Strategies in Cytotechnology Education 2018: CPRC and CT Program Updates

Jennifer A Brainard MD
Karen Atkison MPA, CT(ASCP)IAC
Conflict of Interest

• The speakers have no relationships that represent possible conflicts of interest with the content of this presentation.
• Session #1: Marketing the Profession, Student Recruitment and Educational Resources

• Session #2: Progress Towards a Master’s Degree Profession
Educational Objectives

• Share an update of the current state of Cytotechnology Programs
• Explore innovative ways to market the profession and recruit students
• Share novel ways of providing educational resources
CPRC Membership Changes

• Chair: Karen Atkison, MPA, CT(ASCP)IAC
• Vice Chair: Amber Donnelly, PhD, SCT(ASCP)
CPRC Committee Members

- Karen Atkison, MPA, CT(ASCP)IAC, Chair katkison1009@gmail.com
- Amber Donnelly, PhD, SCT(ASCP), Vice Chair, ASCP Commissioner to CAAHEP addonnelly@unmc.edu
- Charles Sturgis, MD sturgic@ccf.org
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- Larry W. List, PA, CT(ASCP) listlw@slu.edu
- Catherine M. Smith, MEd, CT(ASCP) CMSmith4@uams.edu
- Jennifer A. Brainard, MD, Alternate Commissioner to CAAHEP brainaj@ccf.org
- David C. Wilbur, MD, CAP Commissioner to CAAHEP dwilbur@partners.org
- Michele Smith, MS, CT(ASCP), ASCT Commissioner to CAAHEP michele.smith@wisc.edu
- Robert A. Goulart, MD, ASC Commissioner to CAAHEP Robert.Goulart@sphs.com
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- Kerry Weinberg, PhD, RT(R), RDMS, CAAHEP Liaison Kerry.Weinberg@liu.edu
- Deborah MacIntyre Sheldon, CPRC Cytology Education Coordinator dmacintyre@cytopathology.org
Many Thanks to the CPRC Committee Members!!!
2017-2018 School Status

- 22 accredited programs in the US and Puerto Rico
  - 21 active programs
  - 1 inactive program (UT MD Anderson)
- 2 requests for voluntary withdrawal of accreditation
  - Saint Louis University, May 2018
  - University of Utah, June 2018
2017-2018 School Status

- New or developing programs/satellites
  - New Programs: 0
  - Satellites: 3 new; 2 developing
Types of Programs

- Types of programs
  - 8 Certificate only
  - 6 Degree only; 6 Masters level
  - 8 both Certificate program and Degree program
• 177 total student spots available in accredited programs
  • 116 total spots filled (65.5%)
  • 61 total spots not filled (34.5%)
<table>
<thead>
<tr>
<th>Outcome Measure</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attrition (5 programs)</td>
<td>6.80%</td>
</tr>
<tr>
<td>Student retention (80% threshold)</td>
<td>93.20</td>
</tr>
<tr>
<td>Positive placement (75% threshold)</td>
<td>95.63%</td>
</tr>
<tr>
<td>ASCP-BOC attempt (80% threshold)</td>
<td>96.50%</td>
</tr>
<tr>
<td>ASCP-BOC success (80% threshold)</td>
<td>95.51%</td>
</tr>
<tr>
<td>Employer survey (50% threshold)</td>
<td>75.60%</td>
</tr>
<tr>
<td>Graduate survey (50% threshold)</td>
<td>81.97%</td>
</tr>
</tbody>
</table>
• Pilot partially “virtual” site visit
• Albany College of Pharmacy and Health Sciences, April 2018
• May evolve in the future and provide cost savings for all
Graduate and Employer Surveys

• New surveys developed and tested
• Fully electronic: allow fillable responses
• Attempt to enhance program experience and improve compliance
• Revision process began in July 2018
• Retreat planning in process for spring 2019
• 3-5 year process; hope is parallel development with move to master’s level programs
Journey to Master’s Degree

• Focus on communication
• Collaboration with ASC-ASCP work group
• Publications!!
  • CPRC news
  • JASC
  • Cancer Cytopathology
  • CAP Today
• Support of ASCP Board of Certification
Many thanks for your engagement and enthusiasm during the past 2 years!!
Questions??
Marketing our Profession and Student Recruitment
Sean McNair, MPH, CT(ASCP)
Program Director: Hunter College AC in Cytotechnology Program
Cytology Education Coordinator: Memorial Sloan-Kettering Cancer Center
New York, NY

INTRODUCTION
“Expert Generalist”
The expert generalist studies widely in many different fields, understands deeper principles that connect those fields and then applies the principles to their own specialty.

THE CHALLENGE
Education 800-440-268
77% of Higher Educational Institutions fall below what is considered successful use of digital analysis tools.
- Ease of Measurement
- Greater Geographic Reach
- Challenges: Expertise and Time

CRM
// Customer Relationship Management
“Technology for managing all your company’s relationships and interactions with customers and potential customers. The goal is simply improve business relationships.”
- [Hotbox](https://www.hotbox.com/resources)
- [Eaffle](https://www.eaffle.com/student-recruitment-and-email-marketing-platform/)

SOCIAL MEDIA
// Nothing more important in 2018
- Create content that matters
- Create a social media friendly application process
- Create personalized outreach
- Host live chats
- Host FAQ Document and Resources
- Create deadline reminders and block posts
Marketing our Profession and Student Recruitment
Sean McNair, MPH, CT(ASCP)
Program Director: Hunter College AC in Cytotechnology Program
Cytology Education Coordinator: Memorial Sloan-Kettering Cancer Center
New York, NY

INTRODUCTION
“The Expert Generalist”
The expert generalist studies widely in many different fields, understand deeper principles that connect these fields and then apply the principles to their core specialty.

THE CHALLENGE
Education Blue April 2018
77% of Higher Education Institutions felt below what is considered successful use of digital analytics tools
- Ease of Measurement
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- Challenges: Expertise and Time

CRM
// Customer Relationship Management
“Technology for managing all your company’s relationships and interactions with customers and potential customers. The goal is simply improve business relationships.”
- Hotline: https://www.hotline.com/resources/
- CRM:
- EfficientRecruit: https://www.efficientrecruit.com/student-recruitment-and-e-mail-marketing-management-software/

SOCIAL MEDIA
// Nothing More Important in 2018
- Create content that matters, interesting
- Create a social media friendly application process
- Create personalized outreach
- Host live chats
- Post FAQ Document and Resources
- Create deadline reminders and alert posts
INTRODUCTION

"The Expert Generalist"

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THE CHALLENGE

Education Dive- April 2018

77% of Higher Educational Institutions fall below what is considered successful use of digital analysis tools

• Ease of Measurement
• Greater Geographic Reach
• Challenges-Expertise and Time
//DIGITAL MARKETING 101
ZOOM IN
81%

Statistics

College aged students believe that higher education institutions should market to them using methods that are more current and digitally focused than traditional print media.

% of the US Population that has a social networking profile
Let's Get Digital

- SEO
- CRM
- SOCIAL MEDIA MARKETING
- WEBSITE DESIGN AND DEVELOPMENT
// SEO-Search Engine Optimization
**Definition**
- Online advertising solution
- Google Search, Youtube
-Specify goals
- Customizable budget
- User-controlled start/stop

**How Does it Work?**
- When users search for the services you offer (e.g., on Google Ads), your ad will appear on the first page.
- 75% of clicks result from first-page results.
- Target geographic areas.
- Budget caps can be set.

**Cost Considerations**
- Budget is set by the user.
- Customizable budget.
- Pay per click or interaction.

**Advantages**
- Metrics to measure engagement.
- Set it and forget it.
- Penetration of keywords other than "cytology" or "cytotechnology.
- Budget-friendly.
**Definition**

- Online advertising solution
- Google Search, YouTube
- Specific Goals
- Customizable Budget
- User controlled start/stop
How Does it Work?

- When users search for the services you offer, i.e. education Google Ads lists your ad ON THE FIRST PAGE
- 75% of clicks-first page result
- Target geographical area
- Budget caps can be set
Cost Considerations

- Budget is set by the user
- Customizable
- Pay per click/interaction
Advantages

- Metrics to measure engagement
- Set and forget
- Tie your program to keywords other than "Cytology" or "Cytotechnology"
- Budget friendly
CRM // Customer Relationship Management

"Technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships."

- Hobson's-https://www.hobsons.com/resources/tag/CRM
Social Media Planning-Essential for Business
TO-DO-List-PDs

Evolution is No Longer Optional

It pays to think like a business—one that needs new customers every single semester. And like any smart business, a clearly defined social media strategy is essential to your efforts.
Cytotechnology
Recruitment and Program Marketing

Catherine Smith, M.Ed., CT (ASCP)\textsuperscript{CM}
University of Arkansas for Medical Sciences
College of Health Professions
Cytotechnology Program Director
Conflict of Interest

• No Conflicts of Interest
Educational Objectives

• Identify Recruitment Challenges

• Discuss Development of Program Specific Marketing Campaigns

• Identify media most successful for program promotion

• Development of virtual open house
Recruitment Challenges

- Total college enrollment is down across the board

Source: "Term Enrollment Estimates, Spring 2017," National Student Clearinghouse Research Center.
Recruitment Challenges

- Increased competition from other colleges and universities
- Applicants engaging more program and college possibilities
Recruitment Challenges

- Funding a second bachelor degree very difficult

The Rising Cost of Higher Education
(Based on 4 years of school)

- Private University: $394,719
- Public University: $177,784

Recruitment Challenges

• Lack of awareness of degree and field
6 Best Recruitment Strategies

1. Capture contact information on all inquiries
2. Attend key recruitment events
3. Make key changes to program website and use social media
4. Utilize regional and national associations, colleagues and alumni to recruit potential students
5. Plan an open house of information session
6. Include your key administrative and academic personnel
Program Specific Marketing

• According to the Education Advisory Board the most common form of program specific marketing is...
• Program and department open houses
• Schedule open houses during key times (spring and fall) to coincide with high volume student visits
• Hands-on demonstrations at Open Houses attract prospective students
Digital Media and Promotion

• Social Media

• Department/ Program Websites
  • Link to faculty research
  • Tell personal student success stories
    • [https://healthprofessions.uams.edu/current-students/student-features/](https://healthprofessions.uams.edu/current-students/student-features/)
  • Use employers to emphasize program impact
Virtual Open House

• Attend in-person or virtually
• Skype for Business
• Ability to ask questions
• Interactive
• Very positive feedback
• Applicant specialist available
• Campus tour
Thank You!
C.E.L.L
AN ESSENTIAL UPDATE

SEAN MCMURR, MPH, CT(ASCP)
PROGRAM DIRECTOR
HUNTER COLLEGE ADVANCED CERTIFICATE IN CYTOTECHNOLOGY
CYTOLOGY EDUCATION COORDINATOR
MEMORIAL SLOAN-KETTERING CANCER CENTER
NEW YORK, NY

BRAINSTORM ELEMENTS

copy and paste as needed and take advantage of an infinite canvas!
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2016-New Chairperson

MR. DISRUPTIVE
THE FUTURE OF CELL

- Integration
- Interactive
- Visual
- Collaborative
- Consistent Branding
- "Freemium"
Questions/Challenges

- Aims of cell?
- Are these aims still the same?
- Do PDs want static resources?
- Are we only serving PDs?
- Teaching tools vs. Reference
Original Plan

- Resource Creation
- Updates
- Maintenance
Website Creation 101

- Appearance
- Content
- Functionality
- Usability
Program Director Responses

CELL SURVEY-1

CELL SURVEY-2

CELL SURVEY-3
Do you currently utilize the CELL website?
12 responses

- Yes: 50%
- No: 50%
CELL SURVEY-2

Have you utilized the website as a resource in the past year?
12 responses

- Yes: 75%
- No: 25%
What resources would you like to see implemented to help teach the upcoming revised Entry-Level-Competencies for Cytotechnology programs?

12 responses

- Interactive Learning Modules: 30.3%
- Repository/Powerpoints, PDF Files: 16.7%
- Image/Video Library: 4.9%
- All of the above: 9.4%
- Idea/see examples of interactive exercises that other programs utilize: 9.4%
A New Plan

- **WEBSITE COLLABORATION**
- **INTERACTIVE**
- **INTUITIVE**
- **GROWTH DRIVER**
- **FREEMIUM**