



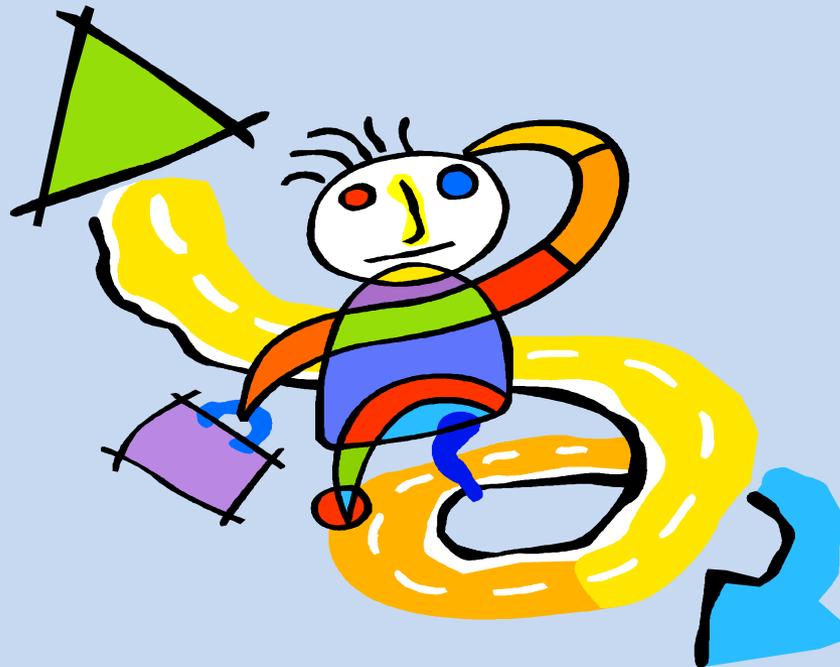
# TCMC REACH HEI Tracking Process

- Overview of Challenges to Student Tracking
- Overview of Tracking Framework
- Keeping it Real = Make it Meaningful
- Developing a Platform that Helps you Serve the Students Better...and yes Show Results!
- Conforming with HRSA's New Approach to Data Collection – Measuring Impact.

**REACH-HEI**



*Student Tracking has been a long term Challenge*



## Problems in Student Tracking

*No Easy Answers*

*No Easy Method*

*Not Many Resources*



## Why Track At All?

- HRSA requires it?
- Need to show we tried to follow up?
- Looking for Funding and showing Outcomes?
- Because it is key to program success?

## REACH HEI Seeks to Engage, Support and Promote Success

- **Engage** Instead of Count
- Utilize Social Networks as they evolve
- Be relevant
- Provide them a long term role
- **Create a Compact**

“We help you reach your dream  
You must tell us how we are doing and  
**PAY IT FORWARD!**”

## COMMON STUDENT TRACKING PROBLEMS OR CHALLENGES

*\*Agency has not conducted any tracking in the past.*

- \* Faces the challenge of back tracking for many years
- \* Difficult to pick a starting point
- \* Tracking is needed to show effectiveness of program goals



## COMMON STUDENT TRACKING PROBLEMS OR CHALLENGES

**1. *Students haven't stayed connected***

- \* Difficult to go back and ask for contact information after years of no contact with students

**2. *Attempts to track are Intermittent: only done bi-annually or annually***

**3. *Students documented emails, phone, and social network connections change***

**4. *Students don't respond to surveys or emails***

**5. *Agencies don't have personnel to enter/update tracking information.***

**6. *Information collection becomes too routine***



# REACH-HEI

## *WHEN Students have not stayed connected*



- TRACKING CANNOT BE LEFT FOR LAST. **PLAN IT AT INCEPTION**. Whenever possible, begin “tracking” students immediately. Start follow up as soon as program ends. Set up a monthly or quarterly contact date that is expected by students ( first day, first week, end of each quarter, etc.)
- Provide incentives for continued communications: Count them as years of program participation for student, maintain a portfolio the student can use as evidence of preparation, in all communications provide useful Information on careers, college planning, etc.
- Don’t rely on the student to initiate communications! Don’t say Call me unless you have made an appointment with student with specific objectives.
- Stay connected in a variety of ways. Do not rely on one method of tracking like an annual survey. Implement phone contact schedules, social media, mentoring, online discussion boards, etc

## *When Students' documented emails, phone, and social network connections change*

- Use a database system to collect information including school/home address, home phone, cell phone, several emails
  - Ask students to give the contact information for the 3 most important people in their lives (not friends) on their original application. Use this information if you cannot contact students after several tries.
  - Create a specific email for program participants and have them use it for all program communications Ex: mmurthaahc@gmail.com

## *When Students don't respond to surveys or emails*

- \* If using surveys, don't repeat the same one; break it up into smaller doses of data collection throughout the year. Offer useful tips and information with the survey

- \*Use a form that can be completed and sent online.

- \*Send the form/survey in several different ways: snail mail, several emails, on the website

- \*Send an automated phone contact asking participants to please respond to information requests

- \*Send monthly contacts with brief information to the students' emails. You'll be able to change outdated emails more quickly if you get them sent back.



## *When Attempts to track are Intermittent: only done bi-annually or annually*

- Make sure it doesn't become an "extra" job; it is implemented continuously
- \* Utilize volunteers. Many love data entry. Assess skills and monitor before
- \* Use past participants. Many look for opportunities to stay involved/give back and re-connect
- \* Don't send the same survey all the time.



## Student Tracking: Its Really About

### *Maintaining a Relationship*

- \* Have to establish a model of **continuous** program services/involvement; not one that ends on the last day of summer camp
- \* Welcome students to a “family” that will continue to provide career and college planning support until the career goal is met.
- \* Establish/Reinforce the “Network” available by continued communications with program staff and participants
- \* Enforce continued communication as a program qualifying condition
- \* Know how they Communicate, Use Social Networks, Portals, and other means as they develop including texts, twitter, etc.
- \* Help them stay connected with each other in a meaningful way... and stay right there with them!

# REACH-HEI at TCMC CONTINUOUS TRACKING



## **\*Begins at Recruitment:**

- \*Students commit to communicating with program staff on an ongoing basis throughout school. They see the benefits of receiving updated information, individual career counseling/support, networking, etc. right from the beginning

- \*Students sign a Participation Agreement

- \*Students are told they are part of a “family” who will be there for them until they reach their career goal.

- \*Students receive transcripts that show “years” of participation in the program. Transcript is sealed and letter to higher education explains contents.

## **\*Online Database**

- \*Enter all contact, grade, and college, career information. Updated as needed continuously with 2 major information scans a year.

- \*Can manipulate reports

- \*Ask students to give name of 3 most important people in their lives



## REACH-HEI at TCMC CONTINUOUS TRACKING



### CONTINUOUS COMMUNICATIONS

- Facebook Groups Created for each program
  - \*More than 90% interact on it.
  - \*Much of the information can be copied/pasted in each group
  - \*Offer useful information, important dates, tips, etc
  - \*Send members private messages on facebook
- Emails
  - \*Obtain all email addresses from start
  - \*Give specific TCMC gmail address. Send all addresses
  - \*Send monthly brief emails to stay on top of cancelled emails
  - \*Create group email addresses to save time
- Phone
  - \*Use automated messages
  - \*Cell phones: use itext for group short messages



## REACH-HEI at TCMC CONTINUOUS TRACKING



### CONTINUOUS COMMUNICATIONS

#### \*Personal Contacts

**\*Mentoring:** Create a mentoring program with past program participants. Provide structure so there is a brief monthly point/topic to the contact. Have the mentor contact program staff after two unsuccessful attempts to contact the past program participant. Use online forms for easy completion

**\*Personal Phone/School Contacts:** Have program staff or volunteers make phone calls quarterly or bi-annually to schools or on the phone. Begin with a review of contact information. Highlight any changes. Offer some planning advise specific to participant stage in process.

**\* Website:** Create website with specific links to individual programs/classes . Have asynchronous discussion boards, flashing updates, reminders, etc. Have the website offer links to staff emails, contact forms, social media links

**\*Portal:** Provides links from one location to all student communications, student links, forms, online database, etc for program staff and all subgrantee staff



# Portal

**My Calendar** ⊖ 🔄 ✖

No calendar events have been posted in the last 7 days.

[more...](#)

**My Organizations** ⊖ ✖

Organizations in which you are participating:

-  [LCME Committee](#)
-  [Middle States Accreditation](#)

Organizations you are leading:

-  [Community Outreach](#)
-  [REACH HEI Grant Partners](#)
-  [REACH HEI TCMC PREMATRICULATING](#)
-  [REACH HEI TCMC UNDERGRADUATE](#)

**Jaspersoft Block** 🔍 ⊖ ✖



Jaspersoft Reports

# Links to tracking mechanisms for subgrantees

http://my.tcmecdc.net/ - Blackboard Content System™ - Windows Internet Explorer provided by The Commonwealth Medical College

**Organization Content**

- orgs
  - commreachFA11
  - reachgrant**
  - reachpre
  - reachunder

**Institution Content**

**Collaboration**

**Tools**

- Bookmarks
- Metadata Templates
- Go to Location
- Search Content

**Select Folder**

Web Folder Item Folder

Location [/orgs/reachgrant](#)

Name	Modified	Size	360° View
 <a href="#">class-attendance-monthly.xls</a>	May 10, 2012 2:16:54 PM	37KB	
 <a href="#">class-attendance-weekly.xls</a>	May 10, 2012 2:17:12 PM	34KB	
 <a href="#">Copy of Student Selection.xlsx</a>	May 10, 2012 2:18:44 PM	19KB	
 <a href="#">mentor.docx</a>	May 10, 2012 2:19:29 PM	11KB	
 <a href="#">portal list.docx</a>	May 10, 2012 2:15:44 PM	12KB	
 <a href="#">post program evaluation.docx</a>	May 10, 2012 2:18:09 PM	12KB	
 <a href="#">pre program evaluation.docx</a>	May 10, 2012 2:17:59 PM	11KB	
 <a href="#">quarterly review.docx</a>	May 10, 2012 2:18:25 PM	11KB	
 <a href="#">recruitment.docx</a>	May 10, 2012 2:19:04 PM	11KB	
 <a href="#">student grades.xlt</a>	May 10, 2012 2:17:23 PM	78KB	

Items per page: 25

 Indicates a notification on this directory

Internet 150%

### Perm Information

[Unsaved Changes]

Print

Save

Cancel

Name:  ,    Show APR#   
Last Name (5) First Name (6) Middle Name (7) Suffix

Counselor:  (v) Reporting ID:  (4)  
Status:  (v) SSN:  (4)  
Grant:  (v) School ID:

### Demographics

Date of Birth:  (8) Program Entry Date:  (21)  
Gender:  (v) (9)  
Hispanic:  (v) (10) American Indian or Alaskan Native:  (v) (11)  
Asian:  (v) (12) Black or African American:  (v) (13)  
White:  (v) (14) Native Hawaiian or Other Pacific Islander:  (v) (15)  
Eligibility:  (v) (17)  
Eligibility Note:

### Addresses

#### Local Address

Address:

Copy>>

#### Permanent Address

Address:

#### General

[Home](#)

[Find Student](#)

[Quick Input](#)

#### Barchak, Sebastian

[Student Home](#)

[Perm Information](#)

[Year Information](#)

[Term Information](#)

[Contacts](#)

[Comments](#)

[Stipends](#)

[Summer Bridge](#)

[Linked Documents](#)

[Delete Student](#)

[Update Student](#)

#### Utilities & Reports

[Rosters](#)

[Report Library](#)

[Multiple Student Tool](#)

[Dynamic Reports](#)

[Inventory Manager](#)

[Lookups/Drop Down](#)

[Security & Settings](#)

#### My Session

[My Settings](#)

[Logout](#)

Comment:

### Custom Fields

Family Income:	<input type="text" value="37656"/>
Number in Family:	<input type="text" value="4"/>
Career Aspirations:	<input type="text" value="Pharmacist"/>
High School Name:	<input type="text" value="Valley View High School"/>
College/University Name:	<input type="text"/>
Entry GPA:	<input type="text"/>
Exit GPA:	<input type="text"/>
UG Major:	<input type="text"/>
UG Minor:	<input type="text"/>
SS Number:	<input type="text"/>

Coal Mining Ancestors:

Railroad Ancestors:

Migrant Worker Ancestors:

First Generation College:

Father Education:

Mother Education:

Entry Grade Level:

Student Type:

Perm: Custom Value 19:

# Website



Home

About REACH-HEI

High School Programs

Undergraduate Programs

Prematriculating Programs

Our Partners

REACH-HEI Clubs

Gallery

Financial Aid Links



## **REACH-HEI**

*The Regional Education Academy for Careers in Health-Higher Education Initiative is provided by The Commonwealth Medical College, Scranton, Pennsylvania, and is federally funded through the Health Careers Opportunities Program/HRSA/USHHS.*

**TCMC**<sup>®</sup>  
THE COMMONWEALTH  
MEDICAL COLLEGE

**Maureen Joyce-Murtha**

## FAVORITES

News Feed

Messages

75

Events

1

## GROUPS

REACH-HEI HAZLETON

REACH-HEI HIGH SCHOOL...

Reach-Hei High School Seni...

REACH HEI UNDERGRADUA...

REACH-HEI King's Group 1

East Stroudsburg - N...

7

Create Group...

## APPS

Games Feed

20+

Apps and Games

16

## MORE ▾

**REACH-HEI HAZLETON**

About

Events

Photos

Docs

Write Post Add Photo / Video Ask Question

Write something...

**Maureen Joyce-Murtha**

Online Class:

Whole group: <http://reach-hei.adobeconnect.com/r7ovmpcnkk2>Brad and Viv Breakout: <http://reach-hei.adobeconnect.com/r35gu88ga3o>Calder Breakout: <http://reach-hei.adobeconnect.com/r4zr4uexidh>Serniak Breakout: <http://reach-hei.adobeconnect.com/r16xew4nahj>**Adobe Connect Login**[reach-hei.adobeconnect.com](http://reach-hei.adobeconnect.com)

Like · Comment · Unfollow Post · Share · 19 hours ago

**Maureen Joyce-Murtha**

SKIN CANCER AWARENESS COMPETITION DEADLINE EXTENDED!!!!!! Hello everyone! I know many of you are working hard on your projects. Yay!! I have already seen some and you are doing a great job! Some asked for more time so I have extended the deadline until May 12th(Saturday). On wednesday we will review key factors of an effective informational flyer, brochure, psa, etc. then we will call on several students to present in the main class. We also want you to send your work to your mentor on wednesday(it doesn't have to be finished/it can be in draft form) your mentor will discuss some examples with class during this session. ALL FINAL COPIES ARE TO BE SENT TO ME IN ATTACHMENT AT [mmurtha@tcmedc.org](mailto:mmurtha@tcmedc.org)

Like · Comment · Unfollow Post · Tuesday at 12:32pm

**Maureen Joyce-Murtha**

Thank you everyone for doing such a great job representing TCMC and REACH-HEI as future health care professionals at the Heart Walk on Saturday!! I hope you had fun! It's always such a good thing to get involved in the causes that benefit people in your community!

Like · Comment · Unfollow Post · Monday at 9:12pm

facebook®

\*Make groups specific to programs and audiences

\*Copy and paste messages for all groups

\*Appoint a mentor to review posts

# Mentoring: Engaging Students

★ HOME

Edit U

## REACH-HEI HAZLETON HOMEPAGE

\*[NEW!!!! Link for Archived Online/Breakout Classes](#)

\*[About the Program](#)

\*[Program Schedule](#)

\*[Student Responsibilities](#)

\*[Assignments and Projects](#)

\*[Weekly Reminders](#)

\*[Mentor Groups](#)

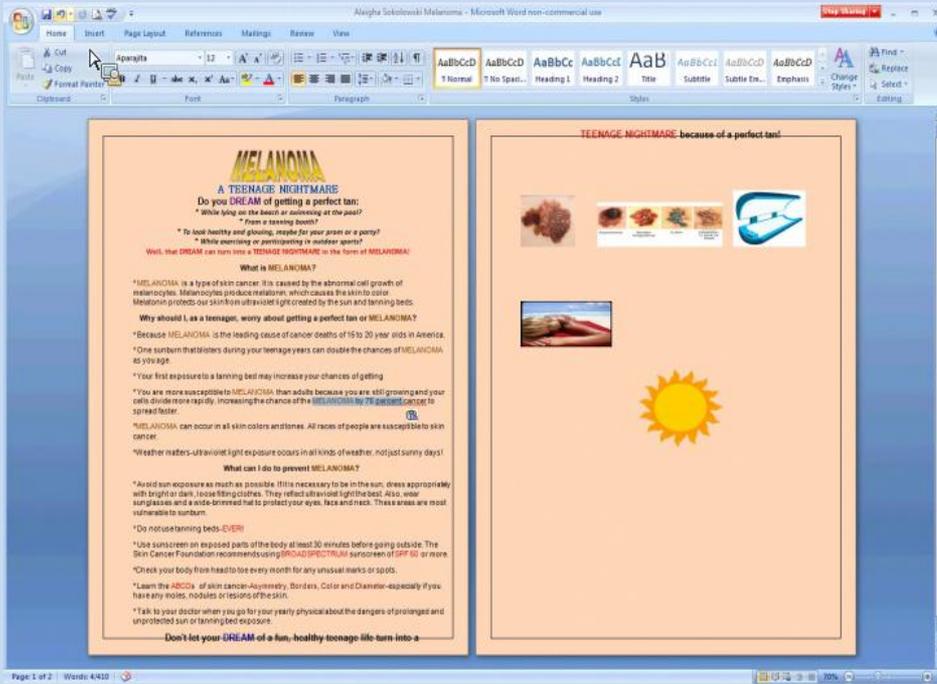
\*[Discussion Boards](#)

\*[Helpful Links](#) (websites, video clips, etc to help you with assignments and discussions)

# Asynchronous Discussion Boards: Engaging Continuous Discussion

Subject	Author	Replies	Views	Last Message 
<a href="#">WEEK 6 INTEGUMENTARY TANOREXIA</a>	 <a href="#">mjmegjames</a>	1	6	Yesterday 8:23 am by  <a href="#">BradOlson</a>
<a href="#">WEEK 6 INTEGUMENTARY CANCER AWARENESS...</a>	 <a href="#">mjmegjames</a>	0	3	Monday, 10:17 pm by  <a href="#">mjmegjames</a>
<a href="#">Week 5 QUESTION 1 Circulatory Articles</a>	 <a href="#">mjmegjames</a>	4	36	Monday, 8:13 pm by  <a href="#">aleigha3</a>
<a href="#">Week Five QUESTION 2 Circulatory Cas...</a>	 <a href="#">mjmegjames</a>	5	32	May 5, 2012 1:37 pm by  <a href="#">aleigha3</a>
 <a href="#">Circulatory Diseases</a>	 <a href="#">BradOlson</a>	6	38	Apr 30, 2012 7:26 pm by  <a href="#">brittanyD232</a>
 <a href="#">WEEK 4 QUESTION 2: CAREER INVESTIGATION</a>	 <a href="#">mjmegjames</a>	7	42	Apr 29, 2012 12:52 pm by  <a href="#">AudraSnyder1</a>
 <a href="#">WEEK 4 QUESTION ONE: CIRCULATORY SYSTEM</a>	 <a href="#">mjmegjames</a>	9	46	Apr 27, 2012 5:08 pm by  <a href="#">aleigha3</a>
 <a href="#">Health Careers</a>	 <a href="#">BradOlson</a>	6	40	Apr 24, 2012 4:31 pm by  <a href="#">katrinabrandmier</a>
 <a href="#">Week 3 Question 2: Explaining Importa...</a>	 <a href="#">mjmegjames</a>	13	43	Apr 20, 2012 8:38 pm by  <a href="#">katrinabrandmier</a>
 <a href="#">Week 3 Question 1: Being Skeptical Ab...</a>	 <a href="#">mjmegjames</a>	7	41	Apr 20, 2012 8:32 pm by  <a href="#">katrinabrandmier</a>
<a href="#">Cole</a>	 <a href="#">VivienneMeljen</a>	2	14	Apr 18, 2012 5:51 pm by  <a href="#">VivienneMeljen</a>
 <a href="#">WEEK 2 Your the Doctor</a>	 <a href="#">BradOlson</a>	7	51	Apr 15, 2012 10:45 am by  <a href="#">aleigha3</a>
 <a href="#">WEEK 2 Professions</a>	 <a href="#">BradOlson</a>	7	135	Apr 14, 2012 6:29 pm by  <a href="#">aleigha3</a>
 <a href="#">2. Week One March 31 to April 6: Post...</a>	 <a href="#">mjmegjames</a>	26	144	Apr 7, 2012 10:50 pm by  <a href="#">katrinabrandmier</a>
 <a href="#">Daily Meal Plan</a>	 <a href="#">katrinabrandmier</a>	3	27	Apr 6, 2012 9:10 am by  <a href="#">BradOlson</a>
 <a href="#">Daily Meal Plan</a>	 <a href="#">AudraSnyder1</a>	2	31	Apr 4, 2012 7:35 pm by  <a href="#">brittanyD232</a>

# Online Discussions and Classes Engage Geographically Dispersed Students



Attendees (13)	
▼ Hosts (2)	
	BRIVIENNE
	maureen murtha
▶ Presenters (0)	
▼ Participants (11)	
	Aidalis
	Aleigha
	Audra<3
	brittany
	Carlos Awesome Cruz xD
	Josiel
	Juliano
	Katrina :)
	Kayla :D
	Kenzie 2
	penelopee

Chat (Everyone)

Aleigha: i have to fix the pictures

Josiel: i canyt hear

Josiel: nvm

Audra<3: I can...

Carlos Awesome Cruz xD: i can

brittany: i hear fine

Audra<3: the red lettering pulls my attention

Carlos Awesome Cruz xD: same

Poll

Hosts/Presenters are yet to set a Poll Question.

# Keep it Real!

- Technology can ease the burden
- Keep them Engaged and Stay Engaged
- Peer Group Support for Data Connection
- **Make it something you want to do...not have to do.**
- Keep adjusting to changing circumstances and needs

# *Missouri AHEC Centers Tracking Student Participants in ACES program*

Stephanie  
Taylor,  
Executive  
Director,  
West  
Central  
Missouri  
AHEC



# Missouri recruitment history



- Health career presentations, summer M\*A\*S\*H camps
- Two-week summer academies funded by Missouri Dept of Health / State funding
  - *Algebra, Chemistry, Biology, Calculus, etc.*
  - *Held at University campuses throughout the state*
  - *Free to rural students*
  - *No follow up during the school year*
- Funding reduced in 2000. Developed a new long-term “pipeline” program.
- High school (ACES) and Undergraduates (ACES+) seriously interested in health careers.

# Missouri recruitment history



- Students complete application, letters of recommendation from teachers, community; participate in interview
- Participation requirements:
  - *Individual Career Planning session*
  - *Attend workshops*
  - *Shadowing healthcare professionals*
  - *Complete community project*
  - *Online learning modules*

# Statewide Recruitment Program: ACES



- As students matriculate from high school to college, they may transfer to another “region” and the center staff share information about students.
- Students may continue career preparation by participating in activities in other regions.
- Student information is put into HC TRACKER which is housed at KCOM Program office (one of three program offices.)
- Students entered into tracker and students are “tied” to the programs they attend.
- Allows AHEC to print out a “transcript” of all activities the student has participated in over the years.
- Centers must update student transitions yearly to be effective.

# Clinical Training



- Students attending medical school at three schools in Missouri may also connect back through rotations:
  - ✓ **MU School of Medicine Rural Track Program** (six-month rotations for 3<sup>rd</sup> year students through four regional centers)
  - ✓ **KCOM School of Medicine** – First-year medical students go out for two-week summer “rural” or “underserved” experience – all centers participate.
  - ✓ **KCUMB School of medicine** – sends 3<sup>rd</sup> and 4<sup>th</sup> year medical students through various AHEC regions.

# West Central Missouri Data



216 individual participants (at least 1 year in program)

- 24% have graduated from health profession training
- 11% are current health professions students
- 21% are pre-health undergraduate majors

(Total 56% still in pipeline)

- 23% are no longer pursuing health careers
- 21% are whereabouts unknown

# Missouri AHEC System:



**Northwest Center**  
St. Joseph

**West Central Center**  
Kansas City

**MU Program Office**  
University of Missouri

**Southwest Center**  
Springfield

**Mid-Missouri Center**  
Rolla

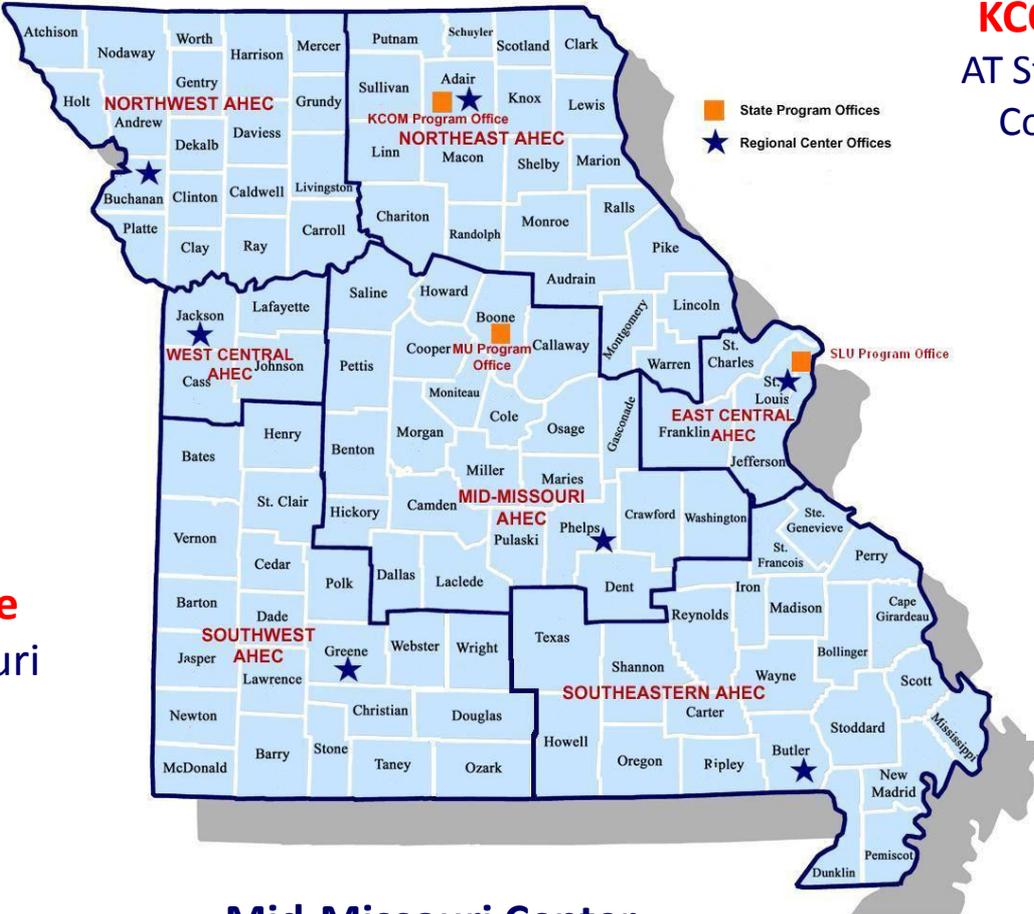
**KCOM Program Office**  
AT Still University/Kirksville  
College of Osteopathic  
Medicine

**Northeast Center**  
Macon

**East Central Center**  
St. Louis

**SLU program office**  
St. Louis University  
SOM

**Southeast Center**  
Poplar Bluff





**Success Stories!**



# Success Stories!

# Presenters Contact

## **Lourdes Rivera**

Evaluation Specialist, Comprehensive Research Center in  
Health Disparities, UC San Diego.

[l1rivera@ucsd.edu](mailto:l1rivera@ucsd.edu) 619-681-0642

## **Ida L. Castro**

Vice President for Community Engagement & Equity,  
Commonwealth Medical College.

[icastro@tcmedc.org](mailto:icastro@tcmedc.org) 570-504-9620

## **Stephanie Taylor**

Executive Director, West Central Missouri AHEC.

[staylor@kclinc.org](mailto:staylor@kclinc.org) 816-410-8380

# HRSA Contact

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Professions

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Rockville, MD 20857

301-443-7758

[kpeplinski@hrsa.gov](mailto:kpeplinski@hrsa.gov)



HRSA Grantee Technical Assistance  
**A-TrACC**

U.S. Department of Health and Human Services  
**HRSA**  
Health Resources and Services Administration