



**NYCPM**  
New York College of Podiatric Medicine

## **Get to Know NYCPM's Staff:**

### **Lili Young,**

#### **Director of Enrollment Management**



Stepping into a new position often isn't easy, but Lili M. Young has brought all of the knowledge and perspective she gained as a recruiter for NYCPM from 2012-14 to her new role as Director of Enrollment Management. She re-joined NYCPM in July 2015.

As Director, Ms. Young oversees recruitment of prospective students, interviews at the College, on-the-road events, open houses, and pre-health internships, among other efforts devoted to finding the strongest students to apply to NYCPM. In addition, her team is hosting regional events and webinars as new ways to reach students.

But she considers these to be only the first steps in the process of recruiting strong candidates for the College. She feels that "shadowing" – when prospective students follow DPMs to learn more about the profession – can be "life-changing" experiences, exposing podiatric medical options to students interested in health careers but unaware of these possibilities.

The types of students that our recruiters pursue might be pre-med majors, but also science majors, or those focusing on health-related fields. They talk to graduates of four-year college programs as well as those pursuing post-Baccalaureate programs. The students are curious and have lots of questions, she says – What is podiatry? Why is it a specialty that requires a specific education? – and are generally unaware that podiatrists perform surgery. "There is still a large population of students that needs to be educated about podiatry, and we need to educate students about health careers early" so those professions remain viable choices as students age and consider careers.

Ms. Young thinks that with varied strategies and events, our recruitment will "continue to pull in the best students for NYCPM." After the recruitment stage, her department assists and counsels students through their application process, helping to both manage and move applications along, as well as helping candidates find a DPM to shadow.

Ms. Young feels that looking at motivation factors early in the recruitment process eventually helps with retention. "We try to pick qualified students who really want to be here [NYCPM] and do well," she says; she also wants to make an impact on the profession through her work.

A graduate of Montclair State University, Ms. Young wants to continue NYCPM's strong recruitment efforts and increase the presence of podiatric medicine nationally in consumers' minds so that students are more aware of the profession.

She sees "new strategies on the horizon for recruitment. Ms. Young thinks "We've come a long way but there is more to be done in terms of increasing awareness of career possibilities among students. Enrollment is a partnership with candidates and students."