Webchats: Engaging Applicants to Foster Community and Enhance Pre-health Recruitment

Emil Chuck, Ph.D.
Director of Admissions

SCHOOL OF DENTAL MEDICINE
CASE WESTERN RESERVE UNIVERSITY
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What do students want to know?

How much should students know about "process"?

Using social media to strategically engage applicants

Can our use of social media emulate the learning environment at our respective schools while recruiting (teaching) applicants?

Can an applicant's usage of social media inform or influence admissions' staff or committee?
Holistic Admissions

Experiences
Attributes
Metrics

fit

Opportunities
Culture
Curriculum
Community
REAL curriculum
Implemented 2006, ADEA Gies Award 2009

- CHOMP
- Healthy Smiles ACE
- PBL/lecture hybrid
- Geriatrics ACE
- Reflection essays
- Knowing the patient ACE
- Mini-practice clinics
- Evidence-based dentistry
- Families First ACE
- AHEC/Free Clinic ACE
- DentSim and KaVo laboratories
Recruiting opportunities

- Brochures
- Website
- On-campus/regional fairs
- On-campus presentations
- On-campus mock interviews
- Regional workshops
- Social media/Student Doctor Network/etc.
- Virtual Fairs
- Chatrooms (UChicago)
- Skype/Web conferences to schools (Case SOM)
- Twitter chats (UMich)
- Webcam chats (Case SODM)
Applicant Competencies

- Communications Skills
- Management Skills
- Interpersonal Skills
- Service Towards Others
- Leadership Potential
- Analytical Problem-Solving
- Curiosity and Initiative
- Fine Manual Dexterity
- Knowledge of Case/Profession
- Anticipated Role at Case SODM

We can evaluate competency.
How well does the applicant apply information from the classroom to make a significant impact in the community, and vice versa?

- Evidence of engaged learning and mentoring.
- Evidence of maturity, sophistication, or innovation.
- Awards attesting to excellence.
- Situational evaluation.
Virtual chatrooms

"Instant messenger"
Chatroom
Lecture-Capture

Webcam "classroom": Adobe Connect

- Create your own URL.
- Platform independent (laptop, tablet)
- Cameras/headphones used to speed up Q&A.
- Record session for archiving and future access.

Scopia videoconference desktop and technology
Case SODM Webchat Sessions

Recruitment to predental clubs
Recruitment presentation to University of Kansas (2012)
https://connect.case.edu/p44868009/

Recruitment to predental applicants
July 2012 webchat with applicants
https://connect.case.edu/p64496811/

Communication to interviewed candidates
October 2012 webchat
https://connect.case.edu/p68896566/
Case SODM Webchat Sessions

Feedback with matriculants on admissions process
May 2012 session with Class of 2016
https://connect.case.edu/p30412151/

Recruitment for combined degree programs
Q&A Webinar on the 5-year DMD/Master of Science in Clinical Research. Kirk Lang (program coordinator) presenting and answering questions from Emil Chuck (director of admissions). Date: Friday, March 2, 2012.
https://connect.case.edu/p45244246/

Online mock PBL session
First virtual attempt at a problem-based learning session through Adobe Connect for DMD Class of 2016.
https://connect.case.edu/p84838132/
Face-to-face contact
Integration of multiple media (videos)
Involvement of additional stakeholders

Flipping the recruitment table

Technology issues
Conflicts in schedule

Applicant privacy
Other ethics or legal issues?

Content and manpower
The recruitment and retention challenge

More applicants are applying, more schools are opening.

Can you improve applicants' familiarity with your program?

Can you get applicants to see their fit with your program?

Can you improve the quality of their questions?

Can you provide a sense of community among applicants?

Can your faculty or students better interact with applicants outside of interviews?

Can you identify/prepare applicants for your program through engagement with social media?

Will applicants embrace this approach? Why/why not?
Ground Rules with Video Chats

- Take 10-15 minutes for audio/visual check.
- Participation = consent to be recorded.
- Allow for participation without camera.
- Establish an order to answer/address questions.
- Give priority to those on camera.
- Give priority to those on camera who ask questions.
- Questions can be asked in "chat" text box, but will be addressed if no one on camera has a question.
Archive your presentations

Make your presentation available to those who are unable to attend your live session.

You can release your recording after a set period of time (make public), and you can remove your record from general access (make private).

All participants should be aware they will be recorded in the session.
Technologies available

Skype presentations

Google+ Hangout

Student Doctor Network Premed Live Chat December 1, 2012, 6:15 pm ET on YouTube.
Applications and Desired Future Collaborations

- Recruitment outreach to prospective applicants.
- Online "second look" programming for committed matriculants.
- Promote additional educational pathways (dual-degrees).
- "Virtual" admissions panels.
- Meet alumni, students, faculty.
- Discuss future careers in dentistry.
- Mock interviewing online?

This should complement in-person recruitment visits.

• Academic/research study?
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