



FPMA Student Recruitment Initiative

2020 Update

By Becky Reese, FPMA Public Affairs/Website Coordinator

FPMA, APMA and the American Association of Colleges of Podiatric Medicine (AACPM) are continuing to develop methods of reaching potential podiatrists in order to keep the profession strong. This is a 2020 update on the progress of this initiative and a follow-up to the student recruitment article featured in the summer 2019 issue of *FPMA Footprints*.

DPM Mentors Network

The DPM Mentors Network, originally overseen by the AACPM, is now going to be managed by APMA. This program, which matches students with podiatric physicians who practice near where they live or go to school, has been suspended for the time being due to the COVID-19 pandemic. According to Tiffany Kildale, APMA career development manager, once the coronavirus threat has passed, the DPM Mentor Network will once again re-open and podiatric physicians will have the opportunity to sign up to be a mentor (if they have not previously signed up). DPM mentor sign-up will ultimately live on the APMA website, and FPMA will provide the link via the FPMA DPM Mentors/Student Recruitment page on the FPMA website.

Step into Podiatry Website

APMA created a Step into Podiatry website, which launched in January 2020. The website

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offers a professionally produced recruitment video, testimonials from college of podiatric medicine graduates and sections for undergraduates, high school students and parents, and contacting a physician mentor. The website also provides webinars for those who are interested in becoming a podiatric physician, with a registration link available on the website. The first webinar had more than 250 registered attendees.

APMA plans on continuing its promotional campaign for the website via digital and social media advertising sometime in the near future. To access the Step into Podiatry website, go to www.stepintopodiatry.com.

In addition to the website, APMA plans to create/develop a student recruitment toolkit, which will be available to all podiatric physicians who are interested in helping to promote the profession. The toolkit will include a PowerPoint presentation for speakers to use when presenting at career fairs or other recruitment events, access to a recruitment video to be shared at career events (or played in doctors' office waiting rooms and shared via social media), and a printable handout that can be shared at in-person career events.

APMA has hosted in-person recruitment events at The National for the past two years and will host a similar event at this



FPMA invited all nine of the U.S. podiatric schools to provide representatives at their booths in the SAM 2020 Exhibit Hall.

year's National as well. Stay tuned for more information about APMA's student recruitment initiative in the coming months.

AACPM Virtual Podiatric Medicine Career Fair

In an effort to continue their student recruitment activities, and in response to COVID-19 stay-at-home orders, the AACPM held a virtual Podiatric Medicine Career Fair on April 24, 2020. This free event provided those interested in a podiatric career a means of meeting representatives from all nine of the U.S. podiatric medical schools via a real-time virtual setting.

AACPM will work with APMA to explore additional student recruitment activities and resources in the future.

Beta-Testing for Mentor-to-Adviser Match Program Continues

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

There are currently 11 FPMA members matched to 12 Florida universities.

Below is a list of the 12 remaining Florida universities that currently need to be matched with mentors:

1. Florida State University (Tallahassee)
2. University of North Florida (Jacksonville)
3. University of Florida (Gainesville)
4. Bethune-Cookman College (Daytona Beach)
5. Embry-Riddle (Daytona Beach)
6. Rollins College (Winter Park/Orlando)
7. University of Tampa (Tampa)
8. Eckerd College (St. Petersburg)
9. Ringling School of Art & Design (Sarasota)
10. Florida Southern College (Lakeland)
11. Florida International University (Miami)
12. Barry University (Miami)

If you would like to represent one of the universities listed above, please contact the FPMA office by calling (800) 277-3338.

Continuation of Student Recruitment Events at FPMA Conferences

FPMA continues to promote the field of podiatry to students by offering programs at our conferences. During SAM 2020, FPMA



FPMA Broward Component President Dr. Terence D. McDonald posed with podiatric residents from Palmetto Hospital, Westside Regional and Northwest Regional hospitals who attended a residents meeting held by BCPMA on January 28, 2020. BCPMA's Residency Liaison Dr. Lauren Dabakaroff spoke about the importance of BCPMA/FPMA/APMA during the meeting.

FPMA invited all nine of the U.S. podiatric colleges to set up a booth in one area of the SAM 2020 Exhibit Hall, with representatives on hand to provide student attendees with podiatric college information.

hosted another Be Our Guest Program, which took place on Saturday, January 18, 2020. A total of 48 undergraduate student attendees participated (20 more than participated during the SAM 2019 program).

FPMA invited all nine of the U.S. podiatric colleges to set up a booth in one area of the SAM 2020 Exhibit Hall, with representatives on hand to provide student attendees with podiatric college information. In addition, the students were provided with a tour of the SAM 2020 Exhibit Hall by FPMA members, observed one of the conference lectures and then had lunch together. Students were also given the chance to tour the Wright Medical Surgical Training Center, located in the SAM 2020 Exhibit Hall, in small groups.

FPMA's Student Recruitment Initiative activities, which have been coordinated by the FPMA Public Affairs Committee in the past, will now be managed by the FPMA Membership Committee. We encourage all FPMA members and components to continue participating in student recruitment activities in order to keep the profession strong.



Undergraduate students attended the SAM 2020 Be Our Guest Program to learn more about podiatric medicine as a future career choice.



Student Recruitment Begins with YOU

By Samir S. Vakil, DPM

“There is no success without a successor.” – Peter Drucker

I joined a podiatric practice in 1993, not because it offered the most money or was in the best location, but because I would be working with a person who offered the most potential for mentorship. Dr. Matthew Fineman was a man of very few words, but when he spoke it was with wisdom and from the heart. Everything he taught me, from how to treat patients to fixing equipment in the office, has come back hundredfold. Since that time, I have tried to pay his mentorship forward.

Podiatric physicians have an opportunity to touch so many lives by the simple actions we take every day, and we need to offer mentorship to the next generation of podiatric physicians. This can be accomplished by speaking to teens in the office, at local high schools and nearby colleges about the benefits of podiatric medicine as a career.

The future of our profession necessitates a twofold approach. The first is for seasoned FPMA members to become mentors to our young members. FPMA now provides reimbursement (up to \$250) for travel and lodging to encourage smaller components to send a Component Delegate *and* a Young Member to FPMA Executive Board meetings. The second approach must involve young members willing to be mentored.

I ask that our young members reach out to their FPMA component or the FPMA Membership Committee to assist them in getting matched with a mentor.

Although our young members have amazing clinical and surgical skills, seasoned FPMA members have a better grip on how to run a podiatric practice. I ask that our young members reach out to their FPMA component or the FPMA Membership Committee to assist them in getting matched with a mentor. In addition, young physicians should consider giving back, by

reaching out to their residency programs and setting up a time to meet with residents and to begin mentoring them on private practice and what FPMA has to offer.

FPMA is striving to communicate with our members based on their preferred methods. Our communication efforts are offered through multiple platforms, including member e-blasts and newsletters, direct mail, text messaging and social media. Be sure to let FPMA know your communication preferences so you can stay updated on pertinent information.

No matter where you fall on your career path, continue to be a lifelong student, to mentor and be mentored. You will find the gratitude and satisfaction of giving back will benefit you more than you could ever imagine.