



FPMA Student Recruitment Initiative

Is podiatry
in your
future?



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Student Recruitment of Vital Importance to the Future of Podiatry

By Becky Reese, FPMA Public Affairs/Website Coordinator

In a recent email sent to Broward component members, Component President Dr. Terence McDonald summed up the current situation concerning student recruitment in the field of podiatric medicine:

“The number of student applicants to our Podiatric Colleges [has continued] to drop over the last few years and is increasingly becoming an issue to our profession. The physician assistant, ARNP, physical therapy, speech therapy, etc. [programs] are continuing to grow and attract many of the pre-professional students exiting colleges. New podiatric physicians are the life blood of our profession ... Our profession needs to continue to be the foremost provider of foot and ankle care, but if our numbers drop, other third-party professions will fill the need gap.”

FPMA, APMA and AACPM are currently developing methods of reaching potential podiatrists in order to keep the profession strong. We need to get the word out about the profession, not only to pre-professional students exiting colleges, but to high school students who may not have considered future careers yet. It is important that each of our members speak to young adults about considering a career in podiatry. Each of you probably remembers a podiatrist that inspired you and led you to pursue a career in podiatry. Now it is your turn to inspire someone.



DPM Mentors Network

DPM Mentors Network

Who would be a better group to provide information about becoming a podiatrist than actual podiatrists? The DPM Mentors

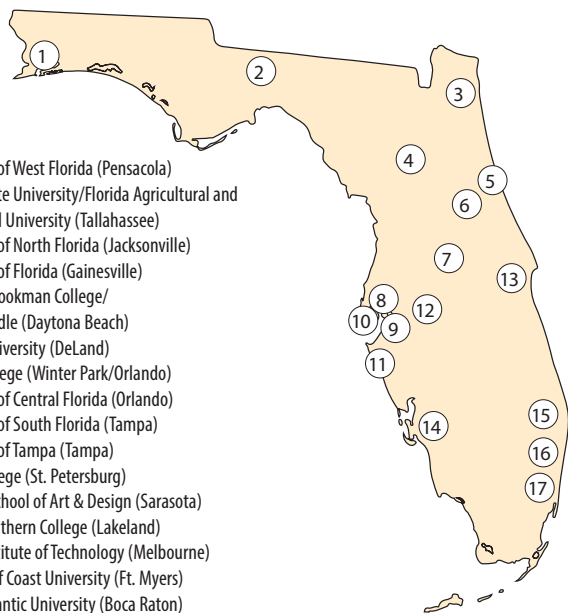
Network matches students with podiatric physicians who practice near where they live or go to school. DPM mentors are also used as a resource for speaking requests to get the word out to students who might have an interest in pursuing podiatry as a career.

Several FPMA members have already signed up (80 as of April 2019), but more mentors are needed. Signing up is easy:

- 1) Go to the FPMA website and click on the “DPM Resources” link at the top of the page.
- 2) Move down and click on “DPM Mentors/Student Recruitment.”
- 3) Scroll down to the “Information/Resources for Podiatrists” heading.
- 4) Click on the “Become a Mentor – DPM Mentor Registration” link and fill out the information on the page that pops up.

As the graphic on page 37 illustrates, FPMA has the most DPM Mentors signed up of any of the APMA State Component Societies. We encourage ALL FPMA members to get involved in this very worthwhile program!

Florida Universities That Need DPM Speakers



1. University of West Florida (Pensacola)
2. Florida State University/Florida Agricultural and Mechanical University (Tallahassee)
3. University of North Florida (Jacksonville)
4. University of Florida (Gainesville)
5. Bethune-Cookman College/ Embry-Riddle (Daytona Beach)
6. Stetson University (DeLand)
7. Rollins College (Winter Park/Orlando)
8. University of Central Florida (Orlando)
9. University of South Florida (Tampa)
10. University of Tampa (Tampa)
11. Eckerd College (St. Petersburg)
12. Ringling School of Art & Design (Sarasota)
13. Florida Southern College (Lakeland)
14. Florida Institute of Technology (Melbourne)
15. Florida Gulf Coast University (Ft. Myers)
16. Florida Atlantic University (Boca Raton)
17. Nova University (Ft. Lauderdale)
18. University of Miami/Florida International University/Barry University (Miami)

Map Credit: The Florida Center for Instructional Technology, University of South Florida.

Beta Testing Adviser to Mentor Program

In conjunction with the Barry University School of Podiatric Medicine outreach efforts in Florida, the AACPM and FPMA have created a Mentor-Match with DPMs who have registered as speakers with the Network. The program seeks to match speakers with undergraduate, pre-health advisers near where they practice.

The AACPM has created additional resources to support their outreach efforts and materials to support them while on campus conducting outreach. Of FPMA’s current DPM speakers, nine opted in to the beta test and were matched to a local campus, and three have successfully completed at least one outreach activity. Data collection for this project is ongoing and outcomes will be tracked for three years.¹

Below is a list of the nine participating FPMA members and the universities they have been matched with:

- Dr. Dennis Frisch Florida Atlantic University
- Dr. Samir Vakil..... Florida Gulf Coast University
- Dr. Richard Wilson Florida Institute of Technology
- Dr. Alan MacGill Lynn University
- Dr. Adriana Strimbu..... Nova University
- Dr. David Schweibish Stetson University

▶ If you would like to represent one of the remaining universities (see map, p. 36) as a DPM speaker, please contact the FPMA office at (800) 277-3338.

Dr. Joanne Balkaran.....University of Central Florida
 Dr. Gabriel Santamarina.....University of Miami
 Dr. Todd Brennan.....University of South Florida

There are additional Florida universities that need DPM speakers. If you would like to represent one of the remaining universities, please contact the FPMA office at (800) 277-3338.

Student Recruitment Events at FPMA Conferences

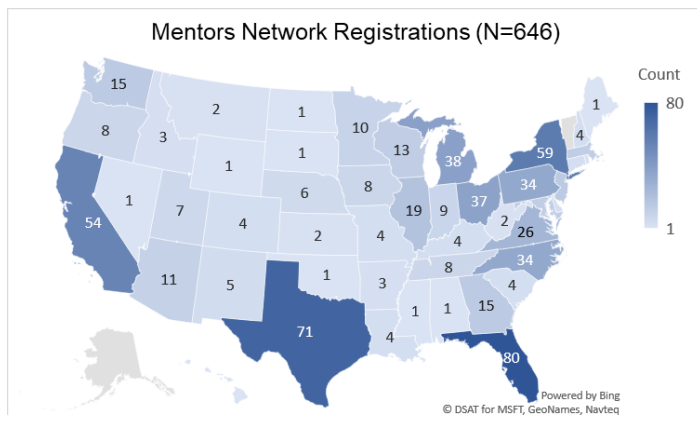
FPMA has been promoting the field of podiatry to students by offering programs at our conferences. During SAM 2019, FPMA hosted a “Be Our Guest at SAM” event on January 11, 2019, which had 29 undergraduate student attendees. Five podiatric colleges had representatives on hand, including AZPod, BUSPM, CSPM, NYCPM and TUSPM, who provided the students with podiatric college information. In partnership with FPMA, the AACPM hosted a student recruitment event with DPM speakers, a current student Q&A panel, an observation opportunity in the Wright Medical Bus, located in the SAM exhibit hall, as well as an ultrasound workshop. FPMA members and DPM mentors, including Drs. Schweibish, Strimbu, Vakil and Balkaran, hosted students in the SAM Exhibit Hall and at lunch. This event resulted in nine applicants for Entry Year 2019.²



FPMA Member Larissa M. Schmidt, DPM, provided student attendees at the “Be Our Guest at SAM” event with information on the process of becoming a podiatrist.

FPMA has planned a Summer Summit, which will take place during the FPMA 2019 Summer Conference. Both high school and college students are invited to attend an information session on podiatry as a profession on Saturday, June 8, 2019, from 11 a.m. - 1:30 p.m. at the Hyatt Regency Coconut Point Resort in Bonita Springs, Florida. Refreshments and lunch will be included, and attendees will also be given a tour of the Exhibit Hall. Flyers about the event will be provided to FPMA component presidents for distribution to members. FPMA members can access the FPMA Summer Summit flyer via a link on the FPMA Summer Conference page on the FPMA website: www.fpma.com/fpma_2019_summer_conference.php.

cont'd. on page 38



Distribution of Mentors in the US, April 2019

State	Count
• Florida	80
• Texas	71
• New York	59
• California	54
• Michigan	37

► PUBLIC AFFAIRS

The FPMA website at www.fpma.com provides information and links to resources for those who may be interested in pursuing a career in podiatric medicine. Under the “Careers” link at the top of the FPMA website, there are links available for specific groups, from those who want to find out about pursuing a career in podiatry to those who are in the process of actually becoming a podiatric physician:

- 1) **Considering a Career in Podiatry?** – Provides links to general information about podiatric medicine and becoming a podiatric physician.
- 2) **Podiatric Medical Students** – Provides information for students who are actively pursuing an education in podiatric medicine via links to the American Podiatric Medical Students’ Association (APMSA) website and other websites concerning podiatric residency.
- 3) **Podiatric School Grads/Residents** – Provides links to podiatric licensure information and career centers.
- 4) **New Podiatric Physicians** – Provides links to a New Practitioner’s Guide and Young Physician websites.
- 5) **Classifieds/Job Bank Ads** – Provides a listing of job ads specifically for podiatric physicians.

FPMA members are encouraged to provide FPMA staff with information about events they plan on participating in so we can keep track of our members’ progress in this initiative. FPMA also has podiatric displays, PowerPoint presentations and handouts available



for members who plan on making presentations to high school or college students.

Please contact Becky Reese (breese@fpma.com) for more information.

References

¹AACPM Update to ASPE, Spring 2019

²Ibid.

CAREER

It only takes a moment to make career awareness part of your organization's mission.

AWARENESS

Will you act today to make career awareness your priority for 2018?

MATTERS



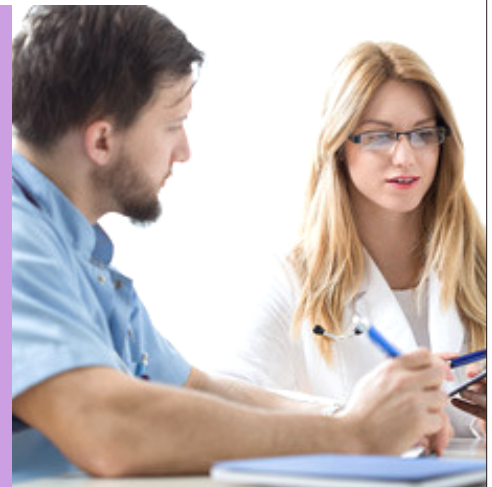
AMERICAN ASSOCIATION OF
COLLEGES OF
PODIATRIC MEDICINE



Your organization can help to create more of these moments:

"I learned that the podiatry community is EXTREMELY welcoming!"
– current mentee

"Great student, great experience!"
– current mentor



1 DPM MENTORS NETWORK

Encourage your members to register with the DPM Mentors Network as a Mentor or a Speaker.

2 LINK TO OUR WEBSITE

Place information about careers in podiatric medicine on your website and link to the AACPM's website.

3 REQUEST MATERIALS

Remind members that anyone can request career materials for their office with a quick email.

4 HOST AN EVENT

Could your state meeting support a student recruitment event? Call to learn how to host an event.

LET'S GET SOCIAL

- 1 www.DPMNetwork.org
- 2 www.AACPM.org
- 3 PodInfo@aacpm.org
- 4 301-948-0957