



Strengthening Student Recruitment and Retention Strategies for the Long Haul – The World Needs More RTs – Recruitment Ideas

Corporate Incentive Partnerships

- Develop tuition reimbursement programs for AS to BS.
- Target employers to provide funds to encourage continued education/scholarship funding.

Best in Class Lab

- Offer high school open house/lab tour for STEM students; offer hands-on opportunities.
- Recruit at middle and high school – show/touch/feel the lab.
- Schedule interdisciplinary and simulation events- invite students and advisors to attend.

Recruitment as Culture

- Add a QR code on t-shirts that are already branded as Respiratory Therapy.
- Assign recruitment videos – students to complete “find your replacement” as a requirement capstone project.
- Prepare denial letters from other health sciences to reference RT as a new option and follow-up with the potential students who have received those letters.

Ambassadors

- Host career breakfasts or dinners at the college level sponsored by school or college– invite all instructor and students; create and present the “elevator speech” for RT.
- Engage RT students to present to HS students – make sure they all wear (branded) scrubs.
- Collaborate with HS advisors – to teach/demonstrate value of RT as a career for students.
- Use a videographer at events to use on social media including drone footage of college life/campus/student events/labs.
- Don't forget alumni as ambassadors. Leverage stories from alumni, 5-10 years later.
- Offer gift cards to students for recruiting.

Community Collaboration

- Develop summer camps (e.g., STEM, “scrub camp”) for middle school and high school students. Find ways to integrate hands-on RT educational fun sessions for summer camps with students to be involved.
- Tag on social media to leverage return from SM.
- Participate in hospital recruitment events.



Intro to RT as Elective Course

- Offer Intro to Health Sciences (including RT) as a required or elective class for all HS students and include job shadowing.

Evaluate the Application Process

- Create a unified Allied Health Application and allow a “select all” option.
- Flag students who have all the pre-requisites and send an RT recruitment letter.
- Reach out to undeclared/undecided majors.
- Schedule open houses when timing is best – in the spring before application deadlines.
- Strategically place information session around the pre-req science courses and ask science course instructors to help recruit (strategically place means time – right before or right after – and place – use a room in the same building or something very close).
- Work with advising to discuss RT as an option when candidates aren't accepted into nursing program.
- Administer Health Sciences Reasoning Test to identify critical thinking skills among applicants.

Cultivate Relationships

- Present as guest lecturer to anatomy/physiology and biology classes at high school level or in prerequisite science courses.
- Require mandatory information session before the exam.
- Attend high school counselor conventions.
- Develop relationships with college and HS advisors/counselors – inform them about RT in general and about your program specifically.
- Conduct high school classes on anti-vaping.
- Reach out to high school students could include getting parents involvement and support.
- Offer “Tabletop Wednesday” a tool to attract nursing applicants– schedule a “coffee morning” and do educational session on caffeine and impact on neonates.
- Meet with academic advisors to teach about and “sell” RT.
- Spend some time with pre-req science course instructors to inform them about RT, ask for time at beginning of class to “advertise” RT, encourage them to encourage students in their classes to consider RT when they are asked about career options in the sciences.
- Create EMT to RT bridge options.
- Collaborate with AS and BS programs to foster upward mobility.
- Work with other institutions on a degree completion program like the [Flint MI program 1-2-1](#).
- Create relationships with news outlets.
- Add the managers of hospital departments in the loop of student recruitment.

Support from Educational Institution

- Staff a low enrollment admission specialist to assist with recruitment.
- Dedicate counselors/recruiters specifically to RT or allied health sciences.



- Leverage social media – ask college/university to share and post.
- Cultivate relationships with the College/University marketing departments; invite to lab/shadow, etc.
- Connect with the first-year success program and offer RT-focused programming.

Outside the Box

- Identify the barriers that keep RTs from completing their education – and determine solutions.
- Buy lists of non-healthcare licensed professionals (\$25/list) to recruit (e.g., food handlers).
- Teach outside of respiratory therapy (e.g. medical terminology courses) to recruit into the profession.
- Hold an annual E2E Summit – employers and education targeted to grades 9-10. Students select careers they want to hear more about or are assigned to different professions to learn more about them.
- Use infographics with QR codes – students don't read – and video.
- Develop "Stall stories" posted in restrooms to target a captive audience.
- Create a mascot for your program.