

Recruitment and Marketing; Competing Surgical Technology programs

What can your Surgical Technology program do now to ensure that you have students for the future?

Develop a recruitment plan. The right plan of attack depends on your local market. The following are a few possibilities you might consider:

- _30 second TV spots in various local markets

- _Radio ads during drive time
- _Job fairs and regular campus recruiting
- _Full page ads in professional journals (like the Association of Surgical Technologists)
- _Notices in free publications
- _Positions listed on Schools website and hyperlinks to their site from professional society websites
- _A program to encourage referrals from existing hospital employees
- _Open houses at your facility, after hours, using a multimedia approach

Keys to getting ahead of the competition:

*A program to encourage referrals from local Hospitals (their employees) will create a great working relationship with your clinical sites. This PR will go a long way in getting your students first assess to clinical rotations. Facilities will usually go above and beyond when dealing with their own employees.

*Weekly visits to all your clinicals sites will promote your program. Even if your students are not currently in clinical rotation it will promote good PR.

* Working part-time or PRN at various clinical sites will also promote great PR and demonstrate your abilities to the staff. It will also allow you to get to know the surgeons and more importantly, for the surgeons and staff to know you.

* Have OR mangers and surgeons on your committees. Keep them informed and involved through personal contact. Letters and e-mails are too easy to trash.

* Is the competing program CAAHEP approved? Compare and contrast their curriculum and costs to your program. Are their instructors qualified? What kind of student do they produce? Knowing the competition is very important, often private schools are very expensive and this could be a key selling point for your school.