



KENTUCKY FEDERATION FOR ADVANCED
MANUFACTURING EDUCATION

AMT Recruiting Strategies

KY FAME Bluegrass Chapter



Process

- Establish Recruiting Committee
- Identify Target Schools
- Assign Regional Area to Member
- Create Presentation Content
- School Visits
- Other Recruiting Activities

Establish Recruiting Committee

- Identify Members
- Members
 - Establish timeline
 - Member responsibilities
 - Target activities

Identify Target Schools

- PLTW Schools
- Interested Schools
- Area Technical Schools
- Other Target Audiences

Counselors

Parents

Community Leaders

Assign Regional Area

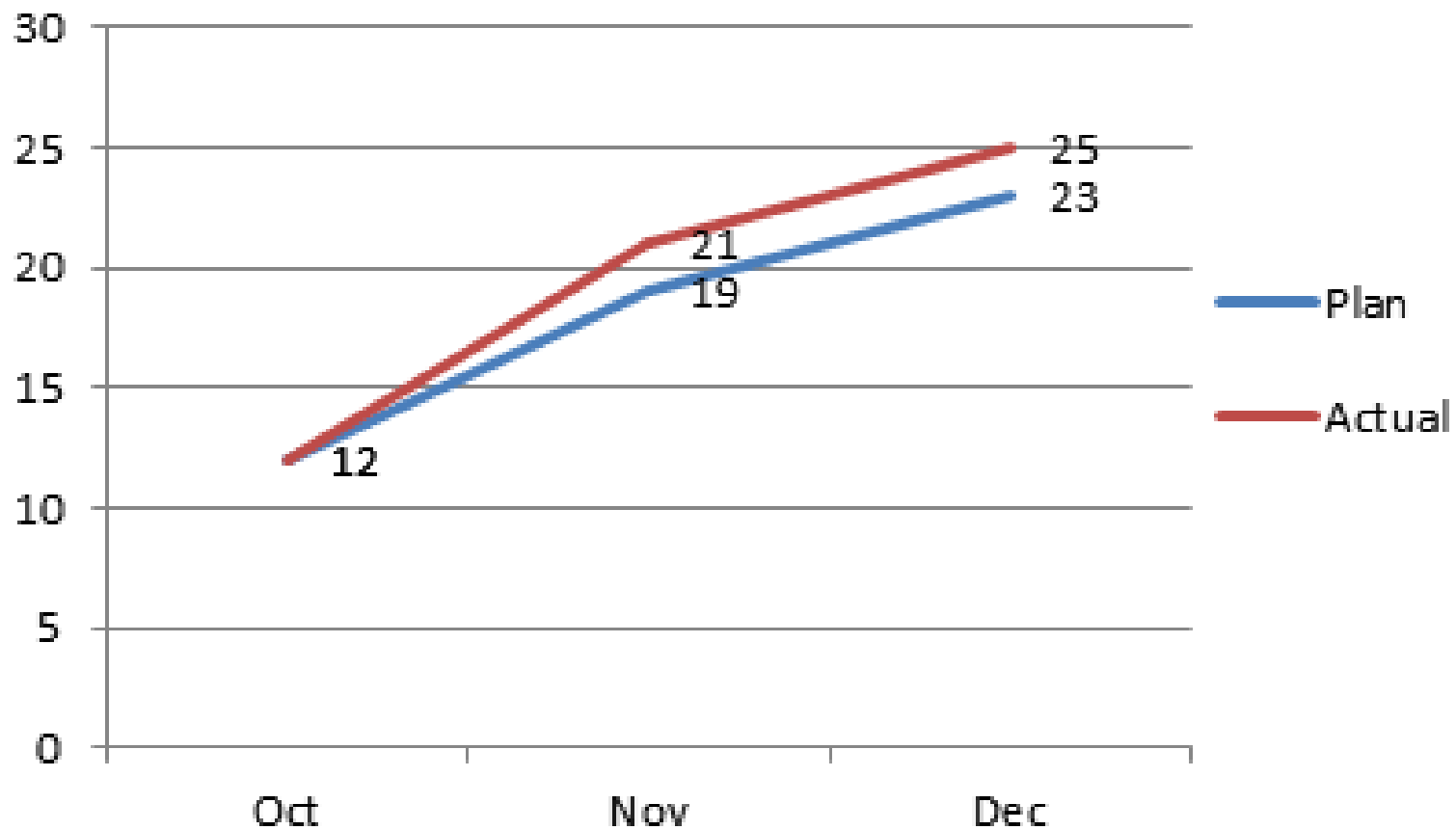
- Members determine area to cover
- Members assigned area to coordinate
- Members schedule school visits
- Members select schools to visit

Presentation Content

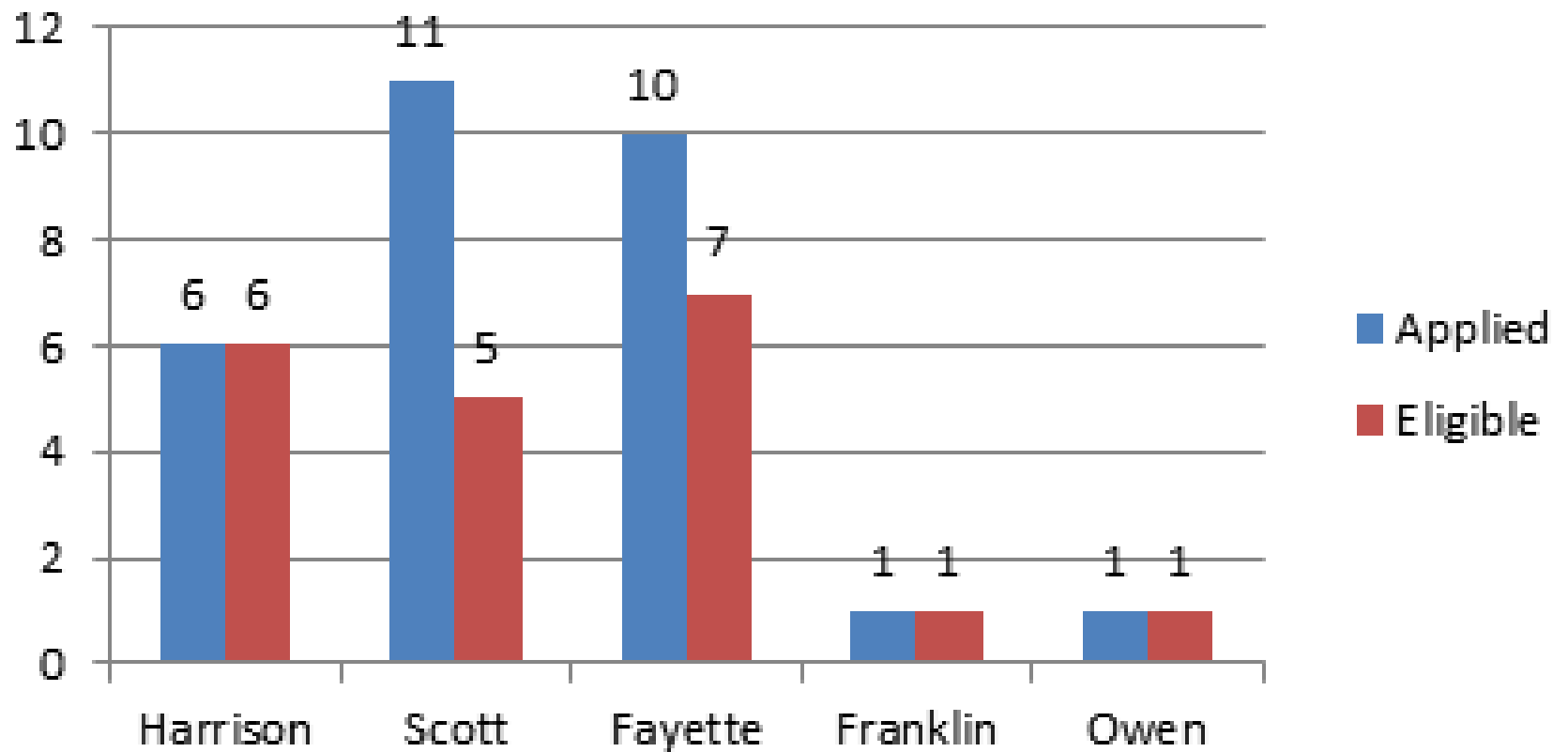
- Information Booklet
- Power Point presentation developed
- KY FAME student video
- Information distributed to all recruiters
- Student testimony to their home high school

TMMK Results

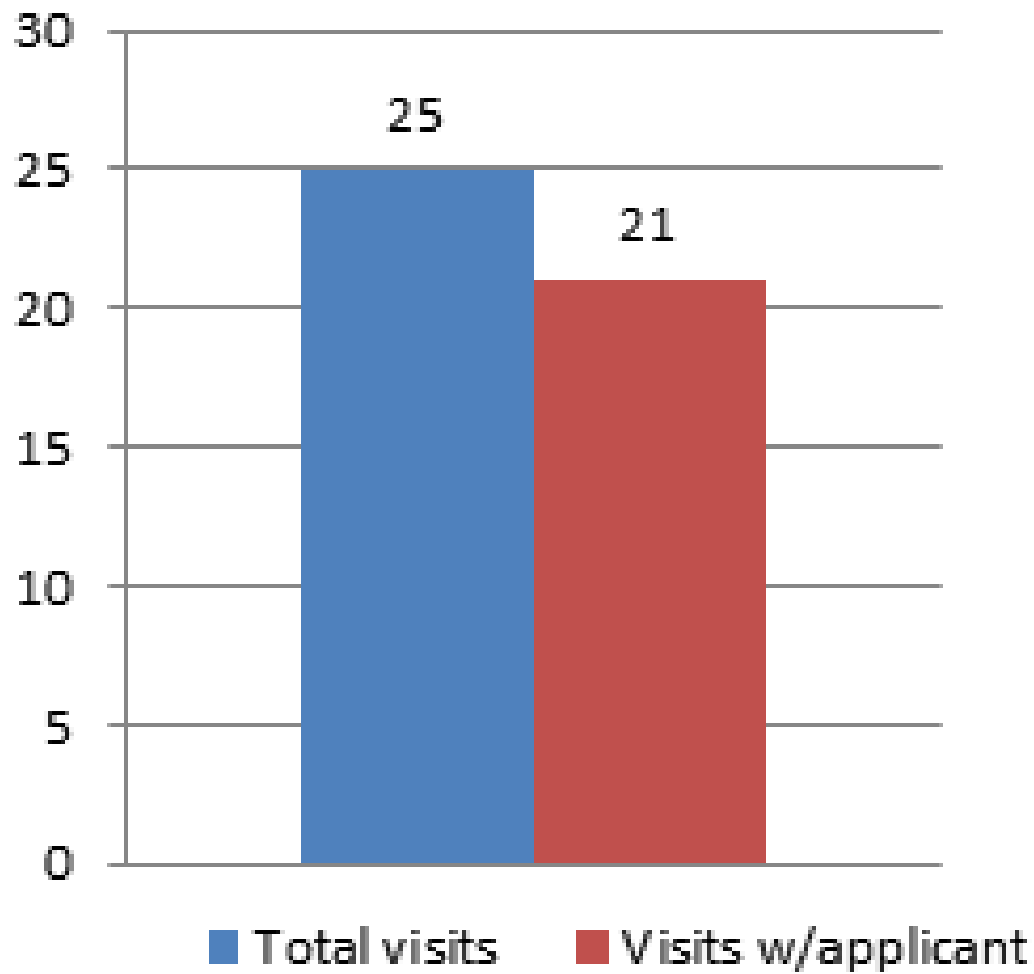
2015 Recruiting Visits



Top 5 Counties Applicant Eligibility 2015

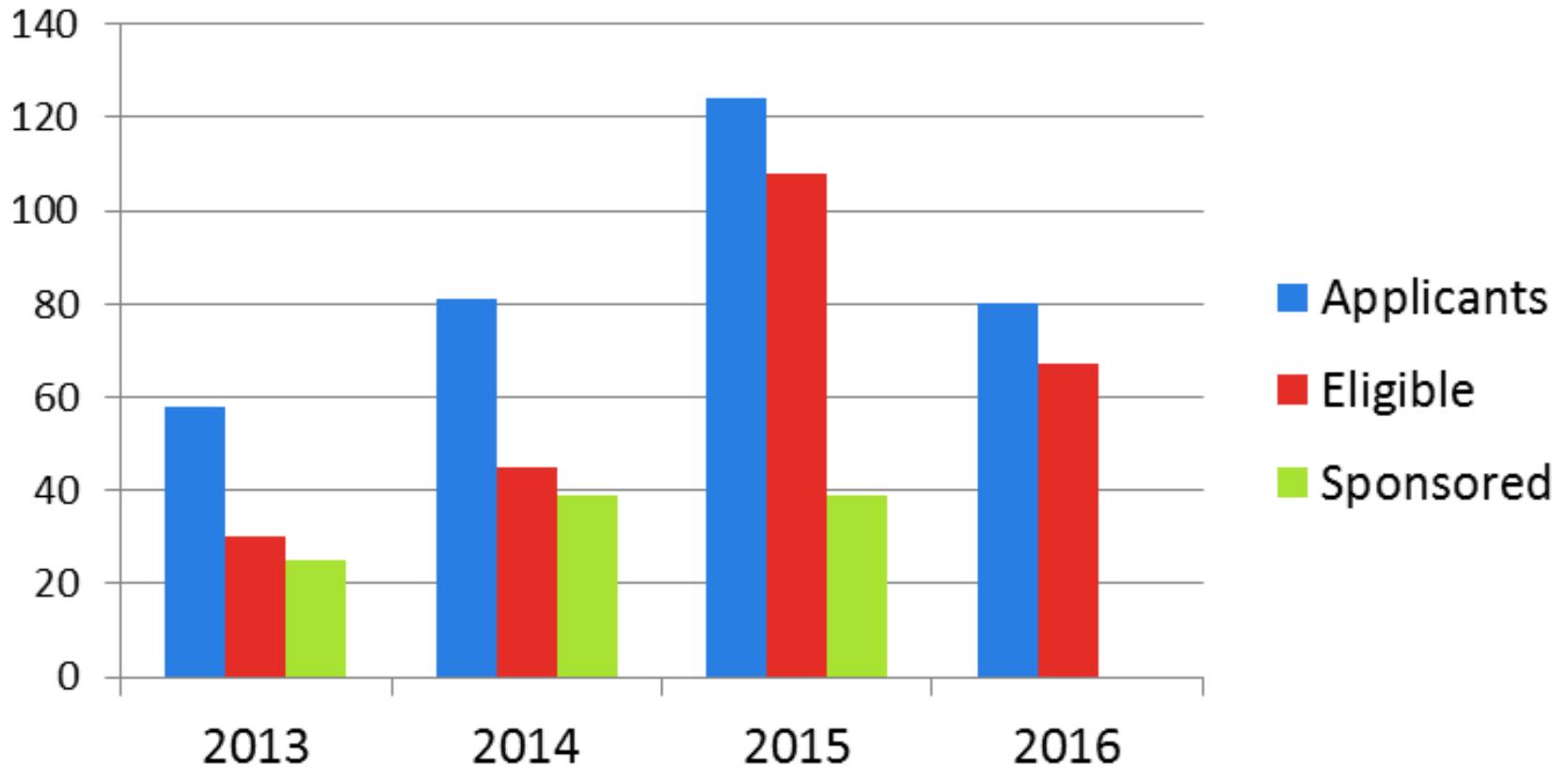


Recruiting Visit Effectiveness



Bluegrass Chapter Application Information

AMT Application Data 2013-2016



Other Activities

- Career Fair Invitations
 - High Schools
 - BCTC
 - Trade organizations
- Tours
 - Campus/TMMK tours in conjunction with TMMK External Affairs and PLTW
 - Independent school and organizational tours
 - Counselors
 - Parents and child
- Community Presentations and Panels

