



Plan for Student Recruitment

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Resolution 9-18

- RESOLVED, That the American Podiatric Medical Association (APMA) immediately dedicate such resources and personnel as it deems necessary to increase the number of qualified applicants to podiatric medical schools;
 - Dedicated staff position: Career Development Manager
 - Significant additional staff hours from Director of Communications and other members of APMA staff
 - \$50,000 from FY 2018–19 budget; an additional \$50,000 committed in 2019–20 budget

Resolution 9-18

- RESOLVED, That said preliminary steps to establish an action plan, and benchmarks necessary to achieve said plan, shall be taken within six months from the date of this 2018 House of Delegates, with drafting and publication of said plan to take place within nine months from the date of this 2018 House of Delegates, and a report made to the House of Delegates in 2019.
 - APMA’s plan was drafted and approved by the Board of Trustees in April 2018 and published to the profession in May of 2018
 - APMA engaged in a significant market research effort, completed in Fall 2018
 - APMA drafted a proposed list of roles and responsibilities presented to AACPM in October 2018
 - APMA published results of the research and an updated strategic plan, complete with detailed tactics in January 2019

Timeline

March
2018: HOD
adopts
Resolution
9-18

May 2018:
APMA
publishes
plan to
profession

Summer
2018: APMA
requests
funding
from all
stakeholders

October
2018: APMA
drafts
proposed list
of roles,
meets with
AACPM to
discuss

January 2019:
APMA
publishes
findings,
tactical plan to
profession,
hosts summit
at SAM

April 2018:
APMA
drafts,
approves
plan

June 2018:
Fiscal year
begins;
APMA
begins
work on
market
research

Fall 2018:
APMA
completes
market
research,
meets with
AACPM at
November
BOT
meeting

March 2019:
APMA receives
comments on
plan from
AACPM, along
with request to
discuss roles

Market Research

- APMA invested \$50,000 to conduct student recruitment market research.
- Edge Research conducted various focus groups, interviews, and surveys with admissions officers, current podiatry students, and prospective students.

Market Research

Profile of a True Podiatric Prospect



- The survey uncovers several psychographic attributes of a true Podiatric Prospect.

Personality and Preferences of A True Podiatric Prospect:



Younger and Untapped:

Most of those who shift toward considering Podiatry are in High School—catching them before their career goals are fixed is key.



Outgoing, Not Introverted:

These students may connect with the “high-touch” aspects of Podiatry, including quality time with patients and robust patient relationships



Open-minded, Undecided, or Still Exploring:

These students may be easier to interest and respond to the variety and flexibility of Podiatry



More Concerned about Work/Life Balance:

Those who are interested in Podiatry by the end of the survey are more likely to want work/life balance and 9-5 hours. They are also more concerned that medicine means delaying personal goals like starting a family.



Want More than Hospital Work:

Those interested in Podiatry are open to practicing in settings beyond a hospital, and many like the idea of being able to own their own practice.

27

Market Research

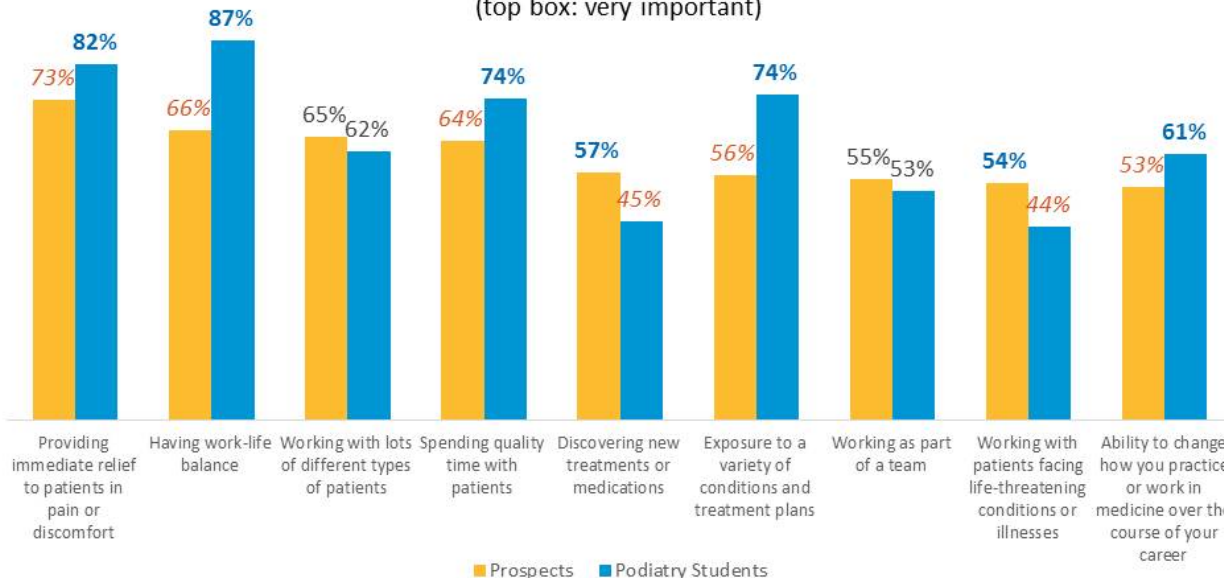


Many of Prospects' Priorities Align with Podiatry

- Most Prospects prioritize providing immediate relief to patients, work-life balance, patient variety, and quality time with patients—all elements of podiatric practice.
- Current Podiatry students over-index on most of these items and are less interested in R&D and saving lives.

How important is each to you personally as you think about a medical career?

(top box: very important)



Of lesser importance:

- Working in a fast-paced and exciting environment
- High salary
- Working with low-income patients
- Being able to specialize in a single area of medicine
- Working in a competitive setting or field
- Working regular hours (i.e. 9am-5pm or similar)
- Ability to own your own medical practice
- Working independently
- Having the title of 'Doctor'
- Being your own boss

Blue/red font indicates statistically lower/higher than other audience

Market Research



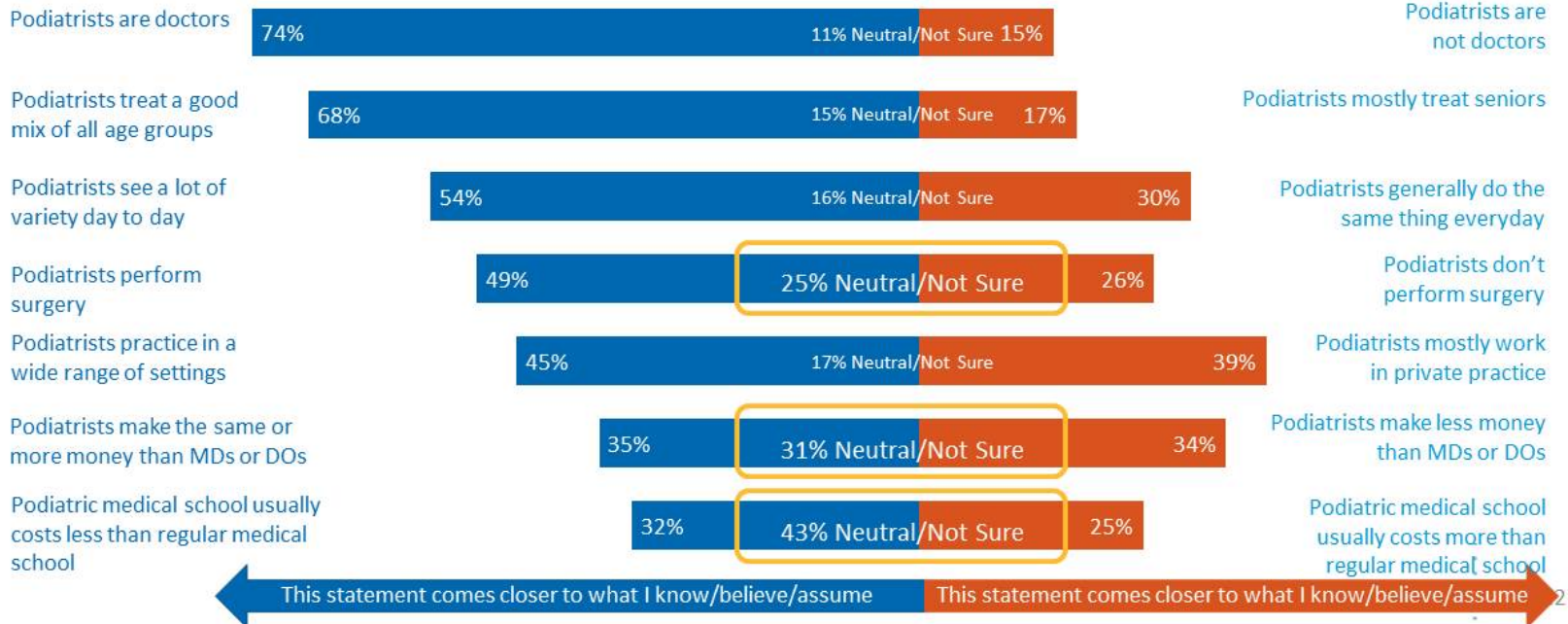
Prospects Are Uninformed on a Few Key Aspects of Podiatry

- The greatest misunderstanding or confusion exists around the opportunity to perform surgery (a key benefit), the costs of medical school, and salary.
- Many Prospects are also unaware of the variety of patients, conditions, and practice settings.
- **NOTE:** 70% of Prospects did not know PMS was separate from medical school before this survey.

Fact

Assumptions/Beliefs about Podiatry

Fiction



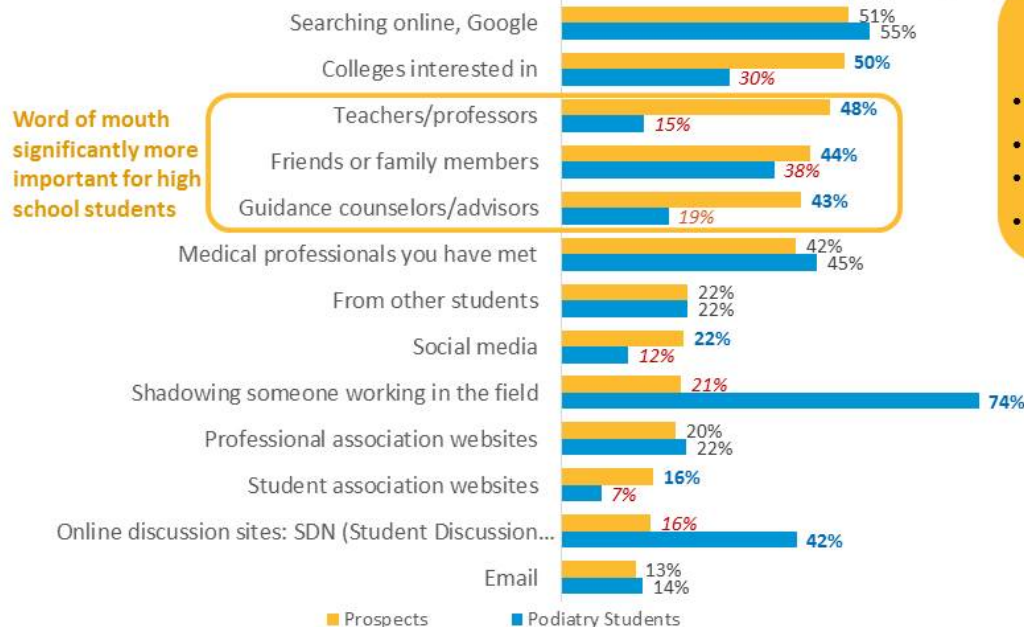
Market Research

Prospects Say Online Resources and WOM are Key



- Prospects are using a range of resources to research medical careers, including a mix of online search and word of mouth—the latter of which ranks as most influential on the list.
- Podiatry students overwhelmingly confirm the importance of shadowing to seal the deal.

Use of Resources to Get Info about Medical Careers/Podiatry



Word of mouth significantly more important for high school students

Most Important Info Sources for Prospects

- Medical professionals you have met
- Colleges/universities you are/were interested in attending
- Friends or family members

48% of Podiatry students identify shadowing a professional as their most important resource for learning about Podiatry.

Blue/red font indicates statistically lower/higher than other audience

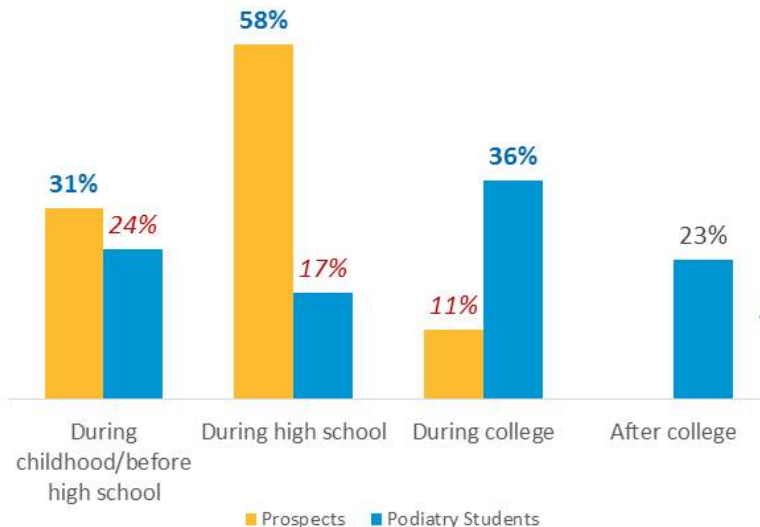
Market Research

Earlier Exposure to Podiatry Makes a Difference



- Interest in medicine among Prospects occurs earlier than for Podiatry students – before/during high school is a key time to raise awareness of career options.
- The current cohort of Podiatry students found medicine/Podiatry later, perhaps as a second choice. This is a metric we will want to shift over time.

When did you decide you might want to pursue a career in a medical field?



Among Prospects considering Podiatry (n=33), 67% became interested in the field *before* college. Among current Podiatry students, this drops to 11%, and 39% of PMS students say they got interested *after* college.

I shadowed a Podiatrist during college (because my mom needed foot surgery), and when I decided to take a gap year I rediscovered the field. (PMS Student)

Blue/red font indicates statistically lower/higher than other audience

Communications Objectives

- Awareness
- Understanding
- Engagement
- Action



C O M M U N I C A T I O N

Objective 1

- Drive *awareness and understanding* of careers in podiatric medicine.
 - Deliver easy-to-access materials, informed by market research.
 - Engage known influencers.
 - Inform prospects with high-level information, driving them toward engagement.
 - Leverage APMA's existing public education campaigns and channels.
 - Reach students on the platforms where they interact.
 - Lead a consortium of stakeholders to leverage in-person exhibits and other channels.
 - Collaborate with APMSA to engage current students.

Objective 1: Tactics

- Neutral, informational website—high-tech, high-touch, and mobile-optimized; linked directly to AACPMAS
- Search engine optimization
- High school classroom programs/curricula
- Paid digital advertising targeting students and parents
- Social media content matching top career requirements; targeted social media campaign; investigate Instagram (or paid promotion on Instagram)
- Career-focused messages that complement the focus of every public education campaign
- Personality quiz
- Profession-wide matrix of events; can also be used for follow-up
- Audit of existing recruitment materials from all stakeholders
- Toolkits: for members and stakeholders
- Continue to host Step Into Podiatry event at APMA Annual Scientific Meeting
- Stakeholder calls and meetings

Objective 2

- Drive *engagement*: Learn more.
 - Create easily accessible, in-depth information about careers in podiatry.
 - Optimize search terms used by prospects and families.

Objective 2: Tactics

- Neutral website
- Retargeting ads for those who have interacted with awareness efforts
- SEO

Objective 3

- Drive ***action***: Apply to podiatric medical school.
 - Provide engaged prospects with specific, clear direction about the educational path and application process.
 - Ensure ongoing communication with leads from time of generation until projected matriculation.

Objective 3: Tactics

- Links to AACPMAS
- Materials fully vetted by AACPM
- Online chat option or other digital Q&A tool
- Shared database of engaged prospects based on projected year of matriculation to podiatric medical school
- Regular, ongoing communications and calls to action in years leading up to projected matriculation
- “Opt-out” survey for use when prospects opt out of communications
- Communication with matriculating students about DPM Mentor Network

Objective 4

- Drive ***action***: Members, get involved.
 - Empower members to be aggressive ambassadors for the profession.
 - Leverage all existing communications channels to send regular messages about the importance of recruiting students.
 - Create easy-to-use, consistent materials for affiliated, component, and other organizations, as well as colleges, to disseminate.
 - Leverage relationship with APMSA to heavily engage current podiatry students in the effort.

Objective 4: Tactics

- Member toolkit to include video, posters, handouts, website graphics and content, suggested social media posts, special edition of *Footprints* patient newsletter, and other collateral
- Enhanced DPM Mentor Network and aggressive recruitment of members to participate
- Regular engagement with registered mentors
- Award and recognition of mentors and recruiters through APMA communications
- Standard stakeholder toolkit

BUDGET

(FY 18–19)

Market research	\$50,000 (Actual: \$54,000)
Staff travel costs	\$0 (Actual: 5,309.78)

BUDGET

(FY 19–20)

Promoted social media	\$80,000
Paid advertising (Outbrain, retargeting, targeted digital ads)	\$120,000
Video production	\$25,000
Graphic design	\$50,000
IT (mentor network, SEO, leads database, informational website)	\$150,000
Administrative	\$500
TOTAL	\$425,500 (plus staff costs)

The Support of the Profession

Dennis R. Frisch, DPM
President



Thank You!

- Regional, state, and national meetings hosting prospective students
- Participants in stakeholder calls
- Individual members engaging in creative outreach
- Podiatry students visiting alma maters

Stakeholder Advisory Group

- Formalize existing stakeholder engagement to include representatives from groups that have made a financial commitment to the Student Recruitment Plan
 - Representatives from:
 - BOT, HOD, ASPE, ABPM, ACFAS, APMSA, ABFAS, AACPM
- Regular calls to report on progress, receive input, plan engagement, and brainstorm

Resolution 9-18

- RESOLVED, That the stakeholders that participated in the June 2016 summit on career promotion, including the American Association of Colleges of Podiatric Medicine; American Board of Foot and Ankle Surgery; American Board of Podiatric Medicine; American College of Foot and Ankle Surgeons; American Podiatric Medical Association and its component societies, American College of Foot & Ankle Orthopedics & Medicine, American Podiatric Medical Students' Association, and American Society of Podiatric Surgeons be called upon to help in this endeavor through funding and other resources;

Resolution 9-18

- Requested funding in Summer 2018 in the amount of \$433,000
 - \$1,000 from each of 53 components (\$53,000)
 - \$10,000 from each of six stakeholder organizations(\$60,000)
 - \$30,000 from each of nine colleges (\$270,000)
 - \$50,000 from APMA (\$50,000)
- As of February 28, received a total commitment of \$106,500
- AACPM and the nine colleges have committed to a total of \$50,000

FUNDS COMMITTED (as of February 28)

American Association of Colleges of Podiatric Medicine (nine colleges)	\$50,000
American Board of Podiatric Medicine	\$25,000
American Board of Foot and Ankle Surgery	\$10,000
American College of Foot and Ankle Surgeons	\$10,000
Arkansas Podiatric Medical Association	\$1,000
California Podiatric Medical Association	\$1,000
Florida Podiatric Medical Association	\$1,000
Georgia Podiatric Medical Association	\$1,000
Illinois Podiatric Medical Association	\$1,000
Massachusetts Foot and Ankle Society	\$1,000
Minnesota Podiatric Medical association	\$1,000
Missouri Podiatric medical Association	\$500
New Mexico Podiatric Medical Association	\$1,000
Ohio Foot and Ankle Medical Association	\$1,000
Oregon Podiatric Medical Association	\$1,000
Texas Podiatric Medical Association	\$1,000

Shortfall for FY 2019–20

\$50,000 budgeted by APMA

+\$56,500 from states, boards, other stakeholders

+\$50,000 from AACPM and nine colleges

\$156,500 TOTAL

\$425,500 BUDGETED

\$269,000 short of our budget

Recommendations with Reduced Budget

- Produce informational website and conduct organic SEO only
- Conduct limited promoted social media and advertising
- Create a minimal member toolkit
- Pursue additional funding including corporate funding
- Conduct tactics with only staff costs associated, e.g., audit of materials

REDUCED

FY 19–20 BUDGET

Promoted social media	\$80,000
Paid advertising (Outbrain, retargeting, targeted digital ads)	\$120,000 \$41,000 (will have minimal impact)
Video production	\$25,000
Graphic design	\$50,000 \$15,000 (limited member toolkit)
IT (mentor network, SEO, leads database, informational website)	\$150,000 \$100,000 (website and organic SEO)
Administrative	\$500
Staff costs	
TOTAL	\$425,500 \$156,500 (plus staff costs)

AACPM Response to APMA Plan

- “The Association [AACPM] rejects the assertion that the AACPM’s tactics to increase the number of qualified applications to the schools and colleges of podiatric medicine are not working.”
- “AACPM will retain ownership of its DPM Mentors Network TM.”
- “There is no need for a new, neutral, non-branded website.”

SUPPORT FOR TACTICS

Tactic	APMA	AACPM
Website	X	
Search Engine Optimization (SEO)	X	X
Retargeting Ads	X	X
Messaging audit across the profession	X	X
APMA takeover (and enhancement) of DPM Mentor Network	X	
Development of consistent toolkit of materials	X	X
Paid advertising to drive traffic	X	

Barriers to Collaboration

- Lack of consensus on program success
- Lack of access to prospects and volunteers
- Inconsistent or nonexistent reporting of mutually beneficial data
- Rejection of proposal for APMA to take over DPM Mentor Network
- Refusal to measure/report progress
- Deferred decision-making
- Inefficiencies

Questions?

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