

15. SOMP 2004

Freiberg, Monday, June 14, 2004

Students Recruitment – Mining Engineering

**Prof. Dr. Carsten Drebenstedt
Technische Universität Bergakademie Freiberg**

Recruitment – A Problem?!

-Public Opinion:

Mining („old“ economy, ecological damages,
hard job, health and safety problems ...

The Answer – Information!?

- Importance
- Innovations (IT, Safety, environmental aspects ...)
- job opportunities (future ...)

1. Invite Scholars to the University

- Children University (4./6.classes, 1 day: lectures, informations, playing)
- Summer University (8 courses, 1 week, 10+ classes)
- Course „From raw material extraction to material“ (1 Semester, 11./12. classes)
- Offer praxis works (2 weeks)
- Offer special lectures
- „Open door“ (1 day: Presentations, job opportunities)

2. Go to Schools

- Presentations (65 contacts)
- Offer lectures
- Qualification of teachers

3. Go to Industry

- Presentations („Open door“, Exhibitions)
- Working groups „Mining Education“
(GDMB, WVB)

4. Advertisement

- Internet presentation
- Flyers, print publications, poster
- news papers (permanent information about university life: research ...)
- radio, television
- Special events (Celebrations ...)

- Targets: Schools, Industry, Alumni ...