

RECRUITMENT IDEAS FOR 2009-2010

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HOSA national membership currently stands over 100,000!! But why stop here? In order to increase membership we need to not only focus on high school membership, but also recognize the importance of building a strong middle school foundation. However, what we do after our contribution to the organization is also important, which is why becoming an alumni member can continue to impact the success of HOSA.

Creating well-prepared healthcare students, HOSA continues to fuel the progress of medicine. The importance of establishing a foundation of serving others at an early age is important. Why start at a secondary level when it is possible to begin earlier? Loyalty for a career, organization, or a group of people increases with time; and beginning membership at the middle school level is a way to start. Through brochures and presentations, students will get an idea of what HOSA offers to help them increase their knowledge of medicine. As this generation thrives on technology, HOSA can increase awareness by the same means. Partnerships with major television networks, like Nickelodeon and Disney Channel, can spur this awareness through the use of commercials exhibiting the fun there is in medicine and competition. Footage recorded at regional, state and national conferences can demonstrate the professional aspects of teens nowadays but also their ability to influence society, expand social networks and create a future for themselves beginning at a young age. HOSA information on Twitter and Facebook can have an incredible effect! The resources are out there. It is just a matter of using them and appealing to youth at an early age about the health professions.

The backbone of most career technical organizations such as HOSA is usually composed of alumni. Through dedicated alumni, organizations are able to thrive and succeed. Alumni members give their time and effort to the benefit of HOSA. First Alumni membership can be improved by awareness. Many members are oblivious of such a category of membership. A way to improve alumni membership is to advertise it in state and national programs. HOSA members who make it to the state and national levels are usually experts in their competitions and would love to help judge as alumni members. Offering alumni members benefits such as career resources and opportunities to judge HOSA events, as well as networking opportunities with other alumni members will significantly increase membership.

As you can see it is imperative to produce new membership in the middle school and alumni division, not only to improve our organization as a whole but also to assist our members in their future endeavors. A strong foundation of middle school members will enhance the experience for all members through igniting the fire in the youth of today to excel tomorrow. Alumni membership growth will keep our members engaged in HOSA as well as providing them with valuable resources and networking opportunities.

