

Members Present: Drs. Trishul Allareddy (Chair), Jeffrey A. Banas, Howard Cowen, Sandra Guzman-Armstrong, John Hellstein, Darrick Zirker, Theodoros Katsaros, Tarek El Kerdani, Kecia Leary, Kyungsup Shin, John Warren, Anne E. Williamson, Michelle Krupp, Ms. Joan Welsh-Grabin

Absent: Drs. Jennifer Hartshorn, Steven L. Fletcher

Meeting called to order 12:05

- I. **Approval of April 27, 2020 minutes** – Dr. Allareddy
MOTION: to approve the minutes as submitted and seconded.
MOTION APPROVED.
- II. **Recruitment & Centralized Messaging** – Ms. R. Kowbel (Presentation)
Ms. Kowbel gave a presentation on the DDS Admissions/Recruiting process and how the DDS Admissions and Advanced Education could help each other to unify messaging and other resources as well as why both should be thinking ahead. There is a decline in birth rates nationally and it will have a big impact on higher education in the next 5 to 10 years. For more information, view the attached presentation.
Due to COVID19, Ms. Kowbel has been coordinating with Ben Hill on pre-recorded virtual tours. If you would like your clinic to be included, please send Ms. Kowbel an email. Admissions is planning on virtual presentations for parents and student support systems as well as additional webinars, and mixed method interviews this year.
- III. **Resident Resources** – Dr. Timmons
Dean Timmons wanted to remind everyone of the resources available to residents.
 - Counseling Office is available to graduate students, residents and their spouses if they are University of Iowa students.
 - International Student Support Group was formed last year and has had strong participation by residents, to include mentoring of predoctoral students by your residents.
 - Accommodations for assessments, quizzes, OSCE, lectures and seminars are all handled within the College of Dentistry through the Office of Student Affairs.
 - CARES ACT, if resident qualified for federal financial aid, there is assistance for graduate and professional students. An email was sent out last week to the graduate students/residents regarding this.
 - A limited number of Finkbine parking passes are available for residents that expire in July. Residents were sent a notice for requesting a pass if needed.

IV. **New Resident Orientation** – Drs. Allareddy & Krupp

The orientation schedule was tightened up to hold virtually, however there is an opportunity to hold it on campus. Dr. Krupp has a meeting tomorrow and will know if holding the orientation on campus will be allowed. Until then, orientation is being planned for both possibilities. The Galagans will be reserved for an on campus orientation to comply with social distancing. Boxed lunches will be delivered for lunch on both days and there will be no breakfast or buffets due to COVID19 restrictions. The orientation will also be available via Zoom and recorded for those who may not be able to attend in person.

Dr. Krupp requested that each Advanced Ed director and their primary admins keep Ms. Selck informed of which residents will be able to attend the orientation in person.

ADDENDUM: It has been determined that resident orientation will be delivered 100% virtually.

Next Meeting: Monday, June 22, 2020

Minutes recorded: Ms. Brenda Selck

Advanced Education

Rachael Kowbel

Director,
Dental Student Admissions

May 18, 2020

College of Dentistry and Dental Clinics



Objective:

- DDS Admissions/Recruiting process
- Unify messaging & resources → How can we help each other?
- Why we should all be thinking ahead



DDS Recruitment/ Admissions process

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graph LR; A[Applications] --> B[Review by Admissions Committee]; B --> C[Interview Invitations]; C --> D[Admission Offers];
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Applications

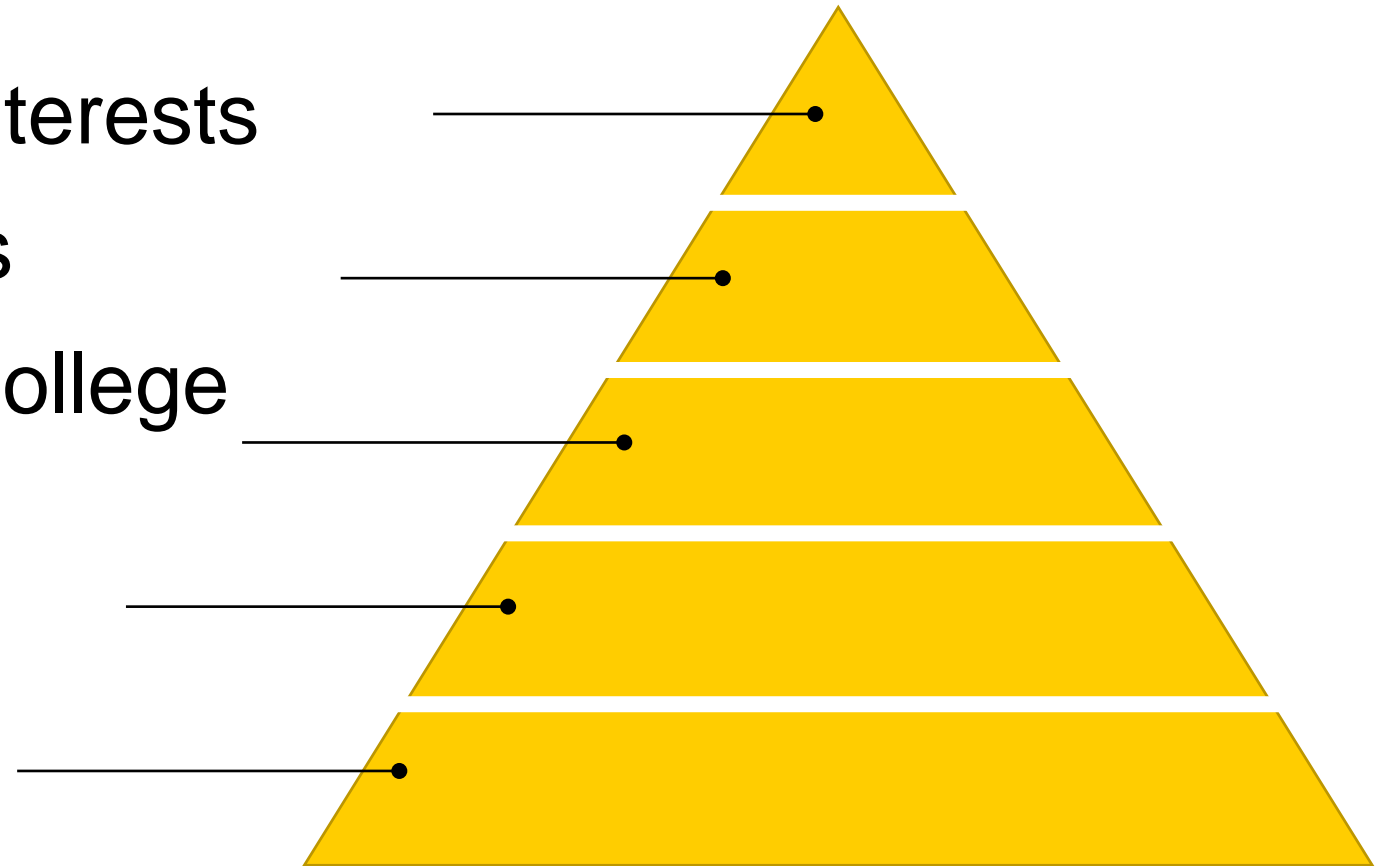
Review by
Admissions
Committee

Interview
Invitations

Admission
Offers

Communicate Values/Mission Macro to Micro

- Individual specific interests
- Student body voices
- University of Iowa College of Dentistry
- University of Iowa
- State of Iowa



To Simplify: Communicate our Brand

- “Why IOWA”
- Black & Gold
- Hospitality



Do you know why



**candidates
DO**

(or DON'T)

select you?

Why the incoming D1 class selected Iowa:

Why the incoming D1 class selected Iowa:

- ✓ 1. Curriculum (early patient exposure/specialties)

Why the incoming D1 class selected Iowa:

- ✓ 1. Curriculum (early patient exposure/specialties)
- ✓ 2. Interview Day Experience

Why the incoming D1 class selected Iowa:

- ✓ 1. Curriculum (early patient exposure/specialties)
- ✓ 2. Interview Day Experience
- ✓ 3. Geographic Location

Why the incoming D1 class selected Iowa:

- ✓ 1. Curriculum (early patient exposure/specialties)
- ✓ 2. Interview Day Experience
- ✓ 3. Geographic Location
- ✓ 4. Communication during Application Cycle

Do you know who your competition is?



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Creighton
UNIVERSITY



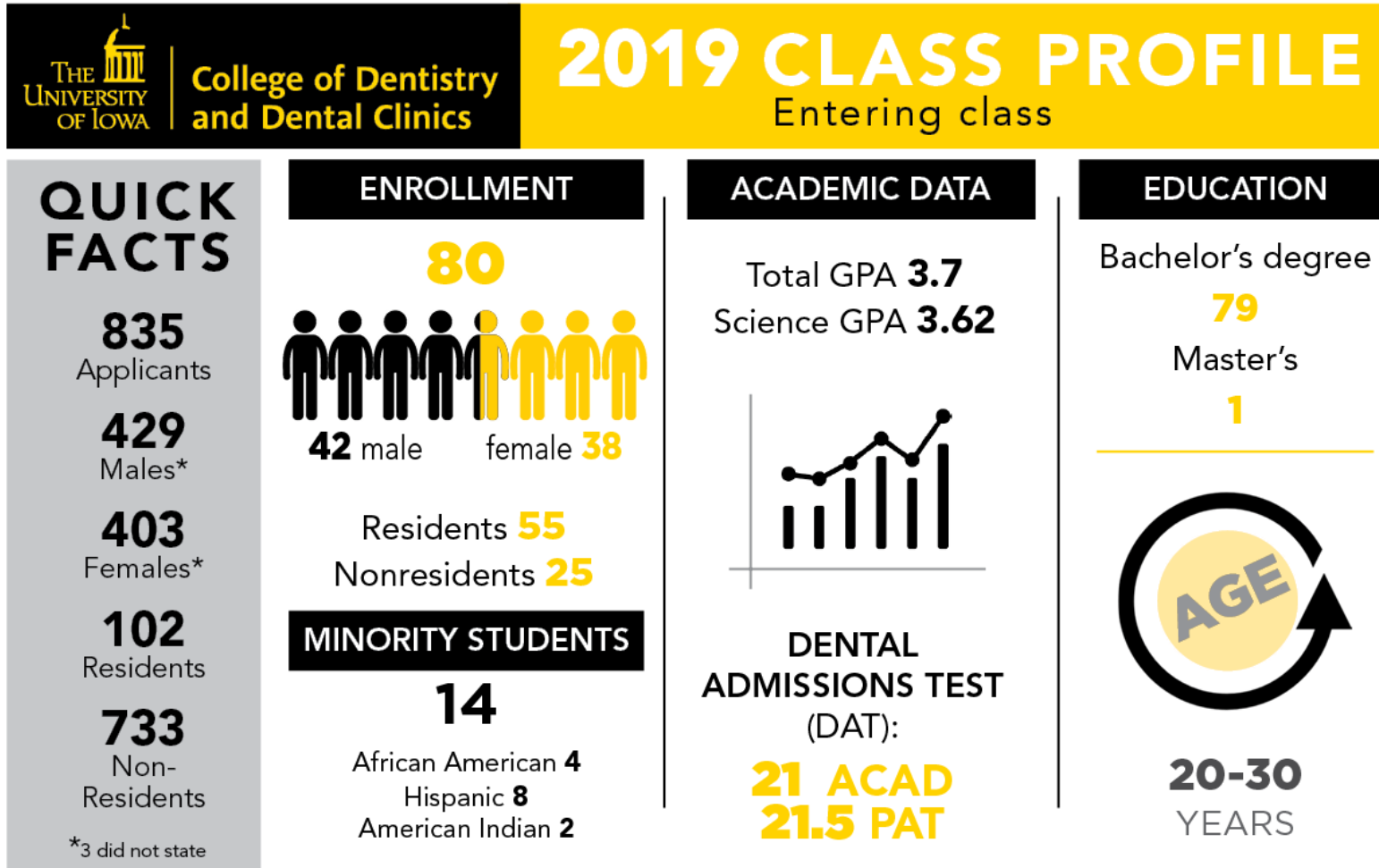
THE OHIO STATE
UNIVERSITY



Tips & Tricks

- Clear/concise communication of timelines
- Infographics with data
- Think a culture of texting vs paragraphs

Example Class Profile

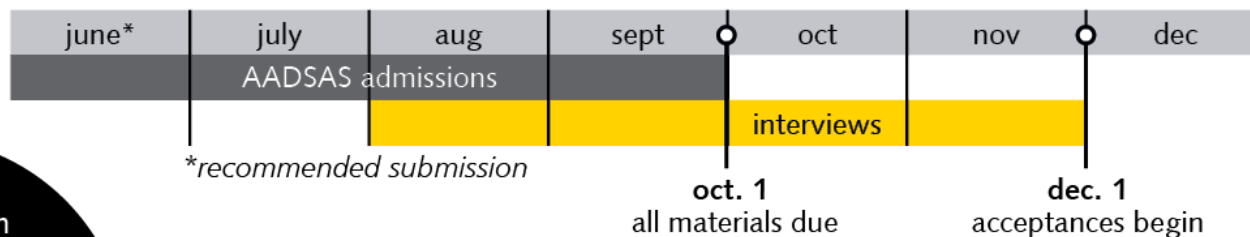


Example Class Profile

Application Timeline

- Consult with a pre-dental advisor
- Submit AADSAS application (adea.org): Jun. 1 - Oct. 1
- Interviews occur Aug. - Nov.; acceptance offers begin Dec. 1

VISIT
[dentistry.uiowa.edu/
admissions-
pre-requisites](http://dentistry.uiowa.edu/admissions-pre-requisites)



Prerequisite Studies for Iowa's D.D.S. Program

Applicants are encouraged to receive a grade of C or higher in each of these pre-requisite courses for optimal consideration during the admissions process.

English: composition, rhetoric, speech courses required for bachelor's degree.

Physics: 1 year (8 semester hours), 1/4 in laboratory work.

Biochemistry: 1 semester course (3 semester hours) covering basic concepts in modern biochemistry and molecular biology.

Chemistry: 2 years (16 semester hours), including 1 year of organic chemistry, 1/4 of which must be in laboratory work.

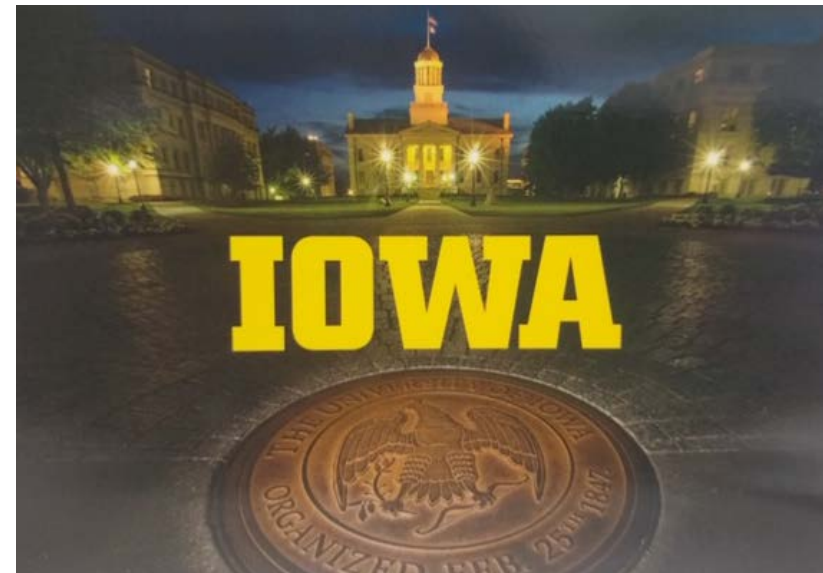
Biology: 1 year (8 semester hours), including some laboratory work. Satisfied by a one-year course in general biology or zoology. Upper-level courses in gross anatomy, cell biology, or physiology beneficial.

Electives: 90 semester hours required, a well-rounded background in the social sciences; philosophy; psychology; history; foreign languages; business; accounting; or mathematics encouraged.

Communication Plan

→ Before application

- Targeted emails
- Post cards sent to targeted demographics written by current students
- Purchased at a discounted rate





Communication Plan

→ In application

Twice a month emails

graphics & videos covering Iowa City summer events, football fun, research, testimonials from students, etc.

 THE UNIVERSITY OF IOWA
College of Dentistry and Dental Clinics



Office of Student Affairs

Hello Marue!


The University of Iowa College of Dentistry is thrilled that you are considering a career in dentistry! As you may know, the **AADSAS application opens today** and June 16, 2020 is when submissions begin. We hope to see your application! Click in the yellow banner below to hear firsthand from one of our students why they chose Iowa.

Click Here for "Why Iowa."

In addition, you may be interested in learning how Iowa supports our students:


- Iowa believes in learning by doing. Because of that, you'll see your first patient during your D1 year!
- Our rotational curriculum in the D3 year allows you to be educated throughout the specialties.
- We offer 10 student organizations, many of which have a focus on service.
- As a student you will have membership to our beautiful Campus Recreation and Wellness Center.
- Free tutoring to any dental student that wants or needs it through the Office of Student Affairs at the College of Dentistry.
- Opportunities for student employment within the College of Dentistry.
- The Dental Science Building underwent a \$63 million renovation which was completed in 2016. That means beautiful, sunny, new facilities for you!
- A licensed counselor on site to meet one-on-one with dental students. This office has historically provided weekly yoga, therapy drops, chair massages, refreshments during finals and group therapy.

Research is optional, but a high collegiate value! Click below to listen to one student's comprehensive experience at Iowa including research.







We believe that you will make a great addition to the profession, and hope you'll apply this June to the University of Iowa College of Dentistry!

With Joy,
Rachael Kowbel, Director
Dental Student Admissions

 THE UNIVERSITY OF IOWA

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Hardcopy/Innovation Statement

 THE UNIVERSITY OF IOWA

Communication Plan

→ Leading up to the interview

Interview Invitation

- Hotel blocks at discounted rates

Phone call

- from current DDS student to applicants before their Interview Day to respond to any questions

Communication Plan

→ While On-Campus

Interview day

- Welcome signs! Day is structured around hearing “Why Iowa” from a variety of sources

Goodie bags

- Iowa City Visitors Bureau

Hawkeye cookie

- wrap up each Interview Day with cookie from a local vendor

After Interview Day

- each applicant receives a hand written post card from a student they met while on campus



Communication Plan

→ After Admission

Alumni Board mugs

- mailed to their primary address

Phone calls

- from alumni
- From Dean Johnsen
- from underrepresented students to underrepresented applicants

Along with the thermos was a note that said “Iowa wants you”. That short line really spoke to me because I made me once again realize that not only was I choosing Iowa, but Iowa was choosing me.



...As for the thermos and the phone calls, I can't tell you how much they were appreciated!

No other school that I applied or was accepted to put as much effort into the process as Iowa and those gestures meant a lot to me. ..the personal touch of individual phone calls made me feel like a priority.

I appreciated both the thermos and personal phone call. I explicitly recall saying to my family that each gesture made me feel welcomed and wanted. Overall, I thought the thermos, phone call, and scattered emails throughout the application process **made me feel that I already had a personal connection with the school** ... And as a final word, I'll just say that personally the alumni phone call [Dr. Hansen] was my favorite outreach tactic.



D1 Students, 1st week of class with thermos' in hand

Communication Plan

→ After Acceptance → Retention!

Monthly emails

- with Maslow's hierarchy of needs in mind (housing, scrubs, vaccinations, schedule, etc.)

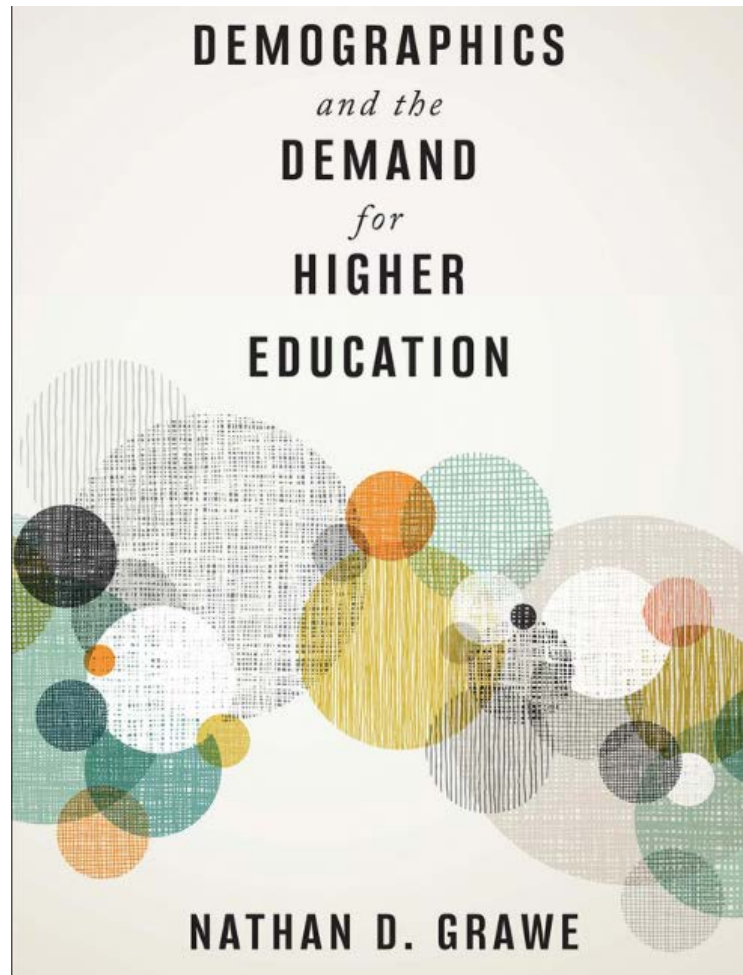
Zoom Q&A

- to maintain connection

Class Facebook page

Orientation

- with strategic community development activities



**Why we should
all be thinking
ahead:**

Collegiate? My future

- ➔ Virtual tours
 - pre-recorded
 - done on site
- ➔ Virtual presentations for parents/support systems
- ➔ Additional webinars
- ➔ Family of brochures
- ➔ Community vendor involvements
- ➔ Mixed method interviews

What are you doing?

- How are you marketing your program?
- What campus resources do you suggest?
- Who is your point person?

Thank you!