



Title: Marketing Session

Date/Time: Wednesday, July 30, 3:00 PM – 4:30 PM

Location: Renaissance Austin Hotel

Description: Are you having trouble recruiting students in to your technology programs or are you looking to increase your student enrollments in these same programs? If so, then come and learn about existing, emerging and potential strategies in recruitment. Get new ideas for enhancing your marketing and fostering successful recruitment strategies; develop an outline of steps for creating your own recruitment strategy; and network with session participants who have successful programs.

Presenter:



Celeste Baine is a biomedical engineer, the director of the Engineering Education Service Center and the award-winning author of [Is There an Engineer Inside You: A Comprehensive Guide to Career Decisions in Engineering](#), [The Fantastical Engineer: A Thrillseeker's Guide to Careers in Theme Park Engineering](#), [High Tech Hot Shots: Careers in Sports Engineering](#), [Teaching Engineering Made Easy: A Friendly Introduction to Engineering Activities for Middle School Teachers](#) and most recently, [The Musical Engineer: A Music Enthusiast's Guide to Careers in Engineering and Technology](#). She is the author of the engineering section of the [World Book Encyclopedia's Science Year](#) and the principal trainer for the Academy

of Engineering LEGO Laboratory. She won the 2005 Norm Augustine Award for Engineering Communications which is given to an engineer who has demonstrated the capacity for communicating the excitement and wonder of engineering; the 2004 American Society for Engineering Education's Engineering Dean Council's Award for the Promotion of Engineering Education and Careers; and, she is also listed on the National Engineers Week Web site as one of 50 engineers you should meet!