

# SKILLED WORKERS GET JOBS 2.1 HIGH SCHOOL ENGAGEMENT

## Goals

- Improve awareness and perception of technology and engineering careers and two-year educational opportunities
- Increase number and diversity of technicians available for the workforce

## Outcomes

- 75% of high school personnel will report significantly increased awareness of jobs related to technology and engineering and be able to articulate what an engineer/technician does
- 50% of high school personnel will 1) name A-B Tech as a viable choice for their students to attain a degree in technology or engineering, and 2) be able to name three or more of the targeted technician programs at A-B Tech

## Pre-COVID

### *Starting Point*

Interactions with instructors proved difficult. We offered an Innovative Expo with good attendance and feedback. However, instructors came to our campus and enrollment was limited.

### *Result*

At the June 2019 event we asked attendees if we could contact them regarding events at their high school or who would be appropriate contact person. From this we were able to develop a list of active/involved contacts. This resulted in hosting 10 events during the academic year for high school personnel as well as having presentations and tables at the Asheville Schools Curriculum Conference attended by over 500 people and the Buncombe County Fall Professional Development day (over 700 attendees) where we gave two presentations and had a display table in their reception area.

## Current Status

We have developed a YouTube Channel entitled [Skilled Workers Get Jobs](#) which has three playlists

- Students
- School Personnel
- Parents

The channel is currently being critiqued by high school personnel. We anticipate that we will ultimately reach more teachers because they can watch the videos on their own schedule instead of having to commit to specific times. The videos are in development and the Channel should be robust enough (enough videos) that we will market in October and November.