



Ideas for Hospitals to Engage with Local High Schools During the Kansas Virtual Health Care Career Day April 19, 2023

Recommended ideas for your hospital to interact with local students interested in health care careers:

- Reach out to your local high school(s) and ask if you would be able to setup a table in a commons area or other high traffic location on April 19, 2023.
- Ask the school if they can promote to all students (and parents) via school newsletter, other email, and/or word of mouth that your hospital will be present on April 19, 2023, with hiring opportunities AND scholarships available (if your hospital offers or is willing to offer scholarships to help students pay for schooling, etc.)
- Ask the school if they can broadcast the Virtual Health Care Career Day event in the auditorium and/or commons for students to attend either specific segments that they may be interested in or the whole event.
- Consider asking the school if you could provide pizza for all students OR inquire if it is possible to reserve a classroom, auditorium, etc. for a pizza party for students that are specifically interested in a health care career/students that viewed the virtual event.
- Consider bringing in any demonstration equipment/dummies if allowed by school so students can interact.
- The virtual event is profiling eight different career areas. As workflows and demand allows, consider bringing clinical staff to the school so they can communicate to students exactly what they do on a daily basis.

Although the virtual event itself is designed to increase awareness of the variety of health care careers and promote those broadly instead of recruiting students to work at specific facilities, your opportunity to interact at your local schools **CAN** be more focused on recruiting students to your facility!

Use the virtual career event as a launching pad for conversations about what students saw in the videos. What stood out to them? What did they find most interesting? What do they specifically want to do in their own careers? Were they aware of all the different job opportunities in hospitals beyond just doctors and nurses? If they are not interested in the clinical aspect of health care, do they know about all of the opportunities with dietary, housekeeping, EVS, IT, maintenance, etc.

Best Practice Tips for Success when Tabling at a School

- Does your hospital allow students to shadow? Consider inviting interested students to spend a day or two within your facility to get a behind the scenes “real-life” look at departments like laboratory, diagnostic imaging, pharmacy, EVS, nursing, etc.
 - Giving students a hands-on experience inside your hospital walls makes the possibility of recruiting them in any capacity MUCH more likely.
- Would your hospital provide scholarships to students who pursue health care careers?
 - If so, have that information readily available so students know of those opportunities.
- Do you offer loan repayment after someone graduates from a post-secondary institution?
 - Mention that to students so they know that paying for college themselves does not have to be solely on their shoulders!
- Is your hospital interested in hiring students, even just for part-time work?
 - Consider asking students to start their health care careers at YOUR hospital as a housekeeper, dietary aide, CNA, Patient Care Technician, Medical Assistant, Phlebotomist, or other entry-level role!
 - Consider that many students may be looking for full-time or part-time work over the summer. Those are great opportunities to capture students.
- Would your hospital guarantee a job for a local student to obtain a certification/degree and then come work for you? **Tell that to students!**
 - It’s easier to recruit workers if they have a connection to your community versus trying to recruit someone who is not from your community. These students are the perfect audience to capture that interest to hook them now before they are in college and given other opportunities outside of your community.
- Students may indicate that their dream job is a provider level occupation or other similar occupation that requires years of training and schooling. Educate the students on how they can take their first steps towards that pathway with **YOUR** hospital.
- Communicate to students that working in health care, and specifically working at your facility is FUN and rewarding! There is **NEVER** a boring day!

BOTTOM LINE: Get creative! April 19, 2023, is all about encouraging students to pursue the wide variety of options that exist in our hospitals. There is no “correct way” to do this. Whatever works for your hospital, for the teachers, for the school and for the students is perfect.

Register for the event at www.HappyInHealthCare.org.