

Outreach Tactics that Work

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Elementary Activities • Safe animal interactions/handling • Basic bandaging lab • Games, hands on models, coloring pages	Elementary Events • School STEAM Nights • Library Clubs • Scouts
Middle/High School Activities • DVM vs VN Career Discussion • Generalize mapping of schooling • Bandaging lab/ Tortoise case report • Content expert lectures	Middle/High School Events • College/Career Fairs • Science class & club presentations • Field Trips • Summer camps
Early College • Campus Recruiters ○ Know about VN program • Evaluate transfer pathway • Open office hours	Staying Connected & SWAG • Newsletters ○ Student & educator focused • Handouts (Career, Program oriented) • Treasures (stickers, lip balm, pens) ○ Branded and unbranded

Partnerships

National & State • National Association for College Admission Counseling ○ NACAC • State College Fair Association ○ MI College Fairs • 4H- Camps and Events ○ Find Your Local 4-H • Statewide HS Counselor Listserv ○ HS Counselor Email Lists	Local Community • On-Campus events to join ○ Summer camps • Elementary school STEAM Nights • Future Farmers of America (FFA) ○ FFA Chapter Locator ○ Vet Science Skills competition • County Career Centers ○ Ag, Vet and Health science classes • Local College Access Networks
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Lesson Planning for Your Event

Classroom Presentation- Prepare • Career Info (All ages) • Admissions info (Middle school +) • Activity to apply learning ○ Case Report	Classroom Presentation Materials • Branded informational materials • Items for planned activities ○ Reusable for future cases • SWAG for bribing students to talk to you
Tabled Events- Prepare • Practice your elevator pitch • What's your Hook? ○ Short/Engaging Activity • Handouts/ physical information	Tabled Event Materials • Branded information materials • Branded SWAG • Items for table activity

Classroom Presentation Activity brainstorm

- Case report discussing the roles of the VN verse the DVM
- Do you have one that you could boil down for HS students?

Tabled Events Activity Brainstorm

- What hands-on models do you have already that will be interesting and engaging?

