

# Strategic Recruitment:

Finding the Best Practices for your Program



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## Audience Demographics

- By show of hands, programs that are...
  - Medical School Based
  - Community Based/Medical School Affiliated
  - Community Based
  - Military

# Objectives

- Examine program's recruitment strategic plan
- Clarify program's recruitment values and alignment
- Consider factors driving local variation in recruitment best practices

# Program Characteristics

- What is special about your program?



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## Recruitment Strategy & Cycle

- How do you attract applicants to your program?
- How's it working?

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# Recruitment Strategy & Cycle

- What are your data driven actions?
- Do your website & marketing materials reflect your values?
- How's it working?

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# Program Values & Alignment

- What characteristics are you looking for in a candidate?
- How do you target them?

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# Program Values & Alignment

- What do you look for in applications?
  - Performance
  - Fit
  - Areas of interest

# Local Variation

- Location
  - Future practice interest
  - Roots to the community

# Program Showcase

- How do you showcase your program during your interview day?

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# Recruitment Strategy Effectiveness

- How do you know if your recruitment strategy is effective?

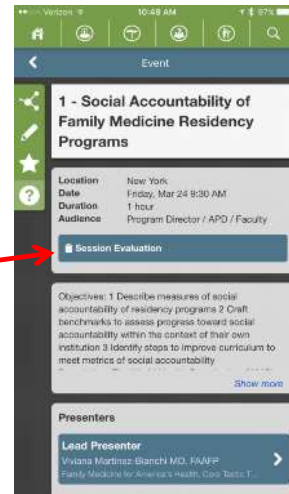
“Insanity is doing the same thing over and over and expecting different result.”

Albert Einstein



Please  
complete the  
session evaluation.

Thank you.



## Presenters

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