

# Improving Your Careers in Medicine Program

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# Overview of Session

- Career Planning in Medical Schools: Findings
- Case Study: University of Michigan
- Improving your program: 5 steps for success

# Career Planning in Medical Schools: LCME Findings

- The LCME standard: Academic and Career Counseling.
  - The system of academic advising for students must integrate the efforts of faculty members, course directors, and student affairs officers with the school's counseling and tutorial services.
  - There must be a system to assist students in career choice and application to residency programs, and to guide students in choosing elective courses.

# Career Planning in Medical Schools: LCME Anecdotal Information

- Not a top 10 issue, but small number of schools (perhaps 10%-15%) do not comply
- Inadequate access of students to faculty and physicians within specialties and across spectrum of specialties
- Timing
  - Want it early on in the curriculum
  - More balance across the four years
- Access to people beyond primary care and access to clinical experiences in other specialties early enough to get letters of recommendation
- More involvement from faculty advisors

# GQ Results: Student Satisfaction

<b>Service</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Assessment	2.7	2.7	2.6	2.6
Specialty information	2.8	2.7	2.7	2.6
Availability of Personnel	2.8	2.7	2.7	2.6
<b>Overall Satisfaction</b>	<b>N/A</b>	<b>2.7</b>	<b>2.7</b>	<b>2.6</b>

**Note: Lower is better!**  
*Range of 1 (Very Satisfied) to 5 (Very Dissatisfied)*

# GQ Results: Student Satisfaction

<i>Service Area</i>	<i>Low</i>	<i>High</i>
Administration	1.9	2.4
Student Support	1.9	2.4
<i>Career Planning</i>	2.6	2.6
Student Health	2.1	3.0
Other Services	1.9	2.5
<b><i>All Services</i></b>	<b>1.9</b>	<b>3.0</b>
<i>Note: Lower is better!</i>		
Range of 1 (Very Satisfied) to 5 (Very Dissatisfied)		

# Liaison Survey: What Schools Do

<i>Services Provided</i>	<i>2003 (N=86)</i>	<i>2004 (N=87)</i>
CiM Workshops	47.70%	56.00%
CiM Student Manual	69.80%	76.20%
CiM Web Site	79.10%	90.50%
Individual Career advising	93.00%	96.40%

# Liaison Survey: Barriers

<i>Barriers To Successful Program Implementation</i>	<b>2003 (N=86)</b>	<b>2004 (N=87)</b>
Lack of educational time in the curriculum	53.5%	64.0%
Insufficient staff available to administer the program	34.9%	32.0%
Still developing an implementation plan	26.7%	32.0%
Lack of funds	25.6%	28.0%
Lack of student interest	26.7%	26.7%
Insufficient faculty/staff advisors available	41.9%	26.7%
Lack of trained staff/faculty to conduct the program	22.1%	24.0%
Existing career advising program	10.5%	21.3%
Implementing the program on multiple campuses	12.8%	12.0%
Lack of institutional support	7.0%	8.0%

# Liaison Survey: CiM's Contribution to AAMC Strategic Plan

<i>Extent to which CiM has strengthened career planning services in medical schools.</i>	
<i>Somewhat</i>	<i>A lot</i>
62.8%	34.6%
<i>85 Schools Responding</i>	

# 2004 CiM Web Site Student Satisfaction Survey

*Besides the CiM Web site does your school offer other CiM career planning components (e.g. CiM Workshops individual advising student manuals etc.)?*

	<i>N</i>	<i>%</i>
Yes	65	51%
No, they offer some other program	9	7%
No, they do not offer anything	18	14%
Don't know	36	28%

**130 Students Responding**

# 2004 CiM Web Site Student Satisfaction Survey

*In general how satisfied are you with the CiM services provide by your school?*

	<i>N</i>	<i>%</i>
Very dissatisfied	1	2%
Dissatisfied	4	6%
Neutral/Not sure	23	35%
Satisfied	35	53%
Very satisfied	3	5%

**130 Students Responding**

# CiM Web Site Student Satisfaction Survey

- **How can the Careers in Medicine Program better meet the career planning needs of medical students?**
  - **Implementation**
    - More involvement by medical schools/advisors
  - **Advertising the program**
    - Get word out earlier than 3rd year
    - Better advertising
    - Encourage more regular and ongoing use by students

# Career Planning in Medical Schools: Summary of findings

- LCME runs across career planning issues now and then
- GQ:
  - We're doing okay, but needs to be much better
  - Many schools are doing great
- Variety of services is increasing
- Barriers continue with curricular time, staffing and (to some extent) funding
- Students
  - are aware of the service
  - are beginning to feel a little more satisfied with what is available

# Case Study: University of Michigan

# Improving your program: 5 steps for success

1. Evaluate your program
2. Gather support
3. Consider the timing
4. Select and prepare staff/faculty
5. Market effectively

# Evaluate Your Program

- Identify weaknesses and strengths
  - Review GQ data, web site statistics
  - Conduct focus groups
  - Survey students
  - Feedback from your faculty/advisors
- Consider your options for improvement
  - Focus your efforts on one or two areas
  - Small, attainable steps
  - Gauge your resources

# Gather Support

- Collaborate and plan with other institutional stakeholders
  - Top down support is most effective
  - Involve your students
  - Career development committee?
- Tap the untapped resources
  - Alumni
  - Community physicians
  - Peers
- Go to CiM training
  - Great for getting ideas from your peers who struggle with the same issues

# Consider the Timing

- Indications are that students want to know about career resources early
- What do you need to offer and when?
  - Detailed timelines in the new Student Guide
  - Suggested timing for school activities in the new Advisor Manual
- Integration into the curriculum
- Individual program timing
  - When is best to reach your students?

# Select and Prepare Faculty/Staff

- Selecting advisors
  - Students generally know who the “good” advisors are
  - Personal contact is most effective for recruiting
- Use technology to provide information and training
  - Email alerts
  - Newsletters
  - Web site
- Be future-focused
  - As you hire or fill vacant positions, look for people with career planning expertise

# Market your program

- Have consistent marketing across all components
  - Use the CiM name to “brand” your program
- Use technology
  - Web portal
  - Email alerts
  - List Serves
- Be creative
- Use your Student Leaders
  - OSR

# Questions & Discussion