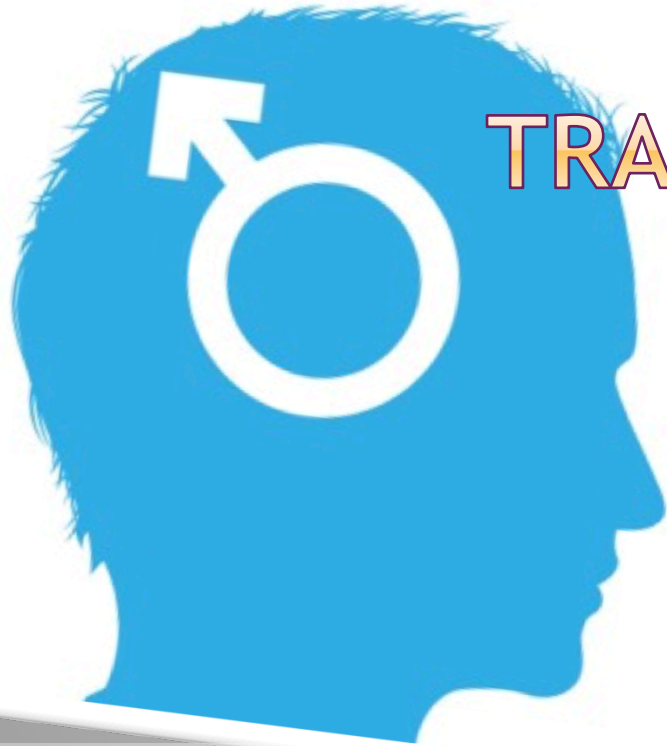


HE SAID, SHE SAID --- RECRUITING STUDENTS TOWARDS NON- TRADITIONAL CAREERS



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Del Mar College

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GENDER EQUITY - WHY IT MATTERS

- ◉ ***Non-traditional careers*** are defined as those that employ less than 25% of either gender.
- ◉ There is a critical need for diversity in the workforce.
- ◉ Without it, we are not realizing our full and collective potential.



FOR BUSINESS...

- ◉ Diverse teams drive innovation.
- ◉ A heterogeneous workforce creates competitive advantage through creativity, innovation, and increased quality of team problem-solving based on multiple perspectives.



FOR THE ECONOMY...

- ◉ Gender diversity is one of the most influential determinants of return on investment.
- ◉ If fields continue to be sex-segregated, then business and industry will not grow and maximize potential.



THE MORAL CASE....

- ◉ Diversity enables equal access and opportunity.
- ◉ Most high-skill, high-wage, and high-demand careers that require STEM backgrounds or CTE training are non-traditional for women.
- ◉ Leveling the playing field will also level the “paying” field, with family-sustaining wages.



DEL MAR COLLEGE - OUR CHARGE

- ◉ Increase enrollment of non-traditional students (by gender) into:
- ◉ Automotive/Autobody ♀
- ◉ Court Reporting ♂
- ◉ Health Information Technology ♂
- ◉ HVAC ♀
- ◉ Surgical Technology ♂



THE BARRIERS

- ◉ With over 200 degree/certificate options, the College marketing efforts target global recruitment; not program-specific.
- ◉ Faculty are limited in the amount of recruitment fairs and activities at which they can present.
- ◉ How to get the word out?



IT'S HARD TO BE IT IF YOU CAN'T
SEE IT.



LIGHTS, CAMERAS, ACTION!



WHERE TO BEGIN?

- Request was sent to the College Relations Office to produce a series of 5 videos to market Gender Equity to the community.



UNIQUE SITUATION

- ◉ DMC has a full video production facility
- ◉ Ability to produce professional videos
- ◉ Little or no cost
- ◉ Push it out to all areas available to the college



THE VIDEOS

- ◉ The purpose was to promote non-traditional students in these fields of study.
- ◉ However, that was not to be the topic.
- ◉ Videos would be used in all market areas.
- ◉ Attract both males and females to these programs.



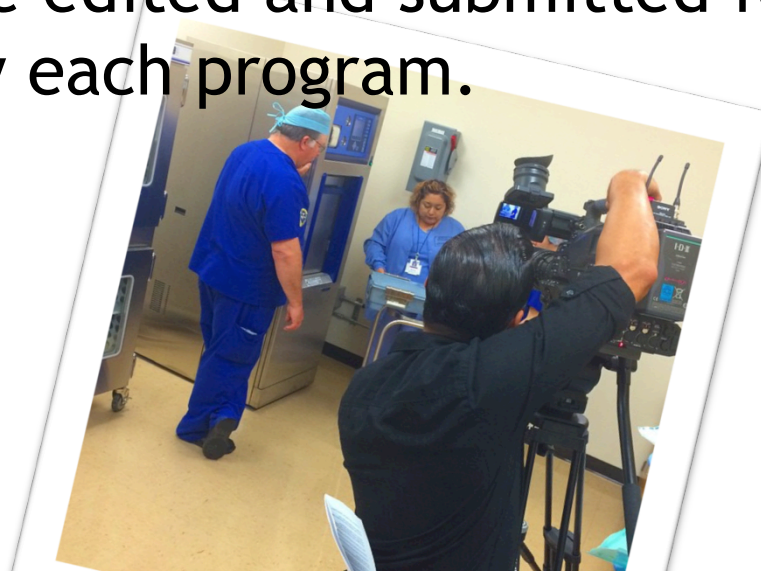
THE PROCESS

- ◉ Met with representatives from each program.
- ◉ Requested information and highlights.
- ◉ Select faculty spokesperson for each program.
- ◉ Names and contacts for current students or graduates.



THE PROCESS

- ◉ College Relations Office developed scripts.
- ◉ Scripts were viewed and approved by each program.
- ◉ Created a videotaping schedule with the individual programs.
- ◉ Videos were edited and submitted for approval by each program.



VIDEO USAGE

- ◉ Uploaded to the College's YouTube Channel and Facebook.
- ◉ Links were placed on each program's webpage.
- ◉ Shown on TV Monitors around campus and on Cable Educational Access Channel.



youtube.com/delmarcollege



facebook

facebook.com/delmarcollege

THANK YOU! QUESTIONS?



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