# Medical Student Expo

# How-to Manual

Goals:

* Improve understanding of radiology professions among medical students
* Recruit medical students that are interested in pursuing career in radiology

Toolkit – institutions/groups can replicate and adopt to their needs – [http://aur.org/Secondary-Alliances.aspx?id=9925](https://urldefense.proofpoint.com/v2/url?u=http-3A__aur.org_Secondary-2DAlliances.aspx-3Fid-3D9925&d=DQMFAg&c=clK7kQUTWtAVEOVIgvi0NU5BOUHhpN0H8p7CSfnc_gI&r=JFrwfC2XK2Cogg1Az5Pt4w&m=GYPcSBDx2_abEEZtS-xruT0_5bK9ODFcapRNei-sNkg&s=cXaoDYwvgTM0EV4mcswbUkOrOj7PaAtjPqlTXXrSQjs&e=)

* Manual
* Modular segments
* Cost estimates

Modules

* Sessions to be interactive-heavy, to capture attention
* Give students a few pieces of real knowledge to take away, for example:
	+ US training – how to turn on and practice scanning each other
	+ Anatomy
	+ Radiation safety

Logistics - Consider workgroups to organize:

* Setting up time/Scouting location
* Advertisement/Recruitment of students and volunteers
* Registration (e.g., on Survey Monkey)/sending out reminders,
* Raising funds
* Food
* Ebrochures/infographics/business card info card – print out
* Giveaways: e.g., pens, water bottles, Tshirts with logos (e.g., Discount Mugs)
* Prizes for games - e.g., Starbucks cards
* Badges/colored or numbered stickers
* Signs
* Workshop materials
* Post-Surveys for students and for volunteers – e.g., Survey Monkey
* Program
	+ Talks
	+ Videos
	+ Game shows – Jeopardy, Diagnosis Live, Crossword puzzles
	+ Panel discussions/Q &A/Mixers
	+ Workshops
		- Radiologists (residents) - in scrubs or in matching T shirts
		- Recruit females, underrepresented groups to show diversity – including speakers
		- 1-2 residents/matched M4s for 10 students to lead through stations – to bond
		- Each workshop station is manned by radiologists (1-2 attendings/1-2 residents)

# Checklist

1. Set date and time
	1. Weekend date
		1. When students have no classes, no upcoming exams. Consider intersession
		2. When there are no or few patients
	2. Time
		1. Registration: 9a
		2. Actual Program: 10a-4p
2. Book venue with following specifications with all areas reasonably close to each other
	1. Auditorium – for about 100 people
	2. Area for lunch for 100 – tables for 6-12
	3. Area for panel Q & A/mixers
		1. Panel Q & A for 10-15 minutes
		2. Set up tables/”booths” so students can walk around to talk to radiologists individually
	4. Workshop rooms – create short objectives and instructions for each station .
		1. 2 US rooms – can use portable US machines (e.g., Sonosite) in room if actual patient rooms/patient US machines are not available. Vendors sometimes lend these for a day or two. MSK US demo or for vascular access
		2. Room(s) to show catheters. Arterial vascular models to practice handling catheters
		3. Reading rooms – 3D reconstructions, dictating station
		4. Consider posters for Radiation Safety – or include in games
	5. Confirm parking
3. Recruitment
	1. Advertise heavily to M1-M3s
		1. If one institution - RSIG, faculty advising, Career office –advertise at career fairs
		2. If multiple institutions – recruit as above at multiple institutions and ask Chairs to provide carpool money - $200-500 - e.g., $40 per car – and advertise to the students.
	2. Registration site for students – e.g., Survey Monkey
		1. First and Last Name
		2. Email Address
		3. Phone Number
		4. Emergency Contact Name and Telephone Number:
		5. What is the name of the medical school you attend? (multiple choice or free answer)
		6. What is your current year in medical school? (multiple choice or free answer)
		7. How did you hear about this program?
		8. What is your specialty interest, if known?
	3. Registration site for volunteers – e.g., Survey Monkey
		1. First and Last Name
		2. Email Address
		3. Phone Number
		4. Emergency Contact Name and Telephone Number
		5. What institution are you associated with? (multiple choice or free answer)
		6. In what capacity do you work with medical students?
	4. Letters – for students – templates posted on website
		1. Invitation flyer – consider adding pictures of current expo, comments
		2. After Registering RSVP– with reminder to officially cancel if needed
		3. Reminder 1 week before - with reminder to officially cancel if needed, with list of students
		4. Reminder 2 days before - with parking and with reminder to cancel if needed, with list of students and program
	5. Letters – for volunteers – templates posted on website
		1. Reminder 1 week before - with reminder to cancel if needed, with list of volunteers
		2. Reminder 2 days before - with parking, with reminder to cancel if needed, with list of volunteers and program
	6. Survey to students after expo – e.g., Survey Monkey – template posted on website

Send out after lunch to students and them to fill out before they leave

* 1. Consider also survey to residents/attendings – e.g., Survey Monkey - template posted on website
	2. Print name badges beforehand for each registrant
	3. Print signs, including for doors of workshops (see below)
1. Raise money – chairmen, institution RSIG funds
2. To order beforehand – estimate $10-15 per person
	1. Food - Lead time – 1 week
		1. Lunch - $500 for 100
		2. consider breakfast or just coffee, consider coffee and cookies - $200 or more
	2. Giveaways with logos – water bottles, bags, etc – Lead time 2 weeks - $500

Pictures online of samples – Discount Mugs - Black with White writing

“I see through… Radiology”

* 1. Same T shirts for all volunteers or scrubs or white coats so all look uniform –

Lead time – 2 weeks - $100-200

Black T-Shirt with white writing

* 1. Prizes for games – 1 day – e.g., 10 Starbucks cards - $50-100
	2. Printing – Minimum Lead time – 2 days – templates are on website
		1. Poster – QR code, $30
		2. Flyers/brochures – QR code – color printing – or use as ebrochures
		3. Cards – on business cards are cheapest – students can scan QR code to AMSER site - $30
	3. Workshops:
		1. Expired catheters, wires, needles
		2. Phantoms
		3. Chicken breast or pre-made jello w/ olives for biopsy - $50
1. Use different shapes/colors and/or numbered stickers as students and mentors come in - alternating - to make groups even. Also important if multiple institutions to help students meet others. $10
	1. One resident/one attending as group leaders for 8 groups of 10-12 students: for lunch/workshops
		1. Separate by year – all 3rd years, 1st years, 2nd years together
		2. Group leaders can have an additional sticker to distinguish them
	2. Consider different stickers for workshop leaders, speakers, mixer/QA leaders, group leaders
2. Program - template on website – can fill in – If possible, have chairs, etc. there
	1. Morning session – 2 hrs
		1. 1st hour
			1. Welcome remarks – chairman, faculty advisor and/or organizers
			2. Talks– young, enthusiastic attendings, show diversity – ppts posted on website
			3. Videos – url links posted on website
		2. 2nd hour
			1. Games - can include radiation safety
				1. Jeopardy – posted on website
				2. Cross-word puzzle – posted on website
			2. Panel with PDs or associate PDs or VC of education, faculty advisors
	2. Lunch
		1. One resident and one attending at each table – keeping color coded groups together
		2. Group students by year in med school
	3. Workshops
		1. 4 groups of students
		2. Equipment – expired catheters, needles, chicken breast or pre-made jello (recipe on website) w/ olives for biopsy, phantoms
		3. Have someone keep time to switch – ring bell to switch

13 minutes per workshop with 1-2 minutes to switch

* + 1. Post signs for workshops on room doors – e.g., #1 IR Catheters Rm--- , #2 US bx Rm --- , #3 US DIY Rm --- , #4 3D lab Rm --- - so groups proceed in orderly fashion.
			1. IR: Catheters – 2 groups *Room ------* change at 6 minutes
			2. US: Breast Biopsy Demos *Room ------*
			3. US: DIY Stations – Rotator Cuff *Room ------*
			4. CT - 2 groups *Room ------ change at 6 minutes*
				1. 3D Reconstruction Processing Lab
				2. Dictating Stations
	1. Panel Q & A/Mixers
		1. 4 groups of students
		2. Set up Tables/”booths” with a few mentors at each
			1. Group panel Q & A - 10-15 minutes
			2. Mixer - students can visit tables and talk to radiologists individually - 40 minutes
1. Don’t forget to take pictures for newsletter and next poster – consider the following:
	1. During talks, games – audience and speakers
	2. Just before lunch – all in one photo
	3. During workshops
2. Surveys – students and volunteers
	1. To get new ideas
	2. Can get quotes for next poster
3. Thank you letters
	1. Residents w/ cc to chair and PD
	2. Attendings w/ cc to chair
	3. Assistants w/ cc to chair – get thank you gifts