

6.1 CORE Marketing Plan – 2004

6.1.1 Summary

Mission

The mission of the CORE Marketing Office is to create a national awareness of the CORE system and the opportunities that exist for 3rd– and 4th–year students (OU-COM, Des Moines, Kirksville, Kansas City) and interns and residents (nationwide). Through printed materials, the CORE Web Site and personal Hospital Day/Residency Fair visits and SOMA conventions, this office seeks to position the CORE system as the leader in osteopathic medical education. By continually keeping the CORE name at top-of-mind-priority within the target audience, this office works to increase the number of osteopathic medical students and interns that contact CORE hospitals for additional information and to set up internship interviews.

Explore the CORE Newsletter

The CORE Marketing efforts will continue to produce three (3) newsletters in the next year.

CORE Mailers to 2nd Year Students

The CORE Marketing Office will send three mailers to all second-year students at all colleges of osteopathic medicine. These will explain the most compelling reasons for students to consider continuing their training in the CORE and will be vehicles to keep the CORE system at top-of-mind-priority as these students prepare to embark on their clinical rotations.

6.1.2 Details

CORE Mailers to 2nd Year Students

Through discussion with several groups in the CORE system, the end of the second year was identified as the prime time to be at top-of-mind-priority in the decision-making process of osteopathic medical students. As students are preparing to embark on their clinical rotations, they are keenly aware of short time left before needing to consider internship interviews.

For this reason, the CORE system will send three mailers to all second-year students at colleges of osteopathic medicine. These will arrive in the spring quarter before students leave those colleges for their clerkship rotations.

The mailers will be focused on three distinct messages for students to consider.

- The first CORE mailer will focus on the value-added characteristics of the CORE system:
 - ◆ Residency Program Advisory Committees (RPACs)
 - ◆ Recently instituted OMM curriculum
 - ◆ COREnet – the statewide telemedicine/distance learning network
 - ◆ Support network of educational specialists, CORE Administrators and CORE Assistant Deans

- The second CORE mailer will focus specifically on the RPAC structure to reinforce the ideas of system-wide collaboration and cooperation, which results in a stronger educational product for CORE residents. The key message of this mailer is that GME in the CORE system is greater than the sum of the individual member hospitals in the system.
- The third CORE mailer will focus on the newly instituted OMM curriculum, the presence of OMM instructors at CORE sites and the dedicated facilities and tables available at each site. The key message of this mailer is that the CORE system is the best place in the profession to get the training that allows you to remain osteopathic in your practice.

Ultimately, these mailers may evolve into dynamic multimedia electronic messages that arrive through the student's email and then transports them via direct links to messages housed on the CORE website.

Opportunity Awaits You Web Site

Much of the groundwork has been laid in the process of updating and revising the CORE Web site. Unfortunately, the process has had a few significant setbacks over the past several months. Fortunately, the last hurdle is in sight and renovation of the site should be progressing soon.

The first major renovation to the site will be the addition of a Research area. This area will allow the Director to conduct efforts in a more effective manner. This tool will be the central repository of critical information regarding CORE research projects, the research process itself and a concise guide to navigating the Institutional Review Board process.

The next renovation to the site will be the addition of an Education area. This area will be a repository of educational information for students at all levels of training in the CORE system. It will also be the home of the various calendars and schedules for students in the system.

The third renovation to the site will be a major facelift to the CORE Web site as a whole. The current design of the site has been in place for several years and needs to be refreshed to keep pace with the efforts of similar institutions vying for the attention of the osteopathic medical student audience.

Discussions have also suggested the need for a password secure Administrative area, to archive meeting minutes and other executive materials. This option will continue to be explored as the site undergoes the aforementioned renovations.

6.1.3 Other Marketing/Recruitment Strategies

Opportunity Awaits You Brochure

The CORE Brochure continues to be an effective tool in displaying the internship and residency opportunities in the CORE at the various Hospital Day/Residency Fair events throughout the country. Students appreciate that the brochure lists these opportunities by discipline with the appropriate hospital listings below; this

helps students more easily focus on those CORE hospitals that match their specialty interests.

Hospital Day/Residency Fair

These events offer the best venue for addressing the questions and determining the needs of students interested in CORE opportunities. The face-to-face interaction with students allows them to see the system as more than a collection of hospitals and offers the opportunity to clearly articulate the role of the CORE as a leader among the other Osteopathic Postdoctoral Training Institutes within the profession.

SOMA Conventions

Each year, the Student Osteopathic Medical Association holds two conventions, one in conjunction with the Annual AOA convention and a spring convention in Washington D.C. following D.O. Day on the Hill. The CORE system, and other CORE hospitals as well, participates at each of these events: setting up the CORE display during the student mixer; providing a speaker on a topic of interest to the students; providing a \$1,000 student scholarship at each event; and, helping to provide lunch to the attendees on one of the days of each event.

The SOMA group is very aware of the CORE system and appreciates the organization's continued support of their events.

Explore the CORE Newsletter

The CORE Newsletter, presently produced three times per year, is sent to every osteopathic medical student and intern in the country. As a vehicle for creating awareness and informing students about the hospitals in the system, this continues to be a strong channel through which the CORE name gains recognition and CORE information is communicated. Time and time again, students at Hospital Day/Residency Fair events around the country recognize the CORE newsletters on the display table and comment that they just received one in the mail.

Terri Carroll continues to be a great partner in producing the CORE Newsletter and working with the different hospitals in the system. Together, we work to continually refine each newsletter and make certain that they all reach our target audience at the most opportune moments throughout the year.

Newsletters now reach students on the following schedule:

- Summer/Fall – the midway through the Fall Quarter; allows 1st year students to settle in a bit, increasing the likelihood that they will look over the newsletter
- Winter – the first or second week in January, just before the final date to submit Rank Order Lists for the Match
- Spring – the week before the National Residency Matching Program results; to offer options for those students who did not get their desired allopathic match.

In the future, CORE Newsletters may be targeted to the direct information needs of specific medical school class groups in a more deliberate attempt to

communicate at the appropriate level of each class. By sending newsletters to each class separately, substantial savings could be realized.

Following the last newsletter in the spring, second-year students at all colleges of osteopathic medicine will receive three CORE mailers.