

Student Recruitment Initiatives Contest

**University of Minnesota-Twin Cities
Program in Occupational Therapy**

Mayo Mail Code 388
420 Delaware St. SE
Minneapolis, MN 55455

Jenny Fair

1111 Hamline Ave N, apt 8
St. Paul, MN 55108

fair0087@umn.edu

AOTA Member Number: 4259021

Rachel Gamm

2001 Brewster St.
St. Paul, MN 55108

gamm0013@umn.edu

AOTA Member Number: 4258611

Amy Welbourn

3335 115th St.
Chippewa Falls, WI, 54729

welb0010@umn.edu

AOTA Member Number: 4258180

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Plan Description/Marketing Plan

Policy

The mission of the Student Ambassador Program is to promote the field of occupational therapy as a career choice for students interested in the health sciences. To that end, the University of Minnesota Program in Occupational Therapy will have a student ambassador committee comprised of four second-year and four first-year occupational therapy students to assist with on- and off-campus student recruitment and pre-occupational therapy education advising efforts for prospective students.

Target Audience

- Recently or newly accepted students
- Prospective students
- Those interested in occupational therapy

Advertisement

- Career fairs
- University of Minnesota Program in Occupational Therapy Web site
- Community-based presentations and question/answer sessions in local high schools and undergraduate colleges
- Flyers handed out at career fairs and school visits
- On-campus postings

Activities

- Mentoring newly admitted students: Student ambassadors will be assigned to a new student as soon as s/he is accepted to the program. Ambassadors will work with the faculty advisor to answer questions and offer advice and information about the program, housing, student social life, etc., from a student's perspective. The goal is to keep students informed, excited, and on track to successful matriculation into the program.
- Advise on the program's marketing plan (e.g., suggest recruitment strategies)
- Provide input for designing public relations materials (logo, brochures, trifold used at recruitment fairs) and Web site
- Plan and carry out activities for Occupational Therapy Month (April)
- Present and oversee an experiential table at the annual Health Career Center Career Fair
- With faculty, run the table at the National College Fair and the annual Campus Preview Days Fairs
- Participate in local college visits, providing tours, responding to questions from a student perspective, and offering personal experiences to assist students in their college decision
- Participate in the Academic Health Career's Visit Program (program is presented weekly; the Program in Occupational Therapy provides coverage per schedule)
- Participate in the Health Career Center "House Calls" program that provides walk-in question-and-answer sessions for prospective students
- Participate in the Multicultural Achievement Program, which has as its mission to recruit students of color to the University of Minnesota and to the health sciences programs
- Conduct informational sessions as requested by introductory classes on campus, and junior high and high school health programs

- Participate in, or conduct, monthly First Step occupational therapy informational sessions for students interested in occupational therapy and our program
- Respond to the “Ask a Student” web link
- Write short pieces for the electronic newsletter sent out monthly by Recruitment Chair. Listserv includes students who are interested in our program and the profession of occupational therapy. We currently have over 350 students on this list.
- Participate in Center for Health Interdisciplinary Programs (CHIP) meetings to promote our profession and educate other health care professionals on occupational therapy

Procedure and Commitment

Membership: Each Fall semester, first and second year students will be solicited to join the Student Ambassador Committee. The Committee will consist of a maximum of 4 students from each class, one of whom will be the CHIP representative. CHIP is a student organization geared to integrating the different health care professions. Its purpose is to increase student awareness of the diversity of professions within the health care system, and how to work in multidisciplinary teams. The Student Ambassadors serve as examples to fellow classmates and potential occupational therapy students, and it is their responsibility to promote the profession and educate others on our profession. CHIP provides a means to educate other health care professionals.

With faculty guidance, the Student Ambassadors will inform and guide the pre-occupational therapy education and recruitment efforts. Ambassadors will provide input into the recruiting and marketing plan of the Program in Occupational Therapy. The primary focus of the Student Ambassadors Committee will be to participate in recruiting and pre-occupational therapy advising, as time permits. There will be a minimum of one meeting at the beginning of each semester to schedule events. Materials and other resources will be provided by the Program for these efforts.

Training: A faculty member of the program will oversee and train student ambassadors. The faculty will provide guidance throughout the year and answer questions that student ambassadors have.

Restrictions: Unauthorized pre-occupational therapy education, recruitment, or marketing efforts apart from those activities identified by the faculty will not receive a stipend or be endorsed.

Difference from Implemented Plan

Some of the activities we have proposed have not yet been implemented.

Purpose:

As a Student Ambassador, selected students will:

- Advise and offer a student perspective on effective pre-occupational therapy education and recruitment efforts
- Mentor and provide support to new occupational therapy students
- Have opportunities to gain public speaking experience while increasing comfort in describing and promoting the profession
- Advise on activities designed to educate the university and larger community regarding occupational therapy and the Program in Occupational Therapy

- Create and develop marketing tools to be used in the marketing plan of the Program in Occupational Therapy
- Contribute to the marketing, recruitment, and pre-occupational therapy educational activities of the Program in Occupational Therapy (e.g. electronic newsletter, Ask a Student Web site, Health Care Center Career Fair, campus visits and tours, selected presentations)
- Recruit their colleagues to participate in events
- Answer any questions people have regarding the profession or the program in occupational therapy at the University of Minnesota.

Effectiveness of Plan

Measured by:

- Increase in number of students applying to the program and ultimately matriculating
- Count of those who show up at presentations and then come into program
- Focus group in the first year of the program to ask how people heard about the program, and the perceived effectiveness of recruitment efforts

Cost of Plan to the program for one year

Photocopying specific to Student Ambassadors program.	\$50
Reimbursement for travel to off-campus events	\$90
Stipends	\$160
Total	\$200

Appendix

Ask a Student Web Site Guidelines

The Webmaster will screen all e-mail before reaching you. If something slips through that makes you uncomfortable, do not answer it. Forward it to the Student Ambassador advisor.

Guidelines for answering e-mail from prospective students:

1. Thank the writer for writing.
2. Answer questions about courses, life on campus, parking, life in the TC.
3. Be truthful but upbeat.
 - For example, if you are asked how cold it gets here, be truthful, but also state that there is a tunnel/corridor system so that you can stay inside throughout the entire medical complex.
 - If you are asked about parking, be truthful about a compressed city campus, but also state that there is a U express bus service, etc.
4. Do not give any medical/occupational therapy advice for any condition; this is illegal.
5. If you don't know the answer, don't create one. Check with someone who does know and tell the writer you will get back to him/her, or forward the e-mail on.
6. Questions about prerequisite courses and the mechanics of applying to the program should be answered by Beverly or Diane. As you know, Beverly is great on the telephone with questions from potential applicants. And Diane was director of admissions for years, so knows almost everything, or knows where to get the information.

To send a reply:

1. You can send your reply back to our Webmaster for forwarding to the writer. This keeps you anonymous to the writer. Our Webmaster will delete your identifying information before sending it on. Be sure to tell her that you want your reply forwarded to the original sender.

OR

2. You can copy and paste the writer's e-mail address into the reply address line and reply directly. This gives the prospective student your e-mail address for future correspondence without having to go through the Webmaster.

University of Minnesota
Master of Science in

Occupational Therapy

First Step Sessions

All are scheduled 3:30 – 5:30 p.m.

March 25

April 23

May 28

July 15

*516 Children's Rehabilitation Center
426 Church Street S.E.*

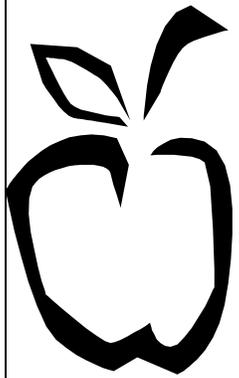
These information sessions are appropriate for students just beginning their academic careers, students who are working on their prerequisites for application, and students planning a career change.

The planned agenda includes:

- ✓ A definition of occupational therapy
- ✓ Career outlook
- ✓ Program and curriculum overview
- ✓ Prerequisite courses and expectations
- ✓ Application process
- ✓ Profile of previous accepted students
- ✓ Options for health careers
- ✓ Course planning strategies

Bring questions; there will be time to answer individual concerns.

***For more information visit our Web site: www.ot.umn.edu
Or contact us at (612) 626-5887, otprog@umn.edu***



University of Minnesota

Health Professions Career Night

Presenting programs:

Dental Hygiene
Dentistry
Genetic Counseling
Healthcare Administration
MD/PhD
Medical Technology
Medicine
Mortuary Science
Nursing
Nutrition/Nutrition Science
Occupational Therapy
Pharmacy
Physical Therapy
Public Health
Speech-Language Pathology
Veterinary Medicine

**Wed, Sept 18
4:00 – 6:30 p.m.**

Moos Tower 2-650

East bank, Minneapolis campus



presentations

resource tables

free apple and caramel sauce

Pre-registration required.

<http://www.ahc.umn.edu/healthcareernight/>

Other participating units:

College of Biological Sciences
College of Liberal Arts
Health Careers Center

Sponsored by Academic Health Center Office of Education

The University of Minnesota is an equal opportunity educator and employer.

