

Recruiting Women for Male-Intensive Tech Prep Programs

Key Elements of Successful Programs

1. Extensive and active recruitment program
2. Strong intra- and interagency collaboration
3. Complete range of student support services
4. An integrated curriculum that includes hands-on training and varied high-tech activities
5. Adequate work experience opportunities, effective job placement services and a follow-up program
6. Nontraditional students are exposed to role models

Recruitment Strategies

- Develop summer orientation programs in which males participate in traditionally female programs and females participate in traditionally male trade areas.
- Advertise in school publications inviting females to call for information about a traditionally male program.
- Encourage female students who are currently enrolled in nontraditional occupational programs to assist recruiters during high school recruitment fairs.
- Compile a list of financial aid assistance available for females interested in entering nontraditional programs.
- Include representations of nontraditional females in audio-visual, instructional and orientation materials used during recruitment fairs and career days.
- Identify and visit female students who are potential students in nontraditional programs before their enrollment in high school.
- During recruitment fairs, address the fear of peer and family disapproval with females who are potential nontraditional program students.
- Encourage parents to play a strong role in supporting their daughter's career choice.
- Arrange job-site visits and experimental work experiences to introduce female students to nontraditional careers.
- Design curriculum for career classes at the junior level to reflect a variety of occupations.
- Establish a mentor network for women interested in entering nontraditional occupations.
- Provide employability skills information through presentations in required high school vocational courses in order to reach *all* women students in target programs.
- Provide effective occupational counseling. Women need labor market and occupational information. Which jobs are in high demand? What are the duties, advancement opportunities, salary and training options?

Sources: Center for Education Research and Development, University of Central Florida, Orlando; TASPP Brief, Volume 5, No. 1, National Center for Research in Vocational Education, University of California, Berkeley