

Ideas for Involvement— How Your Institution Can Participate in AspiringDocs.org

All AAMC member institutions can help advance AspiringDocs.org by getting the word out about this important campaign and the need for more African American, Hispanic/Latino, and Native American physicians. Following are some suggested activities that your institution may want to consider:

Promote AspiringDocs.org

- **Add an AspiringDocs.org Web ad to your medical school's Web site.** And, if your institution is affiliated with an undergraduate university or college, encourage that institution to include an AspiringDocs.org Web ad on their site as well. The campaign's Web ads and instructions for using them are available on the enclosed CD.
- **Place AspiringDocs.org print advertisements** in your institution's undergraduate student newspaper, alumni publication, and medical school newsletter. Copies of the ads, including one specially created to promote career fairs, are included on the enclosed CD, as well as guidelines for using them.
- **Display AspiringDocs.org posters** in student and multicultural centers, as well as career and health advising offices. The high-resolution ad files on the enclosed CD can be easily sized as posters.
- **Share information about the campaign with diversity affairs offices and pre-health advisors** at your local undergraduate colleges and universities. Encourage them to share the campaign overview flyer with their freshman and sophomore students. The enclosed CD contains all of the campaign's fact sheets, should you would like to produce additional copies.
- **Meet with your campus and local college and university officials about AspiringDocs.org** and the need for more diversity in medicine. A script and accompanying PowerPoint presentation are available on the enclosed CD.

Encourage Students to Become Part of AspiringDocs.org's Online Community

- **Encourage undergraduate students** on your campus, and on campuses with which your institution has an affiliation, to register with AspiringDocs.org.

- **Include information about AspiringDocs.org's online community** in information you send to prospective applicants and summer program participants.
- **Make AspiringDocs.org part of your**, or your local undergraduate institution's, **next medical school career fair** or other recruitment event. Consider setting up at the event an AspiringDocs.org table with computer access so students can explore the site.
 - Provide bookmarks as giveaways (a bulk order form to receive **free additional** bookmarks is on the enclosed CD) and use the materials in this packet as handouts to introduce interested students to the Web site.
 - Distribute copies of the Web Site Overview on the enclosed on the enclosed CD.
 - Encourage students at the event to register for the site. If you collect student names and e-mails as part of your outreach, send them to the AAMC's AspiringDocs.org campaign manager, Amy Addams, aaddams@aamc.org. Students will receive follow-up e-mails encouraging them to register for the site and join the online community.

Raise Awareness of the Need for More Diversity in Medicine

- **Hold an editorial board briefing** with your local and affiliated undergraduate campus newspapers to tell them about AspiringDocs.org and the critical need for greater diversity in medicine. The campaign's presentation script and fact sheets may be helpful resources.
- **Reach out to your local media** and encourage them to write stories about the need for more diversity in medicine and the campaign.

Learn More About the Minority Applicant Pool

- **Consult the AAMC Applicant Yield Database** and get specific information about undergraduate institutions' medical school applicant yield, the number of BS/BA degrees awarded by gender, race and ethnicity and primary academic major and a snapshot of undergraduate institutions' enrollment. A fact sheet describing this database is enclosed.
- **Request a Multiple Institution Yield Report** and get answers to your questions about the local, regional and national applicant pool to inform your recruitment strategies.

Stay Connected with the AspiringDocs.org Campaign

- **Join the AspiringDocs.org listserve.** Stay informed about the latest campaign activities and its new resources. To subscribe, please send an e-mail to majordomo@aamcinfo.aamc.org, leaving the subject line blank. In the body of the message, write "subscribe aspiringdocs@aamcinfo.aamc.org <your email address>".
- **Let us know how you and your institutions are participating in the AspiringDocs.org campaign** by completing the included AspiringDocs.org feedback form or by contacting Amy Addams, campaign coordinator, at aadams@aamc.org or (202) 828-0531.

Thank you for your ongoing support of this important initiative.