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AUTHOR Krauss, Stephen R.
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ABSTRACT

Many college and university cooperative education or work experience programs fail to recognize the valuable training and professional resources located in their geographic regions. At present, there are 11 federally funded national and regional training and resource centers whose job it is to assist colleges, universities, and employers to develop, enhance, and expand cooperative education. All the centers provide at least the following basic services: on-site training on cooperative education; off-site training for employers and academic personnel; Title III grant-writing clinics and proposal review services; printed marketing resources on cooperative education, including coordinator guides, employer guides, faculty guides, student guides, and standard or customized posters; and individualized consulting and program evaluation services. Each of the centers is staffed by some of the most experienced and nationally recognized cooperative education trainers and administrators. Among the topics on which training is provided are computerizing cooperative education programs, developing a cooperative education program in an academic environment, the benefits of cooperative education for faculty, staff, students, and employers, and the essentials of public relations for cooperative programs. The centers should be seen as allies who can work hand in hand with their academic partners to help facilitate consistent program growth using a variety of training methods, topics, and marketing resources. (The document includes the addresses, phone numbers, and directors' names of the centers, and an 11-item bibliography.) (CML)

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Marketing Cooperative Education The Role of the Regional Co-op Training Center In Assisting Colleges and Universities

by **Stephen R. Krauss**

*Vice President of Training and Marketing
Western Resource Center, Inc.*

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INTRODUCTION

As colleges and universities are swept up in the cultural, ethnic, racial and economic changes occurring in our nation as it approaches the year 2000, the effective marketing of work experience programs to students and employers will become more challenging. Budgets for marketing will undoubtedly become smaller or more difficult to acquire. Leveraging the funds and personnel that will be available will take skillful management.

Many college and university cooperative education or work experience programs fail to recognize the valuable training and professional resources located in their geographic regions: the federally funded cooperative education training and resource centers. At this writing, there are 11 centers that have as one of their primary directives to assist colleges, universities and employers to develop, enhance and expand cooperative education programs. (See "Training Centers" listing at the end of this article.)

AN OVERVIEW OF SERVICES

While each training center possesses its own personality and style of training, all the co-op training centers provide at least the following basic services:

1. On-site faculty, staff, and administrative training on various aspects of cooperative education. (See section on "Training Topics".)
2. Off-site training for employers and academic personnel to develop, enhance or expand co-op programs.
3. Title VIII grant writing clinics and proposal review services.
4. Printed marketing resources on co-op for both academe and employers including coordinator guides, employer guides, faculty guides, student guides, and standard or customized co-op posters and other marketing materials.
5. Individualized consulting and program evaluation services.

Because the training centers are subsidized by funds from the U.S. Department of Education, the actual cost of specialized and individualized training is extremely reasonable, generally costing less than \$40 per person per day*. Because of the differences in funding for each center and their ability to service a specific area or region of the country, interested co-op programs should contact several centers to get competitive bids for on-site training events.

The value of training cannot be understated. Training is the most effective way to increase institutional commitment, develop personal management skills, and discover new techniques and ideas to strategically identify and access target populations in marketing the benefits of co-op. The training services alone make each training center an invaluable asset for all academic work experience programs.

**The actual costs vary from center to center and depend on the distance that trainers have to travel, whether the training event is on campus or at a site off campus, and the number of individuals to be trained at each event.*

QUALITY OF TRAINING PERSONNEL

Each of the national and regional training centers are staffed by some of the most experienced and nationally recognized cooperative education trainers and administrators. Collectively, these training personnel represent both small and large, rural and urban, two-year and four-year, public and private, minority and non-minority academic institutions. (The directors and officers of each center are listed under "Training Centers" at the end of this article.)

TRAINING TOPICS

The following list of training topics was compiled from marketing flyers and training announcements distributed by the various training centers during one twelve month period. You will note that all of the topics involve some form of internal or external marketing strategies that will enhance a program's ability to succeed in a constantly changing work and social environment.

- Computerizing Cooperative Education Programs.
- Cooperative Education in Historically and Predominantly Black Colleges and Universities.
- Developing A Cooperative Education Program In An Academic Environment.
- Developing An Effective Marketing Plan for Liberal Arts Co-op Students.
- Faculty Development: The Internal Marketing of Cooperative Education.
- High School Guidance Counselor Training: The Role of the Guidance Counselor In Assisting Colleges and Universities to Access High School Students.
- Identifying, Accessing and Addressing the Needs of Minority, Women and Disadvantaged Student Populations.
- Implementing Cooperative Education Programs: Becoming A Change-Agent.
- Institutional Development: An Orientation to Cooperative Education for Faculty, Staff and Administrative Personnel.
- Leadership Development: Building an Effective Team.
- Managing, Directing and Supervising Cooperative Education Programs.
- Marketing Cooperative Education Programs.
- National and International Demographic and Economic Trends Affecting the Success of Co-op In Academe, Business, Industry and Government In the 1990's and Beyond.
- Procedures, Techniques and Strategies To Develop Effective Co-op Training for Faculty, Staff, Administrators, Students, Employers, Parents and Trustees.
- The Benefits of Cooperative Education for Faculty, Staff, Students and Employers.
- The Essentials of Cooperative Education Programs for Academe, Business, Industry and Government.
- The Essentials of Public Relations For Co-op Programs.
- The Federal Government and Cooperative Education Opportunities.
- The Internal and External Marketing of Cooperative Education Programs.
- The Role of Support Staff In the Success of a Co-op Program.
- The Visionary Manager and Supervisor: Getting the Most From Your Co-op Staff.
- Title VIII Grant Writing, Grant Administration and Fund Raising Strategies for Cooperative Education Programs.

THE CO-OP TRAINING CENTERS

The following is a listing of the federally funded national and regional cooperative education training centers. To receive regular announcements of new co-op resource products, services, and training events, contact each of the centers and ask to be placed on their mailing lists.

In addition, in the event that training and professional development registration funds/fees are not available or are limited for your program, several of the centers at this time offer scholarships, reduced rates, or multiple attendance discounts. (Three of these centers are the National Commission for Cooperative Education, the Western Resource Center, Inc., and the National Training and Resource Center for Cooperative Education.)

NATIONAL CENTERS

National Commission for Cooperative Education, Henderson House, 99 Westcliff Road, Weston, MA, 02193, (617) 239-0257, Ralph Porter (President), John Dromgoole (Vice President for Training), Polly Seymour (Associate Training Director)

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The national and regional cooperative education training centers represent "leading edge" training technology and timely information on the rapidly changing work market-place.

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The National and Training Resource Center for Cooperative Education (funded to increase the participation of American Indian and Hispanic students in cooperative education programs.) Portland State University, P.O. Box 751, Portland, OR 97207-0751. (503) 725-4718. Bill Olsen (Director)

The National Community College Co-op Training Center, Chicago City-wide College, 226 W. Jackson Blvd., Chicago, IL 60606-6998. (312) 855-8070. Clifford Fields (Director)

REGIONAL CENTERS

MIDDLE ATLANTIC: The Middle Atlantic Cooperative Education Training and Resource Center, Seton Hall University, Student Development Center, 400 South Orange Avenue, South Orange, NJ 07079. (201) 761-9355. Christopher Pratt (Director), Karen Kolek (Training Coordinator)

MIDWEST: The Center for Employer Training in Cooperative Education, Division of Professional Practice, University of Cincinnati, MC 115, Cincinnati, OH 45221-0155. (513) 556-3061. Bruce Evans (Director)

MIDWEST: The Midwest Center for Cooperative Education, University of Detroit, 4001 West McNichols Road, Detroit, MI 48221. (313) 927-1017. Deltrinee Moore (Executive Director), Sandra Worrell (Director of Training)

NORTHEAST: The Center for Cooperative Education, Northeastern University, 503 Stearns, 360 Huntington Avenue, Boston, MA 02115. (617) 437-3776 or (617) 437-4211. Paul Dube (Director), Cheri Almeida (Training Director)

NORTHWEST: Northwest Cooperative Education Center, Highline Community College, MS 25-5A, Des Moines, WA 98198. (206) 878-9760. Michael Gordon (Director)

ROCKY MOUNTAINS AND PLAINS: The Mountain and Plains Center for Cooperative Education, Trinidad State Junior College, 600 Prospect Street, Trinidad, CO 81082. (719) 846-5528. Richard Gritz (Director)

SOUTHEAST: The Southeast Co-op Training Center, University of Alabama, P.O. Box 870388, Tuscaloosa, AL 35487-0388. (205) 348-6422. Roy Gregg (Director)

WEST AND PACIFIC RIM: The Western Resource Center, Inc., 12251 Viejo Camino, Atascadero, CA 93422. (505) 466-8580. Fred Abitia (President), Stephen R. Krauss (Vice President of Training and Marketing).

CONCLUSION

The American Marketing Association defines "marketing" as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives (Bennett, 1988).

Cooperative education and work experience programs in both academic and employer settings actively engage in this dynamic process on a daily basis. But effective marketing strategies rely heavily on the quality of the information at the decision makers disposal and the marketing skills of the staff. The national and regional cooperative education training centers represent "leading edge" training technology and timely information on the rapidly changing work marketplace. In order for academic cooperative education programs to compete effectively for students and the best co-op jobs, traditional management skills and marketing techniques must be altered to reflect the new and constantly changing needs of employers and students.

Co-op directors must begin to recognize the importance of professional development training as their basic responsibility to each staff member. Whether the training is directed at team-building, office management skills, computer literacy, marketing, or management, the basic goal is to make each co-op team member more effective in utilizing time, effort and resources.

The national and regional training centers specialize in developing the potential of professionals in the work experience field. They should be seen as allies who can work hand-in-hand with their academic partners to help facilitate consistent program growth using a variety of training methods, topics and marketing resources.

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ABOUT THE AUTHOR

Stephen R. Krauss is the Vice President of Training and Marketing for the Western Resource Center, Inc., a post he has held since May of 1987. Mr. Krauss has over 20 years of professional consulting experience to business, industry, government and education in the fields of marketing, public relations and management. He is a national trainer and has worked with hundreds of colleges, universities and employers in promoting the benefits of cooperative education.

Mr. Krauss has served as an executive board member on various public and private corporations in the recording, entertainment, publishing, manufacturing, and distribution industries. His experience also includes the role of a Cooperative Education Coordinator for the Cal Poly State University at San Luis Obispo, where he was responsible for the successful expansion of student placements to corporations and agencies outside the program's normal employment areas.

Mr. Krauss is an executive member of the American Marketing Association, a member of the California Cooperative Education Association, the Cooperative Education Association, Inc., the Western College Placement Association, the Western Association of College Work Experience Educators, the Western Association of Student Employment Administrators, the California Association of Work Experience Educators, and the National Academy of Recording Arts and Sciences.

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