

Kilgore College Process Technology

CAPT Open House

May 18, 2007

Final Report

Process Technology Open House

- Open house called "TECH EXPO" for marketing purposes.
- 5 High Schools attended
- 100 high school students
- 25 Instructors/counselors
- 7 Companies present

you're invited...

TECH EXPO

KPO2 0 0 7

Kilgore College invites you to Tech Expo '07, a free open house introducing students and parents to our applied technology programs and highlighting our newest program: Process Technology.



Throughout the Expo, you can:

1. Tour our applied technology classrooms and labs*
2. View video presentations about high-tech careers
3. Meet KC instructors
4. Talk to industry reps from major companies
5. See live demonstrations
6. Win prizes and giveaways
7. Enter drawings for scholarships and other gifts
8. Enjoy great refreshments

Interested in Chemistry or Physics? This program will show you how to combine your love of science with a rewarding career.

*These exciting applied tech degree programs will be featured: Corrosion Technology, Cisco Networking, Computer Repair, Design Drafting, Process Technology, Process Technology—Petroleum option, and Network Security.

TECH EXPO 2007
An Open House for Students & Parents
Applied Technology Center
Kilgore College
Friday, May 18, 2007
9 a.m. to 8 p.m. (Come and go.)
www.kilgore.edu/techexpo
(903) 983-8165

The Applied Technology Center is located at the corner of U.S. Hwy. 259 Business (Henderson Blvd.) and Oak Drive in Kilgore. It is across 259 from the Oil Museum.



KILGORE COLLEGE
EMPHASIS EXCELLENCE ★ 1935

For a map and directions, please go to www.kilgore.edu/techexpo.



Recruitment Description

- Posters and Post Cards mailed or hand delivered to 20 area high schools in the service area.
- Emails sent to Chemistry and Science instructors reminding them of the event.
- Kilgore College representatives visited high school classes 2 weeks before the Open House
- Bulk emails sent to Home Schools to encourage participation
- Articles placed in the local newspapers on the day before the open house.

Industrial Representatives

- CenterPoint Energy
- Eastman Chemical
- Enbridge Inc.
- GMRC
- METCO
- Kinder Morgan
- Chevron

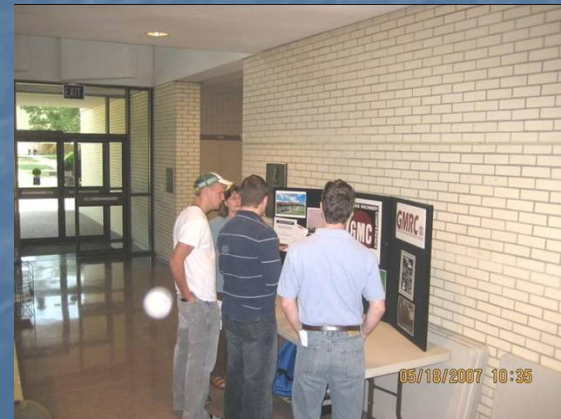


Donations/Give Away Items

- Sunglass cases
- Catalogs/Program Brochures
- Key Chains
- Slinky toys
- Plastic Carrying bags
- \$25 gift certificates from Wal-Mart
- Pens
- Cold drinks
- Food

What Worked Well

- Utilized stickers to verify participation
 - Exposure to industry representatives
 - Stressed the importance of science
 - “Hands-on” demonstrations
 - \$25 gift certificates
 - Continuous loop power point presentations
- (Continued next page)



What Worked Well (Continued)

- Several companies brought salary information which was highly motivating to students and parents
- The recruitment department of Kilgore College worked tirelessly to help direct students, describe admissions procedures, and contact schools personally to remind them of the event. They also sent reminders to many schools.
- Some instructors contacted key persons they knew in high schools about the event

Lessons Learned

- More time and effort spent on marketing the open house.
- Help cover transportation cost of students
- Move the open house to earlier in the school year
- Need to split students into smaller groups
- Length of the open house was too long



Ideas for the Future

- We could add small prizes for the instructor or school representatives who bring the most students
- We needed more photos for newspaper reports before and after the event
- Include more technical programs such as automotive, auto body, welding, etc to enhance attendance
- We targeted chemistry and physics students this time but we could broaden a bit to get a larger audience