

## Endorsement Process: How and Why



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## GLPTA Bylaws

### ■ ARTICLE I. PURPOSE

#### *Section I. Member:*

The Great Lakes Process Technology Alliance (GLPTA) is a not-for-profit member organization comprised of education providers, regional businesses, process industries, and community advisors who work toward shared goals, including developing a qualified workforce and improving global competitiveness for the process industry.



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## GLPTA Bylaws



### ■ *Section II. Purpose:*

The purpose of the Alliance is to increase the ability of its members to deliver quality education services to all stakeholders including, but not limited to Industry, Education and Community. The Alliance shall establish standards for Process Technology education and strive to collectively reach or exceed those standards.

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## ARTICLE III. College Membership



### ■ Endorsement Criteria

- Approved Associate Degree in Process Technology
- Active industry advisory committee
  - Provide minutes and membership to Standards and Quality Committee
  - Hold biannual meetings

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## College Membership (con't)



- Curriculum
  - Includes outcomes and objectives contained in eight core technical courses developed by CAPT
  - Aligns instructional material with learning objectives
- Endorsement renewable annually
- Cooperates with internal audit by qualified 3<sup>rd</sup> party every 3 years or less

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## Audit Objective



Assess the educational institution's compliance with the requirements and guidelines of the GLPTA PTEC Degree Program.

The components will be measured against the requirements set by the college's governing body and the guidelines established by the Great Lakes Process Technology Alliance Education and Curriculum focus group.

The audit procedure will be developed by the GLPTA Standards and Quality focus group.

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## Parameters of Audit:

### What will the GLPTA audit look like?

- What information do we need?
- How can we get the information we need?
- Who will perform the audit?
- How will the audit be performed? Remotely? On-site?
- How will the audit help an individual program?
- How will the audit help other GLPTA partner programs?
- Are there presently available audit models?

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## Parameters of Audit

- How will the audit help an individual program?
- How will the audit help other GLPTA partner programs?

Ground Rules for Standard and Quality focus group:  
(eg. length of time to perform audit...; prep time, no. of auditors, etc)

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## Parameters of Audit



### Focus Groups:

- What information should be included in an audit? (curriculum, faculty, accredited program...)
- Who will perform the audit?
- How will the audit be performed?
- Are there presently available audit models?

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## Components of Audit



- Auditors
- Advisory Boards (Committees)
- PTEC Program management
- PTEC Program Coordinators and Instructors
- Program Schedule
- State requirements
- Teaching Aids/Resources
- Students in Program (their perceptions of program?)
- PTech curriculum
- Interviews with employers?

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## Attracting Students to PTEC programs

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- Develop/Use marketing materials
- Publicity – where to market
- Recruitment activities



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## ACTION ITEMS

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## Attracting Students to PTEC programs

- **Develop/Use marketing materials**
  - Work with industrial partners from advisory board
  - Use materials developed by Dow Corning and Saginaw County Business/ Education Partnership – video and brochure – I have an email into Kathy Conklin regarding these.
  - Use the two stand alone roll up banners on PTEC careers developed by GLPTA that will be introduced at the next GLPTA meeting; develop an additional banner that matches these specifically to advertise Delta's program
  - Develop a strong message that really appeals to a broad group of people
  - Use real people with real quotes featuring a diverse workforce; include career and salary information

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## Attracting Students to PTEC programs

- **Publicity – where to market**
  - Schools: school paper, guidance counselor offices, locker rooms, registration, computer labs, personal invitations, bathrooms (Outhouse news!)
  - Community: gyms, auto shops, sporting goods stores, supermarkets, bars, restaurants
  - E-marketing?
  - Public Service Announcements
  - Press releases/Press Conferences
  - Human interest stories
  - List in Calendars and Notices in newspapers

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## Attracting Students to PTEC programs

- **Recruitment activities**
  - Host “PTec Academies” for teachers and counselors
  - Target young adults 23 -40 for those who dropped out of college, including Delta College; past students, associations
  - Work with WorkFirst, etc. for those starting a second career or who have been laid off



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