

RECRUITMENT WORK GROUP MEETING AGENDA



To: Recruitment Work Group
From: Pat Luoto, Gloria Klein
Date: October 23, 2014
Subject: Meeting Agenda

Meeting Date Monday, October 27, 2014
Meeting Time 11:30 AM – 12:30 PM
Meeting Location Archives Room, Library

AGENDA

1. Lessons learned from Cohort 1

Review of recruitment strategies and overall recruitment success (Attachment)
What worked well, what fizzled, what gave us the biggest return on investment?

Cohort 1 Numbers through Thursday, October 23rd, 2014

Study Event	N
Telephone Screening	250
Information Visit	89
Screening Visit (<i>Screening Consent</i>)	61
Baseline Assessment (<i>Informed Consent</i>)	43
Started Intervention	42
Post-Weight Loss Assessment	N/A
Randomized	N/A
Week 10 Assessment	N/A
Week 20 Assessment	N/A

Current status: 32 active subjects with 11 withdrawals

- 1 Increased metabolic needs secondary to broken clavicle
- 1 Pregnancy
- 4 Time commitment
- 5 Slow rate of weight loss (non-adherence, food preference issues)

2. New recruitment strategies

- a. Study Ambassadors (successful subjects endorsing the study and encouraging participation)
 - i. How do we determine who will make a good Ambassador? Can we get representation from students and faculty/staff?
 - ii. How do we approach him/her?
 - iii. Do we need to compensate them?

- b. Study Dinner
 - i. Provide samples of study foods vs. full meal, all diets vs. only one
 - ii. Show sample menus, food lists
 - iii. Resident students with Meal Plan swipe FSU ID, would study pay for non-resident students, staff, and faculty?
 - iv. Other considerations
 - c. Additional marketing/recruitment strategies
3. Current plans for Cohort 2
- a. Information Sessions with study presentation from Cara Ebbeling
 - i. Monday, January 26, 7:00 pm to 9:00 pm Student/Parent, Dwight DPAC
 - ii. Wednesday, February 4, 1:30 to 2:30 Student, Alumni Room, McCarthy CC
 - iii. Friday, February 30, 12:30 to 2:00 Faculty/Staff, Alumni Room, McCarthy CC – provide lunch?
 - b. Information Tables in the McCarthy CC Main Lobby
 - i. December 4, 11:30 to 1:30 pm
 - ii. February 24, 11:30 to 1:30 pm
 - iii. March 25, 11:30 to 1:30 pm
 - c. Give-away and raffle ideas
4. Strategies for enhancing subject retention



Framingham State Food Study (FS)² Recruitment Strategies

Face to Face:

Food and Nutrition Faculty meeting, November 2013

- Requested faculty help with student focus group participation

Conducted 4 Focus Groups:

- Student: December 13th and February 3rd (cancelled 2 scheduled groups due to lack of registration). Student participants were given \$25 gift card from BCH.
- Faculty/staff: December 17th and January 17th. Lunch provided.

Resident Assistants meeting, January 2014

Nutrition Networking Club, Monday, February 10th, 1:30 pm

Chairs Meeting, Monday, February 10th

Information Sessions (T-shirts)

- Monday, February 24th, 7:00 – 9:00 pm, Students and Parents
- Friday, February 28th, 1:30 – 2:30 pm, Faculty, staff, and students
- Ruffled two mini-ipads; open to all attendees

Gatepost articles on project

Information Tables

- Campus Center lobby, Friday, March 14th and Friday, March 28th, T-shirts
- Nutrition Fair, Marketplace: Tuesday, April 8th (T-shirts)
- Dining Commons, Thursday, April 10th, 5:00 pm to 7:00 pm (give-aways and shirts)
- Marketplace, Thursday, April 17th 11:00 am to 1:30 pm (new give-aways and shirts)
- Dining Commons, Thursday, April 17th, 5:00 pm to 7:00 pm (give-aways and shirts)
- Dining Commons, Wednesday, April 23rd, 5:00 to 7:00 pm (give-aways)
- Faculty Staff Dining Room, Friday, April 25th, 11:30 to 1:30 pm (give-aways)
- Marketplace, Monday, April 28th, 11:00 am to 1:00 pm (give-aways)
- Dining Commons, Monday, April 28th, 5:00 to 7:00 pm (give-aways)
- Transfer Student Fair, Thursday, May 29th, 8:30 – 10:00 am (give-aways)

Print:

Posters advertising Information Sessions, week of February 17th

- Poster in McCarthy Center lobby
- Posters distributed around campus including all residence halls
- Table tents in Campus Dining (all sites)

Recruitment advertising:

- Posters distributed around campus including all residence halls
- Poster in McCarthy Center lobby
- Table tents in Campus Dining (all sites): March and April

Toilet Times, March and April



Gatepost Ads for recruitment

- February 21, half page ad; April 4 and 11: full page color

Post cards printed

- Mailed to faculty, staff, returning students, transfer students in May
- Handed-out at Professional Development Day in May

Email and digital:

Email/letter sent to students from Dr. Conley, week of February 17th

Email/letter sent to faculty/staff from Pat and Marian, week of February 17th. Requested faculty to encourage participation at Information Sessions

Campus digital billboard: advertised Information Sessions, week of February 24th

Email blast to students from Dr. Conley, April 22nd (email written based upon Focus Group feedback)

Email blast to faculty/staff from Dr. Vaden-Goad (and Luoto), April 22nd (email written based upon Focus Group feedback)

Social Media:

Campus Currents, Information Sessions, February 18th and 25th

Campus Currents, recruitment story, continuing

FSU Webpage—lead story

Information Sessions and Recruitment communicated via FSU's Facebook and Twitter pages