

Marketing and Recruiting for AT Programs

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1

Learning Objectives

1 | Principles of Marketing

Describe and apply marketing principles to AT programs.

2 |

Recruitment

Evaluate recruitment and marketing initiatives for AT programs.

3 |

Improving Diversity in AT

Develop strategies to recruit diverse students to AT programs.



2

1 Principles of Marketing

Describe and apply marketing principles to AT programs.



3

1 Principles of Marketing

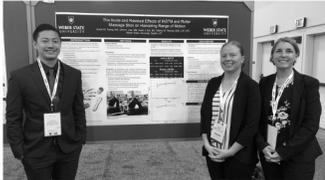
Evaluate your program⁵

1. Product – What makes your program unique? What are your brag points? Is it current and relevant?









4

1 | Principles of Marketing

Cost Matters



2. Price – How affordable is your program? How can you make it more affordable?

- a. Scholarships/Non-resident tuition waivers
 - 1.) Don't call them tuition waivers
 - 2.) Raise funds for scholarships (honor someone if you can't find a donor)
- b. Reduce the number of credits/semesters
- c. 3+2 options
- d. Identify affordable housing for students
- e. Can you accommodate athletes?

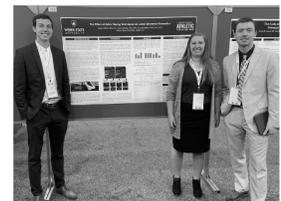


5

1 | Principles of Marketing

Promotion, Place, and Packaging

3. Promotion – evaluate the effectiveness of your messaging
 - a. Which strategies have had the greatest return?
 - b. Which ones should be revised or discontinued?
4. Place – the university which houses your program (and local area)
 - a. What is special about your university?
 - b. Why would students enjoy living in that area?
 - c. Where would students realistically come from?
5. Packaging
 - a. Are your materials visually appealing?
 - b. Also refers to the individuals representing your program?
 - 1) Are they professional? Friendly? Inclusive? Diverse?
 - 2) Need to recruit/hire/retain diverse faculty



6

1 | Principles of Marketing

Positioning and People

6. Positioning – Perception of your program
 - a. What is your program's reputation? How do others talk about your program?
7. People – Everyone associated with your program⁴
 - a. Alumni & Friends – Stay in touch! Guest lectures, feature alumni on social media, alumni parties
 - b. Preceptors – preceptor awards/recognition
 - c. Faculty
 - d. Administrators & Advisory Board
 - e. Students - Don't misrepresent the diversity of your program



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7

1 | Principles of Marketing

“Your brand is what other people say about you when you're not in the room.”

-Jeff Bezos



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8



2 | Recruitment

Evaluate recruitment and marketing initiatives for AT programs.

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9



2 | Recruitment

www.enrollhereplease.org

Your Website – Top Priority!

- Website updates – FREE!
 - What is the purpose of your website?
 - Information for current students or prospective students?
 - Consider a Canvas/Blackboard site for current students
 - **How easy is it to navigate?**
- Do you have an FAQ page?
- Do the websites of feeder programs on campus (or at other universities) mention AT as a graduate program?
- How old are your photos – take lots of new, good photos!
(Students can help with this too)

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10

2 | Recruitment

Marketing Ideas – general awareness

- Sideline tent (\$6K)
- Bus ads (\$1-3K)
- Ads in student newspaper (very affordable)
- Movie Theatre ads (\$3K)
- Student Planner ad (\$1K)

Sideline Tent - \$6K



Student Newspaper ½ page ad - \$115



Bus ad - \$3200 (3-6 months)




11

2 | Recruitment

Marketing Ideas – general awareness

- Billboards
 - Save money by using BLIP
 - <https://www.blipbillboards.com/>

MSAT Billboards Oct. 2023



Designs 1 2

ASAP - Nov 1, 2023

Total Spend: \$623.38

6,192 Total Blips	3,369 This Week	912 Yesterday
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12

2 | Recruitment

Marketing Ideas – general awareness



- Social media presence – FREE!
- Must post often
- Posts about your students, alumni, your sports teams, NATA, interesting research, your university, your city, faculty, staff, preceptors, etc.
- Posters sent to local ATs (\$1/poster)
- Join WFATT as an institutional member - \$150






13

2 | Recruitment

Marketing Ideas – targeted marketing

- Brochures for each university you market to
- Marketing materials for different countries/languages
- Guest lectures/recruiting on different campuses - \$-\$\$\$
 - Free over Zoom
- Guest lectures for intro classes on campus – Free!





MASTERS OF SCIENCE IN ATHLETIC TRAINING / 선수트레이닝 석사 학위

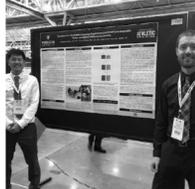
本校のプログラムについて

Earn your **Master's Degree in Athletic Training** at Weber State University! This program has been accredited by the Commission on Accreditation of Athletic Training Education (CAATE) since 2010.

The program provides students with knowledge and skills in the prevention, evaluation, treatment, manual therapy, and rehabilitation of musculoskeletal injuries and general medical conditions. Students will complete a variety of clinical rotations with Division I WSU athletics teams, high school athletics, sports medicine/physical therapy clinics, and physician's offices. There will also be many opportunities for experience with professional soccer and rugby, marathons, triathlons, semi-pro hockey games, and rodeos, just to name a few.

Weber State University (WSU)에서 Athletic Training (선수트레이닝) 석사 학위 (MSAT)를 취득하세요! 이 프로그램은 2010년부터 Commission on Accreditation of Athletic Training Education (CAATE)에 의해 인증되었습니다.

이 프로그램은 학생들에게 근골격계 부상 및 일반적인 의학적 상태의 예방, 평가, 치료, 도수치료 및 재활에 관한 지식과 기술을 제공합니다. 학생들은 WSU DIVISION I 선수부, 고등학교 선수부, 스포츠의학/물리치료 클리닉, 그리고 의사 사무실들을 통해 다양한 임상 근무 (clinical rotation)을 완료합니다. 또한 프로 축구와 럭비, 마라톤, 트라이애슬론, 세미프로 하키 경기 및 rodeo에 대한 경험의 기회가 있을 것입니다.



14

welcome
Winston-Salem State Students

At Weber State University we want to make your dreams a reality, and we know that the reality of the situation involves the cost. Luckily, WSU is nationally known for our low-cost tuition & fees, and was named one of Forbes' Best Value Colleges of 2019.

Additionally, our MSAT program offers non-resident scholarships and your acceptance into the program makes you an eligible candidate. This scholarship is typically \$1.1Ks per academic year, so you can focus less on the cost of tuition and fees and more on the mountains of opportunities!

Learn more at weber.edu/msat/scholarships.

Master of Science in Athletic Training

Connect with us *today!*

Reed K Swenson Building, Rm 223
3992 Central Campus Drive
Ogden, UT 84408-3504

801-626-7389

msat@weber.edu

weber.edu/msat
Facebook & Instagram
[@weberstateMSAT](https://www.instagram.com/weberstateMSAT)

Our vision

The Department of Athletic Training aims to enhance Weber State University's dual mission approach by combining evidence based practices and education with community based interventions and experience. You will graduate feeling prepared to exercise sound clinical judgment, achieve satisfying careers and make positive contributions to your community. Together, WE ARE WEBER!

Your degree

In the past 4 years 100% of our MSAT graduates have passed the Board of Certification (BOC) examination! As an Athletic Trainer, you have the opportunity to be employed in a wide range of healthcare settings, including: professional sports, colleges and universities, public and private high schools, rehabilitation clinics, industrial settings (Boeing, Amazon), orthopedic clinics, military and hospital settings.

Mountains of OPPORTUNITY

@wsu Ogden

DEW TOUR

Through our clinical rotations you'll experience the diverse occupational settings of Athletic Training, while creating opportunities that meet your career goals.

Our graduates challenge their knowledge by participating in hands on activities, including extreme sports such as the Dew Tour & Nitro World Games.

You'll receive a solid foundation in research and application at national conferences and research publications, preparing you to be a better consumer and contributor to the body of knowledge in Athletic Training.

Prerequisite Summary
(Winston-Salem State to WSU)

<p>Listed are the Winston-Salem State courses you'll need for our MSAT program.</p> <ul style="list-style-type: none"> • EXS 3306—HAS 3150 • HED 2301—NUTR 1020 • EXS 3315—ESS 3500 • EXS 3321/3121—ESS 3510 	<ul style="list-style-type: none"> • BIO 2311/2111—ZOO 2100 • BIO 2312/2112—ZOO 2200 • CHE 1311—CHEM 1010 • BIO 1301—ZOO 1010 • PHY 1321—PHYS 1010 • BIO 1301—ZOO 1010 • PSY 1301—PSY 1010
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Winston-Salem State — Weber State

Put you!

University Master of Training (MSAT) degree is successful in the diverse and interprofessional field of Athletic Training!

Our MSAT program is accredited by the Commission on Accreditation of Athletic Training Education (CAATE), which assures academic excellence of AT Education.

With our program you'll learn the knowledge and skills in prevention, evaluation, treatment and the rehabilitation of musculoskeletal injuries and general medical conditions. Upon completion, students will become eligible to take the Board of Certification (BOC) examination and earn their ATC credential.

Our MSAT program is specifically designed for those who possess a bachelor's degree in a related allied health or exercise science area. However, students with a bachelor's degree in any field can enter the program after completing the required prerequisite coursework.



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15

2

Recruitment

Marketing Ideas – targeted marketing

- Facebook/social media ads
 - Very affordable for local marketing (\$5/day)
 - Cost can vary and depends on size of area and targeting efforts
- Graduate Fairs – can get pricey (avoid online grad fairs)
- Concurrent/Dual Enrollment (CTE) Courses – might make money for you... (Intro to Sports Medicine, FA/CPR)
 - Add a module about the profession, your program, and your university
- Brochures targeting HS guidance counselors
 - In Spanish and English if relevant in your area
- Career Days at high schools/colleges – Free!
 - Have an activity and get your students involved





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16

2 | Recruitment

Digital Ads - Geotargeting

- Cost varies widely (\$2-20K)
- Identified Exercise Science-type programs in bordering states
- Searched course schedule to determine which building classes were in
- Identified longitude/latitude of building with Google maps
- Anyone walking in the building received our ad.



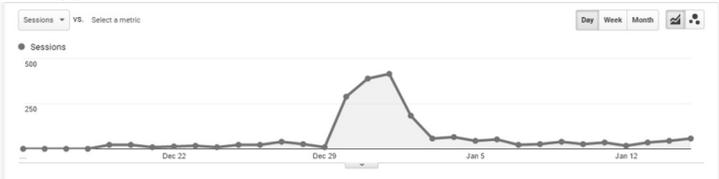
WSU – MSAT

December 2016 – January 2017

From December 15, 2016 through January 15, 2017 UDS ran an email and display campaign. The UDS campaign delivered the following traffic to Weber State University MSAT website pages.

- Sessions: 2,000
- New Users: 1,852
- Bounce rate: 56.65%
- Average Pages / Session: 1.99
- Average Session Duration: 1 minute 19 seconds
- Goal completions: 885 (Goal completions are time on site >3 min, pages per visit >3, view pdf (tuition, fees, scholarships))





17

2 | Recruitment

Other Marketing Ideas

- Booths at campus events (Health Fairs, Block Party, Spring Carnival, etc.) – Usually FREE!
 - Get your students involved!
- Use National AT Month to have your students promote the profession AND your program! – Free!
 - Social Media posts
 - TikTok Videos
 - Public Service announcements
- Develop an undergraduate program that feeds into your master’s degree (or a pre-AT track in another program)







18

2 | Recruitment

Other Marketing Ideas

- Advertise through the NATA and/or ACSM
 - \$2-3K/3-month banner ad
- Articulation agreements with other universities
 - FREE!
- Respond quickly and kindly to inquiries – Free!
- IPE! – Free!
 - And, you need to do it anyway!
 - Take a minute at the beginning to educate other students on the AT profession and your program



With a 100% certification rate in athletic training and up to \$10,700 per year in out-of-state scholarships, your Master of Science in Athletic Training degree is waiting right here at Weber State.

IPE!



2 | Recruitment

Swag

- Can get expensive – shop around
- Don't give something to everyone who walks by or is in a class presentation – make them earn it
- Get some swag from your college/division to give away
- Check with athletics for leftover swag
- Consider something that makes them think AT, or at least medical
- Avoid swag that will end up in the trash
- Be inclusive & thoughtful



2 | Recruitment

Funding your marketing efforts



- Funding from your Dean – benchmark what other programs receive
- Work directly with your university's marketing department
 - Press Releases
 - Display materials you can borrow
- Recycle content/layouts from other graduate programs on campus
- Differential Tuition
- Student help – tours, staffing tables, take photos, etc.
- Nominate your students, faculty, and preceptors for awards
- Student award nomination that resulted in a university commercial & billboard
 - <https://youtu.be/3yhyrQ1GzT8>



21

3 | Improving Diversity in AT

Develop strategies to recruit diverse students to AT programs.



22

3 | Increasing Diversity

The AT profession demographics do not mirror the U.S. population

- As of Oct. 2023, ~18% of all certified ATs were diverse (non-white)
 - ~32% of AT students are diverse
 - NATA Membership database, accessed Nov. 2023
- In the U.S., ~41% of people are diverse (non-white)

Every member of the AT Strategic Alliance has made Equity, Diversity, and Inclusion a priority, but the work has just begun.



23

3 | Increasing Diversity

AT student demographics do not mirror the U.S. population



- 59% of the U.S. population is white
- 76% of undergraduate AT students are white
- 72.4% of master's degree students are white
 - CAATE Analytics report 2019-2020

Must increase the number of diverse students in AT programs to increase the diversity of the profession.¹



24

Nearly 100 Historically Black Colleges and Universities (HBCUs) are recognized by the Department of Higher Education



1st was Cheyney University of PA (in 1837)

"...any historically black college or university that was established prior to 1964, whose principal mission was, and is, the education of black Americans, and that is accredited by a nationally recognized accrediting agency..."²

"HBCU graduates are leaders in every field and include barrier-breaking public servants, scientists, artists, lawyers, engineers, educators, and business owners... disparities in resources and opportunities for HBCUs and their students persist, and the COVID-19 pandemic has highlighted continuing and new challenges for HBCUs."³

25

3 | Increasing Diversity

HBCUs prepare a large percentage of African American college graduates^{5,6}

- 20-25% of BS degrees in STEM
- 50% of African American female STEM PhDs
- 70% of African American medical and dental degrees
- 18% of African American BS degrees in Nursing



- Only about 10% of health professionals belong to racial/ethnic minority groups⁷
- Currently only one CAATE-accredited professional program at an HBCU (Bethune-Cookman University in Florida)

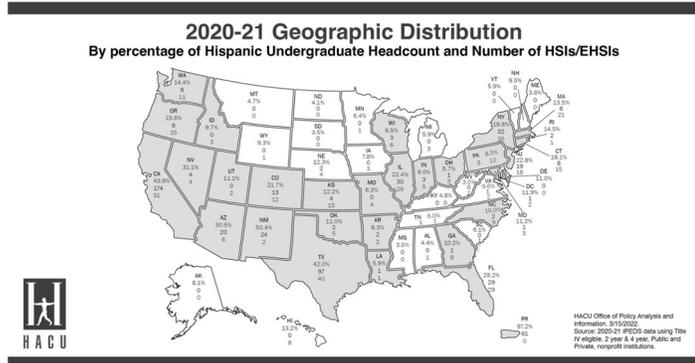


26

3 | Increasing Diversity

Hispanic-Serving Institutions

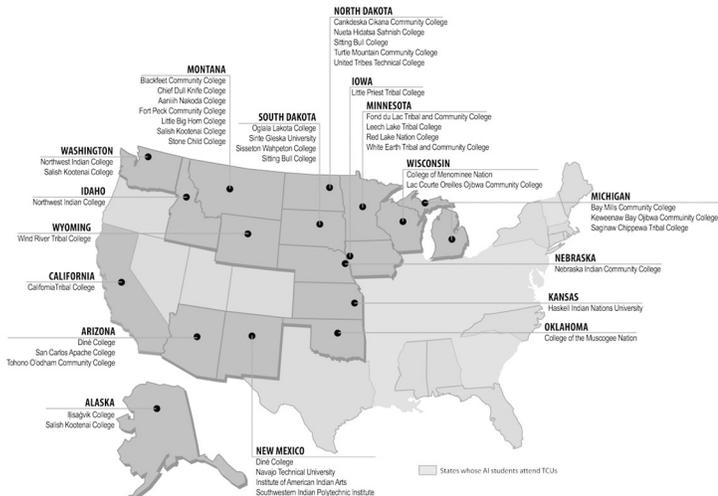
- Accredited public or private nonprofit institution of higher education
- At least 25% of the undergraduate students are Hispanic or Latino FTE
- 559 total HSIs in the US
 - 234 2-year institutions
 - 325 4-year institutions



3 | Increasing Diversity

Tribal Colleges and Universities

- Accredited public or private nonprofit institution of higher education
- Primarily in the Midwest and Southwest
- 38 TCUs in the US
 - Offer associate's, bachelor's, and master's degrees



3 | Recruitment

Marketing efforts should intentionally target diverse students

- Build mutually-beneficial relationships trust with HBCUs, HSIs, and Tribal Colleges and University
 - Guest lectures on both campuses
 - Invite faculty/staff to sit on your advisory boards
 - Develop articulation agreements – remove barriers for students
 - No GRE; 3+2; Flexibility for students who need to work
 - Financial Aid Office – who specializes in grad students?
 - For International students – observation hours
 - Respect the quality of the undergraduate education received
 - Establish that your institution and program are inclusive, supportive learning environments⁵



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29

3 | Increasing Diversity

Student Retention

- Have returning students serve as mentors to new students
 - Reach out before they arrive on campus to answer questions/give tips
- Communicate with students regularly after admission
 - Parking permits, housing, how to register, drug tests, background checks, immunization requirements, orientation schedule, how to get a job on campus, what kinds of clothes to buy, etc.

Resources!

- Connect students with resources on campus
 - Mental Health resources
 - Laptop/hotspot loans
 - Writing Center/Support
 - Computing Support
 - Student Health Center
 - Student Food Pantry
 - Childcare
 - Diversity Center/Support
 - Disability Services



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30

Conclusions

- Determine what makes your program unique and how to convey that message to prospective students
- Marketing efforts should be intentional to target specific groups with a specific message.
- Be intentional about tailoring recruiting strategies to attract and retain diverse students to your program



31

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32

Thank you!

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