



A toolkit for educators and advisors
from The American Occupational
Therapy Association

Resources for Student Recruitment

Recruitment: A Shared Responsibility

A Message From AOTA's President

Dear Colleague:

The Bureau of Labor Statistics projects the employment of occupational therapists and occupational therapy assistants is expected to increase much faster than average for all occupations through 2014; meaning that employment is expected to increase 27% or more. *US News & World Report* has listed occupational therapy as one of the 25 hot careers for 2007.

Recruitment of students into our profession is critical if we are to meet the occupation- and participation-related needs of society and accomplish the objectives of our founders who knew that occupation could influence health status. Increasing the pool of qualified applicants to our occupational therapy and occupational therapy assistant educational programs is a shared responsibility.

Educators and practitioners play pivotal roles relative to increasing the awareness of all that the profession of occupational therapy has to offer as a professional career. As societal needs align with what we know to be the basic tenets of occupational therapy, the demand for occupational therapy services rises and, in a number of areas of the country, shortages already exist. If we cannot meet the demands, others will step up to the plate.

Let's make recruitment a priority, let's fill all of our schools, and let's give students what we have—a very satisfying professional career that makes a difference in the lives of those we serve.

To help you recruit future practitioners, the American Occupational Therapy Association (AOTA) has produced this recruitment CD and is

happy to be able to share it with all of our education programs for free. You will find it contains a wealth of resources including:

- Three videos—*It Takes Occupational Therapy*, *Occupational Therapy: Making It Possible*, and *The American Occupational Therapy Association: Voices for the Future*
- The brochures *Define Yourself: Reach for a Career in Occupational Therapy* and *Occupational Therapy: Building Skills for the Job of Living*
- Complete listings of occupational therapy and occupational therapy assistant educational programs
- Education FAQs
- Scholarship information
- Career information
- First-hand stories from new graduates
- Information on occupational therapy certification
- And much more

In addition to the education programs, AOTA will distribute this CD at the following organizations' conferences at which it exhibits: the Health Occupations Students of America (HOSA); National Association for Advisors of the Health

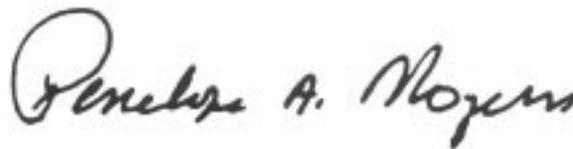
Professions (NAAHP); American School Counselors Association (ASCA), and the Venture Scholars Program.

This information also is available for practitioners involved in recruitment activities such as high school career days or job fairs in their communities. If you are aware of practitioners or students conducting such activities, please encourage them to contact AOTA. If you have any questions or feedback about this exciting and timely recruitment CD, please contact Frank E. Gainer, MHS, OTR/L, FAOTA, Conference & Student Program Manager, at fgainer@aota.org.

I would like to acknowledge the generous support of the National Board for Certification in Occupational Therapy (NBCOT) in the development and dissemination of this CD.

We hope this will be a valuable resource for you and your recruitment efforts.

With warm regards,



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President,
The American Occupational Therapy Association