
Recruitment Strategies in ICAPS

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Recruitment Strategies

- Classroom Presentations
- Bridge Courses:
 - Career Exploration: (offered during Fall Break)
 - PreBridge: (offered during Spring Break)
 - Bridge: (offered during Summer Break)
- Communication with Staff and Instructors
- Former Students' Feedback

Class Recruitment Presentations

- Recruitment presentations for Career Explr., PreBridge, Bridge
- 5-10 min. presentation per class/level
- Along the lines of:
 - The U.S.A. is not easy.
 - There are many options available (sometimes too many); this is a personal journey but we will help you along the path.
 - There are some fundamental skills (and tricks) useful for almost all careers/paths.

Example Recruitment Slide:

America Is Not Easy – But There Are Options and Opportunities

- Because we work a lot and for a long time (sometimes forever),
- Find a career you love and are good at (or at least one that you don't hate).
- It should have opportunity for growth and advancement and a lifestyle you enjoy.



Communication, Motivation and Encouragement I

- At the end of the Class Recruitment Presentations, students are invited to join the WhatsApp group for the particular Bridge course being promoted. I believe this helps to:
 - foster excitement before the class begins,
 - promote accountability as students receive reminders and updates about the class, and
 - allows for the dissemination of work and career resources, tips, and opportunities.
- The course WhatsApp groups remain active for one year, which allows students to ask questions after the course is over, get updates about upcoming classes and events, and generally feel more connected with Black Hawk College.

Bridge Courses

- Explore multiple options for careers and assess personal values and skills
- Promote ICAPS courses as possible options
 - very viable, in-demand options
 - it helps that we are strong supporters and proponents of ICAPS
- Develop necessary tools for educational and career options
 - academic, professional and organizational skills
 - interview and computer skills
 - essential documents (including a resume and a cover letter)

An in-depth overview of the BHC Bridge Courses will be available in the form of a PPT by the end of the month.

Example pathways for BHC ESL students leading to different types of careers (sample from flyer):

Some of the *many* possible options for starting/furthering your career:

Promotion	Certificate Programs (CTE)	ICAPS	Trades Apprenticeship	College/ University
<ul style="list-style-type: none">• Communicate well• Read and write emails/reports• Good work experience• Free	<ul style="list-style-type: none">• Forklift• Heavy Machines• Welding• Free/reduced fee	<ul style="list-style-type: none">• Health Care• IT Support Technician• CNC Manufacturing• Free/reduced fee	<ul style="list-style-type: none">• Earn while you learn• High demand• High pay• Union Jobs• Free	<ul style="list-style-type: none">• Learn critical thinking• Transferable skills• Many options• Less physical

- Investigate and discuss requirements, training/education, conditions, outlook and pros and cons of different types of careers.
- Discuss the additional support and benefits offered through ICAPS programs (working on improving the flow, presentation and visual representation of information about ICAPS support, benefits, and expectations).

Communication, Motivation and Encouragement II

- Students receive pre-class homework several weeks prior to the course.
- Students receive a moderate amount of optional (but highly recommended) homework every night in the form of videos, readings, exercises, and/or practice.
- For the Summer Bridge Class, students receive a USB drive with document templates and computer exercises and a binder that we organize which includes homework, class activities, and post-course, supplemental materials essential for students continuing in their education.
- For the Summer Bridge Class, students receive a certificate of completion upon successfully meeting the minimum standard (80% attendance and participation).
- Developing ideas: WhatsApp Interview Practice Group, free continuing computer training enrollment, mock interviews, video recruitment/endorsement from former students, resources for purchasing technology.

Communication with Staff and Instructors

Communication:

- Ongoing until the student is ready for the ICAPS classes.

Coordination of services:

- Key to a supportive community.

Instructors and Career Advisor collaboration:

- Common goal of successful outcomes for the students upon graduation from ESL, GED or Optional Education.

Communication with Staff

- Upon enrollment, a student completes Career Pathways paperwork indicating which career cluster they are interested in pursuing.

Career Pathways

Date: _____

Date of Birth: ____/____/____

Name: _____
(Last) (First) (MI)

Please select ONE area of interest.

- ☐ **Agriculture Food & Natural Resources** (*Agribusiness Systems, Animal Systems, Environmental Service Systems, Food Products & Processing Systems, Natural Resources Systems, Plant Systems, Power, Structural & Technical Systems Architecture & Construction*)
- ☐ **Architecture & Construction** (*Construction, Design/Pre-Construction, Maintenance/Operations*)
- ☐ **Arts, A/V Technology & Communications** (*A/V Technology & Film, Journalism & Broadcasting, Performing Arts, Printing Technology, Telecommunications, Visual Arts*)
- ☐ **Business Management & Administration** (*Administrative Support, Business Information Management, General Management, Human Resources Management, Operations Management*)
- ☐ **Education & Training** (*Administration & Administrative Support, Professional Support Services, Teaching/Training*)
- ☐ **Finance** (*Accounting, Banking Services, Business Finance, Insurance, Securities & Investments*)
- ☐ **Government & Public Administration** (*Foreign Service, Governance, National Security, Planning, Public Management & Administration, Regulation, Revenue & Taxation*)
- ☐ **Health Sciences** (*Biotechnology Research & Development, Diagnostic Services, Health Informatics, Support Services, Therapeutic Services*)
- ☐ **Hospitality & Tourism** (*Lodging, Recreation, Amusements & Attractions, Restaurants & Food/Beverage Services, Travel & Tourism*)
- ☐ **Human Services** (*Consumer Services, Counseling & Mental Health Services, Early Childhood Development & Services, Family & Community Services, Personal Care Services*)
- ☐ **Information Technology** (*Information Support & Services, Network Systems, Programming & Software Development, Web & Digital Communications*)
- ☐ **Law, Public Safety, Corrections & Security** (*Correction Services, Emergency & Fire Management Services, Law Enforcement Services, Legal Services, Security & Protective Services*)
- ☐ **Manufacturing** (*Health, Safety & Environmental Assurance, Logistics & Inventory Control, Maintenance, Installation & Repair, Manufacturing Production Process Dev., Production, Quality Assurance*)
- ☐ **Marketing** (*Marketing Communications, Marketing Management, Marketing Research, Merchandising, Professional Sales*)
- ☐ **Science, Technology, Engineering & Mathematics** (*Engineering & Technology, Science & Mathematics*)
- ☐ **Transportation, Distribution & Logistics** (*Facility & Mobile Equipment Maintenance, Health, Safety & Environmental, Management, Logistics Planning & Management Services, Sales & Service, Transportation Operations, Transportation Systems/Infrastructure, Planning, Management & Regulation, Warehousing & Distribution Center, Operations*)

Communication with Coordinators

- Once Intake paperwork is completed, the ESL Coordinator and Optional Education Coordinator identify which students would be potential ICAPS students.
- Coordinators communicate with me to notify of the potential students.
- Meetings scheduled to work with potential students to review the ICAPS Programming offered for their identified career pathway.

Communication with Instructors

- A detailed overview of ICAPS programming is provided to new instructors in the form of a PowerPoint.
- The Career Advisor begins consulting with the Instructors and identify which students have indicated an interest in one of the ICAPS Programs.
- Communication with Instructors toward the end of each semester to determine student readiness.
- Student readiness is determined by the Student Evaluation and Recommendation form.

ICAPS Student Evaluation & Recommendation Form

Student Name: _____

Desired ICAPS Program: _____

Bridge Instructor(s): _____

Instructor: _____

Past Participation In: ☐ Fall Career Exploration ☐ Spring Pre-Bridge

Evaluation Date: _____

TOTAL

Reading Assessment Score (CASAS, CASAS Goals, TABE)	NRS Level 0-1	NRS Level 2-3	NRS Level 4-6
	0	3	5

Math Assessment Score (CASAS, CASAS Goals, TABE) (If no math test given – award 5)	NRS Level 0-1	NRS Level 2-3	NRS Level 4-6
	0	3	5

Attendance	0-74%	75-79%	80-84%	85-89%	90-94%	95-100%
	0	1	2	3	4	5

Attitude	Unacceptable	Poor	Fair	Adequate	Good	Great
	0	1	2	3	4	5

Class Participation	Unacceptable	Poor	Fair	Adequate	Good	Great
	0	1	2	3	4	5

Speaking Skills	Unacceptable	Poor	Fair	Adequate	Good	Great
	0	1	2	3	4	5

Listening Skills	Unacceptable	Poor	Fair	Adequate	Good	Great
	0	1	2	3	4	5

Writing Skills	Unacceptable	Poor	Fair	Adequate	Good	Great
	0	1	2	3	4	5

Computer Skills	Unacceptable	Poor	Fair	Adequate	Good	Great
	0	1	2	3	4	5

Study Skills	Unacceptable	Poor	Fair	Adequate	Good	Great
	0	1	2	3	4	5

Suggested Scoring Guidelines				
Not Prepared – Further Preparation Needed	Preparation Highly Questionable	Somewhat Prepared – Heavy Support Needed	Prepared & Likely to Succeed	Very Prepared & Highly Likely to Succeed
0-29	30-34	35-39	40-44	45-50

Recommendations:

Feedback from Former Students

- ICAPS students help recruit new students during PreBridge classes.
- Former students discuss the challenges and rewards of being in the ICAPS Program:
 - Balancing work, family life and campus classes.
 - Discussion of creating a plan for getting assignments completed.
 - Reward and satisfaction upon completion of the program.
 - Promotions within current employment or pursuing a completely different career.

Thank You

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