

Two Events at January's Clinical Conference Aimed at Enhancing Recruitment and Enrollment



(From Left to Right) Anthony R. Iorio, DPM ('81), MPH, Andrew Shapiro, DPM ('86), former NYSPMA president, and NYCPM student Mohammed Gheith (2020) spoke at the NYSPMA pre-med advisor event.

Through the generous sponsorship and leadership of the New York State Podiatric Medical Association (NYSPMA) and Foundation, a pre-med advisor event was held at the NYS Clinical Conference in January. Pre-med advisors from schools in the tristate area attended and got an overview of podiatric medicine; they heard from leaders in the profession, a current student, a resident, and NYCPM's Anthony Iorio, DPM ('81), MPH.

Feedback from the advisors from this event was that they learned a great deal from the event and look forward to sharing their new-found knowledge with their students about the field of podiatric medicine. The hope is to continue to build strong relationships with these institutions and to continue to host similar events in the future.

In addition to the advisor event, NYCPM held its annual student recruitment Open House at the Clinical Conference. The event started with an overview presentation of podiatric medicine, followed by an interactive panel discussion with prospective students and our alumnus, Dr. Jennifer D'Amico ('07) and student-doctor Ronald Lowe (Class of 2020). There was a strong turnout, with about 50 attendees. This great opportunity "immersed them in the profession," according to Ms. Ashley Adcock, NYCPM's Director of Enrollment. It enabled them to speak to College faculty, students and alumni, and let them tour the conference's extensive exhibit hall.

At an off-site lunch for the students, faculty as well as representatives from NYSPMA spoke. The College received excellent feedback, according to Ms. Adcock, including the students' desire to shadow DPMs. (NYCPM alumni who check in at the College's booth are often recruited to allow prospective students to shadow them.)