

Association of American Veterinary Medical  
Colleges (AAVMC) Admissions and  
Recruitment Committee

2017-2022 National Strategic Recruitment Plan

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## 2017-2022 AAVMC ARC National Recruitment Strategy Participants

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## Goal

The purpose of this plan is to develop a national marketing plan focusing on recruitment and admissions communications, pipeline development and the discovery and learning of enrollment management (recruitment, admissions, selection and yield).

## Collaborators

As part of the discussion today, we invited collaborators to take part. Our partners in this discussion were:

- Association of American Veterinary Medical Colleges (AAVMC)
- American Veterinary Medical Association (AVMA)
- American Dental Education Association (ADEA)
- Liaison International

## Strategy 1: Communication

Development of a comprehensive AAVMC marketing plan, including recruitment and admissions communications, which is age appropriate to prospective applicants, advisors, and other constituents in order to speak as one voice as a profession. As an organization, we collectively support the idea of cohesive communication to speak on behalf of the profession first and our schools second.

### Tactics:

1. Raising the visibility of the profession
2. Create an advisory working group, which is a subset of ARC for oversight, including the development of all communications and editorial and copy edits for appropriate messaging inclusive of all colleges
3. Age-specific documents in appropriate marketing form (i.e., social media, print communications, brochures, website, tutorials, etc.)
4. Subject-specific planning that includes application strategies, financial preparedness, and diversity of career of choices in the profession
5. Modernize web content resources available for prospective applicants (i.e., gamification and interactive content, etc.)
6. Timely exchange of information between schools/colleges and AAVMC
7. Create marketing posters about the profession
8. Partnership with 4-H, FFA, Boy Scouts, Girl Scouts, Big Brothers & Big Sisters, and other appropriate organizations
9. Work collaboratively, where appropriate, with other stakeholders, such as the AVMA and particularly for targeted recruitment, other professional veterinary associations (NAFV, AASRP, AABP, etc.)
10. Create a Regional speakers' bureau of content experts
  - a. Veterinary professions/careers
  - b. Admissions application support

## Strategy II: Pipeline Development

### Tactic 1:

#### **Advisors**

- Exposure at national and regional meetings of the National Association of Advisors for the Health Professions
- Submit proposals for keynote and plenary speakers
- Submit proposals for workshops and posters
- Participate in Career Fair
- Network with advisors
- Exposure at high school guidance counselor meetings
- Create veterinary medicine toolkits for advisors

- Develop regular communication through the EMP (Enrollment Management Platform) (K-16 and other groups)
- Partner with NAGAP, AACRAO, etc.
- Create a list of speakers who are content experts and who are supportive of the profession
- Establish a National Veterinary Medicine Day
- Promote summer camps and other special programs (local and national levels) for students in the pipeline

### Tactic II:

#### Prospects

- Create a robust database of prospects for communication at the national level and to share with schools
- Create playground: Prospects (EMP), simulated application, “ask a veterinarian” tool, career interest, leverage “Explore Health Careers” with appropriate DVM content, and online ambassadors/alumni mentorship.
  - Participate in workshops, lectures, exhibit at events such as MANRRS, SACNAS, ABRCMS, HOSA, 4-H, National Pre-professional Students Conference, with emphasis on collaborative events across schools/stakeholders and unified messaging.
- “Duo lingo” –develop similar app??
- Revise and edit VMCAS instructions
- Create virtual veterinary camps

### Tactic III:

- Review and study demographic data at the national, regional, and local levels in order to create geo and targeted recruitment efforts to expand prospects to mirror the population as a whole.
- Task the ARC and Academic Affairs working groups revising survey questions that populate the Comparative Data Report (CDR).

### Outcome metrics:

- Expand applicant pool numbers
- Changes in the demographic of applicant pool
- Pre and post surveys of advisors
- Longitudinal – “hits” of website analytics

### Strategy III: Discovery and Learning: Marketing and Admissions

#### Tactic I

##### Continuing Education (CE) for Advising Community

- CE program specific to veterinary medicine and admissions
- Central portal with reliable source of information for the advising community

- Highlight diversity of career opportunities in veterinary medicine
- Information-sharing about financial preparedness and positive financial of veterinary careers

### Tactic II

Professional development for recruitment and admissions staff members at veterinary schools

- AAVMC and ARC to develop and implement robust content for annual conference recruitment and admissions programs through 2022
- Leverage AACRAO and other higher education professional organizations' speakers' bureau to deliver evidence-based content
- Establish an "Education Working Group" responsible to the ARC for the implementation of programming for AAVMC annual meeting

### Tactic III

Faculty/Admissions Committees

- Education of evidence-based processes
- Encouragement and support of scholarly work in the area of enrollment management
- AAVMC to encourage the importance of enrollment management engagement activities to influence the promotion and tenure process.

### Outcome metrics:

- Number of publications
- Access to accurate data from all schools
- Survey advisors to solicit feedback
- Maintaining advisors contacts and using EMP to track advisors at local, regional and national meeting leveraging EMP analytics
- Augment and change AAVMC staffing structure

### Priority, Resources, and Allocation:

1. Staffing
  - a. AAVMC recruitment officer
  - b. AAVMC technology staff to implement and support EMP
  - c. AAVMC chief communications officer
2. Budget development to leverage gamification and playground
  - a. Recruitment tool kit
3. National CAS-wide reporting options

## Conclusion

The goals, strategies, and tactics outlined in this plan will guide the veterinary community with cohesive messaging to bring the profession front and center and relevant as a career with many choices.

As a living document, it is expected that there will changes to this plan as new ideas and practices emerge and are implemented and successes achieved.