



ABET PROGRAM EVALUATORS: THE FACE OF QUALITY IN TECHNICAL EDUCATION

PEV Recruitment Tips

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The following are a list of ideas to help your society recruit qualified, diverse program evaluators. Please don't hesitate to contact Elayna Lambert (elambert@abet.org) if you have any questions or feedback about these ideas.

Set Goals

To ensure that you have the right number of PEVs with the right characteristics for a given accreditation cycle, it's best to forecast your needs for that accreditation cycle in advance. Consider the following when developing your forecast:

- How many programs are up for accreditation within your curricular areas?
- How many programs fall within each curricular area?
- How many institutions will be associate's? Bachelor's? Master's? Doctoral? Specialized?
- What are the characteristics of the PEVs already in your pool?

Consider in addition:

- It is ABET's goal to achieve whenever possible a 50/50 representation of academic and non-academic program evaluators on any one visit.
- It is ABET's goal to send whenever possible broadly diverse teams of evaluators to campus. The diversity of the team may relate to its religious, ethnic, racial, cultural, and gender-related make-up, as well as its members' employment-related and geographic backgrounds.

These considerations should help you set a target total number of recruits for a given cycle, as well as break down that total number into manageable subcategories to ensure that you stay on top of recruiting the right PEVs for the job.

Make a Plan

Now that you know how many PEV's you need and what their backgrounds should be, you are ready to plan for recruiting them. Use the following ideas in combination with your own to design a recruitment plan for the next cycle.

Take Advantage of Society Publications

On CD in the recruitment packet you received at the Society Summit, you will find advertisements designed to help you recruit PEVs. Take advantage of your society publications by working with their advertising managers to include these ads in upcoming issues. Don't forget conference issues and special publications, as these may be great vehicles to reach specific segments of your society members (i.e., employers in a particular curricular area).

You can also test your creative skills by authoring an article for your society pubs. Or, if you're uncomfortable writing, offer the opportunity to one of your current program evaluators. Focus the article on the important contribution that PEVs make to their professions or on the interesting elements of the job, like traveling once or twice a year, spending time back on the old college campus, meeting other professionals from around the country, or helping educators or peers take an objective look at themselves. You might also periodically try to publish articles on the importance of accreditation and the role of your society or on the elements of the criteria to garner broader awareness of and interest in the society's activities in these areas.



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Don't Forget the Regional Meetings

It seems that non-academics most often participate in their regional chapter meetings, rather than the national society meetings. Make a list of your educational contacts who also attend these regional meetings, and be sure to supply them with printed recruitment materials to distribute. In addition, encourage your contacts to solicit air-time at regional meetings. Even five minutes is enough to put out a call for qualified program evaluators. If more time is available, the recruitment PowerPoint presentation may be appropriate.

Look Beyond Educational Activities

Your society's educational activities groups are of course a great place to start looking for recruits, as well as contacts who can help you find them. But don't overlook other groups in your society when moving forward with your recruitment efforts. Groups focusing on particular curricular areas or particular segments of your membership (i.e., race, gender) can be just as rich with good volunteers. Work with the chairs of these groups to help spread the word about PEV opportunities.

Encourage Special Sessions at Your National Meeting

National meetings are a great opportunity to spread the word about volunteering. Try offering a short session all about becoming a PEV, or secure a few minutes of talk time during a longer session on a related topic (i.e., higher education or your curricular areas). You might consider an informal session, say a 15-minute coffee break in a designated location where current PEVs will be available to answer questions. If there are trade booths at your meeting or there is a designated area where brochures and flyers are on display, try to coordinate the display of PEV recruitment materials with the meeting planners.

Make Recruitment Materials Available to Current PEVs

Word-of-mouth recruiting has shown to be very successful among PEVs, so make sure your best current PEVs have access to recruitment materials like the flyers and PowerPoint presentation. You never know when they may have the opportunity to interest potential volunteers in ABET.

Don't Overlook Existing Relationships

Does your society have corporate members or sponsors? Is a member of your board of directors also a corporate officer? Don't overlook these existing relationships when pursuing recruiting efforts. Corporations that are already actively involved with your society's activities may be very willing to help you recruit program evaluators from their employee base. Do not be afraid to ask for help when you need it.

Keep Track of Your Success

When you recruit a skilled PEV, find out how you did it, and make a note. Tracking best practices will help both you and your fellow ABET member societies.

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