

Working Group on Veterinary Medical Career Opportunity and Awareness

Purpose

To create a working group composed of representatives from the AVMA, Association of American Veterinary Medical Colleges and Industry (Zoetis) to:

- Identify the best strategic approach to attract science-minded individuals with the skills, knowledge, and aptitude to succeed in the veterinary medical profession, at a time when affordability of veterinary medical education and future earnings may be a deterrent to potential candidates for admission to veterinary colleges
- Examine the feasibility of providing information to young people who are interested in science and may be interested in veterinary medicine
- Determine how best to accurately inform potential pre-veterinary students of the breadth of opportunity inherent in a career in veterinary medicine, as well as the challenges

Charge

- To develop a plan and budget to do the following:
 - Identify and effectively inform potential applicants to veterinary school of the rewarding and varied career opportunities available within the profession of veterinary medicine.
 - Identify the most opportune means for reaching these high school and undergraduate students with information about the profession.
 - Strategically enhance and target the delivery of information about the profession to audiences who are underrepresented in veterinary medicine and diverse with respect to professional aspiration.
 - Inform prospective applicants of the academic, financial, and competitive challenges involved in becoming a veterinarian.

Membership of the Working Group

The membership will be approximately 8 individuals (2-AAVMC, 2-Zoetis, 3-AVMA, and 1-veterinary medical student) who should be forward-thinkers, have a personal interest and professional influence in the development of the next generation of veterinary medical school applicants, possess strong communication and interpersonal skills, and be familiar with innovative and effective strategies used to reach a diverse student population. Further, the members should be diverse with regard to professional experience and demographic characteristics. The veterinary medical student representative would be appointed by the Student AVMA.

Method of Appointment

The membership will be selected by their representative bodies. With respect to the 3 AVMA representatives, the AVMA Board of Governors will appoint a representative from the AVMA Executive Board and a volunteer at-large, following a call for nominations. The AVMA Executive Vice President will appoint an AVMA staff person to serve on the working group.

Chair of Working Group

The Chair of the Working Group will be appointed by the Board of Governors.

Meetings

The Working Group may meet by conference call as needed, with up to two face-to-face meetings at AVMA Headquarters at a time to be determined by the Chair.

Funding

Each organization will fund its participants' travel to and from AVMA Headquarters. AVMA will cover hotel and meal expenses for all members of the working group while at Headquarters in accordance with AVMA travel policy. Any further expenses for completing its charge, for example inclusion of a consultant or other resource persons, must be requested in advance and approved by the Executive Board.

Reports

The Working Group shall provide an interim report following its first meeting, as well as a final report to the AVMA Executive Board. The final report should include a proposed plan (including next steps) and budget to achieve the working group charge. The final report should be submitted in time for consideration by the Executive Board at its fall 2014 meeting.

Life Expectancy

The Working Group will sunset upon receipt of the final report by the AVMA Executive Board.