



NORTH CAROLINA COMMUNITY COLLEGE SYSTEM
H. Martin Lancaster, President

January 21, 2004

MEMORANDUM:

RESPONSE DEADLINE:
February 27, 2004

TO: Vocational Instructors

FROM: H. Martin Lancaster
North Carolina Community College System

SUBJECT: Survey

In recent years the North Carolina Community College System has experienced declining enrollments in traditional vocational programs. These programs are the foundation on which our system is built and provide training in areas that are critical for our State's economic development. In too many instances, colleges are eliminating vocational programs due to low enrollment.

In 2002 a statewide committee was established to address low enrollments in the traditional vocational programs. The committee is comprised of vocational instructors, instructional administrators, and private sector representatives. The committee seeks to identify **best practices in recruiting and retaining vocational program students**. Surveys have been developed by the committee to be sent to public relations officers and industrial leaders. Please fill out the enclosed survey by listing activities, programs, and initiatives you have used that have had a positive impact on your program's enrollment. Be as comprehensive in your response as possible. Include specific recruitment activities that you have undertaken, how you have utilized your advisory committee in your enrollment efforts, instructional strategies, live projects, etc., you have found to be successful in retaining students. Identify other strategies you feel enhances your program's enrollment. Please share any effective job placement strategies you have adopted.

CC04-014
E-mail

Vocational Instructors
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We request you send the attached letter and survey to your advisory committee members for their input. Thank you for your assistance and input regarding this survey. The information you provide may have a positive impact on the revitalization of our vocational programs.

Please return the survey by February 27, 2004 to:

Mike Pittman
NC Community College System
5016 Mail Service Center
Raleigh, NC 27699-5016
Phone (919) 807-7100 Ext. 77111
Fax (919) 807-7164

HML/MP/aj

Attachments

c: Presidents

Public Relations Officers

Mr. Fred Williams

Dr. Delores A. Parker

Dr. Darryl McGraw

CC04-014
E-mail

North Carolina Community College System
Vocational Program Survey
Vocational Instructors

Please list activities, programs, and initiatives you have used that have had a positive impact on your program's enrollment. Be as comprehensive in your response as possible. Include specific recruitment activities you have undertaken; how you have utilized your advisory committee in your enrollment efforts; and instructional strategies, live projects, etc. you have found to be successful in retaining students. Add anything else you feel enhances your program's enrollment. Please share any effective job placement strategies you have adopted.

Describe any unique strategies you have used with your college's recruiters to enhance program enrollment.

Describe what you do from your initial contact with a prospective student to ensure that they complete the registration process and enroll in your program.

Indicate what you feel are barriers to students enrolling in your program, how these barriers could be removed, and specifically how the removal of these barriers would result in an increase in enrollment in your program.

Indicate what you feel are barriers to students remaining in your program, how these barriers could be removed, and specifically how the removal of these barriers would result in an increase in retention in your program.

Describe how you have incorporated the world wide web in your recruitment efforts, (for example) e-mail, web pages, etc.

Have you incorporated the USASkills/VICA program in your program? If so, describe the results. (For more information on this, visit <http://www.skillsusa.org/>)

Are you a member of your local trade organization? Yes No.
If yes, indicate how has this benefited your recruitment efforts?

How have you incorporated your advisory committee into your recruitment and retention efforts?

Would you be interested in attending training designed to help you **market** your program? Yes No If no, why not?

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January 21, 2004

MEMORANDUM

RESPONSE DEADLINE:

February 27, 2004

TO: Curriculum Advisory Committee Members

FROM: H. Martin Lancaster
North Carolina Community College System

SUBJECT: Survey

In recent years the North Carolina Community College System has experienced declining enrollments in traditional vocational programs. These programs are the foundation on which our system is built and provide training in areas that are critical for our State's economic development. In too many instances, colleges are eliminating vocational programs due to low enrollment.

In 2002 a statewide committee was established to address low enrollments in the traditional vocational programs. The committee is comprised of vocational instructors, instructional administrators, and private sector representatives. The committee seeks to identify **suggestions, ideas, practices, etc.** that you, as an advisory committee member, may have regarding vocational program recruitment/enrollment/retention. Surveys have been developed by the committee to be sent to public relations officers and vocational instructors at each community college and other industrial representatives regarding program-specific initiatives. Your input is critical.

CC04-016
Email

Curriculum Advisory Committee Members
January 21, 2004
Page 2

Thank you for your assistance and your ideas regarding this survey. The information you provide will have a positive impact on the revitalization of our vocational programs.

Please return the survey by February 27, 2004 to:

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Attachment

c: Presidents
Public Relations Officers
Mr. Fred Williams
Dr. Delores A. Parker
Dr. Darryl McGraw

North Carolina Community College System
Vocational Program Survey
Curriculum Advisory Committee Members

Please offer **suggestions, ideas, practices, etc.** that you, as an advisory committee member, have regarding vocational program recruitment/enrollment/retention. Similar surveys are being sent to public relations officers and vocational instructors at each community college and , other industrial representatives regarding program-specific initiatives. Your input is critical. Thank you.

For what program do you serve as an advisory committee member?

What is the current demand in your field for graduates of this program?

_____ no demand _____ low _____ moderate _____ high

Indicate what you feel the demand for program graduates will be in the future:

3 years _____ increase _____ about the same _____ decrease

5 years _____ increase _____ about the same _____ decrease

10 years _____ increase _____ about the same _____ decrease

15 years _____ increase _____ about the same _____ decrease

What do you feel is the key component regarding recruiting/retaining students in this program and what do you think is needed/can be done/etc. to enhance this?

From your perspective as an advisory committee member, please share other suggestions, ideas, practices that you feel would have a positive impact on recruiting students and keeping them in this program.

What changes do you see in this field in the near future and what impact will these changes have on the training currently being offered?

Please include any other concerns, questions, ideas, etc. you have regarding this program.

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