



# Student Liaison Best Practice

**Rebecca Kerkenbush, MS, RD-AP, CSG, CD, FAND—President-elect**  
**The Wisconsin Academy of Nutrition and Dietetics**

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## Introduction

- The Wisconsin Academy of Nutrition and Dietetics' (WAND) Marketing & Communications committee created the Student Liaison position in 2019
- This position is filled by a student, an intern or a recent graduate
- She/he/they serves as a contact point between WAND and college dietetics clubs, students and interns

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## Why Create This Position?

- WAND noticed a decrease in student involvement
- WAND wanted to focus on outreach, recruitment, involvement and retention of student members
- WAND aimed to increase student awareness of the state affiliate
- WAND recognized the need for a streamlined process to communicate its information, messages, opportunities, events, etc to students and interns

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## Creation Process-Define Responsibilities

- Attend monthly Marketing & Communications Committee meeting
- Manage WAND's Student Facebook page  
<https://www.facebook.com/groups/481133892706785/>
  - Approve friend requests
  - Update member list yearly
  - Create interactive posts: polls, questions, contests
  - Share relevant posts from other pages
- Communicate with college dietetics clubs
  - Update contact form: club president, club advisor, meeting dates & times
  - Offer for a WAND representative to speak at a meeting
  - Disseminate information about WAND events, socials, contests, awards/scholarships, student conference, and the annual conference
  - Highlight clubs/internship activities on WAND Facebook page to promote future dietetic professionals

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## Creation Process-Define Responsibilities

- Provide the Marketing & Communications Committee updates about student/club initiatives, events, meetings
- Promote membership and involvement of students in WAND
- Communicate with program and internship directors
  - Volunteer opportunities
  - Membership benefits
  - National Nutrition Month video contest
- Assist with the National Nutrition Month video contest
- Conduct student survey yearly or every other year
- Provide results of the student survey to the Marketing & Communications Committee, as well as the WAND Board

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## Creation Process-Student Survey

- Questions
  - Is an Academy of Nutrition and Dietetics membership a requirement of your school's dietetic program?
  - What would you like to see in the future from the Wisconsin Academy of Nutrition and Dietetics?
  - Do you feel you benefit from the student membership in the Wisconsin Academy of Nutrition and Dietetics?
  - Do you attend your region's events for the Wisconsin Academy of Nutrition and Dietetics?
  - What can the Wisconsin Academy of Nutrition and Dietetics do to benefit you as a student?
  - Best Method of Contact

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## Creation Process-Survey Results



### • Results for current members

- Is an Academy of Nutrition and Dietetics membership a requirement of your school's dietetic program?
  - 65% Yes
  - 35% No
- What would you like to see in the future from the Wisconsin Academy of Nutrition and Dietetics?
  - Access to Dietetic resources - new job postings, recently published peer reviewed articles, learning aids for community nutrition workers, reference guides for clinical dietitians and food service dietitians
  - Reduced membership prices, more recommendations/access to board exam study materials, a RD board exam question of the day
  - Volunteer Opportunities
  - Job Opportunities
  - Networking events for students
  - Job outlook information
  - Hard copy of the magazine
  - Free access to resources like the NCP
- Do you feel you benefit from the student membership in the Wisconsin Academy of Nutrition and Dietetics?
  - 27% Yes
  - 55% Yes, but I wish there were more resources
  - 18% No

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## Creation Process-Survey Results



### • Results for current members

- Do you attend your region's events for the Wisconsin Academy of Nutrition and Dietetics?
  - 45% Yes
  - 55% No
- What can the Wisconsin Academy of Nutrition and Dietetics do to benefit you as a student?
  - Student learning aids, job postings, shadow and volunteer opportunities
  - Student specific events such as networking, practice interviews, etc.
  - Lower membership costs, more board exam prep
  - Provide events for students and new graduates
  - Send free helpful materials or guides to keep for practice
  - Longer trial period for the RD prep.
  - Expand resources for students.
  - More outreach to college campuses
  - Promotion on what resources are available for students would be beneficial.
  - Information/suggestions on how/where to start a career in dietetics
- Best Method of Contact
  - Email

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## Creation Process-Survey Results



- Results for current non-members

- Do you attend your region's events for the Wisconsin Academy of Nutrition and Dietetics?
  - 67% Sometimes
  - 33% No
- What can the Wisconsin Academy of Nutrition and Dietetics do better to benefit you as a student?
  - Study Resources for the RD Exam
  - Overwhelmed with emails
  - Provide more or explain students access to scholarship opportunities, networking, and beneficial volunteer/field experience
- What deters you from being a member of the Academy of Nutrition and Dietetics/Wisconsin Academy of Nutrition and Dietetics?
  - Cost
  - Time
  - Utilization does not justify cost
- Best Method of Contact
  - Email

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## Creation Process-Requirements



- Be a current member of the Academy of Nutrition and Dietetics
- Choose WAND as your state affiliate
- Be a member of WAND's Marketing & Communications Committee
- Motivated
- Be able to work as a team and independently
- Organized
- Effective communication skills (written, oral)

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## Creation Process-Time Commitment

- Position begins in July and ends in June
  - 1 hour per month—Marketing & Communications committee meeting
  - 1-2 hours per month—Manage WAND's Student Facebook page
  - 0-2 hours per month—Connect with college nutrition/dietetics clubs
  - 0-1 hour per month (November-February)—Assist with the coordination and implementation of the National Nutrition Month video contest

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## Creation Process-Benefits

- Leadership experience and development
- Include activities on your resume
- Build new skills
- Gain professional experience
- Receive recognition
- Teamwork and communication among nutrition and dietetics students statewide
- Network with dietetic professionals statewide
- Participate in other roles within WAND

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## Implementation Process

- Proposed position to Marketing & Communications committee and obtained approval
- Created, reviewed and approved position description
- Created WAND membership power point presentation for dietetic club/college visits
- Created agenda for college dietetic club/class visits
- Recruit person to fill position
- Mentor new student liaison

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## Implementation Process

### • Position Description

- **Elected or Appointed:** Appointed (volunteer based)
- **Reports to:** WAND President-Elect (Marketing and Communications Committee Chair)
- **Position Duration:** 1 year term
- **Position Purpose:** This position is responsible for acting as an intermediate between the WAND M&C Committee and the dietetic students of Wisconsin. This individual will also be responsible for communicating with dietetic students and schools to see if there is an interest in having a WAND representative visit.
- **Ideal Requirements:**
  - Organized
  - Attention to detail
  - Excellent communication skills, both verbal and written
  - Motivated
  - Ability to prioritize and multitask

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# Implementation Process

## • Position Description—continued

### • **Responsibilities:**

- Organize contact form and initiate contact of the dietetics clubs at the beginning of each semester/school year.
- Attend monthly Marketing & Communications Committee meeting (MCC)
- Work closely with out-going student liaison, current WAND Board student representative, and President-Elect on National Nutrition Month video contest (November-February).
- Monitor emails and field questions from students and committee members in a timely fashion
- Mentor new student liaison in the first two months of their position.
- Manage the WAND Student Facebook page (e.g. create posts, share posts, engage members, manage member list)

### • **Reporting Duties:** Monthly student report to the WAND M&C Committee (July-June).

### • **Travel Requirements:** Attendance at region WAND events (when possible)

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# Implementation Process

## • Position Description—continued

### • **Expected Time Commitment:**

- 1 hour per month for M&C Committee conference call
- 1-6 hours per month on other duties (may be more during WAND Annual Conference month, but considerably less during summer months)

### • **Resources:** Mentorship from previous year's student liaison, current WAND President-Elect, and other M&C Committee Members

### • **Materials to Be Passed on to Successor:** Best practices form, universities' club's contact form, position description, National Nutrition Month forms

### • **Benefit for volunteering in this position:**

- Leadership and networking opportunities
- Marketing experience
- Opportunity to guide and encourage students and interns

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# Implementation Process



## • Dietetic Club Meeting Agenda

- Introduce yourself, talk about your background and current position in WAND
- Membership Power Point Presentation & WAND Webinar: “What does WAND involvement look like?”
- WAND/AND student volunteer opportunities
  - <https://www.eatrightwisc.org/page/StudentVolunteerOpportunities>
  - Committee member opportunities, attend WAND Regional Events (perhaps co-host an event), WAND initiatives
- How to join: (\$58 yearly)
  - Student Membership Pamphlet <https://www.eatrightpro.org/-/media/eatrightpro-files/membership/membership-types-and-criteria/studentmembershipbrochure.pdf?la=en&hash=906056884520C0E7F6046B4622C16C7FC5A6AC50>
  - Student Application <https://www.eatrightpro.org/-/media/eatrightpro-files/membership/membership-types-and-criteria/studentmembershipapplication-20182019.pdf?la=en&hash=7CFB6417C828E8472C8AE549DEDDF03242B5D6B4>
  - Membership Prospect Contact Information Form <https://www.eatrightpro.org/-/media/eatrightpro-files/leadership/leadership-development/recruitment-and-retention-resources/membershipprospectcontactinfoform2017.pdf?la=en&hash=EAD588F001BD532BC073445A1A2F509295FFD6E2>
  - AND Student Liaison and contributor to the monthly e-newsletter Student Scoop (<https://www.eatrightpro.org/membership/student-member-center/get-involved>)

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# Implementation Process



## • Dietetic Club Meeting Agenda Continued...

- WAND National Nutrition Month Video contest-2021
  - Submit your video of 2 minutes or less. Need some inspiration? Visit WAND's [YouTube Channel](#) to watch past year's contestants video submissions
  - <https://www.eatrightwisc.org/page/NNM2021>
- WAND 2021 Annual Conference-We Are Nutrition Diversity (WAND) on April 9<sup>th</sup> (virtual)
- Advocacy Day-March 2021
- Student Awards
- Student Scholarships <https://www.eatrightwisc.org/page/Scholarships>

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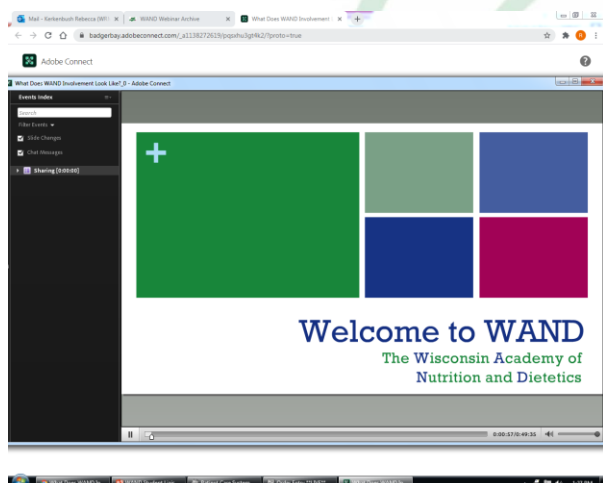
## Recommendations

- Monitor student membership numbers monthly/yearly
  - FY 2017-2018 Student Members=326 (20.6% of total members)
  - FY 2018-2019 Student Members=295 (20.7% of total members)
  - FY 2019-2020 Student Members=313 (21.4% of total members)
  - FY 2020-2021 Student Members=259 (20.1% total members)\*
- Review student volunteer activity yearly (e.g. # of students on committees)
- Conduct a student survey (done by the Student Liaison)
- Report results of student survey to the Marketing & Communications Committee, as well as the board

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## Recommendations

- Create membership webinar or power point presentation (WAND has both)



Get to Know the Wisconsin Academy  
of Nutrition and Dietetics



**WAND**  
 Wisconsin Academy of Nutrition and Dietetics

an affiliate of the  
**eat right.** Academy of Nutrition and Dietetics

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# Recommendations

- Create a student tab on your affiliate website

The screenshot shows the 'Getting Involved' page on the WAND website. The page has a header with the WAND logo and navigation links. Below the header is a registration form with fields for First Name, Last Name, Address Line 1, Address Line 2, City, Zip/Postal Code, Email Address, and Phone. There is also a dropdown for 'Area of Practice' and a section for 'Volunteer Choices' with checkboxes for various roles: Advocacy & Public Policy, Board of Directors, Diversity, Finance, Marketing & Communications, Membership, Nominations & Leadership, Professional Education, Sponsorship, and Other. A 'Submit' button is at the bottom of the form. To the right of the form is a 'LATEST NEWS' section with several articles and a 'CALENDAR' section with upcoming events.

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# Results of Student Liaison Position

- WAND created a Student Mentorship session for the 2020 Annual Conference (unfortunately conference cancelled due to COVID-19)
- The program aimed to provide students with the opportunity to meet registered dietitians from a variety of practice areas and to learn about their unique professional paths
- Highlight these professionals' involvement in WAND
- Chance to socialize with fellow dietetic students from across the state
- 10 RDs involved
- 75 students registered to attend

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## Results of Student Liaison Position

- WAND created a student conference
  - Held our first annual student conference October 30<sup>th</sup>, 2020
  - 18 students registered; 12 students attended live
  - Free for WAND members; \$50 for non-members
  - Sessions recorded and available on WAND website
  - Four 1-hour sessions
    - PREPARING FOR A DIETETICS INTERNSHIP
    - PANEL DISCUSSION: AVAILABLE CAREERS IN DIETETICS
    - PROFESSIONAL INTERVIEWING AND BASIC NEGOTIATION
    - WRITING AN EFFECTIVE RESUME

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# Questions?

rkerken@watertownregional.com

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