CAMPAIGN STRATEGIES AND OUTCOMES

BLOG POSTS FEATURING STUDENTS
shared on website and Facebook.

11 students were featured on our blog.
Each student responded to the same set of questions (i.e., What has been your favorite experience from your dietetic program and/or internship? What kind of work would you like to do? What words of wisdom would you share with students who are interested in pursuing Dietetics?).

Outcomes – Facebook page followers increased by 10% during the three-month campaign.

GENERAL SESSION presented by Academy President
Donna S. Martin, Ed.S, RDN, LD, SNS, FAND
Building Professional Bridges That Will Take Your Career into The Next Century.

- “Great role model for RDN! Great advice on networking & being open to opportunities.”
- “I liked how she got everyone engaged about how they got where they are today.”

“Newbie” networking session for students and first-time attendees; presented by President-elect, Ryan Vance – Comments from attendees:

“I don’t typically enjoy networking events, but I feel that Ryan’s tips on networking encouraged me and having an activity that got people mingling was beneficial. This was well done!”

“Networking is the #1 reason to attend.”

“This was my third time attending the conference; but I am so glad I went to this session! I met so many people during this conference! The information conveyed was invaluable! Please do this session every year! The newbies need to hear this, and everyone else could use reminders for networking.”

Promoting the Value of Academy Membership to Students and Interns

This year as part of our affiliate’s 70th Anniversary, a campaign to promote the value of Academy membership to students and interns was carried out. With students and interns comprising 25% of our current membership, a strategic need was recognized by the board.

The campaign complemented the annual meeting theme of “building bridges.”

Rachelle Ausman, RDN, LD
Sarah Renaldi, MS, RDN, LD
Ryan R. Vance, RDN, LD
Crystal J. Wilson, Ed.S, RDN, LD
Charlene M. Byington, M.S., RDN, LD
Elaine M. Long, PhD, RDN, LD, FAND
Sarah Renaldi, MS, RDN, LD
Elaine M. Long, PhD, RDN, LD, FAND

POSTER SESSIONS
Session Abstracts
Poster session abstracts shared on our blog www.eatrightidaho.net.

Poster Presentations
Six of the eight posters were presented by students; 16 different student authors.

SCHOLARSHIPS
Scholarships
14 full scholarships and 20 partial scholarships.

Meeting Participation
25% of meeting attendees were students.

STUDENT FEEDBACK

“Strategic Planning Builds Bridges: State Affiliate Brings Value To Student Membership Through Social Marketing, Networking, Poster Sessions And Scholarships

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