Outcomes – Facebook page followers increased by 10% during the three-month campaign. 11 students were featured on our blog. Each student responded to the same set of questions (i.e., What has been your favorite experience from your dietetic program and/or internship? What kind of work would you like to do? What words of wisdom would you share with students who are interested in pursuing Dietetics?).

GENERAL SESSION presented by Academy President Donna Martin, EdS, RDN, SNS, Building Professional Bridges That Will Take Your Career into The Next Century.

- "Great role model for RDNs! Great advice on networking & being open to opportunities."
- "I liked how she got everyone engaged about how they got where they are today."

STUDENT STRATEGIES AND OUTCOMES

BLOG POSTS featuring STUDENTS SHARED on website and Facebook

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CAMPAIGN STRATEGIES AND OUTCOMES

This year as part of our affiliate’s 70th Anniversary, a campaign to promote the value of Academy membership to students and interns was carried out. With students and interns comprising 25% of our current membership, a strategic need was recognized by the board. The campaign complimented the annual meeting theme of “building bridges.”

Promoting the value of Academy Membership to Students and Interns

Strategic Planning Builds Bridges: State Affiliate Brings Value To Student Membership Through Social Marketing, Networking, Poster Sessions And Scholarships

POSTER SESSIONS

Session Abstracts
Poster session abstracts shared on our blog (www.eatrightidaho.net).

Poster Presentations
Six of the eight posters were presented by students; 16 different student authors.

SCHOLARSHIPS

Scholarships
14 full scholarships and 20 partial scholarships.

Meeting Participation
25% of meeting attendees were students.

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