

Getting the Word Out at Your School

How do you locally disseminate OSR information?

Mass email

- By far, the majority of schools use email as their main method of information dissemination.
- Most used one or two other modes of getting the word out in addition to email.
- Some schools use mass email for “pressing” or “urgent” information only and communicate “standard” updates or information another way.
- Some reps forward emails to specific student groups (or leaders of those groups) who may be interested in the particular topic of that email.
- Some reps similarly forward class-specific information to just one class at a time (M1-M4).
- It is particularly helpful to email out the topics that will be discussed at regional and national meetings asking for student input prior to attendance. An email summary of the meeting can be sent out after reps return home.

Updates at student government meetings

- Most reps are included in their student government. Many give written as well as oral OSR reports monthly.
- It is particularly important to report after regional and national conferences.
- Some reps are given voting privileges within their student government.
- At some schools, reps are class officers who present at monthly class officer meetings.

Updates at student council meetings

- This is done in similar fashion as with the student government meetings
- Some reps meet as frequently as twice a week!
- At some schools, medical student association meetings are the outlet for OSR information dissemination.

Class announcement

- Some reps make pertinent OSR announcements in conjunction with lectures, class meetings, or other student gatherings.

Posters

- Hanging posters in hallways, medical education buildings, and in student lounges can be a creative way to spread the word.

Newsletters

- Some reps include OSR articles in school newspapers, journals, or other publications.
- Reps may also distribute the OSR Newsletter (or the link to it from the OSR Homepage).

Deans & Administrators

- Some reps are strongly encouraged to meet with their Deans, administrators, and faculty members about AAMC-OSR affairs, particularly after regional and national meetings.
- Some prepare written reports, email, and/or meet in person.

Lunch presentations

- Similar to other med student groups, some reps have found lunch meetings particularly useful in spreading AAMC-OSR information.
- It always helps to provide some free food, snacks or other incentives to encourage attendance. One school hosts a P&J lunch that is fun and inexpensive.

- Some reps piggyback on lunchtime meetings held by other groups and give their updates to the crowd either before or after in a joint presentation.

Mailings in school mailboxes

- Written OSR correspondence is easily distributed to student mailboxes, which are usually located on campus or in a medical education building.
- Pamphlets, fliers, and specific postings (such as the Humanism in Medicine Award nominations) are frequently distributed.

Student assembly meetings

- Some schools pre-arrange large student meetings during which OSR reps can make announcements.

Word of mouth

- You can't beat the good old-fashioned gossip chain!
- Talking up OSR activities, projects and initiatives is surprisingly effective—especially when reps are enthusiastic about what they do!

OSR bulletin board

- Some reps regularly post information on designated boards in their medical school common areas.

Local OSR website

- One ambitious rep is reported to have created an OSR website!

OSR Working Group

- It is particularly helpful to gather a local pod of students who are interested in AAMC-OSR. Working groups may take the form of local OSR reps that get together on a regular basis, reps from different schools who work together on a particular project or groups of non-rep students who join in on local OSR ventures.

College of Medicine Web Board

- This is an intranet-based tool (password protected) that is designed locally through the IT department. It allows student groups to post and maintain information under an OSR link.

Haven't found a good way yet?

We're working on it! Please email the National Delegate for Communications if you have any comments or suggestions to share!