

**College of Health Science
School of Dental Hygiene
Advisory Committee Meeting Agenda
April 30, 2012 6:00 PM
HEC Provost Room**

- Members present: Joan Tonner, Michele Furu, Gary Graham, Tracy Garrett, Claudia Pedroza, Darla Chaisson, Dr. Gregg Langston, Amy Krueger, Sandi Marcil, Linda Johnson, Chris Wujick, Danielle Dickinson, Katie Woods, Dr. Stephen Kobernick, Maryellen Tilly, Dr. Steven Bloom, Dr. Mendee Ligon
- Program Activities
 - Enrollment updates for AS program- 36 freshmen/30 sophomores
 - Enrollment updates for BASDH program- see below
- AS DH National Board results- 100% pass rate
- AS DH new equipment purchases from
 - Committee approval- anticipated Perkins money for a Gendex X ray unit as a replacement unit in the fall and
 - College support – for 12 chairs/computers for clinic- date TBA
- BASDH Survey results/ BASDH Curriculum update
 - Discussion from Tracey Garrett and Gordon Graham on marketing for BASDH (see attached)
 - 3 associate degree dental hygiene programs in the area were recently visited by Dr. Woods and Gordon Hall, SPC recruiter
 - Enrollment report for the BASDH cohorts: one cohort of 24 began in January 2012 and we have at least one cohort planned for August.
 - Survey of BASDH students from July 2011 and May 2012 discussed ADHA membership, areas where BASDH graduates are pursuing work, promotions or additional responsibilities as a result of baccalaureate degree
 - Discussion of article in the Journal of ADEA on the evaluation of an online baccalaureate dental hygiene program in Michigan: cohorts had less than 10 members, our program is in line with the research concerning the effectiveness of using portfolios and reflective journals in meeting program goals
- Community Activities- AS DH Program
 - GKAS- February 2012 Report- Amy Krueger
 - Additional events included providing patient education and nutrition counseling to elementary and middle schools such as :
 - Paul B Stevens – Physically/Mentally challenged children
 - Niana Harris- Physically/Mentally challenged children
 - U Park- Downs Syndrome
 - Casa – Abused women and children
 - Alpha House- Teenage mothers
 - Meadowlawn Elementary- Autistic and blind children
 - Salvation Army- Adults and children
 - Gibbs High School- potential Health Career students

Pinellas Park Health Fair

- DH Advisory Committee online survey results- 10 respondents/ According to Gary, this is an excellent response rate. Majority strongly agreed with the questions and 1-3 either agreed or were neutral.
- Job Placement and Labor Market Review- suggestions from Survey
Marketing of the practice and addressing patient concerns- discussion with group regarding preparation of students to discuss marketing of products/case presentation skills and how to deal with patient concerns. Committee understood that SPC clinic does not sell products and as entry level DH our graduates will need support by their employer as they develop these skills.

http://careerinfonet.org/occ_rep.asp?printer=true&next=occ_rep&Level=&optstatus=011000000&jobfam=29&id=1&nodeid=2&soccode=292021&stfips=12&x=71&y=14

- Online surveys for graduates, alumni and employers developed for AS DH program – functional as of May 2012. Joan requested that committee dentists encourage fellow employers to fill out surveys for our accreditation documentation.
- Colgate Study update- Sophomore students have completed 2/3rds (53) of the minimum number of patients (75) needed for the study to be completed. The remaining incoming sophomores will complete the 6 week follow up appointments. The first half of the \$20,000.00 grant has been used to purchase a much needed second digital sensor.
- Strengthened referral for clinic by adding Primary Care information- as per Dr. Wujick's previous suggestion. It was suggested to add Upper Pinellas County Dental Association link – http://www.upcda.org/leadership_dir.html
- Funding opportunities- Foundations/Grants/Donations
Recommendations from Committee- Dr. Langston suggested CE course for local anesthesia for practicing dental hygienists as revenue for College/Program.
- Announcements
 - Accreditation visit scheduled for AS DH Program – **November 29th LUNCH 12:00-1:30 with Site Team & 30th 2012**
 - Local anesthesia update- still waiting on Board of Dentistry interpretation and wording.
 - Class of 2012 donating \$500.00 to HEP
 - Advisory Committee meeting in Fall – choice was for **Sept 6- Thursday dinner- time and location TBA**
- Adjournment- Chris Wujick adjourned the meeting at 7:15 PM.

BASDH Dental Hygiene Marketing Initiatives

St. Petersburg College has the following college recruiters that represent SPC at events and conferences. We have one cyber recruiter, two high school recruiters and three baccalaureate recruiters out of the Enrollment Management office that recruit for SPC and your program. In order to increase general awareness in SPC's Bachelor Degree in Dental Hygiene, the following initiatives have been implemented to increase enrollment (in addition to the other initiatives the College utilizes to market SPC:

- Events:
 - Quad events, HEC and other community college career fairs (South Florida Community College and Jacksonville Community College) - Ongoing
 - Dental Hygiene Specific Conferences attended and recruited at:
 - RDH Under One Roof – 7/28/11 – and Advertised in Program Booklet
 - FDHA 9/24/11
 - PHCC – Dean/Recruiter Classroom Presentation – March 2012
 - HCC - Dean/Recruiter Classroom Presentation – March 2012
 - State College of Florida - Dean/Recruiter Classroom Presentation - April 2012
 - SPC Expo – June 14, 2012 (biannual – June and November)
 - Classroom visits to lower division classes (Each semester – faculty)
 - Teleconference or videoconference with other community colleges who do not have 4 year degrees
- Direct mail
 - Dvd/brochure on program/ and letter from the dean on next steps to bachelor's degree and online bachelor's degree option at SPC.
 - Program booklet being revised
 - Program Flyer
- Online
 - Email to students who inquire on the 4 yr website
 - Promo slides on website – direct link back to website
 - Program video produced – embedded into website and copies made for mailer