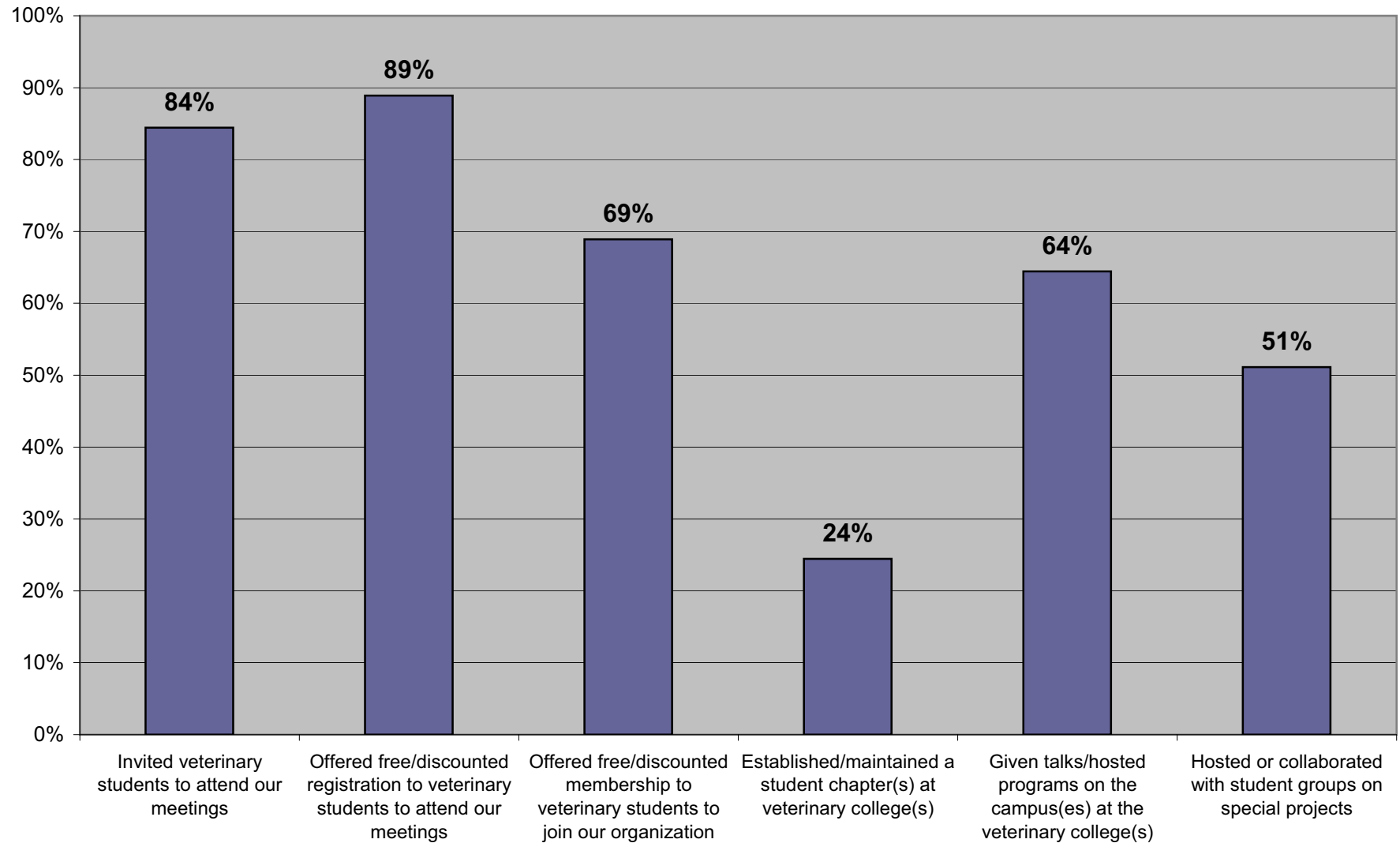
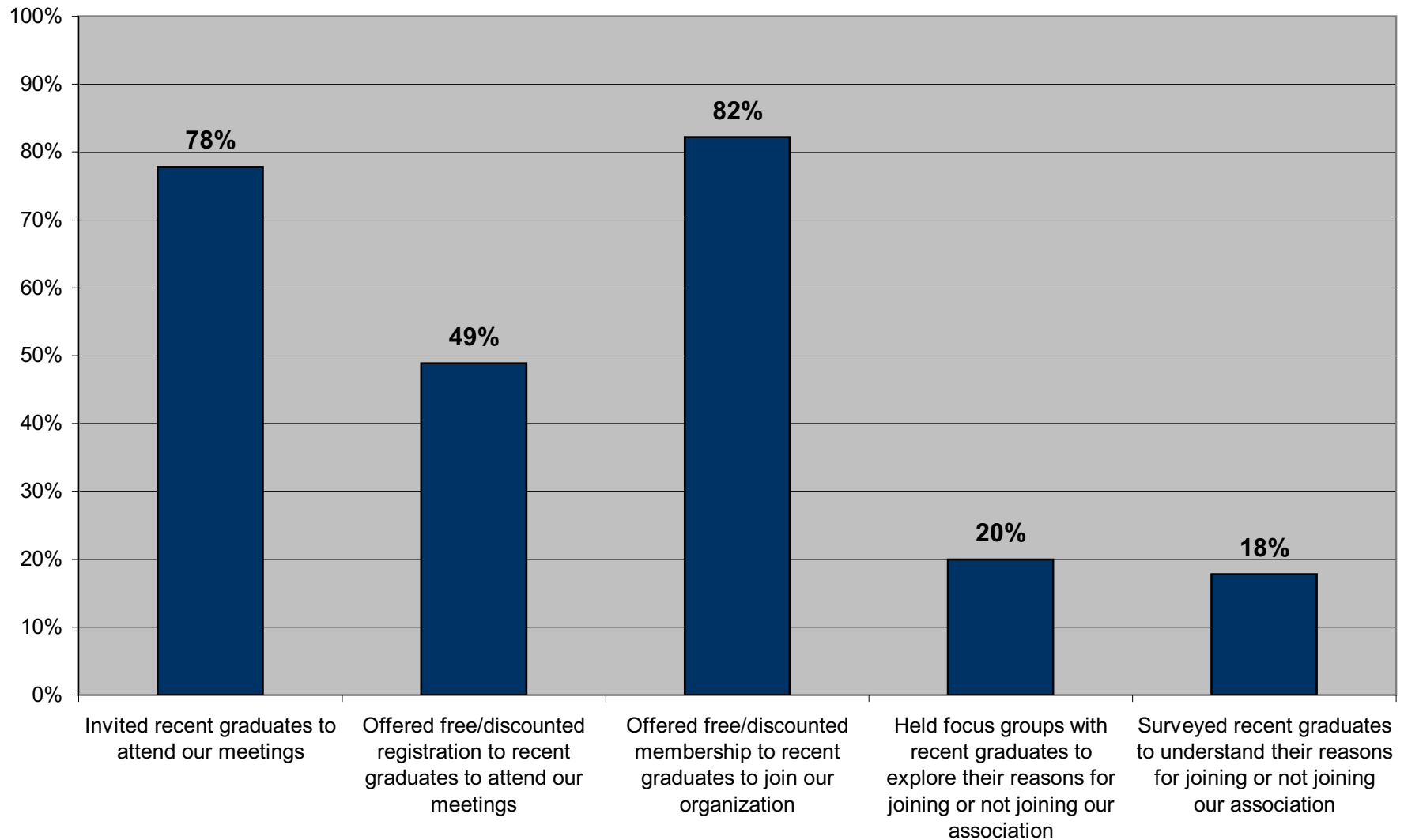


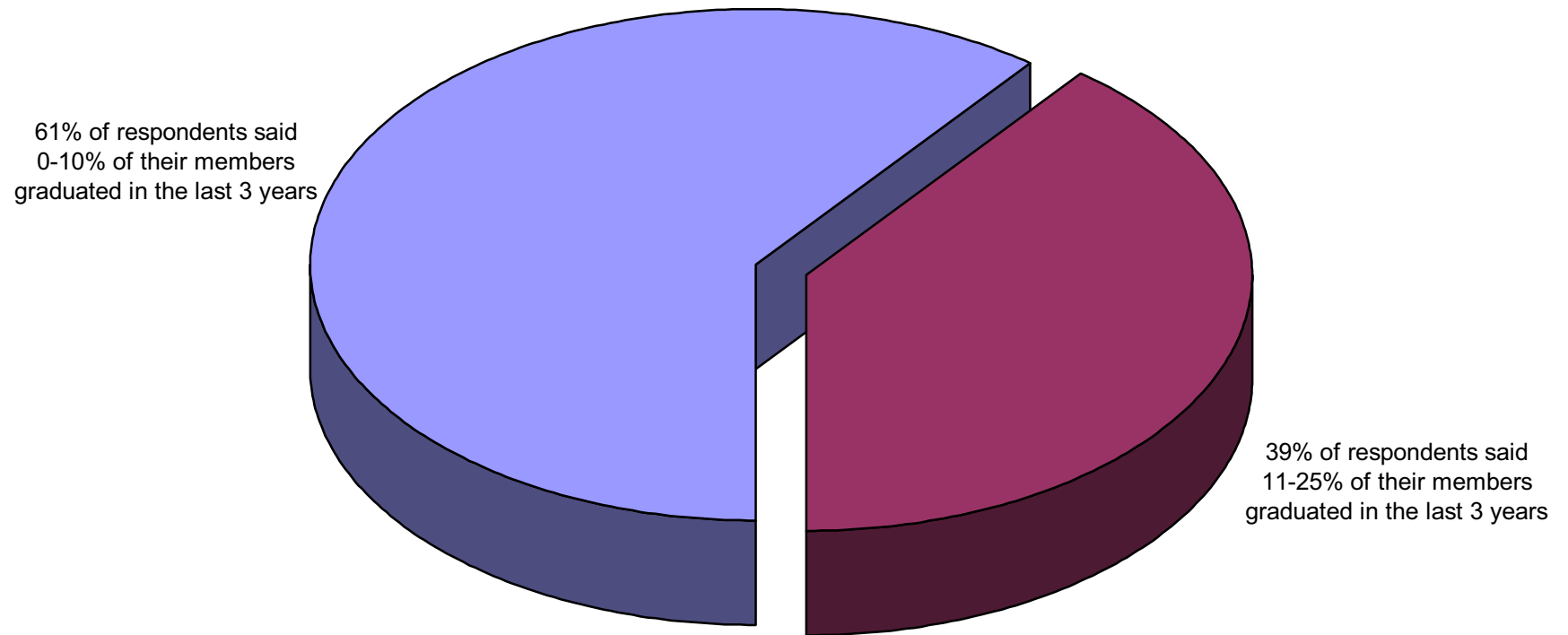
**Regarding Veterinary Students - Within the last 3 years, my association has:**



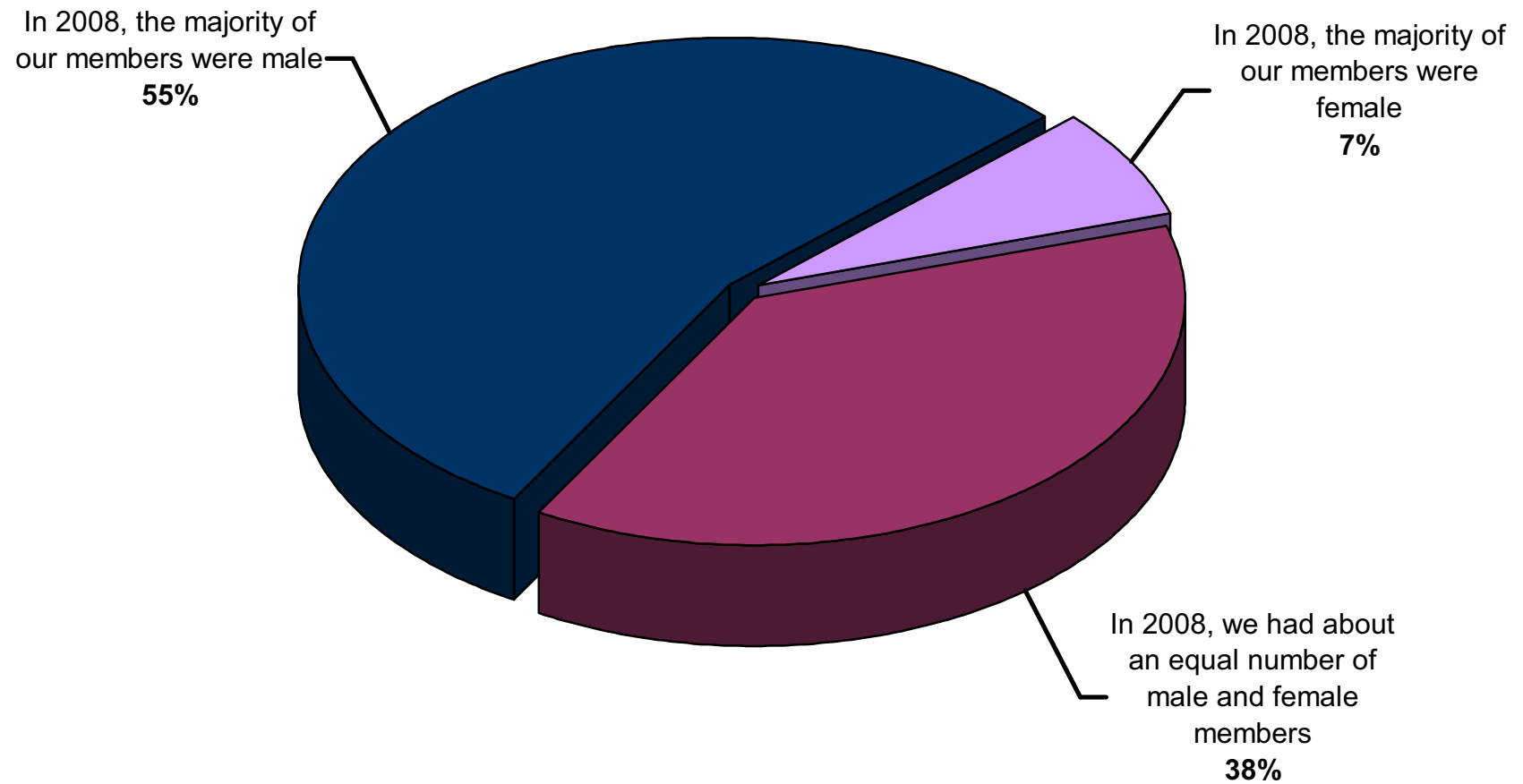
Regarding Recent Graduates - Within the last 3 years, my association has:



**What percentage of your association members graduated in the last 3 years  
(2006 through 2008):**



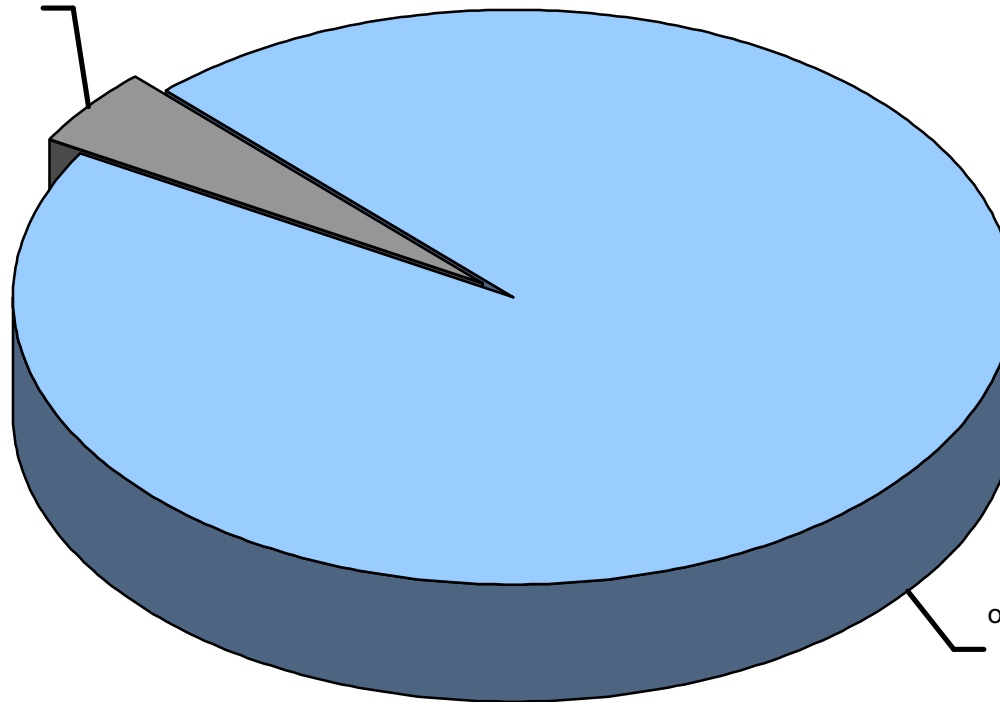
### Please Describe the Demographics of Your Association's Membership



### Please Describe the Demographics of Your Association's Leadership

2008, the majority of our  
officers/Board members were  
35 or under 35

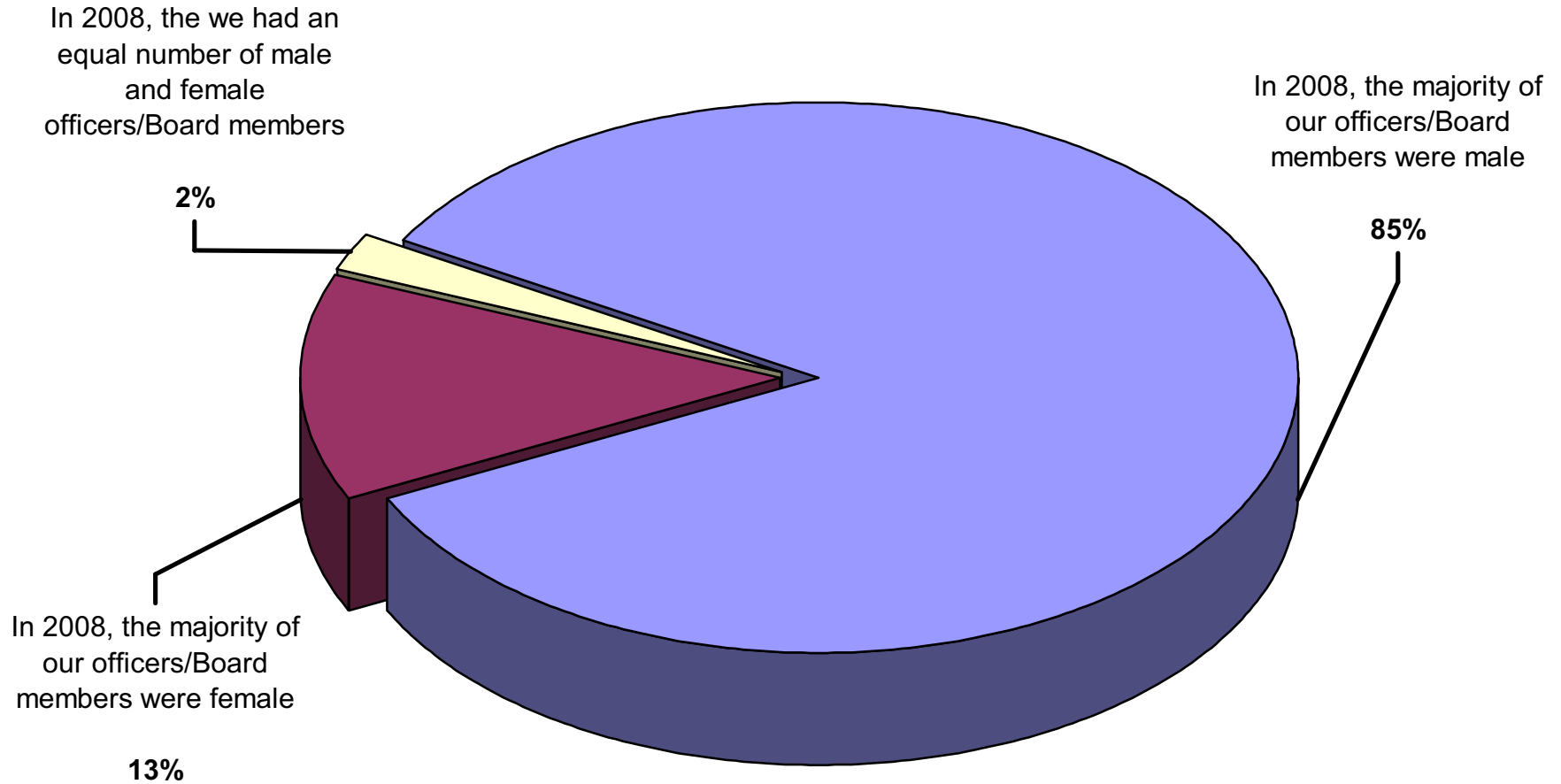
**4%**



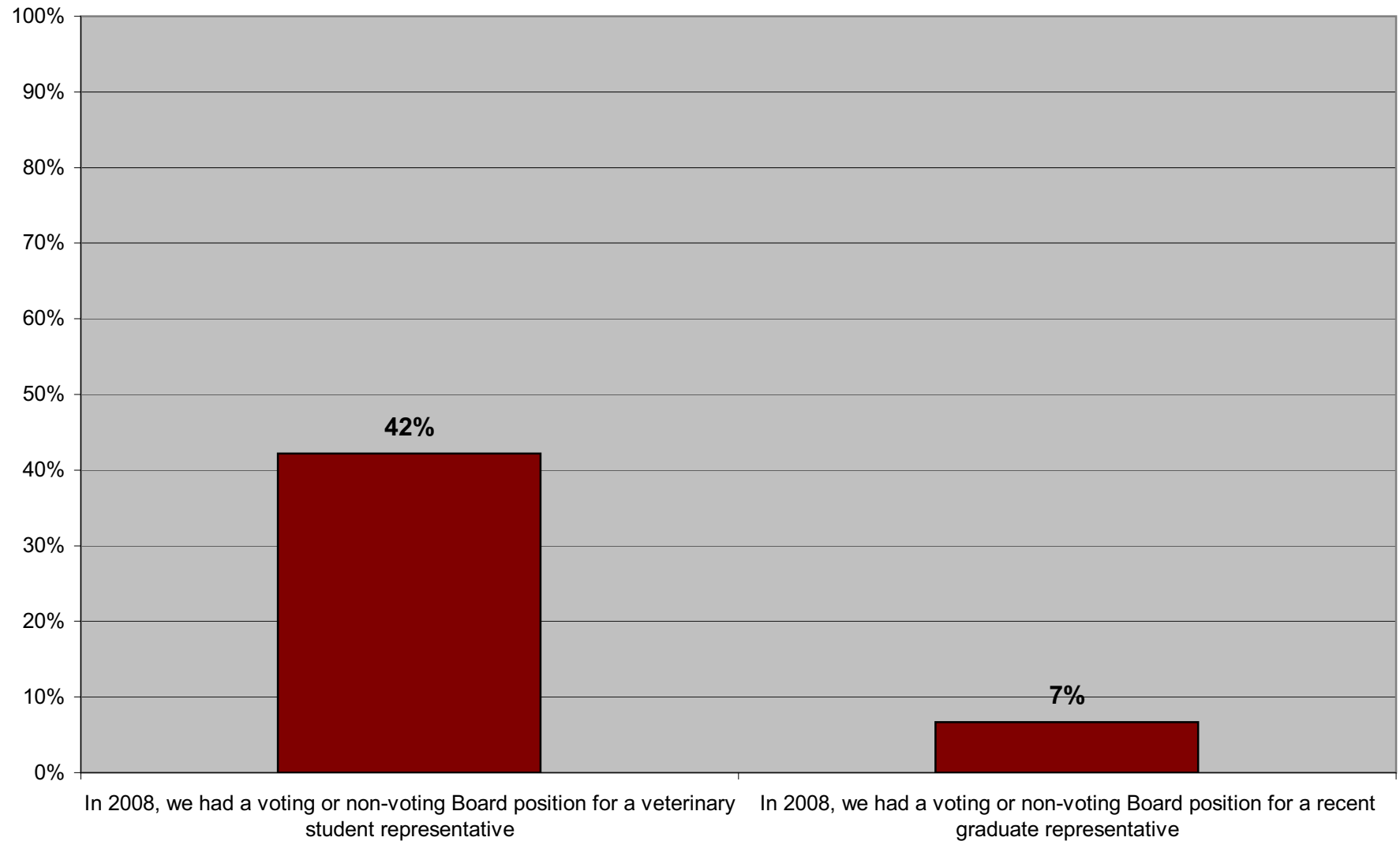
In 2008, the majority of our  
officers/Board members were  
over 35

**96%**

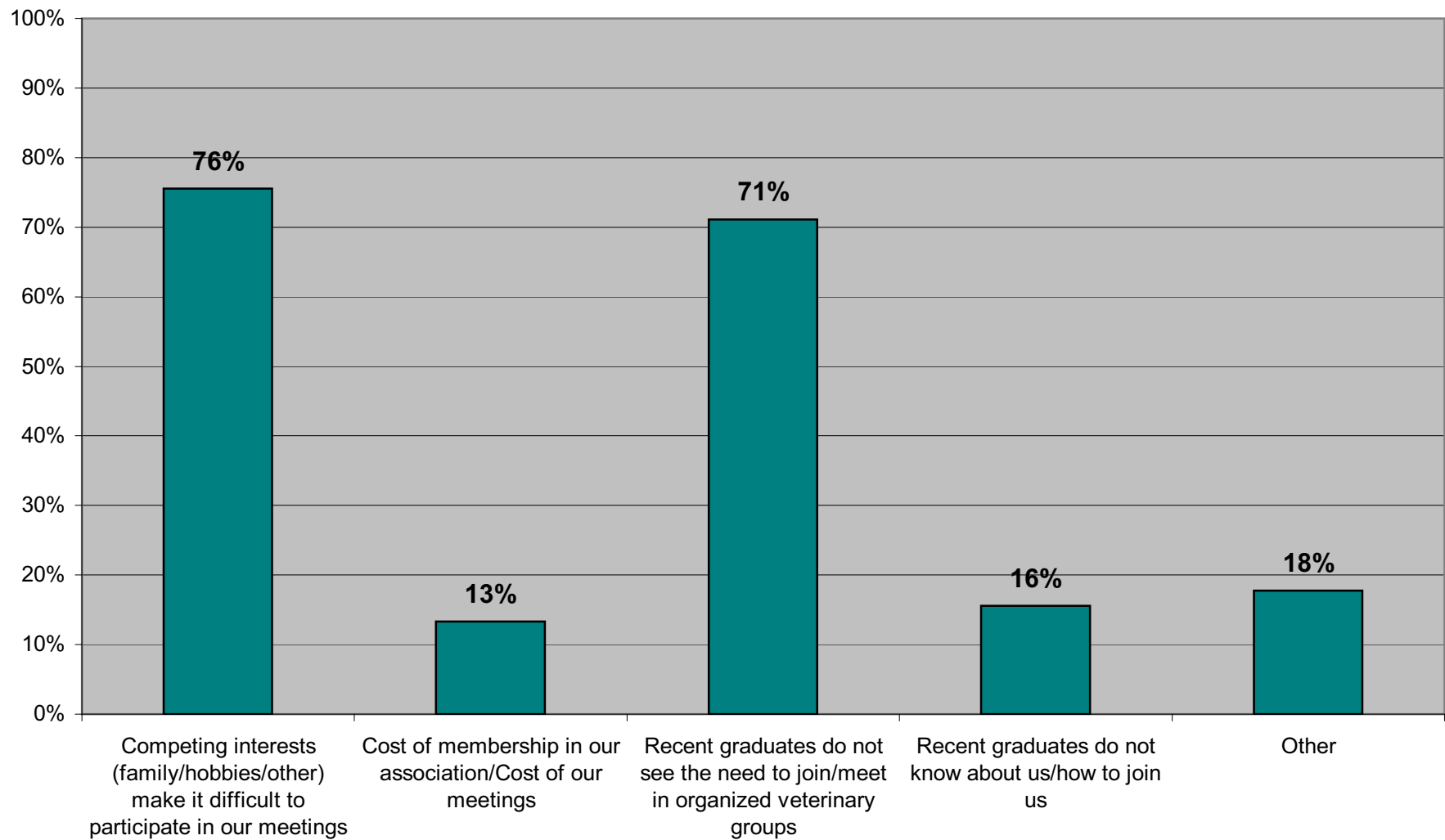
### Please Describe the Demographics of Your Association's Leadership



### Please Describe the Demographics of Your Association's Leadership



**The two main barriers that I believe have to be overcome to attract, engage and retain recent graduates in our association are: (Pick only 2 of the 5)**





**Regarding Veterinary Students - Please describe the projects or activities below, e.g, white coat ceremony (Question 3)**

- Invitations to students to attend board meetings held at the school, CE meetings in their vicinity, comp registration to our annual conference, comp dues to students currently enrolled, maintain a WSVMA speaker's bureau that finds volunteer practitioners to speak to the students on topics of interest to them, helped students start Josh and Friends at their local hospital by purchasing their first 12 sets
- Support our student chapters with members speaking at their meetings, and occasional financial help
- We purchase a white coat for the students and host a special distribution reception and participate as one of the speakers at the ceremony. We participate in orientation - presentation and gift- as well as graduation - administering the oath and sending them a gift certificate for a free registration to our annual convention, a free membership for the remainder of the year, and a keepsake oath card. We also host a Tails from the Trenches happy hour presentation series that is co-hosted by the Veterinary Business Management Association on career paths. We are beginning an e-newsletter monthly and looking into other web 2.0 tools as well. We provide sponsorship of other events too.
- 1. Worked with one student chapter to provide a "miracle of birth" exhibit at state fair. 2. Have just started sponsoring a "proficiency in theriogenology award" at each CVM. 3. Speak to rotation group on the importance of organized veterinary medicine. 4. Provided special lectures for students at annual convention and arranged for travel stipends with a major sponsor. 5. Sponsored private practice veterinarians to speak to student chapters. 6. Provide student chapter grants to help with cost of wet labs or guest lectures.
- 1. White coat ceremony 2. Spoke to rotation groups about organized veterinary medicine
- White coat ceremony, dog olympics, Cowabunga, scholarships
- White Coat Ceremony, Career Fair, Coveralls for Large Animal Students, Welcome Bar-B-Que, support SCAVMA Auction, participate as volunteers for Annual meeting
- White coat, Student BBQ at beginning of year, SCAVMA meetings where we spoke, MVMA organization handbook to first year students, scrubs purchased, scholarships, etc.
- Offer several short courses on equine dentistry, podiatry, and emergency preparedness.
- White Coat Ceremony, President speaks at Honors Convocation, invite UT SCAVMA representative to attend board meetings, pizza party, exhibit at the Pharmacy Day program at the College, exhibit at the UTCVM Annual Conference, assist with marketing programs that the UT SCAVMA Chapter organizes, print articles from the Chapter President in the newsletter
- Orientation, white coat ceremony, tail gate party, State Fair birthing pavilion
- Dorland's Dictionary to First-Years Plumb's Handbook to Second-years Personalized lab smocks to Third-Years Graduation breakfast for Fourth-Years Career fair Support for AVMA-GR intern We have a student liaison committee
- None of the above
- Students are encouraged to attend our annual conference and we solicit their assistance as moderators of sessions. We also visit with students and host informal lunch discussions with a practitioner.
- Our association provides a \$2500 scholarship for one student at each No. American Vet. School/College and provides and expense paid trip for that student to our annual meeting
- White Coat, student representatives, students on OVMA committees, periodic goodwill events on the campus, support of student fundraising projects
- White coat ceremony at ISU
- The NHVMA awards scholarship monies to every veterinary student who is a resident of NH. All are given awards in all 4 years of school at any approved college. No strings attached but with the hope they will return to NH to practice.
- We don't have members or annual meetings per se but have student liaisons to our board meetings.

- I'm going to send you a PowerPoint presentation that I did for VMA Presidents & officers last year that outlines what we do in Michigan and the feedback I received from other states. (Karlene Belyea)
- White Coat Ceremony, financial support for students to attend AVMA, AAEP, & VLE
- White coat ceremony
- Veterinary Leadership Experience- Duplicates the Washington program on a smaller level for the Freshman Class. Career in Veterinary Medicine- Members from all segments of veterinary medicine speak to the students on what attracted them to their specific area of interest in veterinary medicine. Freshman Orientation- Luncheon welcome hosted by FVMA for freshman class and family members. Sophomore Coating Ceremony-Presentation of coats and ophthalmic Lens. Career Fair for Juniors and Seniors during our annual Conference for jobs and externship opportunities. Graduating Senior's Rehearsal Breakfast- Breakfast and welcome to the profession prior to the senior class graduation rehearsal. Champions of Veterinary Medicine- Awarding \$9,000 annually to students in honor of members who have contributed significantly to the veterinary profession.
- We present engraved nameplates (with our logo) to first-year students as they receive their blue lab coats; at that ceremony the CVMA president shares remarks and administers a mock oath. We will be presenting business card holders to the third-year students as they head into fourth-year clinical experience and receive their white coat. We are working on gifts (and touchpoints) for second and fourth-year students. We try to do two issue-oriented presentations, with food as an incentive, to the students each year. We have an active mentoring program coordinated by the students and promoted / managed by the CVMA staff. We have a Send-a-Student scholarship program where practitioners give \$150 to house / register / feed a student at convention and at our two leadership conferences. We provide an operating budget for the student chapter, and budget additional funds for student development activities. We support and publicize fundraisers they undertake.
- Partnered with VBMA on the first "Speed Networking" event, which was held at our convention
- Hired students to make clinic visits promoting the NCVEI benchmarking tool in Missouri
- White coat ceremony-Virginia & Maryland VMA distribute stethoscopes & lapel pins Mentor Program
- Send newsletters to CSU students. Just recently assembled "finals survival kits" to CSU and KSU 1st year students.
- The Iowa VMA does not offer student memberships. We do however provide our monthly newsletter to all students. We also send them our twice monthly email communication. Students have access to the member's only section of our website if they request it.
- Practice Management seminars; casual meeting with students once per year - open agenda

**Regarding Recent Graduates - Within the last 3 years, my association has – Other Comments (Question 4)**

- Solicited (and obtained!) involvement of recent graduates to attend our national AVMA leadership meeting and then serve on our Maine VMA executive board
- We've had a recent grad track at our annual conference.
- We have attempted to organize social events with new grads, but they have repeatedly expressed no interest.
- Beginning a "Young Professionals" series, social gatherings for networking, mentoring, etc.
- Did a recent grad career choice survey Hosted a recent grad seminar designed by them
- Created an appointed position on the Board of Directors for a recent graduate, Created a Young Leaders Advisory Task Force
- The first year out of school the veterinarians received a year complimentary membership. This is discounted for the next couple of years. We have held focus groups to identify interests of recent graduates and are in the process of developing some programs geared for them. We also are developing a "Recent Graduate Guide: A-Z."

- See PowerPoint I'm sending.
- We provide breakfast or lunch to the new graduates on the day they take their state exam.

**The two main barriers that I believe have to be overcome to attract, engage and retain recent graduates in our association are: (Pick only 2 of the 5) Other Comments (Question 8)**

- Difficulty finding residency training locations so that they are more engaged with us as their training and, ultimately, their certifying org.
- Starting salary for equine practice is lower than other species. Also, life balance issues seem to be a barrier for retention; however, doesn't just affect the association membership, but rather whether or not they stay in equine practice.
- Cost is a factor, not because we charge too much, but because of student debt, cost of getting established, starting a family, etc. We have to learn to reach the recent grads in ways that work for them, not the old traditional ways. New communications, shorter, more meaningful engagements.
- Cost is a barrier, especially their third year out when membership dues are "full" dues. We also have not yet identified enough opportunities for belonging and participation for our recent graduates.
- State level politics are viewed as "the old guy's" field/responsibility. Youngsters would rather go to a "sexy" destination for CE and usually can only attend one meeting a year.
- Perceptions of relevance as they start their career.
- The importance/value of organized veterinary medicine is not a recognizable part of the culture in the first practice the recent graduate joins.
- Students are trying to pay off large student loan debt and unless their employers pay their dues they are apathetic toward joining.

**Our most successful program(s) in recruiting, engaging, and retaining new graduates to our association is/are: Please describe: (Question 9)**

- The career path to become a board certified surgeon.
- Our practices encourage ALL their members to join.
- We are seeing increased membership post grad I think because we have spent a lot more time with the students beginning freshman year.
- Student Chapters
- all our student programs
- We have not found that success yet.
- N/A, no programs initiated in past.
- 18 month complimentary membership
- Reduced dues
- Frankly, it's the establishment of a tiered dues structure.
- Unfortunately, we haven't had a recruitment program in the past few years. With the change to new management, we will begin recruiting again this year.
- We offer a clinic membership through which practice owners can purchase a discounted membership for all DVMs in the practice, including recent graduates. That seems to help recent graduates get through the "no money" phase of their careers right after graduation.
- Getting them on-board as students is far and away the most successful strategy we have used. Involvement in committees, good communications keeps them active.
- Do not have a specific program to do this
- That is our ongoing relationship with the College of Veterinary Medicine and interaction with and support of students. It is an overarching effort: from White Coat Ceremony to presenting stethoscopes to a position on the board of directors to organizing speakers at lunch meetings to a summer jobs program.
- Excellent CE programming
- Free membership/ Always get Recent Graduates to attend AVMA Leadership meeting

- Programs we engage with the students
- Sending new licensees a NHVMA brochure and a letter inviting them to join. Free 1st year membership for new grads.
- Talking directly to VBMA or other student groups at the CVM.
- See PowerPoint
- Free membership for veterinarians graduating within one year.
- We invite and cover expenses for a recent graduate to attend the AVMA Leadership Conference, February NVMA Board, AVMA Annual Convention, and our October Board meeting. We have been able to encourage many of these recent graduates to get involved with the association after this experience.
- Giving SAVMA a non-voting seat at the Board meetings
- Consistently engaging student members and developing strong ties to organized veterinary medicine while they are in school.
- Complimentary registration at our annual conference if their current year dues are paid. This is continued for 2 years and then they receive a discounted rate for the following two years.
- We don't have a success story, unfortunately! We have adjusted dues rates for the first three years after graduation, but we have not segmented the market to approach recent graduates in any way that is different from our generic membership marketing effort. It's our fault for not understanding their expectations, articulating the benefits, and directing messages to them.
- Attendance at meetings, exposure at college/ mentors during college years
- Free first year dues
- We have had limited success in engaging new grads in our association. One new grad member agreed to be our new grad liaison but she was not used as effectively as possible.
- When providing breakfast or lunch to the new graduates on the day they take their exam and we plug the NMVMA. Additionally, we offer free membership the first year and 1/2 off the second year.
- 1. Automatic conversion to full association membership upon graduation for student members in good standing at their student chapters 2. Reduced membership dues for recent graduates
- Giving free membership to veterinary students which informs them and involves them in the association at the beginning of their career. They tend to continue to be members after they graduate. A tiered membership dues structure for new graduates eases them into becoming full dues-paying members.
- One on one reporting from employer to association
- Special Student Reception at our meeting; contacting vet schools to make them aware of ARAV

**We have used these methods to quantify the success of programs used to attract recent graduates to join our association: Please describe: (Question 10)**

- We have not experienced a shortage in the number of recent grads who are interested in surgery training programs.
- Special sessions and a committee to review what would appeal to recent graduates. We are working on expanding our dues discounts for the first 5 years out of school (currently only discounted at \$70 for the first 2 years and then jumps up to \$280)
- Tracked membership numbers over the years to compare retention of graduates over time.
- Surveys of attendees
- Website updated/ Have Board representatives contact them.
- Anecdotal
- No methods other than checking against the new licensee lists
- Another failure -- no metrics in place having a membership category for recent graduates.
- We have just charted an increase in new graduate membership.
- Analysis of membership numbers which includes new members, membership renewals, and non renewals
- Audit of clinics once per year, two months prior to dues due in January

**What other thoughts and ideas do you want to share on attracting, engaging, and retaining recent graduates in our associations? Please describe: (Question 11)**

- Reduced registration fees for events, publication subscriptions, etc.
- Our graduates see that their Association officers are themselves fairly recent graduates
- We must make ourselves relevant to new grads via communication, both face to face and electronically. Duty is no longer a reason to support the profession/organization. The organization has to be engaged itself in order to give them a reason to become involved.
- We need to use media that they are familiar with - i.e. we just started Facebook for our student chapter, We are implementing a "Young Professionals" group which will primarily be a social networking function
- Relevance in their terms. Ask them what they want/need and how we can help. Really listen. Don't give up on them. Be patient; expect some lack of interest as competing factors overwhelm them in the early years. Engage them as students and never let go.
- We will be addressing this issue at our strategic planning meeting in 2 weeks.
- Probably have to get active on social networking sites.
- It would help a lot if we could know which DVM recent graduates come from our state, but we were told that we can't get that. And also where our state students attend which schools and again we were told we can't get that because of privacy acts. Is that really true?
- We need to work on events and benefits to attract more new grads. The Leadership Meeting helps to increase interest in our organization.
- Need to reach out to them and make them feel welcome. Many old guard members do not do this--you have to be involved for quite a while before you are made to feel a part of things. I don't think most recent grads can see the point of this when there are more fun and interesting alternatives to how they spend their time.
- Need to make association involvement relevant to them and beneficial.....
- Institute leadership programs for students. In our case specifically for students interested in academic veterinary medicine
- I believe that the importance of organized veterinary medicine needs to be instilled in the students during their educational years at the CVM. That their future and very livelihood depend on their participation on a local and state level.
- Outreach to students before they graduate, increased visibility at meetings to attract new graduates, utilize current communication techniques (Facebook, etc.), provide platforms for participation addressing and identifying new graduates' issues
- Targeting employers and asking them to initiate dues to IVMA as a benefit to new veterinarians to the clinic