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## RECRUITMENT STRATEGY

The non-traditional Lancaster University Center Antelope Valley Engineering Program provides an opportunity for students who may not otherwise have the opportunity to obtain an education in the engineering disciplines, therefore the target student population for the principle recruiting effort is:

- First generation university students
- Students who have a need to remain close to home
- Students who wish to obtain their education in the Antelope Valley due to existing employment or for potential opportunities
- Those seeking an alternative to long commutes
- Working adults wishing to advance their education

The recruiting strategy relies on the fact that the AV Engineering Program is the only Accreditation Board for Engineering and Technology (ABET) accredited undergraduate engineering program in the Antelope Valley. Antelope Valley Community College (AVC), as a member of the Math, Science, Engineering and Technology Consortium (MSET) and an active participant in the CSU-Fresno-AV Engineering Program, is working in support of the goals of the consortium: namely, to develop a pipeline of students interested in careers in engineering that will feed into AVC programs and on to completion of baccalaureate degrees with CSU Fresno. To achieve this, AVC developed a two-pronged approach aimed at improving teacher training in mathematics and science, and direct recruitment of high school students into the engineering pathway.

Specific early recruiting efforts for the AV Engineering Programs will be focused on the Students on the Academic Rise (SOAR High School), high school academies and pathways and Project Lead the Way programs. Early establishment of the requirements to enter the engineering program among students is essential to progressing efficiently on the recently completed pathways. This pathway effort has been developed cooperatively with the Antelope Valley Board of Trade, Antelope Valley Joint Union High School District, AVC and MSET. The pathways to engineering begin with high school academies and pathways and the innovative cooperative program established by the AV High School District and the Antelope Valley Community College implemented as the AV SOAR High School and programs being established via Project Lead the Way. All of these programs are intended to feed into the lower division math, science and engineering technology programs at the AVC and ultimately the upper division general education programs at CSU Bakersfield-AV and the engineering program at the Lancaster University Center.



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Directed recruiting will be accomplished through recruitment of students in the AVC Calculus III, Physics III, Differential Equations, Statics and Circuits Analysis bell weather classes. This will occur through solicitation of interest and other activities such as visitations to information meetings for students in these classes, college night, career days, internships, job shadowing, and engineering orientation forums.

The ability to offer interview opportunities for qualified Antelope Valley students for cooperative education, internships, and summer hire programs will be developed with industry and government partners.

Joint Engineering Orientations and Lecture Series Programs (recently initiated with Antelope Valley Community College) will be sustained in order to maintain student interest and build a sense of community throughout the pre-engineering (lower division) and upper division university experience.

A particularly important element of the recruitment program will be to educate students about the requirements for entering an engineering program after completing high school, based on the California a – g requirements. These requirements are consistent with admission requirements for universities throughout the nation. Recent statistics reported by the California Department of Education indicate that only 23.8% of the students graduating from the Antelope Valley Joint Union High School District have completed the courses required for University of California (UC) and/or California State University (CSU) admission.



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