Creating a Virtual Community Presence On Campus

Using Technology to Connect Students with Communities

www.mnahec.umn.edu

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Agenda

- Defining the problem; identifying the opportunity
- Creating videos: A team approach
- Evaluation: How do you measure impact?
- Marketing Strategies
The Goal
Increase the number of health professions students interested in exploring rural health care through community-based rotations

The Strategy
Use technology to connect health professions students to communities in Greater Minnesota

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Defining the Problem

Student focus groups identified barriers to selecting rural community-based rotations, including concerns about:

– Housing options and availability
– Feelings of isolation
– Recreational opportunities
– Quality of educational experience
– Viability of the site for future employment
Defining the Problem

- Students wanted to learn by “seeing and hearing” about a community
- Specific areas of interest were health care facilities, “Main Street”, recreational areas, and housing
- Other information of interest
  - Community statistics
  - Economic information
  - Community resources
  - Churches

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Identifying the Opportunity

- University of Minnesota Council on Public Engagement grant program to promote public engagement (http://www1.umn.edu/civic/)
- AHEC was one of 17 proposals funded from a pool of 81
- Focus of proposal was to fund development of videos to showcase community partners
- Communities with excitement about innovative engagement

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Project Elements

• Community Statistics and Information
  – Around Town
  – Demographics and Statistics
  – Training Opportunities
  – Photo Albums

• Community Videos
  – Health care and community leaders
  – Scenes from the community
  – Comments from students
  – Unique characteristics of the community

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Community Profiles

Learn more about northern Minnesota communities by browsing our community profiles. The profiles begin to capture the magic of these rural communities and showcase local health care, recreational and other unique opportunities.
Hibbing

Welcome to Hibbing, the Celebration Center! Whatever the season, there's always a celebration of life happening in the Hibbing area. All year, Hibbing's special events, recreation and history provide fun for the entire family.

In the summer, stock car racing, the Mesic and Pines Jubilee and the St. Louis County Fair offer many exciting activities for the whole family. The Hibbing World Classic Rodeo takes center stage each fall. In the winter, there is cross country skiing, snowmobiling, curling, hockey and the Winter Frolic. The Last Chance Bonspiel takes place in the spring.

Step back in time to experience the Hull Rust Mahoning Mine, the Hibbing Historical Society, the Greyhound Bus Origin Center, and the Hibbing High School. Then jump to the future to explore the history of the universe at the Paulucci Space Theatre.

-Source: Hibbing Area Chamber of Commerce

This page is located at: www.mnhec.umn.edu/northeast/community_profiles/hibbing/
Northeast Minnesota Area Health Education Center

Around Town

Calendar of Events
Dining Guide
Newspaper
Churches
Things To Do
Fun Facts

Demographics and Statistics

Business and Community Resources
Demographics
Education
Healthcare
Workforce
Photo Album

Fairview Range Regional Health Services

Amen Balshe, University of Minnesota Dental Student
Students feel like professional dentists in this clinical setting

Northeast Minnesota Area Health Education Center
What's Inside
About NE Minnesota AHEC
Community Profiles
Exploring Health Careers
Preceptors and Health Professionals
Resources
Student and Resident Education
Contact Us

Northeast AHEC Home
Community Profiles

• Designed to provide statistical/reference material for students
• Focused on areas of interest identified by students
• Links to community/state resources
• Photo albums feature special events, community festivals, seasonal visuals

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Community Driven Videos

- Community teams coordinated local video shoot
- Team members included health care and chamber of commerce
- Interviews/footage profiled community and health care leaders, students, unique places and special sights

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Highlights from the Field

• Videographer spent one day in each community with local guide
• Unique experiences in each community
  – Airplane flyover in Aitkin
  – Local storyteller/historian in Moose Lake
  – History of High School in Hibbing
  – Historic lodge in Cook

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Funding Ideas for Similar Projects

• University/Academic Partners
  – Civic engagement initiatives

• Local, Regional, State Sources
  – Community/Regional Foundations
  – Hospital Recruitment Funds
  – Hospital Foundations
  – Chambers of Commerce
  – Campus Compact
  – State Hospital Association

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Recruitment of health professionals is key economic development issue for communities.

Financial burden of recruitment is significant; innovative strategies are necessary.

Community videos are an efficient way to address these concerns by:
- Raising student awareness about communities
- Increasing student presence in communities
- Reaching health professionals seeking placement in creative ways

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Evaluation Strategies

• **Student Focus Groups**
  – Ongoing informal feedback about project development
  – Keeps project grounded in student interests

• **WebTrends Data**
  – Number of times a page is viewed
  – Number of times a video is downloaded
  – Length of visit to page
  – New v. repeat visitor

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Evaluation Strategies

• Pre and Post assessment surveys
  – Attitudinal changes
  – Changes in knowledge about rural Minnesota communities

• Community Input
  – Community strategies to utilize videos
  – Impact on number of student rotations
  – Recruitment of health professionals

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Marketing Plan

Academic Partners

Direct marketing to students, faculty and experiential coordinators

Communities

Jump starting community/city initiatives

Health Care Facilities

Using as a recruitment tool

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For More Information

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