

This is Keith

## Recruitment Strategies

## Target Population Sources

## Creating Access for Non-Traditional Students

Presenter: **Matt Klinkhammer**

Health Professions Opportunity Grant Program

Annual Grantee Conference: Dec 1, 2016

# Rural Information Technology Alliance (RITA)



- **Central Lakes College**
  - Brainerd & Staples, MN
- **North Central Texas**
  - Corinth, Gainesville & Flower Mound, TX
- **Pine Technical & Community College**
  - Pine City, MN
- **Ridgewater College**
  - Willmar & Hutchinson, MN

## Grant Goals

- 1,100..... Participants served
- 630..... Completers
- 415..... Earned credentials
- 620..... Employed
- 430..... With increased wages



# Grant Partners



City of Dallas



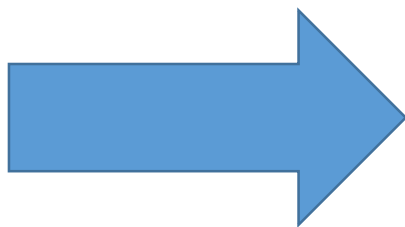
MAXXUM



# Challenges



# Increased Enrollment



# Asking Important Questions



# Awareness - Print Resources

**CLC CENTRAL LAKES COLLEGE**

## IT Career Training

AT CENTRAL LAKES COLLEGE

- HIGH PAYING
- HIGH DEMAND
- HIGH JOB SECURITY
- HIGHLY TECHNICAL
- HANDS ON
- HIGH JOB PLACEMENT

Mobile App Development AAS / Computer Information Technology AAS / Computer Network Administration AAS / Network Administration - Cisco AAS / Network Administration - CyberSecurity AAS / Healthcare Technology AAS / Customer Support Specialist Diploma / Microsoft Office Professional Certificate / Help Desk Specialist Certificate

**WANT TO KNOW MORE?**

• TAKE A CARD AND ATTEND AN INFO SESSION

CLC is a member of the Rural Information Technology Alliance

[clcna.edu](http://clcna.edu)

[RitaConsortium.org](http://RitaConsortium.org)

**If empty, please contact Becky at 218-855-8143 for program info or to refill. Thank you.**

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## ESSENTIAL IT @ PTCC

GAIN THE SKILLS YOU NEED TO STAY CURRENT WITH THE TECHNOLOGIES THAT ARE ESSENTIAL TO MODERN BUSINESS.

**ESSENTIAL IT @ PTCC**

Technology is changing rapidly and it can be challenging to keep your skills current. By selecting courses from the Essential IT course list, you can gain the skills that will keep you in-demand in the marketplace.

Essential IT courses were selected based on the needs of our industry partners. From Fortune 500 companies, to small businesses, there is significant demand for professionals who have these skills. Each course will better prepare you to meet the current needs of business.

**BENEFITS OF ESSENTIAL IT**

- Acquire the specific skills you need to advance your career.
- Learn from experienced instructors, in a modern, hands-on learning environment.
- Expand your knowledge without enrolling in a college program or paying for expensive IT training.

**ESSENTIAL IT COURSES**

- Introduction to Microsoft
- Microsoft Office Basics
- Programming & Web Development
- Intro to Programming
- Web Development
- Networking & System Administration
- Networking Fundamentals
- Workstation Operating Systems
- IT Management
- Project Management
- Computer Ethics

**Contact:**

Hildi Braun [hbraun@ptcc.edu](mailto:hbraun@ptcc.edu) 320.629.5178

Kris Hanson [khanson@ptcc.edu](mailto:khanson@ptcc.edu) 320.629.4568

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**Pine Technical & Community College**

**PROGRAMS:**

- Cyber-Security
- Computer Programming
- Mobile App Development emphasis
- Web Development emphasis
- Network Administration
- Computer Science

[www.pine.edu/ExploreIT](http://www.pine.edu/ExploreIT)

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**NORTH CENTRAL TEXAS COLLEGE**

FIND OUT HOW TO START YOUR TECHNOLOGY CAREER IN AS LITTLE AS ONE YEAR!

## IT INFO SESSIONS

AT NORTH CENTRAL TEXAS COLLEGE

Computer Network Systems - AAS / Network Operating Systems - Certificate / Cisco Systems Certificate  
 CyberSecurity - Certificate - AAS / Database Management - Certificate / Database Administration - AAS  
 Computer Information Technology - Certificate - AAS / Web Design - Certificate  
 Gaming & Application Programming - Certificate - AAS

**TO ATTEND**

ESUV at [ncctc.edu/ExploreIT](http://ncctc.edu/ExploreIT)  
 Walk-ins also welcome

The info sessions are designed to provide you with the info you need

- Explore IT programs, careers and certification opportunities
- Learn about taking classes online, on campus, or hybrid
- Find out if NCCTC's IT programs are a good fit for you

	Carinth	Flower Mound	Gainesville
	1400 N. Carinth Street Carinth, TX 76208	1200 Parker Square Road Flower Mound, TX 75028	1525 W. California Street Gainesville, TX 72640
August 2016	3 3:00 pm Career Connection Center	30 6 pm Room 210	30 6 pm Lipson
	15 8 am IT Career Connection Center	26 1 am Room 210	
	1 11 am IT Career Connection Center	7 6 pm Room 210	7 6 pm CTC Conference Center
September 2016	15 8 am IT Career Connection Center	25 10 am Room 210	
	28 8 am IT Career Connection Center	25 10 am Room 210	
October 2016	10 9 am IT Career Connection Center	5 1 pm Room 205	5 10 am CTC Conference Center
	25 6 pm IT Career Connection Center	19 1 pm Room 210	
November 2016	10 8 pm IT Career Connection Center	7 8 pm Room 210	2 6 am CTC Conference Center
	15 8 am IT Career Connection Center	16 8 pm Room 210	16 10 am CTC Conference Center
December 2016	8 8 pm IT Career Connection Center	14 1 pm Room 210	7 10 am CTC Conference Center
January 2017	2 8 pm IT Career Connection Center	3 1 pm Room 210	4 1 am CTC Conference Center
	10 10 am IT Career Connection Center	11 3 pm	11 10 am CTC Conference Center

For questions, contact Debra at [dbruss@ncctc.edu](mailto:dbruss@ncctc.edu) or 940.478.6440

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# Awareness - Staff Resources



## Awareness - Events



# Awareness - Leverage Social



# Awareness – Web Presence



## Databases Administration



### A Bright Outlook

With social media, tablets, smart phones, and apps, information is now easily available and on demand. The data that generates this information has become vital. It is protected and cherished by organizations. Database Administrators (DBAs) have an essential role as the guardians of this data.

Database administrators are essential to a company as they make sure data systems operate efficiently. They will fine-tune, upgrade and test modifications to the databases as needed. These professionals are employed in a wide range of settings in the public and private sectors, and some DBAs work as consultants to organizations.

\*The Bureau of Labor Statistics projects 11 percent employment growth for database administrators by 2024. This outlook is promising, but tempered significantly from the large growth projection for the industry just a few years ago. Still, the strong growth estimate means that 13,400 new jobs will need to be filled by 2024.

### Salary

\*The Labor Department reports that database administrators made a median salary of \$80,280 in 2014. The highest-paid 10 percent in the profession earned \$123,780, while the lowest-paid earned \$44,470 that year.

*\*Copyright 2016 © U.S. News & World Report L.P.*

### What NCTC Offers

NCTC offers both an Associate of Applied Science degree in Database Administration –and– a one-year certificate in database administration. The Certification will start you on your path in this exciting career, teaching the fundamentals of web programming, Oracle,


Databases
Career & Technical Education
Computer Information Systems
Databases
Degrees
IT Events
Careers
Contact
RITA Grant



## Awareness – Digital Ads

**North Central Texas College**


Start your tech career in as little as 12 months. Attend an upcoming info session to learn how.



**REAL WORLD APPLICATION**

Gaming & App Programming

Info Session [Learn More](#)



**PROJECT ORIENTED**

Web Design

Info Session

**OPEN HOUSE**  
TUES, OCT 25

Explore Careers in Nursing, Automotive, IT, Manufacturing & more! Find out how to transfer & save \$

**LEARN CYBER SECURITY**  
TAKE CLASSES ONLINE or ON CAMPUS

**CYBER-SECURITY AAS DEGREE**  
BECOME A LEADER IN THE PROTECTION OF DATA ASSETS NOW ENROLLING

**Mobile App Development**

**Learn Android & iOS Development**

**Start Jan. 9**

**CLC CENTRAL LAKES COLLEGE**

**Pine Technical & Community College**

Join us for our open house tomorrow, Oct. 25, 4-6 p.m. Explore programs, participate in interactive demos, get help with applications and financial aid, and enjoy refreshments. <https://goo.gl/SU4Qkw>



**open house**  
Tuesday, October 25, 4-6 p.m.

**Mobile App Development**




**Learn Adroid & iOS Development**


**CLC CENTRAL LAKES COLLEGE**



# Awareness – Facebook Ads

 **North Central Texas College**


Start your tech career in as little as 12 months. Attend an upcoming info session to learn how.



**REAL WORLD APPLICATION**

**Gaming & App Programming**

Info Session [Learn More](#)



**PROJECT ORIENTED**

**Web Design**

Info Session

 **Pine Technical & Community College**

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 Pine Technical & Community College

**open house**

Tuesday, October 25, 4-6 p.m.





## Rural Information Technology Alliance

The new Mobile App Development program at Ridgewater College starts in 17 days! <http://bit.ly/2azEUBK>



Boost your post to reach more people

Boost Post

Like Comment Share



### Boost Post

AUDIENCE

- People who like your Page
- People who like your Page and their friends
- People you choose through targeting Edit

Custom Audience: CLC Info Feb 2016  
Age: 18 - 65+

- Pine.edu All Traffic
- CLC Info Feb 2016

[See All \(11\)](#) [Create New Audience](#)



BUDGET AND DURATION

Total budget


[Terms & Conditions](#) | [Help Center](#)

DESKTOP NEWS FEED

MOBILE NEWS FEED

**Rural Information Technology Alliance**   
Sponsored · 

The new Mobile App Development program at Ridgewater College starts in 17 days! <http://bit.ly/2azEUBK>





### Boost Post

#### AUDIENCE

- People who like your Page
- People who like your Page and...
- People you choose through t...

Custom Audience: CLC Info Fe...  
Age: 18 - 65+

- Pine.edu All Traffic
- CLC Info Feb 2016

#### BUDGET AND DURATION

Total budget ⓘ  
\$5.00

Terms & Conditions | Help

### Edit Audience

Make sure to save your edits once you're done.

#### Gender ⓘ

All  Men  Women

#### Age ⓘ

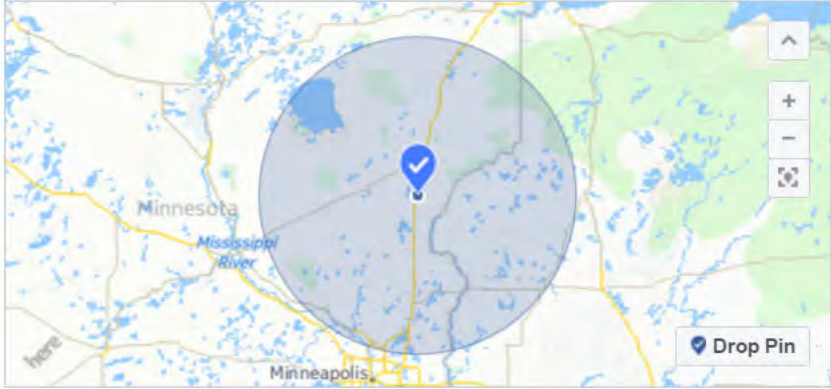
18 ▼ - 40 ▼

#### Locations ⓘ

United States

Pine City, Minnesota + 50mi ▼

Add locations



Drop Pin


#### Interests ⓘ

Cancel Save

### MOBILE NEWS FEED

Like Page

gewater College starts in



Cancel Boost



### Boost Post

#### AUDIENCE

- People who like your Page
- People who like your Page and...
- People you choose through t...**

Custom Audience: CLC Info Fe...  
Location - Living In: United Sta...  
Minnesota  
Age: 18 - 40  
Less #

- Pine.edu All Traffic
- CLC Info Feb 2016

#### BUDGET AND DURATION

Total budget

Terms & Conditions | Help

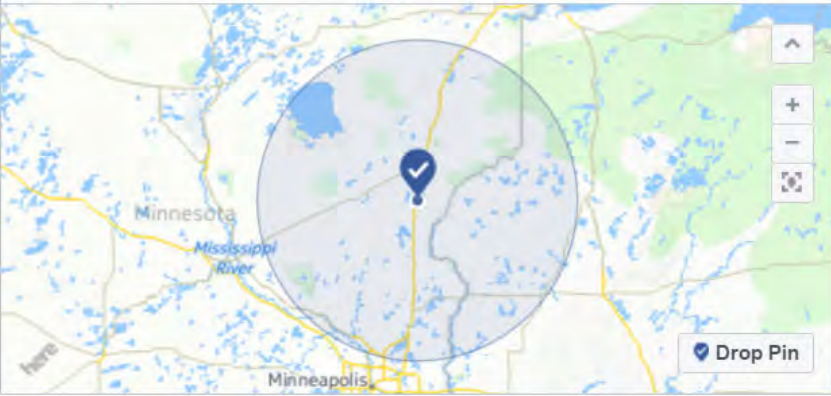
Like Comment

### Edit Audience

United States

**Pine City, Minnesota** + 50mi

Add locations



Drop Pin

#### Interests

Search interests | Suggestions | Browse


- Food and drink
- Hobbies and activities
- Shopping and fashion
- Sports and outdoors
- Technology
  - Computers
  - Consumer electronics

Cancel Save

MOBILE NEWS FEED

Like Page

gewater College starts in



Cancel Boost



### Boost Post ✕

DESKTOP NEWS FEED
MOBILE NEWS FEED

**Estimated People Reached** ⓘ

i
Estimated reach is unavailable.

Refine your audience or add budget to reach more of the people that matter to you.

**Duration** ⓘ

1 day
7 days
14 days

Run this ad until 📅 Nov 8, 2016

**TRACKING CONVERSIONS**

Choose a Pixel (Optional) ⓘ

Choose a pixel (optional)

**PAYMENT**

Payment Method

Visa \*1176 [Change](#)


⚙️ [Terms & Conditions](#) | [Help Center](#)

Cancel
Boost

Rural Information Technology Alliance
👍 Like Page

Sponsored · ⓘ

The new Mobile App Development program at Ridgewater College starts in 17 days! <http://bit.ly/2azEUBK>







Matt Klinkhammer (3632126537...)

**CAMPAIGN:** Choose your objective

[Help: Choosing an Objective](#)
[Use Existing Campaign](#)

- Campaign
- [Objective](#)


- Ad Set**
- Audience
  - Placements
  - Budget & Schedule

- New ad**
- Format
  - Media
  - Text


What's your marketing objective?

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
Increase your reach	Collect leads for your business	Get people to visit your stores

# Awareness – Facebook Ads

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Start your tech career in as little as 12 months. Attend an upcoming info session to learn how.




**REAL WORLD APPLICATION**

**Gaming & App Programming**

Info Session

[Learn More](#)



**PROJECT ORIENTED**

**Web Design**

Info Session

 **Pine Technical & Community College**

Join us for our open house tomorrow, Oct. 25, 4-6 p.m. Explore programs, participate in interactive demos, get help with applications and financial aid, and enjoy refreshments. <https://goo.gl/SU4Qkw>








**open house**  
Tuesday, October 25, 4-6 p.m.











Always answer the question: What's the next step?

# Call-to-Action

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**REAL WORLD APPLICATION**

**Gaming & App Programming**

Info Session [Learn More](#)



**PROJECT ORIENTED**

**Web Design**

Info Session





# Call-to-Action



## IT INFO SESSIONS

START YOUR TECH CAREER  
IN AS LITTLE AS 12 MONTHS

### Computer and Information Technology Info Sessions

Attend a 30 minute info session to explore training, certification and career options, and gain the information you need to make your decision.

#### Programs

- Gaming & Application Programming
- Computer and Information Technology
- Network Operating Systems
- Database Management
- CyberSecurity
- Web Design
- Cisco Systems

#### Upcoming Information Sessions

Flower Mound campus			Gainesville campus			Corinth campus		
Date	Time	Location	Date	Time	Location	Date	Time	Location
11/1	3:00pm	Room 208	11/2	10:00am	CTC Conference Room	11/3	9:00am	IT Career Connection Center
11/8	12:00pm	Room 210	11/9	10:00am	CTC Conference Room	11/10	3:00pm	IT Career Connection Center
11/15	6:00pm	Room 208	11/16	10:00am	CTC Conference Room	11/17	6:00pm	IT Career Connection Center
11/29	9:00am	Suite 200	11/30	6:00pm	CTC Conference Room	11/21	12:00pm	IT Career Connection Center

#### Info Session RSVP

Name

Email

RITA Grant
RITA
Degrees
Certificates
IT Events
IT Info Sessions
IT Videos
NCTC IT Career Connection Center
Industry Certification Testing
Education & Employment Coaches
RITA Staff



# Call-to-Action



## IT INFO SESSIONS

RIDGEWATER COLLEGE

### Computer & Information Technology Programs:

Computer Programmer Certificate - Diploma - AAS / Computer Support Technician Certificate - Diploma - AAS  
 Multimedia Design Technology Diploma - AAS / CyberSecurity - AAS / Mobile App Development - AAS  
 Network Systems Administration Certificate - Diploma - AAS / Web Programming Diploma - AAS

**What:** Meet with an Education & Employment Advisor from Ridgewater College to get your questions answered.

**Where:** **African Development Center**  
 518 Litchfield Ave SW, Willmar, MN 56201

**When:** November 16, 10:00-11:00am  
 December 18, 10:00-11:00am

**To Attend:** Stop by anytime during the session.  
 For more info, text or call Nate at 320.429.0472

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Create the next step



Thank You



RITA

RURAL  
INFORMATION  
TECHNOLOGY  
ALLIANCE

Contact:  
[klinkhammerm@pine.edu](mailto:klinkhammerm@pine.edu)

