

**MEETING/CONFERENCE CALL: (FS)² RECRUITMENT PLANNING
AGENDA**



To: Dale Hamel, Linda Vaden-Goad, Rita Colucci, Ralph Eddy,
David Ludwig, Cara Ebbeling, Eric Gustafson

Cc: John Santoro, Brad Medeiros

From: Pat Luoto, Gloria Klein

Date: March 17, 2015

Subject: Conference Call Agenda: (FS)² Recruitment

Meeting Date Wednesday, March 18, 2015

Meeting Time 11:00 AM – 12:00 PM

Meeting Location President’s Conference Room II, Dwight Hall/Athletic Center

Dial-in Number 1 (617) 919-7999

Meeting ID 4070

AGENDA

1. Report on recruitment numbers

Screening and Enrollment as of Tuesday, March 17, 2015

Study Event	Cohort 1	Cohort 2	Cohort 3
	N	N	N
Telephone Screening	250	87	
Information Visit	89	22	
Screening Visit (<i>Screening Consent</i>)	61	12	
Baseline Assessment (<i>Informed Consent</i>)	43		
Started Intervention	42		
Post-Weight Loss Assessment			
A	17		
B	9		
Randomized	26		
Week 10 Assessment			
A	16		
B	9		
Week 20 Assessment			
A	N/A		
B	N/A		

*N = number of subjects completing each Study Event
50/87 (57%) ineligible by screening (19=BMI <25; 7=Medication use; 7=No visit; 5=Declined)*

2. Cohort 2 recruitment

a. Events

- i. Completed 10 recruitment events; 3 events included menu tastings

- ii. Nine (9) events scheduled between the end of March and early May, including an all-campus (FS)² Celebration on Monday, April 27th
- b. Media Strategies
 - i. Hard copy study advertisements in place across campus in student center, academic buildings, and residence halls, Toilet Times
 - ii. Electronic study advertisements appearing on-line on Campus Currents, FSU Web site, community pages (Facebook)
 - iii. Targeted email messages from FSU to campus departments and offices, and specific student groups (“Rising Sophomores”; enrolled graduate students)
- c. New recruitment strategies
 - i. Letter from the President
 - ii. Linking (FS)² participation with newly developed co-curricular transcript
 - iii. Opening recruitment to community-based participants
 - 1. Linked to campus – spouse/partner of staff/faculty/student; alumni association; individuals who have taken certificate or continuing education courses; FSU Neighbors
 - 2. Outside campus – members of the larger Framingham community; Corporate partners; Taste of Metrowest

3. **Considerations of community-based recruitment**

- a. How to recruit
- b. On campus dining and meal pick-up requirements
- c. Parking
- d. Campus security concerns
- e. FSU liability and risk

4. **ACTION ITEMS and NEXT STEPS**

- a. Create message targeted at spouses/partners of faculty, staff, and students
 - b. Create message targeted at students enrolled in graduate programs
 - c. Create message and study flyer for
 - i. FSU Neighbors
 - ii. Alumni Association (MA)
 - iii. Continuing Education students
 - d. Investigate other methods for participant recruitment (newspaper, church bulletins, etc.)
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