

General Marketing Plan for Chemical Technology Degree Programs

This plan was developed by participants in the PACT Forum entitled “Research Profile Study: Applying What We’ve Learned to Recruiting Efforts.” PACT is funded by the National Science Foundation (grant number 9950011).

Goal

To market community college chem tech opportunities to the non-traditional and traditional student and to identify and establish relationships with all stakeholders involved in this process.

Traditional Students

Includes:

1. Education
 - a. High Schools
 - Biology and chemistry teachers and students
 - Administrators
 - Counselors
 - Parents
 - b. Vocational Schools (both high school programs and colleges)
 - Vocational teachers and students
 - Vocational education counselors
 - Counselors
2. Industry personnel (contacts that we establish through advisory boards)
3. Government/Economic Development Personnel

The more networking, the better.

Message

Chem tech careers are exciting and fun. They offer career advancement as well as opportunity for growth in employment and education. (Word things in the language of high school students. Use a language that they’ll relate to.)

Name the big companies—when parents hear this, they are impressed. Eliminates a lot of misconceptions that the only way to work for these companies is via a four year education.

Look at long term issues such as benefits, salaries, going on to a 4 year degree.

May want to word things in terms of continuing education.

Methods

1. Support the establishment of local chem tech alliances using PACT as the clearing house for the information (all NSF groups can do this)

- Also a formal clearing house as part of ACS and they are looking for ideas of what to include.
2. Methods that have worked in the past
 - High school class presentations by college faculty, industry partners, and college chem tech students. These things do work so we need to keep doing them.
 - On-campus recruiting events including:
 - a. career days
 - b. open houses
 - c. visitation days for high school chemistry and biology teachers and students. If you can get teachers on your campus, they can sell it for you.
 - d. shadow day (for students and teachers)
 - e. Campus tours utilizing student ambassadors. Students can take students around and probably relate better.
 - f. women in technology day
 - Continued use of advisory committees
 - a. make sure that advisory committee is involved in helping you market the program and sharing costs. Massage the alliances and add to them.
 - Advertise in newspapers, movie theaters
 - Develop brochures, posters, and other key visual aids and marketing pieces.
 - Chem tech instructors work with admissions and marketing personnel at their universities—Counselors can only know so much about all the different programs. Can add a lot of validity by integrating all individuals together.
 3. Many of the graduates working are proud of their work and they like talking about it...so get them involved. They won't ask too much. When the high school teachers sees their graduate, it's powerful.
 4. Involving the admissions representative more
 - Invite admissions reps to advisory meetings
 - Have admissions personnel go on field trips
 - Establish communication lines between admissions and faculty. Keeps everyone on the same page about changes as they occur.
 5. Adopt the mentality that "Everyone's a Recruiter"
 - Why? Prospective students will perceive the university through you by the way you speak about the university and the energy you convey. You are a walking, talking billboard for your university.
 - Implications of this mentality: Need academic departments, student services, faculty, admissions, and all campus resources working together for dissemination of information.

Non-traditional Students

Includes:

1. Individuals over 25 years of age
2. The displaced worker
3. Those with ethnic/gender issues
 - English as a second language students
 - Cultural bias against women in technical careers
4. Single parents

5. Incumbent workers looking to improve skills

Message

1. You can train for a lucrative career in an exciting field at your local community college.
2. Promotional slogan - "Too many chem tech jobs...not enough chem tech grads"

T-shirt; I'm not a rocket scientist...I'm a chemical technician because I can make more money.

Methods

1. Develop and maintain relationships with the following for the purpose of marketing chem tech programs:
 - Industry
 - Local chem tech alliances
 - Career centers
 - Employment agencies
2. Develop and maintain campus websites to deliver information about chem tech. Websites are cheap and fluid and can be changed easily.
 - Components of different web pages
 - a. Job placement pages that include:
 - local and national job opportunities in chemical technology
 - job placement report that detail labor market trends
 - links to industry employment opportunity pages
 - b. Chem tech department website that includes:
 - info on degrees
 - costs vs. 4 year college
 - testimonials
3. Develop brochures that specifically target non-traditional students
4. Information delivery presentations at churches and civic organizations
5. Develop a set of videos to target specific audiences. These videos would be used on public access TV and in presentations. Specific audiences include:
 - the older worker
 - the displaced worker
 - workers with ethnic and gender issues
6. Disseminate information to practicing chem tech workers. This goes back to the friends and family issue of how students get info about chem tech programs.
7. Use the media
 - Print (local newspapers and campus newspapers that include ads and human interest stories)
 - Radio spots that would appeal to the non-traditional student
8. Organize job fairs and invite chem tech employers to give info to students about the job market.

Promotional Packages

All promotional packages (print, videos, brochures, CD's, etc.) should include some or all of the following key ideas:

1. Information about chem tech careers and how one gets there
2. High paying jobs
3. Education is the key to moving up for practicing chem techs
4. High demand in labor force for chem techs with 2 year degree
5. Opportunities for women and minorities in chem tech are abundant
6. Community colleges offer 2 year program at low cost compared to universities
7. Offer child care and financial aid packages
8. Emphasize flexibility by offering
 - distance education classes
 - Saturday classes
 - evening classes
 - mini-session classes
 - classes for shift workers

Benefits (for both traditional and non-traditional students)

1. A trained, educated, well-qualified high level candidate
2. Attracts students to community college programs
3. Provide education to traditional and non-traditional students
4. Results in better and/or high paying jobs for chem tech students
5. A better trained, safer work force
6. Increase in productivity in industry
7. Global – smarter workforce makes chem tech industry more globally competitive.

Other Important Points

1. Tours are important. We must get students to campus no matter what it takes.
 - Involves developing a relationship with the chemistry teacher.
 - Tours have to be organized from the standpoint that you can do this. We can't have 100 middle school students running around the building.
2. The shared counselor positions have exploded the registration at B.J.'s school
 - How does it work?
 - a. Counselor's salary is paid partly by school and partly by the college
 - b. Counselor spends half of his/her time at each place
 - c. Main job is to counsel dual credit concurrent enrollment students
 - d. Promote degrees and certificates
 - Positive Results
 - a. Gotten auto tech and chem tech programs
 - b. Building of pet plants
 - c. Enrollment has exploded.
3. Articulate with state colleges so that students can just start at these colleges as a junior. The people interested in helping are those that need students just as badly as you do.
4. From the industry's perspective:
 - Prefer to hire a person with a 2 year degree who wants to continue on as a technologist.
 - Companies such as Dow will pay for further education if it is deemed to be productive to your job.
 - Lots of range for growth in the chem tech arena.