



# Problem Solving a Strategic Recruitment Plan

Diane Kanney

*Director of Enrollment  
The Ohio State University  
at Newark*

Why are you here?



# A little about me...





# How are “we” going to develop a strategic recruitment plan?

- ▶ Let’s unpack the problem!
  - ▶ Who: Me! Who Me?
  - ▶ What: New Major: Bachelor of Science in Engineering Technology
  - ▶ Why: We need a plan to reach goals. “Failing to Plan = Planning to Fail”
  - ▶ When: August 2022; program beginning August 2023

# Parts of a Strategic Recruitment Plan

- ▶ Goals
- ▶ Target Populations
- ▶ Key Personnel
- ▶ Contact Management
- ▶ General Recruitment Messaging
- ▶ Promotion & Marketing
- ▶ Events
- ▶ Monthly Priorities
- ▶ Alignment with University Strategic Plan
- ▶ Best Practices
- ▶ Summary





# Target Populations

- ▶ Considerations:

- ▶ Students

- ▶ New First Year Students
    - ▶ Current Students
    - ▶ Transfer Students

- ▶ Schools

- ▶ Vocational
    - ▶ Local
    - ▶ Classes



# Key Personnel



## On Campus

Admissions Team

Dean

Faculty

Advising

Financial Aid

Advancement/Development

Marketing & Public Relations



## Off Campus

High School Counselors

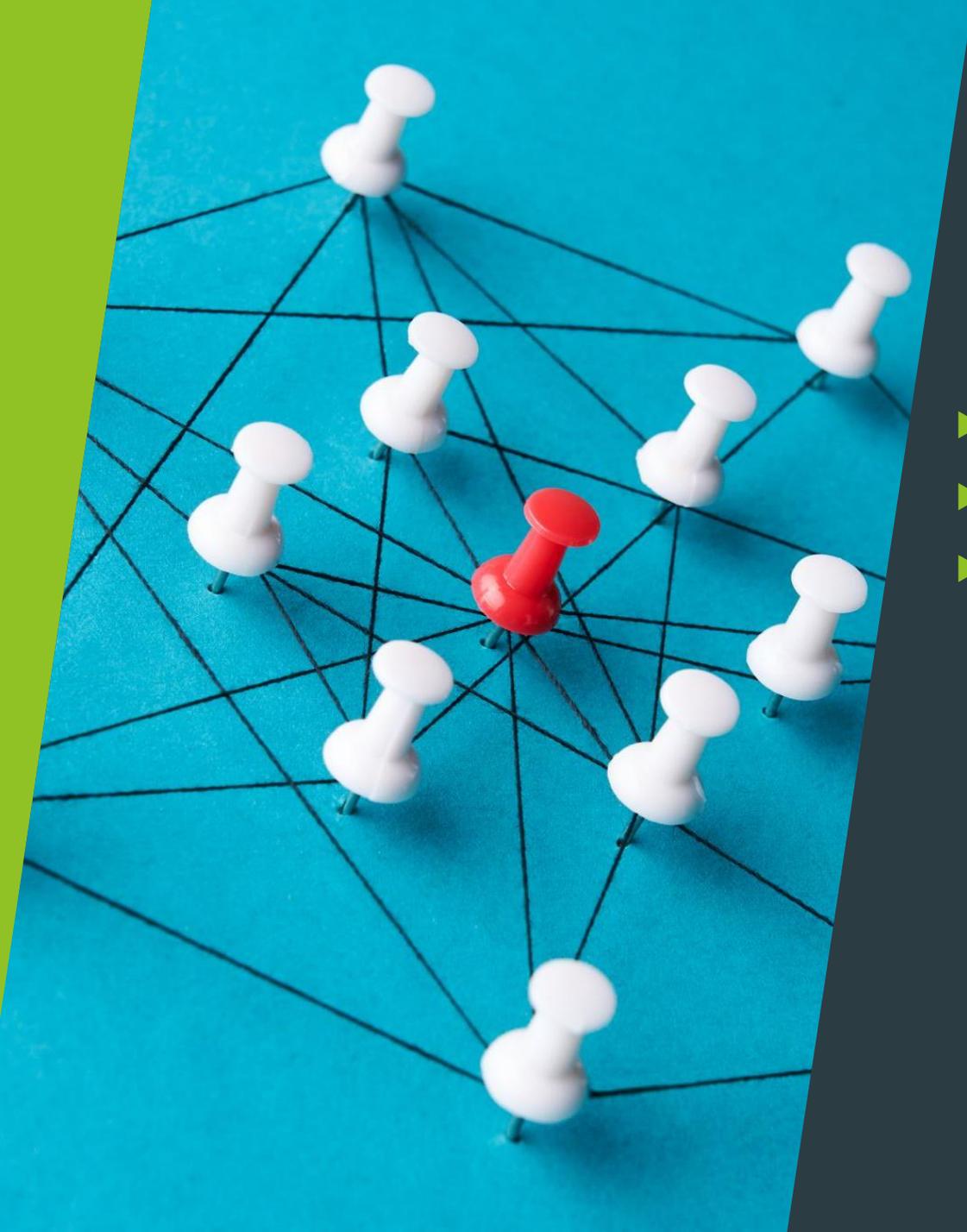
High School Teachers

Corporate Partners



# Contact Management

- ▶ Customer Relations Management (CRM) System: Salesforce
- ▶ Review Student Data Weekly & Make Contact
  - ▶ Event Invitation & Encouragement
  - ▶ Scholarship Promotion
  - ▶ Phone Outreach



## General Recruitment Messaging

- ▶ Target Messages
  - ▶ Share Helpful Language
  - ▶ Develop Messaging
    - ▶ “The Bachelor of Science in Engineering Technology will prepare you for a career in manufacturing leadership.”
- Vs.
- ▶ “If you like to problem solve and work with people, you might have a future in engineering technology.”

# Promotion & Marketing

- ▶ Make friends with your colleagues in MPR!
- ▶ Develop brochures, flyers, mailers
  - ▶ Talking points, key phrases, FAQ
  - ▶ Outline of coursework required
  - ▶ Testimonials
  - ▶ Photography
  - ▶ List of internships
  - ▶ Outcomes
  - ▶ Salary range
- ▶ Develop website content, social media strategy



**#1**  
ENGINEERING  
PROGRAM  
IN OHIO

**\$10,000**  
SCHOLARSHIPS  
AVAILABLE

**2,263**  
2022 OHIO STATE  
NEWARK  
ENROLLMENT

**50**  
FORTUNE 500  
COMPANIES  
ARE IN LICKING  
COUNTY

**WHAT IS ENGINEERING TECHNOLOGY?** Engineering technology is a career field that focuses on technological solutions for modern manufacturing. It encompasses engineering, business management, customer service and workflow design. You might say that engineering technology is “where the action is”—applying engineering knowledge in immediate, practical use, such as solving problems, analyzing business processes and improving efficiency. By contrast, engineers typically focus on theory and conceptual design, usually working on long-term projects.

**OHIO STATE NEWARK ADVANTAGE:** By pursuing your degree at Ohio State Newark, you have the advantage of a small campus and individual attention from accomplished faculty members. You receive an affordable degree from the engineering college ranked #1 in Ohio and among the top 20 nationally.

**FIRST-HAND EXPERIENCE:** While pursuing an engineering technology degree, you gain experience working with multiple manufacturing technologies and equipment, such as PLC equipment, industrial robots, electronic equipment and testing machines, among other leading-edge technologies. Begin with your first semester in the program, representatives of more than 100 local companies act as mentors, providing hands-on learning opportunities and tours of their companies. At the end of your coursework, your capstone project gives you a chance to put all you have learned into practice.

**AVAILABLE SCHOLARSHIPS AND INTERNSHIPS:** Students selected as Ohio Means Science (OHMS) Scholars receive up to \$10,000 in OHMS STEM scholarships for up to two years. In addition, two Choate Ohio First scholarships of \$3,358 are awarded annually. For more information, contact the Ohio State Newark admissions office at [newark-askabuckeye@osu.edu](mailto:newark-askabuckeye@osu.edu) or 740.366.9344. Students are also encouraged to review other scholarship opportunities at [go.osu.edu/newark scholarships](https://go.osu.edu/newark scholarships).

**DEGREE DEMAND:** The engineering technology program was developed to satisfy the needs of Ohio's manufacturing industry. Industry leaders recommended the development of this program to fill a current void and have helped shape the development of coursework. We will continue to monitor and adapt the program to satisfy industry needs.

“Engineering technology graduates can put themselves in a position to advance faster than an off-the-street hire with solid industry experience. To the curriculum of this program, specifically the emphasis on interpersonal communication, successful candidates with this experience will be assigned to specialized projects with a career path toward shop floor leadership.”  
—Jay McCoy, vice president of manufacturing, Ariel Corporation

DO YOU LIKE  
TO SOLVE  
PROBLEMS?

DO YOU WANT  
TO BE A LEADER  
IN A GROWING  
INDUSTRY?

ARE YOU  
INTERESTED  
IN HOW  
THINGS WORK?

your ideal academic major to be engineering technology. Worldwide, employers are looking for employees who combine business skills with engineering processes and technical knowledge.

An engineering technology degree from the nationally ranked Ohio State Newark is available only on the university's regional campuses nationwide in 2023 at Ohio State Newark. The university is pursuing accreditation for the engineering technology degree, so graduates can become professional engineers after passing the board's exams and completing a certain amount of experience.

**IT IS HOT**  
Manufacturing, Ohio's largest economic sector, has increased the number of employees with skills in engineering, manufacturing and technology. The number of businesses in the U.S. manufacturing industry grew by 1.7% in 2022, the highest in 10 years. More than one in five Americans employed in nonfarm jobs work in manufacturing.† In 2020, Site Selection Magazine ranked Ohio as the most competitive state in manufacturing projects per capita for the second year. An engineering technology program can prepare you for a wide range of well-paying jobs, including:

**MANUFACTURING**  
Plant manager  
Technical sales engineer

**AUTOMATION ENGINEERING**  
Quality engineer  
CEO

**PROJECT ENGINEERING**  
Maintenance engineer  
COO

**SOFTWARE DEVELOPMENT**  
Computer/information systems manager

**INDUSTRIAL ENGINEERING**

\*<https://www.ibisworld.com/statistics/number-of-businesses-in-manufacturing-united-states/>  
†<https://www.bls.gov/>

\*<https://www.ohiomfg.com/wp-content/uploads/OMA-ManufacturingCounts2022-DIGITAL.pdf>

## FREQUENTLY ASKED QUESTIONS

**What courses will I need to take to earn this degree?** The foundation starts with engineering fundamentals, such as physics, calculus, chemistry and C++ programming. You progress to courses in manufacturing methods, mechanical systems and machines, then on to electrical controls and robotics/automation. The final stage includes business management and industry integration, including a capstone course to demonstrate what you have learned in a practical way. What sets this degree apart from others is a series of final courses in leadership, change management, operations management, financial analysis and the Lean Six Sigma method of improving efficiency. A description of first-year courses follows. You'll find a complete list of courses at [go.osu.edu/bsetnewark](http://go.osu.edu/bsetnewark).

**What's the difference between a four-year and a two-year degree in engineering technology?** The skills you learn in coursework during years three and four of our program help advance your career path. You learn leadership training, Lean Six Sigma, business analytics, quality control and much more.

**If I apply, will I automatically be accepted into the program?** Yes, there are no requirements to be accepted into the engineering technology program.

**Once I am admitted to Ohio State**

manufacturing plant, a consulting firm or an industrial automation organization in a diverse industry.

**What opportunities are there for internships?** Internships at regional manufacturers are strongly encouraged. You will work with your academic advisors and industry partners to find appropriate summer internships. Licking County is home to 50 Fortune 500 companies, including national brands like Amazon, Boeing, L Brands, Meta (Facebook) and Google. Intel is opening a facility in the region in 2025.

**Can I transfer to the engineering technology program if I am coming from another institution?** Yes, you can submit your previous college transcript and course descriptions for evaluation.

## FIRST-YEAR COURSES

**ENGRTEC 1200 - Introduction to Engineering Technology:** Designed to help you understand potential career options, begin some professional development and networking, and help you gain a basic understanding of how technology is used in manufacturing today. You will begin to see what the road ahead may be like as you explore a career in engineering technology. You will have opportunities to work in teams to accomplish tasks and begin developing your written and verbal communication skills. Prerequisites and co-requisites: None



**New!**  
**Bachelor of Science in  
Engineering Technology**

  
**THE OHIO STATE  
UNIVERSITY**  
NEWARK

 **THE OHIO STATE UNIVERSITY**  
NEWARK

1179 UNIVERSITY DRIVE  
NEWARK, OH 43055

**Bachelor of  
Science in  
Engineering  
Technology**

If you like to problem solve and work with people, you might have a future in engineering technology. Students in the engineering technology major will not only learn and understand the basics of engineering but also pair these skills with the fundamentals of business analytics, Lean Six Sigma and leadership.

LEARN MORE ABOUT THIS NEW ACADEMIC MAJOR BY VISITING:  
[GO.OSU.EDU/BSETNEWARK](http://GO.OSU.EDU/BSETNEWARK)

REGISTER FOR AN UPCOMING BUCKEYE VISIT DAY AT:  
[GO.OSU.EDU/VISITNEWARK](http://GO.OSU.EDU/VISITNEWARK)

# Events

- ▶ In Person & On-Campus
  - ▶ Visit Day
  - ▶ Counselor Day
  - ▶ Tours of Facilities
  - ▶ Group Visits
  - ▶ Information Sessions
  - ▶ Yield Receptions
  - ▶ Major Specific Events (legos, robotics)

# Off Campus Events

- ▶ Visits to High Schools
- ▶ Visits to Classrooms
- ▶ Yield Receptions



# Virtual Events

- ▶ Easy to reach people where they are, when they want
- ▶ Record & post on your website
- ▶ Only 5 attendees live
- ▶ Over 60 views on YouTube
- ▶ Email recording to registered guests who do not attend





## Monthly Priorities

- ▶ July/August/September: Develop promotional materials
- ▶ October/November: Begin promotion
- ▶ December/January: Evaluate effectiveness of fall initiatives
- ▶ February/March: Promote scholarships to admitted students, begin yield messages
- ▶ April/May: Yield students, evaluate recruitment strategy

# Best Practices

**Involve** Involve parents

**Speak** Speak in layman's terms

**Learn** Learn from the experts

**Ask** Ask for help

**Share** Share accurate and detailed information

**Answer** Answer the tough questions



## Summary

- ▶ A recruitment plan is meant to guide
- ▶ A recruitment plan should be fluid
- ▶ Be nimble!
- ▶ Update and pivot as necessary

# Thank you. Questions?

Diane Kanney

Director of Enrollment

The Ohio State University at Newark

