

Needs Identification:

In the Fall of 2016, then chapter President Mike Klett announced during the Chapter Strategic Planning day that one of the challenges the Chapter was facing was millennials/early careerist Chapter members. There was a concern that if this was not reversed, the chapter could age out, thus affecting membership. Recruiting new early careerist members was a priority as a strategic initiative (see exhibit 1). The Chapter created an early careerist committee headed by project leader, Aaron Moore, who was an early careerist himself. Aaron reached out to several schools in the Chapter area and attended career fairs to begin spreading the word about the value of joining HFMA. He also reached out to the professors and department heads spreading the idea that students could work in healthcare with a general accounting or finance degree. At many of the schools in the Chapter area heavy pressure and support was given to the auto industry. The chapter felt this was a substantial and noteworthy contributor to the lack of millennials working in the healthcare field and joining the Chapter.

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Goals:

The goals for the Eastern Michigan Chapter's Student Outreach Program include:

- Create alliances between HFMA and universities in the Chapter area to increase awareness of the value that HFMA can give students, such as networking and career prospects. The Chapter would start with two colleges Eastern Michigan University (EMU) and Wayne State University (WSU).
- Increase our chapter's student e-membership by 50% for each of the two schools. This would be measured by comparing the e-student listing in 2016 to the e-student listing in 2018.
- Educate students on the opportunities available to them through HFMA, the e-membership benefits, and the educational and networking opportunities that HFMA had to offer.
- Continue to grow the early careerist committee.

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Methodology:

The initial step was to identify which two schools to target. Two very different universities were chosen. The first selection was Wayne State University (WSU), because they didn't offer a healthcare career track. The second selection was Eastern Michigan University (EMU), home to a large healthcare administration program. Aaron reached out to the healthcare administration program chair to discuss the value HFMA could offer the students especially in networking, finding job prospects and certification.

A PowerPoint presentation was developed for the classroom presentations (see exhibit 2). Aaron recruited three existing Chapter volunteers; two of the volunteers were alumni from the respective schools. These Chapter volunteers had stories to tell of attending WSU or EMU and how they found jobs and used HFMA as a valuable tool for advancing their careers.

EMU had the volunteers address the students directly in the classroom. Professor McCurdy invited the Chapter volunteers to present to both undergraduate and graduate classes at the beginning of each semester. During the presentation in class, the Chapter volunteers would walk the students through the student enrollment process.

Recently, Past Chapter President of HFMA-EMC, Marina Houghton became the Chair over the Accounting Program at WSU's Mike Ilitch School of Business. Marina reached out to Aaron Moore and planned a very different approach for WSU because they don't have a curriculum nor a degree for healthcare. Ms. Houghton suggested that WSU could offer the HFMA Revenue Cycle Certification program with an instructor and the students would earn credit. Marina has been coordinating this between HFMA National and WSU.

On Feb 20, 2017, Aaron attended an accounting event at WSU and set up an informational booth to begin the process spreading the word about HFMA and certification. At the event, Aaron had a student interest sign-up sheet. There were 12 students interested.

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Evaluation and Results:

The Chapter succeeded in creating an alliance with two colleges. The PowerPoint presentations went well and Aaron reached out to 180 undergraduate students and 40 graduated students in the Health administration program at EMU (see exhibit 3). Aaron also gained interest of 12 students at WSU and an opportunity to conduct a Revenue Cycle Certification class.

Through the classroom visits at EMU and the accounting event at WSU, Aaron was able to reach just under 250 students. In 2016, EMU had two Chapter e-students and in 2018 the e-students at EMU is five students (see exhibit 4 & exhibit 5). Therefore, the e-student membership at EMU increased by 75%. In 2016, there were three e-students and in 2018 there are four e-students at WSU. Therefore, the e-student membership for WSU increased by 25% which was short of the Chapter goal.

As witnessed by the letter that Professor McCurdy wrote, the Chapter made a concerted effort to show the value of being an HFMA member to early careerists. In the past year Chapter volunteers have introduced HFMA to nearly 250 college students. Overall, the Chapter did not have a significant jump in early careerists, but the Chapter is seeing that the effort is starting to make a difference. We have increased student e-memberships at the schools that we have visited and the Chapter has also been presented with opportunities for further collaboration in the future.

The last goal of this project was to increase student outreach/ early careerist committee members. The committee started out with two members and as of today, there are five committee members. With more committee members there will be additional people to reach out to other colleges in the Chapter area.

To summarize, 1) The Chapter did reach out and start collaborating with two colleges in the Chapter area. 2) The Chapter increased e-student membership at EMU by 75 % and WSU by 25 %. The Chapter surpassed the goal at EMU and were under the goal at WSU. 3) The letter received from EMU Professor McCurdy and the opportunity to conduct a Revenue Cycle Certification class at WSU, shows support of the goal of showing students the value and opportunities of becoming an HFMA member. Lastly, the early careerist committee is gaining membership which can only be a plus for the Chapter, as this will allow the Chapter to reach out to more schools and students.