

Dental Health Programs

PRESIDENT'S
LEADERSHIP INSTITUTE



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TSC

Dental Health Programs Marketing Campaign

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DESCRIPTION

This project aims to **enhance enrollment and visibility of Dental Health Programs** through marketing, outreach and community partnerships

RATIONALE

Workforce **shortages** in dentistry create a need to **increase awareness** and **strengthen pathways** into the Dental Health Programs

GOALS

- Maintain strong DH enrollment
- **Increase DA enrollment**
- Meet workforce demand
- Expand awareness of career pathways



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PROGRESS and DATA

Implementation

- TSC marketing
- Community presentations
- Community events

Data Collection

- Applications
- Surveys
- Community outreach

Survey Results

- 173 surveyed
- **25 % expressed interest**

Key Findings

- DH applicants comparable
- DA applicants **increased by 126%** (as of April 15)

Analysis

- Increased **awareness and interest** following outreach efforts

FUTURE OUTLOOK

Increase applicants, strengthen partnerships, and expand awareness

Sustain marketing initiatives, strengthen outreach, and track long-term enrollment trends

Support workforce demand and strengthen program growth

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