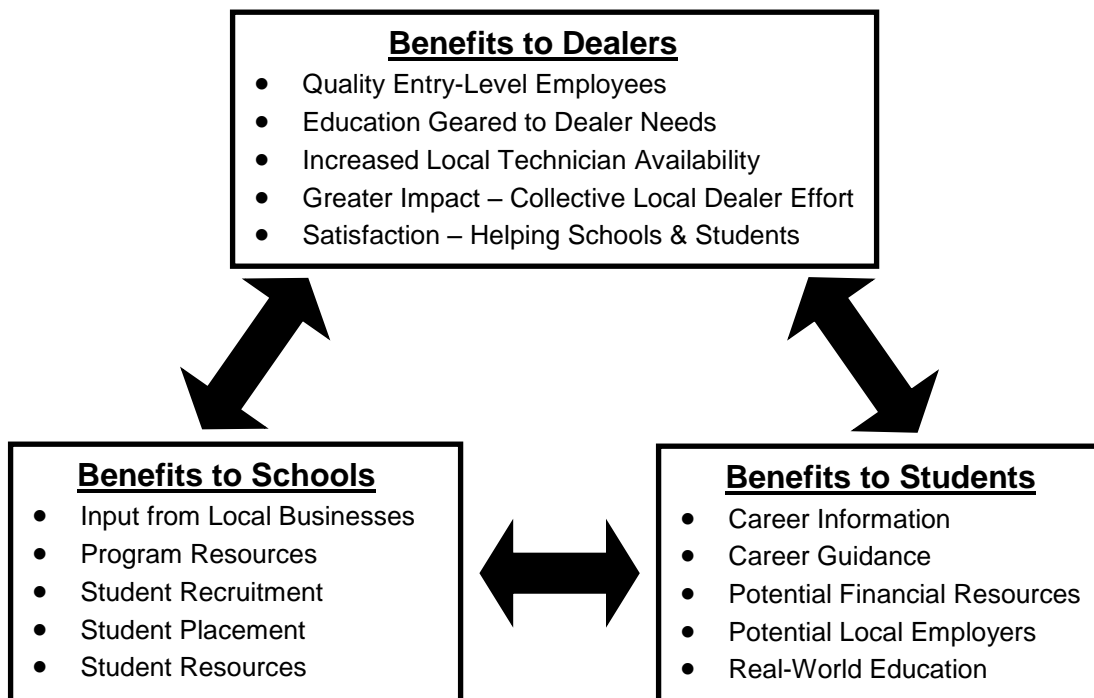


Technical School Student Recruitment Scorecard

Recruiting Young People for Careers in the Construction Equipment Industry

**Technical Schools and Equipment Dealers Working Together
to Address the Industry Technician Shortage**



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Technical School Student Recruitment Scorecard

Overview

Our industry offers a wonderful equipment technician career opportunity and it's important for that message to be delivered to students who are in the process of exploring their options. This scorecard is a simple tool to assist technical schools in evaluating their student recruitment efforts. It can be used to define the starting point – where the technical school is today – as well as develop the vision of where the technical school wants to be “tomorrow.”

The scorecard is intended to be used in conjunction with The AED Foundation's “Recruitment Guidebook for AED Member Dealers,” and related “Dealer Recruitment Scorecard.” The guidebook is a publication offering ideas to help technical schools and dealers work together to develop student recruitment strategies and tactics that are effective in meeting the equipment industry's technician recruitment needs of the future. An effective strategy involves more than job ads, promotion and advertising. It's more than equipment dealers donating money and materials to local technical schools. The word “strategy” is important here, because dealers and schools need to be working right now on recruiting and developing the technicians to be hired one, two or even five years down the road. That means a comprehensive local effort at the middle/junior high school, high school and post-secondary levels.

Students have many attractive technical career options and today's job market requires a real grass roots approach. This includes, among other things: gaining students' attention and interest for this career option, changing perceptions of the job and industry, working directly with and assisting students, and effectively educating students. There is no magic fix, and no one can do it all for you. Success depends on equipment dealers and technical schools with a commitment to working together to achieve mutual goals.

Technical School Student Recruitment Scorecard

Instructions

The scorecard that follows consists of a list of parameters that relate to workforce strategies and tactics that could be incorporated into the student recruitment plans of proactive technical schools working together with equipment dealers. The process is straight-forward; just think about the student recruitment efforts that you and/or your school are involved in **right now** and rate yourself “Yes” or “No” for each parameter. This simple Yes/No rating scale, with no in-between options such as “Sometimes,” focuses the answer on either “we do this regularly in a meaningful way” or “we don’t.”

How do you rate?

It’s not likely that any one technical school can do everything on the scorecard list; nor is that necessarily the point. Effective strategy and tactics, what works and what doesn’t, are directly related to the local situation. There is no “total score” to tell you that you pass or fail. That evaluation is up to you. However, here are some suggestions:

- Does the sum total of what my school and I are doing positively and significantly impact my school’s recruitment, enrollment and placement of top-flight students?
- Look at each cluster of activities on the Scorecard. Are you involved meaningfully in several activities in each area?
- In areas where you are already involved, do you see other ideas/options that could have a big impact on your recruitment/placement program results? Perhaps choose 1-2 additional tactics in each area that you feel would enhance your efforts.
- In areas where you have no significant involvement, of those opportunities shown, which items do you feel could be most valuable to your recruitment/placement program results? Perhaps choose 2-3 options in each of these areas that will help your efforts to succeed.
- The Scorecard list is not nearly exhaustive. Brainstorm and generate strategies and tactics that most effectively address your local situation.
- In all of these activities, do you work continuously with local equipment industry employers to meet your mutual needs? How can you facilitate that?

Only you can really answer the bottom line question, “Am I doing the right things; the things I need to do to develop my technical program and recruit/place the equipment technicians of the future? Hopefully, this scorecard helps you answer that question and provides some food for thought about what things you can be involved in to enhance the success of your technician recruiting/placement, and ultimately your school and technical program in the future.

TECHNICAL SCHOOL STUDENT RECRUITMENT SCORECARD

School:

Name:

Date:

Rate you and your school's involvement as to the following student recruitment and placement parameters. Your rating should not be based on the past, but upon evaluation of your situation right now. Just answer "Yes" or "No" to the following set of questions that ask "Do you...?"

	<u>PARAMETER</u>	<u>RATING</u>
	<u>Your School – Do You...?</u>	
1	Have a comprehensive departmental plan for local student technician recruitment/placement?	
2	Have one department faculty member who is assigned the accountability for planning and implementation of student recruitment/placement programs?	
3	Have a training facility that to the best of your ability communicates the sophisticated "high tech" environment that the equipment technician works in?	
4	Have strong, established relationships with school administration/officials who will support the equipment technical program?	
5	Have strong, established relationships with industry trade associations?	
	<u>Collective Efforts With Local Equipment Dealers – Do You...?</u>	
6	Work with local equipment dealers to plan and implement student recruitment/placement programs?	
7	Meet together on a regular basis over the long-term to facilitate local student recruitment/placement?	
8	Participate on a local task force or committee of dealers to address student recruitment/placement?	
9	Maintain active involvement with an AED Local Group?	
10	Contribute available human, material, financial and other resources toward collective student recruitment efforts?	
	<u>Preparation – Do You...?</u>	
11	Have good working knowledge of AED's "Standards for Construction Equipment Technology?"	
12	Have a list of local high schools that you have evaluated/prioritized as prospects to work with?	
13	Have an analysis of the demand for equipment technicians with potential employers in the geographic areas that your technical school serves; with established goals and objectives?	
14	Have an understanding of the workforce needs of the employers your technical school serves?	
15	Have an assessment of the strengths and weaknesses of your technical program, as well as your vision of how you want to evolve the program?	

	<u>PARAMETER</u>	<u>RATING</u>
	<u>Working With Local Equipment Dealers – Do You...?</u>	
16	Have established good relationships with local dealer executives and managers?	
17	Have clear recruitment/placement objectives and goals that you have explained to local dealers?	
18	Visit and communicate with the above dealer contacts on a regular basis?	
19	Tell dealers what your specific program needs are and ask for help?	
20	Help dealers to make important contacts within the school and even local high schools?	
21	Ensure an ample supply of equipment technician career reference materials for students?	
22	Ensure that equipment dealers have excellent representation on the program's Advisory Board?	
23	Offer to help dealers by informing students of opportunities for employment with those dealers?	
24	Enlist local dealers to assist in your efforts to obtain local and state funding?	
25	Work with local dealers to offer work-study, scholarships, loans, internships and other types of financial assistance to students?	
26	Work with local dealers to offer internships, part-time employment, job-shadowing and other types of real-world work experiences to student technicians?	
27	Ask local dealer executives to visit the school and "state the case" to school administrators and executives as to why the equipment technical program is so valuable to the school, community and equipment industry? Likewise with state officials?	
28	Ask equipment dealers to make a commitment to hiring 1 graduating student each year for every 10 technicians that the company employs?	
	<u>Working With High Schools – Do You...?</u>	
29	Have good understanding of the high school, program structure, curriculum and related information?	
30	Have clear objectives and goals that you have explained to school administrators and teachers?	
31	Have established good relationships with school administration and officials?	
32	Have established good relationships with high school counselors?	
33	Know the technical teachers well? Know what they are looking for?	
34	Help the schools obtain technical teaching materials and teaching aids?	
35	Make recruitment contacts with leaders of extracurricular clubs such as FFA?	
36	Provide technology update seminars for teachers?	
37	Facilitate getting special speakers from OE manufacturers, equipment dealers, trade groups, etc.?	
38	Visit and communicate with the above career influencers on a regular basis?	
39	Ensure schools always have an ample supply of technician career reference materials for students?	
40	Donate equipment and parts for teaching purposes to local technical programs?	
41	Help the schools obtain or build equipment system simulators?	
42	Assist instructors by demonstrating equipment or making technical classroom presentations?	
43	Provide technical schools with copies of AED national technical standards?	
44	Help promote local high school technical programs to the community?	
45	Work with the school to inform students of educational opportunities with your school?	

<u>Recruitment & Student Events – Do You...?</u>		
46	Work with dealers to sponsor and/or participate in career day events at their facilities?	
47	Invite dealers to participate in career day events at technical schools or other locations?	
48	Invite dealers to make career exploration presentations at your school?	
49	Sponsor/participate in events that present the technician career to parents?	
50	Design recruitment programs that are targeted to other student decision influencers?	
51	Visit and tour local dealerships with prospective students and their parents?	
52	Always leave your audience with information about “who to contact” and “next steps?”	
53	Follow up promptly with all the contacts you make in your recruitment efforts?	
54	Visit junior high/middle schools to make career presentations to students?	
55	Help sponsor local or regional student technical competitions?	
56	Ensure students have the opportunity to participate in student competitions such as SkillsUSA?	
57	Offer human, material or facility resources to support competitions such as SkillsUSA?	
58	Bring in successful recent graduates and current technical students to speak as “peers?”	
59	Target alumni of post-secondary technical programs for contacts, prospective students?	
60	Develop contacts with local public media to promote and recap your recruitment activities?	

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