100 posters to promote the **New Faces of Manufacturing Technology** for distribution to high schools. The project will involve the production of a brochure promoting nontraditional participation in the Southwestern Manufacturing Technology/Welding programs and available pathways.
- Many of the project activities will be video recorded along with participant reflections (student, faculty, counselor, professional participants) and activities to be compiled in a video. Southwestern will present the video at public forums and distribute it to regional schools and agencies.
- The Perkins Regional Coordinator at South Coast ESD will be on the New Faces of Manufacturing Technology committee. The Perkins Regional Coordinator will also distribute posters, brochures and the video at regional high school programs of study meetings. The meetings will include agenda items to provide input from the programs of study teachers to the New Faces of Manufacturing Technology committee.
- The Nontraditional Activities Coordinator will distribute information to CTE and math instructors.
- Women's service clubs and the Southwestern Foundation will be approached to fund meals and/or prizes and/or scholarships for **New Faces of Manufacturing Technology** participants, many who will have come as far as 120 miles to attend.
- Partnerships on activities or strategies: Both secondary and postsecondary
 - Secondary level
 - Perkins Regional Coordinator, South Coast ESD
 - CTE high school teachers in the region
 - College Upward Bound/ETS Program Staff placed in high schools
 - Post-Secondary level
 - CTE Associate Dean of Learning
 - Nontraditional Activities Coordinator (NAC)
 - Perkins Program Instructors
 - Southwestern Workforce Development Director
 - SWOCC Mobile Lab Training Coordinator
- The implementation and evaluation tasks are managed by the Nontraditional Activities Coordinator (NAC) under the guidance of the Southwestern CTE Associate Dean of Learning (AD) and the Perkins Regional Coordinator (PRC) in collaboration with the Mobile Lab Training Coordinator and the event committee as indicated in the timeline below:

Timeline for this Project (Strategy – consistent, persistent messaging throughout the year)

September and October 2012

- Hire (personal services contract) Nontraditional Activities Coordinator (AD)
- Form **New Faces of Manufacturing Technology** committee (AD)
- Revise and print promotional brochure and poster in conjunction with business classes at SWOCC(NAC)

- Revise student preparation materials and reflection questions (NAC)
- Revise student, teacher and volunteer surveys (NAC)
- Contact mentors (NAC)
- Produce posters (NAC)
- Contact Upward Bound/ETS (NAC)
- Presentations to high school superintendents, principals and teachers at established meetings - Curriculum Directors; Principals and Superintendents; Perkins Program of Study, etc. (AD, PRC, NAC as appropriate)
- Distribution of posters, flyers, applications and information during Counselors Day at SWOCC (NAC)
- Email "Save the date" messages to high schools (PRC)
- Arrange for video production team (AD)

November and December 2011

- Contact CTE/Perkins Program high school teachers (NAC)
- Continue messaging activities started in September
- Review event plans with program advisory committees

January 2012

- Confirm mentors (NAC)
- Confirm high school teachers, counselors and or manufacturing technology career advocates participation in fair (NAC)
- Collect RSVPs (NAC)
- Organize of **New Faces of Manufacturing Technology** activities (AD, NAC, Committee)
- Continue messaging activities started in September

February 2012

- Finalize **New Faces of Manufacturing Technology** activities (AD, NAC, Committee)
- Send press releases
- Confirm participants for Women in Welding Fair(NAC)

March 2012

- Conduct **New Faces of Manufacturing Technology** event (AD, NAC)
- Coordinate video record of Women in Welding Fair event (AD)

April 2012

- Compile summary of reflections and surveys(NAC)
- Compile and edit video production (AD)

May 2012

- Distribute video (AD, RPC)

June 2012

- write final and budget report (AD, NAC)