



Student Recruitment Initiatives Contest

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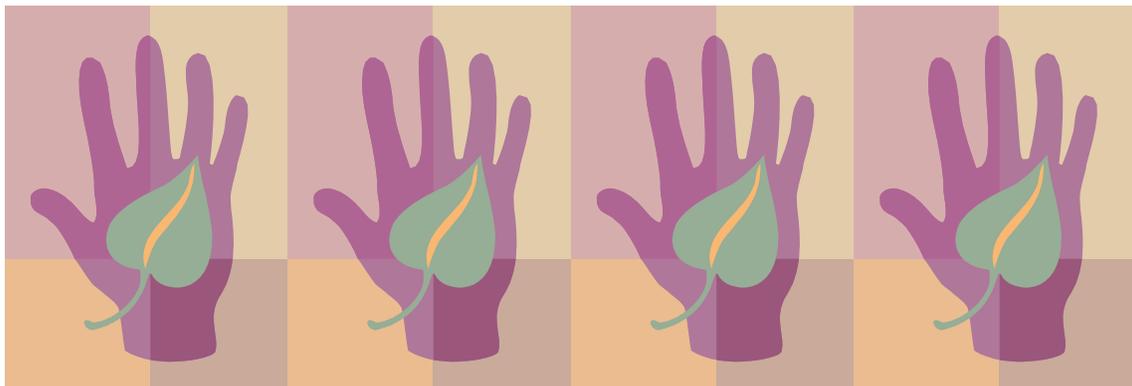
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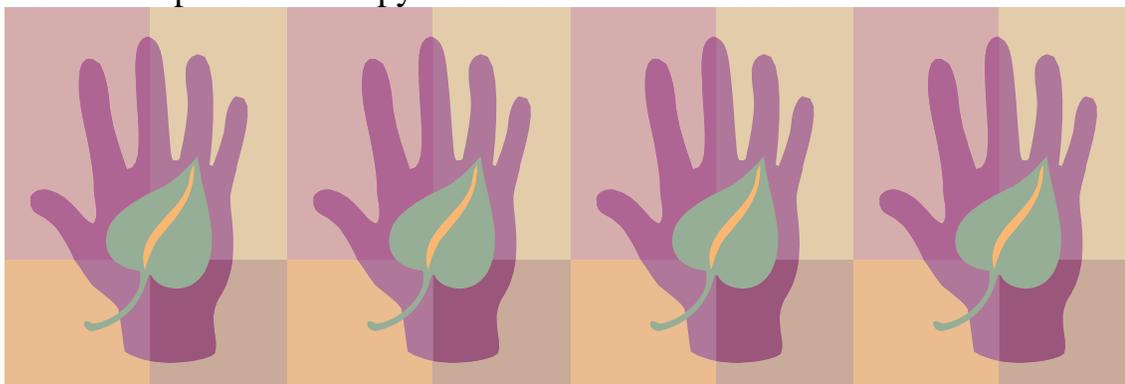


Plan Summary

On Friday, November 19, 2004, the Student Occupational Therapy Association (SOTA) of the University of Texas Health Science Center at San Antonio hosted its annual Occupational Therapy Application/Interview Workshop. This workshop was designed to promote interest in the field of occupational therapy, as well as to prepare prospective applicants for the application and interview process that occurs when applying to occupational therapy school.

The workshop lasted from 9:30 am to 3:00 pm and included presentations from our occupational therapy faculty, representatives from the registrar's and financial aid offices, and current MOT students (please see our itinerary in Appendix B). It took the 9 people mentioned on the title page approximately 2.5 months (September to mid-November) to prepare for the workshop, and it cost our organization approximately \$623.00; however, due to the record number of attendees (7 times the previous year's attendance), our organization made approximately \$700.00.

Altogether, we believe that our Occupational Therapy Application/Interview Workshop is an ideal method of new student recruitment. Our focus embodies the purpose of this contest, as we hoped to spark the interest of high school and college students in our occupational therapy educational program and ultimately increase awareness of occupational therapy as a viable career choice.



Plan Description/Marketing Plan

On November 19, 2004, SOTA hosted its annual Occupational Therapy Application/ Interview Workshop. Our workshop targeted an audience of high school and college students interested in pursuing occupational therapy as a possible career choice. The workshop was designed to promote interest in the field of occupational therapy, as well as to prepare prospective applicants for the application and interview process that occurs when applying to occupational therapy school. The workshop included: (1) faculty presentations of our program's

curriculum and fieldwork opportunities; (2) presentations of the application and financial aid processes from representatives from the registrar's and financial aid offices; (3) introduction to student life from current MOT students; (4) lunch with current MOT students; (5) a 60-minute presentation from the chairperson of our program, Dr. Gale Haradon, on tips for a successful interview; and finally, (6) a question-and-answer session with current MOT students, followed by a tour of campus (please see our itinerary in Appendix B).

It took our Interview Workshop Committee approximately 2.5 months to plan and implement the fine details of the workshop. We began by composing a "Workshop To-Do List" that helped guide our actions and carefully manage our time.

Workshop To-Do List

- √ Schedule date (November).
- √ Obtain addresses and contact surrounding colleges/universities and high schools.
- √ Put together/revise brochures, memos, and flyers.
- √ Send out brochures, memos, and flyers to schools.
- √ Send out information packets to students who request information or are prospective applicants (obtain list from registrar's office).
- √ Reserve room for workshop.
- √ Reserve lounge for luncheon.
- √ Find speaker to talk about interviewing skills.
- √ Contact representatives from financial aid and registrar's office to speak at workshop.
- √ Arrange lunch.
- √ Arrange parking with University Police Department.
- √ Ask chairperson of Occupational Therapy Department to lead welcome session beginning at 9:30 am.
- √ Keep faculty up to date on the workshop and extend invitation to lunch.
- √ Recruit students to help out with workshop (i.e., answer questions, eat lunch with attendees, and help give tours).
- √ Put together confirmation packets for students who send in registration forms (i.e., memo, schedule, map, parking tag, etc.).
- √ Send confirmation packets to students who send in registration forms .
- √ Put together packets to give to attendees on the day of the workshop (i.e., name tag, workshop schedule of events, staff biographies, typical interview questions, Free Application For Federal Student Aid, OT pre-requisite forms, admission materials/paperwork, OT informational brochures, applicant viewbook, copy of guest speaker's presentation, and faculty business cards).
- √ Make signs and banners so applicants can find their way to the designated room
- √ Make sign-in sheet and name tags.

Our marketing strategy was to mail flyers and brochures to surrounding colleges/universities and high schools in care of individuals who served as contact people for our workshop. We asked these individuals to post our flyers within their respective departments (e.g., Biology, Psychology, Kinesiology, Health Care

Sciences) and distribute the brochures to students who were interested in pursuing a career in occupational therapy. We also mailed/emailed brochures and informative memos to individual students whose names we obtained from the registrar's office and the School of Allied Health's Welcome Center. Our committee also attempted to speak at local colleges/ universities and high schools, but unfortunately occupational therapy clubs/organizations were non-existent in these surrounding schools.

This year's workshop varied slightly from previous years' workshops. First, our Interview Workshop Committee (people listed on title page) decided to broaden the scope of our audience by sending out information packets not only to local colleges and universities, but, to high schools. Our workshop also was different in the sense that we solicited the help of our registrar's office in obtaining the names of individuals who have contacted her office with interest in our occupational therapy program, as well as obtaining the names of individuals who are listed with the university as prospective applicants. Finally, instead of inviting a local practitioner to serve as our guest speaker, we chose to ask the chairperson of our Occupational Therapy Department to give a lecture on "The Successful Interview," thereby allowing the attendees further opportunity to get to know our prestigious faculty. Our changes proved to be advantageous, as the size of our audience increased to 7 times that of last year's audience.

Our workshop has had a positive impact at the local level for our school. As the section "Effectiveness of Plan" will explain, we have had 8 students turn in applications shortly after they attended the workshop. In addition, occupational therapy faculty have reported 4 prospective students who have commented during their interviews on how beneficial the workshop was to their application process. The impact is further illustrated by the fact that our program has received many phone calls from students inquiring about the date of the next workshop. We believe that this workshop could also have a national impact: If more accredited occupational therapy programs across the United States adopt similar recruitment workshops, our profession could ultimately experience positive growth in the quality and quantity of future occupational therapy professionals, practitioners, and educators.

Altogether, our ultimate goal was to (1) promote interest in our program, (2) prepare prospective applicants for the application and interview process that occurs when applying to occupational therapy school, and (3) promote the field of occupational therapy as a viable and rewarding career choice.

Plan Effectiveness

The effectiveness of our plan was measured in the following ways:

- 1.) The audience size of our 2004 workshop was 7 times the audience size of the 2003 workshop, as the number rose from 6 attendees to 42 attendees. We attribute such success to the fact that we contacted both high school and college students where in previous years, only college students were invited to attend the workshop.
- 2.) As reported by a member of our school's Welcome Center, 8 students who attended the workshop actually completed applications for the May 2005 program shortly after the workshop. There also have been numerous phone calls from attendees stating their intentions to apply in the near future.
- 3.) As of January 25, 2005, occupational therapy faculty have reported 4 applicants/prospective students who have specifically mentioned the value of the workshop during their interviews.
- 4.) Since the workshop, the administrative assistant of our department has received numerous phone calls from students inquiring about when the next Occupational Therapy Application/Interview Workshop will take place. This illustrates that the perceived value of our workshop has spread out into the student community and has sparked interest both in our program and in the field of occupational therapy.

Cost of Plan

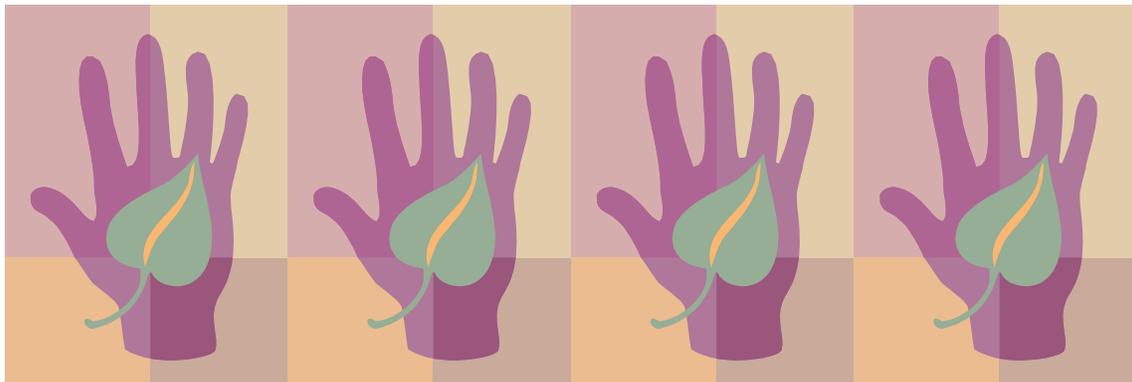
Copies	Postage	Lunch*	Parking**	Supplies***
10/26/04: \$17.16	10/26/04: \$48.40	11/18/04: \$16.98	11/19/04: \$72.00	10/26/04: \$4.06
11/2/04: \$1.75	11/3/04: \$11.10	11/19/04: \$364.40		10/27/04: \$16.00
11/3/04: \$12.93				10/28/04: \$31.75
				11/2/04: \$22.63
			Final Total:	\$623.00

*Lunch from Jason's Deli was provided to the attendees.

**Parking was figured based upon \$4/vehicle (bus or car).

***Supplies purchased included business and manila envelopes, mailing labels, name tag labels, and folders with pockets and brads.

Altogether, our organization spent approximately \$623.00 to host the workshop and made approximately \$700.00 (cost for students to attend the workshop was \$30.00/person).



Appendix A

Our Brochure:

You're Invited!

To: Application/Interview workshop

Who: Those interested in a career in Occupational Therapy

By Whom: The Student Occupational Therapy Association of the UTHSCSA

Why: This workshop will help prepare you for the application and interview process that occurs when applying to OT school

This workshop is available to anyone interested in applying to any OT program in the future. Although this workshop will not guarantee your admission into the program, it will provide you with the skills and information to have a smooth and successful application and interview experience.

Schedule of Events

9:00-11:00 a.m. – Welcome! This session, led by UTHSCSA faculty, will offer valuable information on applying and will introduce the Occupational Therapy Master's Program

11:00-11:15 a.m. – Break

11:15-12:00 p.m. – Introduction to Student Life. Numerous student organizations will present different opportunities for student involvement

12:00-1:00 p.m. – Lunch with current OT students (Lunch will be provided)

1:00-2:00 p.m. – Keynote speaker on interviewing. Learning tips on improving your verbal and nonverbal communication skills

2:00-3:00 p.m. – Q & A Session with OT students, and a tour of the campus

UTHSCSA Occupational Therapy Application/Interview Workshop Registration Form

Name: _____

Address: _____

Email: _____

Phone #: _____

School: _____

Amount Enclosed: \$ _____

Cost - \$30.00

Checks can be made out to SOTA

Mail registration forms to:

UTHSCSA-OT

ATTN: SOTA

Mail Code: 6245

7703 Floyd Curl Drive

San Antonio, TX 78229-3900

(210) 614-7819

Note: Based on space availability, forms received after the date below and walk-ins will be accepted, though not promised a spot.

Registration forms must be received by November 12, 2004. You will receive a confirmation letter, email, or phone call with further information after we receive your registration form. Thank you & good luck!

Occupational Therapists...

Work in Rehabilitation Settings with:

- ✓ Developmentally
- ✓ Emotionally
- ✓ Mentally

Disabled persons to help those individuals regain independence in their life skills.

Work in a variety of settings:

- ✓ Hospitals
- ✓ Home health agencies
- ✓ Nursing homes
- ✓ Rehabilitation facilities
- ✓ Private practices
- ✓ Psychiatric institutions
- ✓ Work hardening programs
- ✓ Businesses
- ✓ Schools

UTHSCSA Occupational Therapy Application/Interview Workshop



**November 19, 2004
9:30 a.m.-3:00 p.m.**

University of Texas Health
Science Center
at San Antonio
School of Allied Health
8403 Floyd Curl Drive
San Antonio, TX 78284-7770

Sponsored by SOTA- Student Occupational Therapy Association

Appendix B
**UTHSCSA Occupational Therapy Application/Interview
Workshop Schedule of Events**

November 19, 2004
Allied Health Building
Room 1.202

9:30-10:30 a.m.

Welcome!

This session, led by UTHSCSA faculty, offers valuable information on applying to occupational therapy school and will introduce the Occupational Therapy Master's Program.

10:30-10:45 a.m.

Amy McGilvray, Registrar. This session discusses the application process.

10:45-11:00 a.m.

Hope Casas, Financial Aid.

11:00-11:20 a.m.

Break

11:20-12:00 p.m.

Introduction to student life. Current master of occupational therapy students will speak about student life and the various opportunities for student involvement.

12:00-1:00 p.m.

Lunch with current occupational therapy students. (Lunch will be provided.)

1:00-2:00 p.m.

Dr. Gale Haradon will be speaking about interviewing. Learn tips on improving your verbal and nonverbal communication skills.

2:00-3:00 p.m.

Question and answer session with occupational therapy students and tours of the campus.

Appendix C

Workshop Attendee's Responses (via email and phone calls):

“I just wanted to thank you and all of the members of SOTA for putting together an excellent workshop. I found it to be very informative and helpful. Many of my fears have been calmed and my nervousness about the interview process has subsided. I look forward to starting the program this May and joining your team. Thank you for that wonderful opportunity.”

“Thanks again for the wonderful presentation on Friday. I believe it really helped all of us to understand the occupational therapy program better. You all did a wonderful job, and I became even more excited about the whole process; this is something I really want to do.”

“Thank you so much for hosting this workshop...it was extremely beneficial, and I can't wait to turn in my application!”

