# Washtenaw Community College Comprehensive Report

## UAT 319 Recruitment Resources and Strategies (UA 2103)
## Effective Term: Fall 2023

### Course Cover

**College:** Advanced Technologies and Public Service Careers
**Division:** Advanced Technologies and Public Service Careers
**Department:** United Association Department
**Discipline:** United Association Training
**Course Number:** 319
**Org Number:** 28200
**Full Course Title:** Recruitment Resources and Strategies (UA 2103)
**Transcript Title:** Recruit Resources & Strat 2103
**Is Consultation with other department(s) required:** No
**Publish in the Following:**
**Reason for Submission:** Course Change
**Change Information:**
    **Course title**
**Rationale:** Course title change to better define course content for enrollment.
**Proposed Start Semester:** Fall 2023
**Course Description:** In this course, students will identify the many recruitment tools and marketing opportunities available to Training Coordinators for promoting eligible apprentices. Students will locate, create, and order UA Education and Training Department printed brochures, push cards, and videos designed to explain the benefits of joining a United Association apprenticeship. Students will also discuss online tools to attract applicants, including social media and advertising. The title of this course was previously Utilizing Resources to Expand Recruitment Efforts. Limited to United Association Instructor Training program graduates.

### Course Credit Hours

**Variable hours:** No
**Credits:** 1.5
**The following Lecture Hour fields are not divisible by 15: Student Min ,Instructor Min**
**Lecture Hours: Instructor:** 22.5 **Student:** 22.5
**The following Lab fields are not divisible by 15:  Student Min, Instructor Min**
**Lab: Instructor:** 1.5 **Student:** 1.5
**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 24 **Student:** 24
**Repeatable for Credit:** NO
**Grading Methods:** Letter Grades
Audit
**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

### Requisites

## General Education
### Degree Attributes
Below College Level Pre-Reqs

## Request Course Transfer
### Proposed For:

## Student Learning Outcomes

1. Identify, locate, and request recruitment materials offered by the United Association/ International Training Fund (UA/ITF).
   **Assessment 1**
   Assessment Tool: Demonstration
   Assessment Date: Fall 2020
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Observational checklist
   Standard of success to be used for this assessment: 80% of the students will score 80% or higher.
   Who will score and analyze the data: U.A. instructors

2. Identify new recruitment options, social media, and pre-apprenticeship programs.
   **Assessment 1**
   Assessment Tool: Oral quiz
   Assessment Date: Fall 2020
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Observational checklist
   Standard of success to be used for this assessment: 80% of the students will score 80% or higher.
   Who will score and analyze the data: U.A. instructors

## Course Objectives
1. Locate recruitment materials available from the UA/ITF.
2. Describe the process of requesting recruitment materials from UA/ITF.
3. Download, update, and navigate the UA app.
4. Discuss the use of media videos as a recruitment tool, and create a video utilizing UA/ITF.
5. Create a list of available social media sites used for recruitment.
6. List words to use for Google alerts for recruitment purposes.
7. Utilize online resources to research recruiting options and pre-apprenticeship programs in the student's local area.
8. Utilize United Association Online Learning Resources (UAOLR) to access tools for recruitment.

## New Resources for Course

## Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

## Equipment/Facilities

| Reviewer | Action | Date |
|---|---|---|
| **Faculty Preparer:** | | |
| *Tony Esposito* | *Faculty Preparer* | *Apr 28, 2023* |
| **Department Chair/Area Director:** | | |
| *Marilyn Donham* | *Recommend Approval* | *May 15, 2023* |
| **Dean:** | | |
| *Jimmie Baber* | *Recommend Approval* | *May 17, 2023* |
| **Curriculum Committee Chair:** | | |
| *Randy Van Wagnen* | *Recommend Approval* | *Aug 23, 2023* |
| **Assessment Committee Chair:** | | |
| *Jessica Hale* | *Recommend Approval* | *Aug 24, 2023* |
| **Vice President for Instruction:** | | |
| *Victor Vega* | *Approve* | *Aug 30, 2023* |

<h1 style="text-align: center;">Washtenaw Community College Comprehensive Report</h1>

<h2 style="text-align: center;">UAT 319 Utilizing Resources to Expand Recruitment Efforts (UA 2103)<br>Effective Term: Fall 2020</h2>

## Course Cover

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**Department:** United Association Department
**Discipline:** United Association Training
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**Org Number:** 28200
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**Transcript Title:** Utiliz Resource to Expand 2103
**Is Consultation with other department(s) required:** No
**Publish in the Following:**
**Reason for Submission:** New Course
**Change Information:**
**Rationale:** New United Association course
**Proposed Start Semester:** Fall 2020
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**Degree Attributes**

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Periodicals
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| Reviewer | Action | Date |
|---|---|---|

**Faculty Preparer:**

*Tony Esposito*          *Faculty Preparer*          *Apr 27, 2020*

**Department Chair/Area Director:**

*Marilyn Donham*          *Recommend Approval*          *Apr 28, 2020*

**Dean:**

*Jimmie Baber*          *Recommend Approval*          *May 27, 2020*

**Curriculum Committee Chair:**

*Lisa Veasey*          *Recommend Approval*          *Aug 13, 2020*

**Assessment Committee Chair:**

*Shawn Deron*          *Recommend Approval*          *Oct 20, 2020*

**Vice President for Instruction:**

*Kimberly Hurns*          *Approve*          *Oct 22, 2020*