

WORKING COPY

OAKLAND COMMUNITY COLLEGE

AUBURN HILLS CAMPUS

WELDING AND FABRICATING TECHNOLOGY

MARKETING PLAN

April 1992

MARKETING REVIEW COMMITTEE

Steve Atma, Welding, Computer Integrated Manufacturing, and Machine Tool  
Instructor, Oakland Community College

John Block, Welding Paraprofessional, Oakland Community College

Dennis Buchanan, Journeyman Tool and Die Welder, General Motors

Joe Burdzinski, Management, Oakland Community College

Bob Hughes, Welding Instructor, Oakland Technical Center - Northeast Campus

Karl Lis, Chrysler Engineering  
Executive Committee, American Welding Society - Detroit Section

Bill Rose, Dean of Academic Services, Oakland Community College

## WELDING AND FABRICATING TECHNOLOGY

### MARKETING PLAN

#### MISSION

This marketing plan has been designed to provide educational and skill development experience in various specialized areas of Welding. These specialty areas include credit and non-credit course work in GMAW (MIG), GTAW (TIG), SMAW (Arc), OAW (Gas), and Automated Robotic Applications.

Occupational areas which would benefit from this program include, but are not limited to, automotive and building maintenance and skilled trade areas which require welding, such as machine repair and maintenance, tool and die repair, and welder/fabricator. Welding is also a requirement in the related instruction curricula for apprentices in such trades as machine repair, metal model maker, millwright, mold maker, pipe fitter, stationary engineer, tinsmith, and welder.

Also, this plan will address marketing strategies targeting persons who are interested in welding as a career.

#### GOAL 1 Promote student and employer interest in Welding programs.

Objective 1 In concert with area vocational schools and high schools, develop and implement a student awareness night during each Winter term for secondary school students interested in the OCC Welding program.

Who: Counseling Department, Recruiter

When: Middle of January each year

Objective 2 Establish a relationship with the American Welding Society for assistance in promotion of the OCC Welding program.

Who: Karl Lis

When: by June, 1992

#### GOAL 2 Pursue advertising of the Welding program.

Objective 1 Rewrite the existing program to coincide with the needs requirements reflected in the needs assessment.

Who: Steve Atma and Welding Advisory Committee

When: Before the end of the Spring term, 1992

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Objective 2 Participate in articulation and counseling activities for students at the Oakland Technical Centers.

Who: Counseling Department, Recruiter

When: November and March, annually

Objective 3 Meet with the OCC counselors and recruiter to make them aware of the OCC Welding program.

Who: Steve Atma, Bill Rose

When: October, 1992

Objective 4 Participate in career day with high schools, businesses, and industries.

Who: Jan Harp, Steve Atma, John Block, Joe Burdzinski

When: To be determined

GOAL 4 Establish a Welding articulation and 2+2 program that will transfer from OCC to a university.

Who: Bill Rose, Steve Atma

When: Winter term, 1993

GOAL 5 Establish a state-wide skill competition for high school Welding students. (This would attract high school Welding students to the campus and create interest in our Welding program. Estimated cost for advertising, mailing, prizes, and steel would be \$2,500. Some of these costs would be defrayed through donations and a \$10 registration fee.)

Who: Steve Atma, Bill Rose, Bob Hughes, Karl Lis, John Block, Ruth Springer

When: May, 1993

GOAL 6 Increase our involvement with the Chrysler Technology Center.

Objective 1 Establish an OCC/Chrysler committee through the skilled trades training director and develop a feasibility plan that would allow Chrysler to jointly offer Welding training at the OCC site.

Who: Bill Rose, Joe Burdzinski, Technology Department

When: By September, 1992

GOAL 7 Participate in conferences that will allow presentation, exhibit and display opportunities.

Objective 1 Participate in Trends Conference.

Who: Steve Atma, John Block

When: To be determined

Objective 2 Welding Technology Advisory Committee update conference to be held a minimum of three times per year.

Who: Steve Atma, John Block, Bob Hughes

When: A minimum of three times per year